

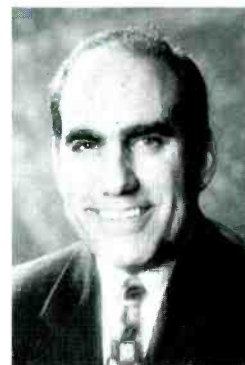
### No Guesswork At Urban AC

Syleena Johnson takes the guesswork out of who's No. 1 on R&R's Urban AC chart for a fourth consecutive week with "Guess What," the lead single from her new album *Chapter 2: The Vice*. The single is also in the top 30 on the Urban chart.



### EMI Restructures With New Unit

EMI Recorded Music North America splits its distribution unit into two groups, including the newly created EMI Music Marketing, which will be led by Exec. VP Phil Quartararo. EMI Music Marketing will be a central unit serving EMI labels Capitol and Virgin. Read all about it, next page.



# WE'RE

# ON

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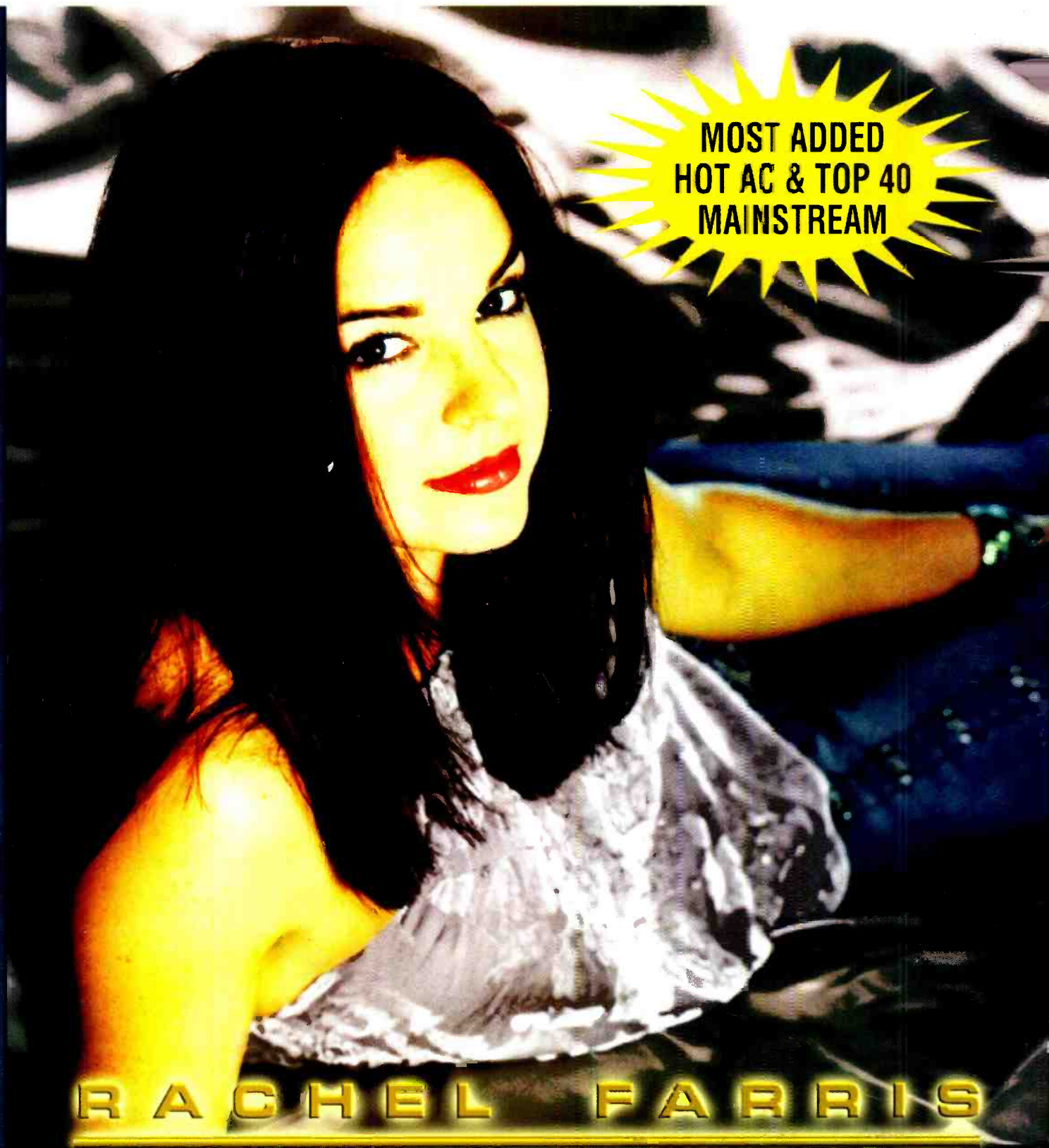
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BDS-Album Rock: 29\* (+68)

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WCMF	WTPT	WQBK	WZZO	WQXA	KNCN	KICT
KILO	KPOI	WRQC	WAQX	WXQR	KAZE	KRFR
KHTQ	WJJO	WBYS	WTKX	WCHZ	WROV	WDHA
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**PRE-BOOK PROGRAMMING PREP**

With the spring Arbitron starting soon, PDs will benefit from a 54-item checklist by consultant **Guy Zapoleon** in this week's Management/Marketing/Sales section. You'll also get five valuable tips from **Walter Sabo** on cluster marketing, 10 low-cost ways to motivate your staff from **John Lund**, six ways to avoid delegation mistakes from **Dave Van Dyke** and **Laurie Kahn's** six hidden costs of hiring. **Jeffrey Hedquist** offers a 60-Second Copywriter, while **Irwin Pollack** tackles the popular objection "Our customers don't listen to your station."

Pages 8-10

**ROCK RATINGS DIP**

The fall 2002 ratings in Rock are the subject of a two-part series by consultant **Fred Jacobs**. In the second installment, Jacobs points to competitive sports as a key contributor to the ratings decline experienced by many Rock stations.

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**R&R NUMBER ONES**

- CHR/POP**  
• J. LOPEZ I/LL COOL J All I Have (Epic)
- CHR/RHYTHMIC**  
• 50 CENT In Da Clut. (Shady/Aftermath/Interscope)
- URBAN**  
• 50 CENT In Da Clut. (Shady/Aftermath/Interscope)
- URBAN AC**  
• SYLEENA JOHNSON Guess What (Jive)
- COUNTRY**  
• JOE NICHOLS Brokenheartsville (Universal South)
- AC**  
• DIXIE CHICKS Lancelade (Monument/Columbia)
- HOT AC**  
• AVRIL LAVIGNE I'm With You (Arista)
- SMOOTH JAZZ**  
• BONEY JAMES Grand Central (Warner Bros.)
- ROCK**  
• 3 DOORS DOWN When I'm Gone (Republic/Universal)
- ACTIVE ROCK**  
• GODSMACK Straight Out Of Line (Republic/Universal)
- ALTERNATIVE**  
• LINKIN PARK Somewhere I Belong (Warner Bros.)
- TRIPLE A**  
• COLDPLAY Clocks (Capitol)
- CHRISTIAN AC**  
• NEWSBOYS He Reigns (Sparrow)
- CHRISTIAN CHR**  
• NEWSBOYS He Reigns (Sparrow)
- CHRISTIAN ROCK**  
• SWITCHFOOT Meant To Live (Sparrow)
- CHRISTIAN INSPO**  
• PHILLIPS, CRAIG & DEAN My Praise (Sparrow)
- SPANISH CONTEMPORARY**  
• SHAKIRA Que Me Quedes Tú (Sony Discos)
- TEJANO**  
• KUMBIA KINGS... No Tengo Dinero (EMI Latin)
- REGIONAL MEXICAN**  
• LIMITE Papacito (Universal)
- TROPICAL**  
• INDIA Sedúcame (Sony Discos)

ISSUE NUMBER 1496



**Stations Find Their Niche**

**Innovative formats are in bloom across the dial**

By Keith Berman  
R&R Associate Radio Editor  
kberman@radioandrecords.com

In the post-Telecom Act world it's quite common to hear radio described with words such as *repetitious, dull, lacking in variety* and *boring*. But as this harsh winter fades, spring is coming to radio as a plethora of innovative, fresh, new formats debut.

Originality in radio has usu-

ally been taken with a grain of salt. In some cases it required nothing short of a cattle prod to



get upper management to attempt something new. These days, however, some of the larger companies are letting

**FORMATS ▶ See Page 25**

**Radio Responds To Escalating Conflict**

**Radio's role during a national crisis: What we learned from Sept. 11, 2001**

By Tony Novia  
R&R Sr. VP/CHR Editor  
tnovia@radioandrecords.com

On Sept. 11, 2001 radio managers and programmers had to respond to a crisis like none they had ever seen. For the first time, many didn't have answers to vital programming and sales issues: When should I play music again? When can we run commercials again? How about contests? What can we do to respond and help our local community? How do we get through this crisis together?

With little or no experience dealing with this type of disaster, most guessed, and there were no right or wrong answers. Radio responded quickly and, as

you will read, performed well in the eyes of the majority of listeners.

The question today is whether your station is prepared to deal with any future crises. What better way to prepare than by learning from history and listening to our listeners?

In October 2001 Arbitron conducted a formal study of 1,500 diarykeepers, including 30 probing one-on-one conversations, to compile "Radio's Role During a National Crisis." This study, which examined radio's response to the 9/11 tragedy, was designed to help group owners, managers and program directors maintain and increase listening during a national crisis and to identify radio's strengths in serving and supporting the community.

▶ See Page 27

**"Listeners are more patriotic than ever. Many report placing flags on their houses and on their vehicles."**

**Remark by Dixie Chicks singer ill-timed amid America's situation with Iraq**

By Angela King  
R&R Nashville Bureau  
aking@radioandrecords.com

For some, it harks back to the furor caused when John Lennon made the infamous comparison between The Beatles and Jesus Christ. Certainly, it has been at least that long since there were public demonstrations and calls for a boycott of a particular artist's music.

But Natalie Maines of The Dixie Chicks got a similar reaction last week when she told a London concert crowd that she was ashamed to be from the same state as President George W. Bush.

Despite an apology issued by Maines through a public relations firm late last week, a number of individual radio stations pulled The Dixie Chicks' music from rotation. And at least one broadcast company,



The Dixie Chicks

Cumulus, opted to ban the group's music on its 42 Country stations until a public apology was made.

Several Cumulus stations also staged public demonstrations against The Dixie Chicks, including KRMD/Shreveport, LA. KRMD held a "Chicks Bash" event and had listeners bring their Dixie Chicks' CDs to be crushed under a tractor. PD Bob Shannon described the event as a "pro-America rally." Cumulus

**DIXIE CHICKS ▶ See Page 25**

**Kagan Panels Discuss War, Radio's Future**

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

NEW YORK — The effect a war with Iraq could have on radio was just one of many issues that panelists at the Kagan Radio Summit addressed during the daylong event, held here last week at the Helmsley Park Lane hotel. Also highlighted were the health of the acquisition market, the possible return of Randy Michaels to radio and at least one panelist's belief that the future of radio lies in mining nontraditional revenue streams.

Kicking things off was Entcom President/CEO David

**KAGAN ▶ See Page 4**



**BAYLISS SERVES UP ROASTED HARE** It wouldn't be a radio event unless someone was thoroughly insulted! The "dis-honoree" of the 17th annual Bayliss Radio Roast was ABC Radio Division President John Hare, who was roasted on March 13 at the Pierre Hotel in New York City. The event raises money for the John Bayliss Scholarship Fund to benefit college students pursuing a career in radio — so they might one day be able to skewer one of their colleagues at a future Bayliss Roast. Seen here after a job "well done" are (back row, l-r) ABC Radio Station Group's Mitch Dolan, Regent Communications' Bill Stakelin (who served as the event's MC), former ABC Radio executive Don Bouloukos, Katz Media Group's Stu Olds, (front row, l-r) ABC Radio Networks' Traug Keller, Hare and WBAP/Dallas' Hal Jay.

**Quartararo & Gavin To Lead Split EMI Dist.**

By Frank Correia  
R&R Music Editor  
fcorreia@radioandrecords.com

In a move designed to align its sales, distribution and marketing operations with the changing music marketplace, EMI Recorded Music North America is splitting its EMI Music Distribution unit into two groups, including a newly created marketing entity to be led by EMI Recorded Music North America Exec. VP Phil Quartararo. Physical distribution



Quartararo

**EMI ▶ See Page 3**



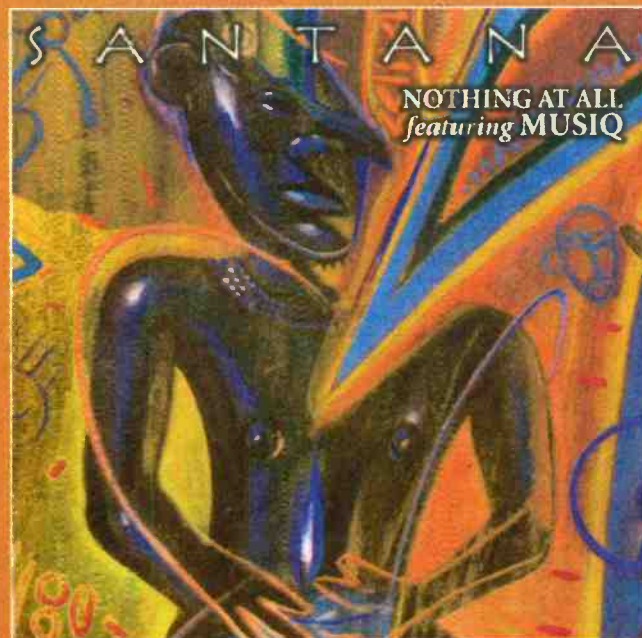
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# WLTW/New York Takes Over As Top Radio Biller

## KKBT/Los Angeles the first Urban to crack top 10

By Jeff Green  
R&R Executive Editor  
jgreen@radioandrecords.com

Clear Channel again held on to the top two positions on BIA Financial Network's annual list of the top 10-billing radio stations for 2002, but the company's rapidly rising WLTW/New York knocked out two-year champ KIIS/Los Angeles to take the crown with \$65.1 million — an increase of nearly \$9 million from 2001 and 6.2% ahead of KIIS's performance in 2001. Two years ago WLTW ranked fourth.

While rankings shifted among the leaders, only Radio One's Urban KKBT/Los Angeles is a new face on the list, climbing from 18th to 10th and giving the Urban format its first-ever position on the leader board; the station ranked 30th in 2000. Last year CHR/Rhythmic KPWR/Los Angeles, which ranked 11th two years ago, became the first Urban-oriented station to make the list. KKBT's impressive growth knocked WHITZ/New York out of the top 10, resulting in a tie

between Infinity and Clear Channel for the most stations on the list, with four.

In addition to KPWR, other notable advances include KROQ/Los Angeles, which has steadily improved from seventh in 2000 to No. 3, while KOST/Los Angeles has risen from 17th to seventh in two years and also registers the best percentage increase (15.8%) of incumbent stations.

As usual, all 10 stations on the list are in New York and Los Angeles, and the threshold for making the top 10 increased \$3.5 million in 2002. The combined revenue of the top 10 for 2002 outperformed the country as a whole, rising 7.7% to \$516.5 million, compared to 7.2% growth among all Arbitron markets. Nine of the top 10 stations increased revenue, with KIIS being the lone exception. Having previously been tied for the most stations on the list, L.A. has edged ahead of New York, claiming six of the top spots.

Rank '02	Rank '01	Calls/City	Est. Revs (In millions)	Format	Owner
1	2	WLTW/N.Y.	\$65.1	AC	Clear Channel
2	1	KIIS/L.A.	\$60.5	CHR/Pop	Clear Channel
3	5	KROQ/L.A.	\$53.9	Alternative	Infinity
4	4	WINS/N.Y.	\$53.6	News	Infinity
5	3	WFAN/N.Y.	\$52.3	Sports	Infinity
6	8	KPWR/L.A.	\$49.0	CHR/Rhythmic	Emmis
7	10	KOST/L.A.	\$46.9	AC	Clear Channel
8	6	WXRK/N.Y.	\$46.2	Alternative	Infinity
9	7	KYSR/L.A.	\$45.0	Hot AC	Clear Channel
10	18	KKBT/L.A.	\$44.0	Urban	Radio One

Source: BIAfn

## Moore Now KMOX/St. Louis PD

Three-year KMOX/St. Louis Program Manager Steve Moore has been promoted to PD of the Infinity News/Talker. Moore takes over the programming chores that were previously handled by Tom Langmyer, who was recently elevated to VP/GM of the station. Moore will continue to report to Langmyer in his newly expanded role.

"Steve has a strong understanding of KMOX and what it means to the community," Langmyer told R&R. "He is a strategic thinker and has the skills to lead the KMOX programming team."

Moore began his radio career at KFRU-AM/Columbia, MO. Before joining KMOX in fall 2000 he was PD at KTRS/St. Louis. Moore's Gateway City radio resume also includes stops at KFNS-AM and KSD-AM.

"The best thing is that I got an office upgrade," Moore joked to R&R. "My old office had a window, but it was painted on the wall. My new one has a real one, so now I can look out and see the smokestacks from the diner next door."

On a more serious note, Moore continued, "I'm grateful for the recognition and the opportunity to continue as part of the KMOX team. The truth is, I was born here in St. Louis, and I grew up listening to KMOX. It's been part of my life for a long time. I've also known Tom for many years, and I've learned a lot from working with him directly for the past three years. He understands the essence of this station better than anyone I know, and I'm glad I will continue to benefit from his experience and knowledge."



**CLASH OF THE POINTERS** Earlier this month Arista recording artist Carlos Santana teamed up with Antwone Fisher actress Joy Bryant to film the video for his latest single, "Nothing at All." The video, which was recently added at both VH1 and BET, was shot in San Francisco and directed by Mark Webb. Bryant adds her name to the list of famous people involved with the song, as "Nothing at All" also features vocals by Musiq. Seen here enjoying a picture-perfect moment are (l-r) Bryant and Santana.

## Infinity's Johnson, Rivers Now VPs/Programming

Infinity has promoted two more executives to VPs/Programming: Kurt Johnson, in Dallas, and Smokey Rivers, in St. Louis.

Johnson is now overseeing programming for all six Infinity stations in the Dallas cluster, which comprises KLLI, KLUV, KOAI, KRBV, KRLD & KVIL. He retains his post as OM/PD of KOAI & KVIL and reports to Infinity/Dallas Sr. VP Dave Siebert.

"Kurt's strong leadership abilities



Johnson

make him a natural for this position," Siebert said. "He's done a remarkable job with KVIL & KOAI, and this promotion is well-deserved. I'm thrilled to be able to expand Kurt's role with Infinity, applying his considerable skills and experience to all of our stations and building our cluster to even greater leadership in the Dallas market."

Johnson said, "I'm grateful for

**INFINITY** ▶ See Page 12

## EMI

Continued from Page 1

pack and ship) will now report directly to Ivan Gavin, EMI Recorded Music North America's COO.

The new marketing entity, to be called EMI Music Marketing, is being established as a central unit that will service three key groups: EMI's North American labels, its retail customers and, ultimately, consumers. The group is designed to develop new revenue streams, work more efficiently with EMI's label-marketing functions and serve key market segments in traditional retail and nontraditional channels.

EMM will target such specialty markets as sports and lifestyle, as well as areas focusing on licensing for soundtracks and synchronization. EMM will also encompass the company's sales, catalog-development and special-markets efforts and include a new area focusing on the development of music DVDs from EMI's artists.

In addition to overseeing EMI's physical distribution operations, Gavin, who reports to EMI Recorded Music North America Chair-

man/CEO David Munns, will continue to oversee all of EMI Recorded Music North America's business operations across the company.

"To meet rapid changes in demand for new platforms and new formats for offering music, we needed an organization that would help EMI's recorded music business in North America become even more flexible, fluid and streamlined," Munns said. "EMM will allow us to move quickly and more responsively in meeting the music-buying community's needs."

Quartararo said, "This move will make EMI a more marketing-oriented organization than ever before, one that allows us to better listen to and respond to what our customers and music consumers demand. EMI Music Marketing's structure is designed to service the music market as it is today and where it's going tomorrow. Our aim is to make music even more accessible in traditional outlets and to get greater penetration into more nontraditional outlets. The concept of a multifaceted,

**EMI** ▶ See Page 12

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## Medina Heads 'Super Estrella' At Entravision

Veronica Medina has been named Format Director of Entravision Radio's Spanish Contemporary "Super Estrella" network. A 15-year radio veteran, Medina will be based at the company's San Jose headquarters and report to VP/Programming Haz Montana.



Medina

Medina was previously PD/morning host at Big City's WXXY (Viva 103.1)/Chicago. Before that she was PD at Hispanic Broadcasting's crosstown WOJO. At Super Estrella, she will also hold the afternoon airshift.

"Veronica brings a wealth of experience to Entravision Radio as a Format Director and on-air talent," Montana said. "Her knowledge of the Spanish-language radio industry will be invaluable as we continue to enhance the programming on Super Estrella."

Medina replaces Araceli Rivera, who launched Super Estrella with Montana in 1999. Rivera will now serve as on-air host on the company's AC "Radio Romántica" network and will play an instrumental

**MEDINA** ▶ See Page 13



# Univision-HBC Merger Postponed

## FCC questions force delay of closing

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

While the companies had hoped to finalize the deal by March 14, Univision and Hispanic Broadcasting have postponed indefinitely the closing of their multibillion-dollar merger. The reason: a last-minute request from the FCC for more information about Univision's stake in Entravision.

On March 10 Univision and HBC received letters from the FCC asking for additional information about the influence Univision's nonvoting interest in Entravision has over Entravision's operations. That meant that instead of closing on the deal — originally valued at \$3.5 billion but now, with declines in HGC's stock price, estimated at closer to \$2.2 billion — Univision notified Standard & Poor's that the closing would be delayed.

Univision has already agreed to reduce its 27% stake in Entravision

to ease antitrust concerns, but the FCC wants to know more. In a letter filed with the FCC on March 11, Univision questioned why the issue is being raised now, pointing out that the Department of Justice has already cleared the transaction.

Univision said in the letter that its Entravision stake complies with FCC attribution regulations and drew parallels with NBC's high-profile merger with Telemundo, which was granted despite NBC's large minority interests in both

Telemundo and the Paxson TV network.

Univision noted that its interest in Entravision is smaller than NBC's stake in Paxson and pointed out that it is surrendering its right to name members to Entravision's board, while NBC still appoints members to the Paxson board.

Finally, Univision said that allowing NBC to keep its interests in Paxson and Telemundo while suggesting that Univision's stake in Entravision may violate the rules is unfair to minority broadcasters. "Such disparate treatment," Univision said, "would directly hinder the ability of minority-oriented and fledgling networks like Univision to compete on a level playing field."

MERGER ▶ See Page 6

## BUSINESS BRIEFS

### Westwood One Forecasts Q1 Declines

In updated guidance issued Tuesday, Westwood One said it expects its revenue and operating cash flow to come in slightly down in Q1, revising earlier guidance that predicted low- to mid-single-digit revenue growth and double-digit operating cash flow growth. The company also lowered its forecast for 2003: It now expects low- to mid-single-digit revenue growth and high-single-digit operating cash flow growth. WW1's earlier full-year guidance was for mid-single-digit revenue growth and double-digit growth in operating cash flow, to the \$210 million-\$215 million range. WW1 CEO Joel Hollander said, "In light of the extraordinary uncertainty surrounding an imminent war with Iraq, we have been experiencing a softening of advertising sales over the past four weeks as advertisers try to ascertain the duration of the conflict and its possible effect on their business."

### Clear Channel Plans New Note Offer

Clear Channel plans to sell \$200 million worth of 4 5/8% senior notes due 2008, adding to the \$300 million worth of notes it issued on Jan. 9. A registration for the new note has been filed with the SEC; the proceeds will be used to pay down other Clear Channel debt.

In other Clear Channel news, *Fortune* magazine has once again included the media conglomerate in its list of America's most admired companies. Clear Channel rises to No. 3 in the entertainment category, up from No. 5 in 2001. Human-resources consultant the Hay Group

Continued on Page 13

## R&R Stock Index

This weighted index consists of all publicly traded companies that derive more than 5% of gross earnings from radio advertising.

	3/1/02	3/7/03	3/14/03	Change Since	
R&R Index	251.28	183.58	185.57	-26%	+1%
Dow Industrials	10,517.14	7,740.03	7,859.71	-25%	+1.5%
S&P 500	1,153.04	828.89	833.26	-28%	+0.5%



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## Kagan

Continued from Page 1

Field, who echoed the sentiments of many in the industry by insisting that any softness in March advertising is directly related to advertiser uncertainty over war.

"It's all about the war," Field told a standing-room-only crowd in his keynote address, pointing to the solid revenue performance radio delivered from July 2002 through February 2003 and solid Q2 paces as proof that war jitters have created an "island" in March.

RAB President/CEO Gary Fries agreed, noting during the "Radio Economics 2003" panel that, considering the absence of any other economic explanations, it's the threat of war that's making advertisers skittish. In fact, aside from advertiser concerns over possible U.S. military involvement in Iraq, Fries said business is robust.

He added that fear of a war disrupting business is leading many advertisers to delay "pulling the trigger" on ad campaigns that, in some cases, are already planned and warned that if the conflict remains unresolved, advertiser skittishness will continue. "If this drags on, the sidelines play is going to stay," he said.

But Fries also pointed out that radio will be a big beneficiary once the conflict is resolved. "When money is sidelined," he said, "radio springboards after it comes back."

And he believes radio could further be helped by increasing its commitment to exploring non-traditional revenue sources. In fact,

Fries called NTR "the future of radio." He told Kagan attendees that at some point radio's growth compared to other media will peak, and that will force the industry to tap new sources of revenue.

"We might as well accept reality," Fries said. "We have tried the inventory game, and we really are not going to be able to raise inventory in our core formats in the radio business. Different formats are going to be able to carry more inventory than others, but we pushed inventory, and we got a little slap across the hands from the advertising community. I think everybody has resigned themselves to the fact that that's not the solution to the problem."

Rather, Fries said, stations should learn to "monetize their relationships" with listeners and search for ways to bring in new dollars through nontraditional sources. "People are intimately involved with the radio stations they listen to," Fries told R&R. "We have never put a value on that relationship. They're not just an audience; they're people."

Fries said stations need to tap in to the lifestyles of their listeners and plan events that will attract advertisers who are trying to reach those listeners. "Advertisers will deal with radio because of those listeners," he said, noting that things like concert sponsorships and consumer shows offer both radio stations and advertisers a new way to reach out to communities.

But Interep CEO Ralph Guild noted that getting companies to make a firm commitment to pursuing

Continued on Page 6



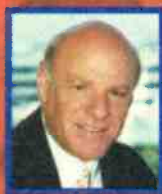
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## All-Industry Ceremony & Keynote Address



**State of the Industry Address**  
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President & CEO  
National Association of Broadcasters



**Keynote Address**  
Barry Diller  
Chairman and CEO  
USA Interactive & Vivendi Universal Entertainment



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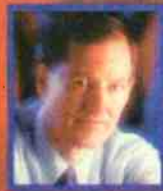


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## NAB MultiMedia World



**Keynote**  
Mike Volpi  
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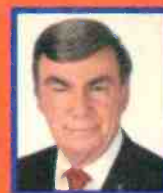
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## Kagan

Continued from Page 4

NTR opportunities is a challenge. He said that even when companies hire a full-time staff person to pursue those opportunities, the NTR department is often the first to be cut when business gets tough.

## Radio 'Trivialized' By Ownership Caps

During his keynote speech Field took aim at detractors of consolidation, telling the crowd that before the Telecom Act of 1996, radio was "trivialized" in the overall ad market. He said pre-Telecom Act regulations prevented radio from effectively competing with larger media, and he believes consolidation has allowed radio to better challenge larger media for a piece of the advertising pie.

"We were reduced to fighting for crumbs among ourselves," Field said. "But today, because of consolidation, that's changed. Our clusters now build massive reach, which enables us to compete fairly with those competitors, whether it's television, print or other media. We now outreach those entities and are in a position where we can demand the far more meaningful customer relationships that were never available to us before."

While the pace of consolidation has slowed considerably, due in part to the high prices today's sellers are demanding, support for taking a more thoughtful approach to buying up stations came from an unlikely source.

"This may be odd to say for someone who makes his living trying to put deals together," said Navid Mahmoodzadegan, UBS Warburg's head of broadcasting investment banking. "But I actually think it's a good thing that it's hard to do deals."

Appearing on the "State of the Industry" panel, Mahmoodzadegan said that having to work hard to strike deals makes companies "really analyze whether they can add more value and do a better job operating the stations." He added that the tough market may also weed out less committed players.

"It does matter who's out there trying to put the deals together, spending the time, doing the work and pounding the pavement," he said. "It's not just about money anymore; it's about being creative and figuring out how to get a deal done that makes sense."

VOX Radio Group co-managing partner Jeffrey Shapiro might not want Clear Channel to take that advice: He said the nation's largest radio company can't compete in the small markets where his stations operate.

"We love it when Clear Channel buys our competitors," said Shapiro, whose company owns properties throughout New York and New England. Shapiro believes that Clear Channel's method of bringing in market managers with a lack of familiarity with the markets they're asked to oversee creates a "revolving door of management" for the company.

"They bring in somebody from the outside, and that person lasts

for six months," he said. "Then the next person comes in, and what was a six-month project actually becomes a yearlong project. And the third guy needs two years to try to resuscitate those radio stations."

While Clear Channel ousted former Radio Division CEO Randy Michaels from the division last year, at least one Kagan panelist told attendees to expect Michaels to return to the radio fray. "I'll be surprised if we don't hear from Randy," said Quantum Communications President/CEO Frank Osborn during the "State of the Industry" session, although he added that Michaels is just one of many past radio players who could mount a return should the acquisition market reignite.

"There are a large number of entrepreneurs who wish to be buying radio stations right now," Osborn said, "and there are not a large number of people trying to sell. The marketplace is tougher today than it has been in a long time."

But Regent COO Bill Stakelin reminded the crowd that while many investors are eager to gobble up stations, operating those stations must always be a priority. "People are paying attention to operators vs. portfolio builders, and I think that's very important," he said. "We are at a point in consolidation that, sooner or later after purchases are made, somebody has to run the stations. Somebody has to go sell something, and somebody has to get ratings. That's what this business is all about."

## Merger

Continued from Page 4

But one longtime opponent of the merger believes approval of the deal will create a playing field that is anything but level. In a March 17 letter to the FCC, the National Hispanic Policy Institute said that, considering the agency's misgivings about Univision and

Entravision, the commission must take a hard look at whether the merger will serve the public interest.

"Univision has refused to be fully forthcoming," the NHPI charged in the letter, recommending that the FCC designate the merger application for an evidentiary hearing. The NHPI, which has vehemently opposed the

merger for some time, alleges not only that Univision exerts control over Entravision, but that Clear Channel exerts similar control over HBC.

"If the proposed merger is granted, these entities will not compete," the group wrote. "Stated another way, the parties — especially Clear Channel and Univision — will exert significant influ-

ence over the core operations of HBC and Entravision."

Despite the obstacles the merger has encountered, Merrill Lynch analyst Jessica Reif Cohen said in a March 14 report that she doesn't believe the FCC's concerns will

block the transaction in the long run. "We do not regard the Entravision matter as a deal-breaker," she said.

Additional reporting by Adam Jacobson.

## TRANSACTIONS AT A GLANCE

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

- KJOL-AM/Grand Junction, CO Undisclosed
- WDGR-AM/Dahlonega, GA \$500,000
- WBRI-AM/Indianapolis, IN \$1.5 million
- KCIJ-FM/Atlanta and KNOC-AM/Natchitoches, LA \$348,000
- WCRQ-FM/Dennysville, ME \$195,000
- WMYQ-AM/Newton, MS \$150,000
- WGFG-FM/Branchville and WIGL-FM/Orangeburg, SC \$1.25 million
- WQKI-AM & FM/St. Matthews, SC \$900,000
- WSTX-AM & FM/Christiansted, St. Croix, VI \$290,625

Full transactions listings, posted daily, can be found at [www.radioandrecords.com](http://www.radioandrecords.com).

## DEAL OF THE WEEK

- **WXIR-FM/Plainfield (Indianapolis), IN**  
**PRICE: \$5.6 million**  
**TERMS: Unavailable**  
**BUYER: ABC Inc., headed by President/Radio Division John Hare**  
**SELLER: Radio 1500, headed by President Edwin Torberg**  
**BROKER: Bill Schutz of Schutz & Co. and John Pierce of John Pierce & Co.**

## 2003 DEALS TO DATE

<b>Dollars to Date:</b>	<b>\$663,388,630</b> (Last Year: \$5,401,168,106)
<b>Dollars This Quarter:</b>	<b>\$663,388,630</b> (Last Year: \$276,180,711)
<b>Stations Traded This Year:</b>	<b>204</b> (Last Year: 819)
<b>Stations Traded This Quarter:</b>	<b>204</b> (Last Year: 113)

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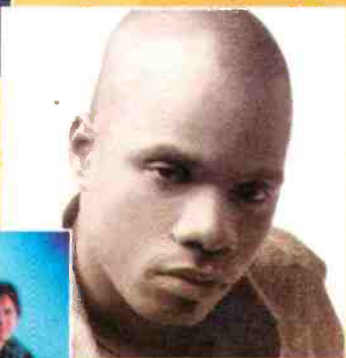
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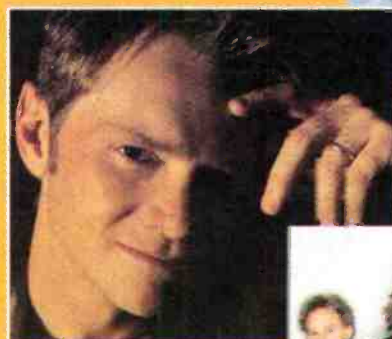
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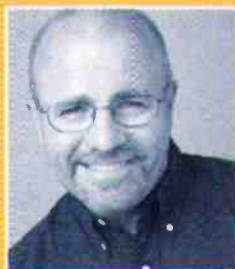
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# Five Easy Pieces To Cluster Marketing

By Walter Sabo

**T**here are several easy, cheap ways to get more marketing power for your station if it's part of a cluster. But first, here are two marketing tactics you must not try.

Do not promote one station in the cluster on the air of another station in the cluster. This wacky scheme is often foisted on local management by evil corporate M.B.A.s. Nothing could be more dangerous.

The Arbitron diary measures unaided recall. If you haven't had the experience of going to Arbitron and reviewing actual paper diaries from your city, go next week. Look at the



Walter Sabo

lifeblood of your business and your career. See how many diaries are thrown out because people confuse your call letters and dial position. See how many people think your morning man works on a competing station.

Before any ad agency creates a campaign for your station, before any station exec spends a dime on marketing, it should be mandatory that they go to

Arbitron and look at the horror up close. It will become instantly apparent that the goal is capturing memory space in the diarykeeper's mind. That's very, very different from gathering audience.

The diary can't measure listening. It measures memory. Putting the name of another station on your air puts the process of winning recall for your station in diaries at significant risk.

Simply stated, it's confusing.

The second mistake is to confuse your brand with another station brand in the real world. Memories are built on context. People remember things more easily if they make

sense within a total picture. When people go to an event sponsored by your station — a street fair, concert or retailer appearance — they expect to see *your* station.

If listeners show up and see other radio stations' logos, it will damage your relationship. If they happen to dislike one of the other stations, they will disconnect their memory circuits from your name and won't be willing to admit in writing to listening to your station.

## Maximize Your Cluster Clout

**1. Make a group deal with the local newspaper.** Your station formats probably synch up with newspaper sections: The AM Talk station goes with the news and opinion section, the Hot AC with the living section and so forth. Here's a secret we learned from creating Parade Radio: Newspapers are very eager to have a relationship with your radio station. They give you information services, you give them coolness.

**2. "Flanking" is stupid.** Creating a weak station to protect a stronger one is a defeatist, not strategic, worldview. Procter & Gamble has multiple brands with identical appeal. If the greatest appetite in your market is for country music, why not have four Country stations? (Calm down, you know I'm right.)

**3. Link the websites.** It's astonishing how often one station's website does not have links to the sites of other stations in the group. If a station is owned with other local media, such as a TV station or a newspaper, add those links to your site.

**4. Put your target-marketing skills to work.** You're a target-marketing genius. Other industries be-

lieve that there is great mystique to creating radio. They believe we are experts at target marketing. We are. Profit from that. Start a consulting branch. Sell your staff's expertise. Your staff will gain a new perspective on the business community, and their self-respect will flourish. Potential advertisers will see your team for what they are: marketing experts.

**5. Attack other media on the air.** No, really. Rather than running wimpy ads that promote your cluster to advertisers, use the airtime to attack the profound weakness of other media. Clutter? Look at a spot break on a TV station. Annoying commercials? Compare that with a billboard.

Another tip: Listen to the new guy. The new guy — the employee just out of school — has only known radio as a consolidated industry. The walls of the past do not exist in his mind. That employee will see the possibilities of consolidation.

Ownership structure has not changed the way the audience uses the radio. The listening experience is the same: one listener listening to one station, one moment in time. Each station has to make the best show possible.

Walter Sabo has led consulting firm Sabo Media since 1984. His team includes a number of major media companies, including Millennium Broadcasting and Standard Broadcasting, and all 100 channels of Sirius. Before starting his own company Sabo was VP/GM of ABC Radio Networks and Exec. VP in charge of NBC-owned FM stations. Reach him at 212-681-8181 or walter@sabomedia.com.

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Photo by E. Lee White

**SCORE ONE FOR BLACK COLLEGES** American Urban Radio Networks recently celebrated the 29th annual SBN Sports Black College All-American Awards in Atlanta, which, in conjunction with sponsors Chevrolet and Pfizer, has raised over \$1 million in scholarships for historically black colleges and universities over the past three decades. Shown here are (l-r) AURN President Jay Williams Jr., actress and event co-host Vivica Fox and AURN President/Operations & Affiliations Jerry Lopes.



# A Strategic Programming Checklist

Winning radio stations understand their target and deliver to that audience's expectations, creating a compelling product with the famous "Three M's": music, mornings and marketing. Zapoleon Media Strategies' Guy Zapoleon offers the following checklist for PDs and GMs to gear up for the spring book, which begins March 27.

## Your Players

- ✓ Is the staff the best it can be?
- ✓ Do all the players clearly understand the station's mission, their own roles and how they contribute?
- ✓ Is there a backup for every key member of your staff?
- ✓ Assign all players a second job, making them a greater part of the station's success.

## Ratings Objectives

- ✓ Clearly define your Arbitron share and rank goals. Are your goals realistic?
- ✓ Do you know what numbers you need in cume and TSL to reach your share goal?
- ✓ Have you registered all of your key identifiers with Arbitron?

## Strategic Planning

- ✓ Is your strategic plan based on a clear understanding of listener needs as determined through perceptual research?
- ✓ Hold a quarterly summit meeting to update your plan. Use listener research for a SWOT (strengths, weaknesses, opportunities and threats) analysis of your station and its competition.
- ✓ Know your marketing warfare position and the appropriate actions to take — offensive, defensive, flanker, etc.
- ✓ What are the biggest obstacles to your success?

- ✓ Are you too close to a problem? Do you have enough outside feedback for ideas and perspective?

## Branding & Positioning

- ✓ Do your call letters, station name and positioning statement clearly sell the station brand? Are they easy to remember? Is your brand as top-of-mind as it can be?
- ✓ How many times per hour are you using your entire positioning statement?
- ✓ Is the station brand sold in every quarter-hour throughout the day?
- ✓ Are you wasting any branding opportunities?
- ✓ Are all key elements teased and recycled through every daypart?
- ✓ Do you have a music-quantity position?

## Usage

- ✓ Do you have a clear understanding of the needs of your demographic and music lifegroup?
- ✓ Do you know exactly how, when and where your P1 listeners use your station?

## Marketing & Promotion

- ✓ Have you addressed your quarterly Arbitron goals through external, database and event marketing?
- ✓ Do all marketing and promotional strategies contribute to the brand?
- ✓ Does your marketing and pro-

motion plan leave room to seize key promotional opportunities?

- ✓ Make certain the marketing budget adequately provides for both tactical and strategic marketing.
- ✓ Focus marketing on your key usage target. Are you marketing to the workplace?
- ✓ Do you have too many messages on the station at one time to be effective?

## Mornings

- ✓ Is the morning show the doorway to all the major benefits and events on the radio station?
- ✓ Do the morning show players understand their position in the market? Is it a "nice" show or an "outrageous" show?
- ✓ Do all the players have well-defined roles that they understand?
- ✓ Do mornings promote listener interaction through phone topics, contesting, etc.?
- ✓ Are there enough benchmark features?
- ✓ Is there enough flexibility for the show to jump on big events?

## Competition

- ✓ Always look for competitive changes that affect you or your sister stations.
- ✓ Have you blocked all potentially damaging attacks from competitors?
- ✓ Do you have the tools necessary to fix your weaknesses while taking advantage of your competitors' weaknesses?

## Audio

- ✓ Is your signal the best it can possibly be? Always look for new engineering techniques and products that can improve your audio.
- ✓ Are your playback systems and source material the best they can be?

## Your Company & Cluster

- ✓ Do the stations in your cluster form an age-and-sex wall (for example, the cluster owns women 18-49)?
- ✓ Do you network with the key people in your company to gain every competitive advantage possible?

## Music

- ✓ Make every quarter-hour a perfect slice of your musical universe.
- ✓ Texture music for tempo and style to serve your listeners' moods and expectations of your product.
- ✓ Do you have a music check-and-balance system in place that doesn't waste a lot of time?

## Research

- ✓ Remember that listeners' musical and cultural tastes change over time. Do enough perceptual research to evaluate changes in your target listener, station and competition.
- ✓ Is your music research regularly evaluated to reflect your potential listeners, as well as your core listeners?
- ✓ Do you know where research analysis stops and intuition and experience take over?

## Daily Planning

- ✓ Take the time to get out of the office and listen to the radio station this week.

# Ten Low-Cost Ways To Motivate Your Staff

By John Lund

With increasing pressure to put every dollar on the bottom line, trade spiffs and other personnel perks are harder to come by. Here are some simple moves managers can make to let the staff know you care and want them to succeed.

## 1. Practice management by walking around.

Spend 10 minutes sticking your head in doors, saying hello and asking if everything is OK and how you can help. Good MBWA results in employees saying things like, "Bob is the first GM who really cares. He doesn't just sit in his office."

**2. Honor an employee of the month.** It costs little to award a special parking space at the front door, to put a photo in a special frame in the lobby or to give a day off or some other perk.

**3. Use promotional teams.** It takes teamwork to create major promotions, so have a programming staffer and a salesperson join your promotions director on a committee to oversee the campaign or event. The team members will almost certainly learn to appreciate each other a bit more. Give the committee the necessary authority and accountability to succeed.

**4. Show up with refreshments.** Meeting your morning team with coffee and doughnuts when they arrive will make a big impression. It says you care, that you listen to the early part of their show and that they are important to you.

**5. Recognize good results and deeds in writing.** Memos, e-mail and bulletin-board posts are all good ways to acknowledge a job well done. Praising employees with a note that says "Great work!" is almost as good as a raise.

**6. Send birthday cards.** Create a positive impression: Mail the card to the employee's home. For extra credit, send cards to spouses on their birthdays too.

**7. Invite employees to interview job candidates.** This may not work in every instance, but for some positions, your staff can tell if a person is a good fit for the job. In some cases, group interviews bring out a different side of an applicant that isn't seen one on one.

**8. Clean up the place.** If your station looks like a mess, trade for cleaning or new carpet. Have a painting party. Attitudes change when a station goes from dumpy to shiny.

**9. Celebrate achieved goals.** When you issue a challenge to your staff to achieve certain sales, promotions or ratings goals, be sure to celebrate with a party or dinner when the goals are met. Sharing success makes the failures easier to handle.

**10. Help employees set growth goals for themselves, and follow up!** As you do annual evaluations, talk about what the person wants to achieve next month or next year. Follow up on those points in critiques and individual meetings, and constantly use the employee's own goals to motivate them out of their safe zone and to a higher level of performance.



John Lund

John Lund is President of the Lund Consultants to Broadcast Management and Lund Media Research, a full-service multiformat radio consulting and research firm in San Francisco. Reach him at 650-692-7777, john@lundradio.com or through www.lundradio.com.

- ✓ Prioritize your daily schedule to accomplish the critical elements of your plan.

- ✓ Do you meet with groups and individuals to communicate key steps of the station plan, to delegate, to follow up and to critique performance?

- ✓ Are your meetings short and effective or time wasters?

- ✓ Do you prepare a path of critical steps to completion?

- ✓ Have a daily awareness of all key sources of pop culture.

## Spirit

- ✓ Is your station spirit positive? Is it protected from top-down stress so your staff can do their jobs effectively?

- ✓ Do your staff members feel like they are an integral part of the mission, or are they lone wolves?

- ✓ Are there enough get-togethers away from the station so the team can bond?

Guy Zapoleon is President of Zapoleon Media Strategies, which offers guidance on management, programming and promotion. Reach him at 281-980-3665 or via www.zapoleon.com.

## 60-Second Copywriter Radio Is Theater Of The Gut

By Jeffrey Hedquist

World-famous radio legend Chuck Blore once told me that instead of being "theater of the mind," radio is really "theater of the gut," because of its emotional impact.

Let's face it: People buy emotionally. They may justify it logically and objectively, but most of their purchases are emotional. Always remember to describe the positive feeling that purchasers will have once they have the advertised product or service — or how miserable their lives will be without it. We're talking benefits, not features. The quickest route to a purchasing decision is through the emotions.

When writing a commercial, ask yourself, "How will somebody feel once they have purchased this? How will somebody feel once they have signed up for this subscription? How will they feel if they don't try this service?"

Reach deep and construct a set of feelings that will resonate with the psyche of your target audience. Your tools are all the basic emotions: fear, greed, lust, envy, love, security, happiness, self-esteem. Use them to your advantage.

Jeffrey Hedquist gets emotional about radio every day in Iowa, which is a highly emotional state. You can contact Jeffrey at Hedquist Productions, PO Box 1475, Fairfield, IA 52556. Phone: 641-472-6708; fax: 641-472-7400; e-mail jeffrey@hedquist.com.



# Six Delegation Perils And Pitfalls

By Dave Van Dyke

**I**n a recent article (MMS 3/14) I noted that if you can reach deep and relax about giving more responsibility to your support players, you'll enhance the work experience for them and be freed up to be a more effective manager. That's a big part of smart time management.

A key to making your delegation efforts work is to build on successes with your staff, not on failures. Below are some of the most common reasons delegation efforts fail.

• **You don't communicate the expected result.** Most employees don't have the ability to read your mind. While most managers tell what they want done when they

delegate an assignment, they don't directly articulate the results they need to see in the completed task. Employees may learn of the manager's real expectations through trial and error or from a comment like, "That's not what I was looking for on this project. That's not how this is supposed to look."

• **You tell the employee how to do the job.** When you tell your employees to do assignments and give them step-by-step instructions, you stifle both their desire and their ability to take on responsibility and think for themselves. Effective delegation means encouraging and developing your employees. Managers who function best as doers often fail in this area because they focus on how to get a job done instead of on the results they need.

The following story illustrates the point: Rhonda, a new station employee, was assigned by her manager, Tom, to develop the station's new sales marketing brochure. Based on her experience and her creative flair, Rhonda was excited to take on this assignment. In fact, getting involved in work like this was one of the reasons she'd taken the job.

Then Tom started to explain what the project entailed. In great detail, he described each step to take in getting the brochure developed and the proper way to do it. Rhonda's attempts to let Tom know she knew how to do this kind of work were brushed aside as Tom insisted on not being interrupted in his delegation initiative. The more Tom lectured, the more passive Rhonda became. By the time he was through explaining how to do the job, Rhonda's enthusiasm for the project was gone.

• **You, as delegator, don't let go, and you even get in the way.** In essence, you're still trying to do the assignment yourself, often under the guise of just trying to help out. This

so-called help is neither asked for nor needed, and it inhibits employee commitment and performance.

• **The assignment you delegate is beyond the person's capabilities.** If the assignment is not appropriate to the employee's knowledge, experience or skill level, that leaves the employee unable to perform competently or produce the right results. The

danger here is that employees are often willing to take on duties they aren't really ready to handle, and many are reluctant to speak up even if they know the job is beyond their capabilities. After all, who wants to admit he or she isn't ready to do something the boss is finally handing over? The employee is given the job with a sink-or-swim approach, which usually leads to the employee drowning.

I worked with a GM who did this knowing the person wasn't capable but hoping it would expand the employee's abilities. Nice sentiment, but when the project ultimately failed, the manager ended up paying the price.

• **You don't provide any review during the process.** In this case, you

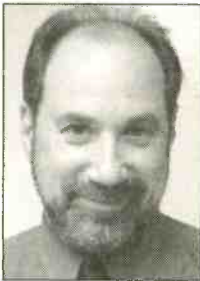
give the assignment — and that's it. You abdicate any responsibility for what is produced. When you give a staff member autonomy in an assignment, make sure you give progress reviews along the way to help the employee and to see how he or she is performing.

• **You give responsibility without giving support.** When you delegate, support takes many forms: initial guidance and training, information, equipment, a budget to work with, decisionmaking authority or access to staff or material resources.

When support is lacking, a manager assigns a project and says, "Here, get this project done," and that ends the conversation. The lack of support is then an obstacle the employee has to expend energy to overcome.

Use this list as your checklist of what not to do when delegating. Note that these reasons for delegation failure are all manager-driven; that is, the manager is the source of the problem. That also means that the manager can correct them.

*Dave Van Dyke is a former VP/IGM of KCBS-FM/Los Angeles and currently advises GMs through his company, RadioMentor. He is also President/COO of finology, a Los Angeles-based investment banking firm with broadcast interests. Reach him at 888-790-1102 or dvd@radiomentor.com.*



Dave Van Dyke

## objection overruled!

### 'Our Customers Don't Listen To Your Station'

By Irwin Pollack

What if a prospect says firmly, "Our customers don't listen to your station"? This objection can be difficult to overcome because the business prospect has solid, if false, perceptions about your station and his or her customers. Here's how to respond:



Irwin Pollack

1. That's an interesting statement. Is that your perception based on experience, or is it based on what someone has told you?

2. Who do you think they do listen to? Why?

3. Let's talk specifically about who your customers are. How old are they? How far do they drive to get to your store? What are your hot ZIP codes? How much do they spend on an average visit? What's their frequency of visits in a typical week? Month? I didn't tell you this yet, but our listeners tend to be the most loyal customers in their age group. Our only objective is to convince them to come here *once* — then you don't need our station if you don't feel we're a preference match.

4. I see. You know, many of our largest advertisers felt the same way the first time we spoke to them. Here's what they found out about our listeners and their customers [offer evidence].

5. Let me show you how many do! I'll run five free ads next Tuesday saying that anyone who comes in during that time will get a \$50 bill! No purchase necessary!

6. You and I may not love the station. However, I can guarantee you that some of your customers do — just how many is not that important. But doing business without advertising on our station is like winking at someone in the dark. The only person who will know what you're doing is you.

7. Many of our listeners don't shop here because you aren't talking to them! You know, people go where business is invited. Let's talk about going to a party. When was the last time you went to a party without being invited?

*Boston-based radio sales and management trainer Irwin Pollack provides hands-on, results-oriented seminars and in-house consulting for clusters and individual stations. He can be reached toll-free at 888-723-4650 (RADIO 50) or through www.irwinpollack.com.*

# The Hidden Costs Of Hiring

By Laurie Kahn

**A**t RAB2003 Chicago-based Media Staffing Network founder and President Laurie Kahn offered a checklist of costs to consider when recruiting new sales managers and salespeople. She cited a report from Motorola, which found the cost of bringing a new hire aboard equaled double the recruit's starting salary. Here's where the money goes, in addition to salary, commission, benefits and incentive programs:

1. **Advertising.** Kahn said there are many traditional and new-media companies, as well as competing stations, that are interested in the same candidates you are. Many of the best people will already be under contract, so you may have to go outside the market and



Laurie Kahn

spend on advertising to get the best prospects. As a heads-up, she noted that, compared to salespeople in other media, radio salespeople are more creative, better at thinking out of the box, a little more tenacious and, overall, possess very good skills. Top producers —

and that means *yours* — can and will be hired away.

2. **Outside assistance.** Figure in the costs of hiring a recruiter or running a career fair to find the right people.

3. **Research.** Profiling can run \$125-\$500 per person or more, and you'll need to budget for reference, background and drug checks.

4. **Training.** This expense, which can run over \$10,000 per employee, should be calculated separately from the costs of materials, travel and time away from work. Include lost business from both those involved in training the recruit and the new staffer.

5. **Transition.** If an employee is being replaced, figure in the costs of

severance, legal expenses, unemployment claims and lost productivity while the position remains vacant.

6. **External and internal repercussions.** How is your turnover going to affect your current clients? Will you lose or gain business, temporarily or permanently, with your staffing decision? How will the changes affect your company's stability profile? Are you taking care of your current staff as well as you are the new person? And, just as important, how will your staff react to the change?

*Laurie Kahn can be reached at 312-944-9194, ext. 108 or laurie@mediastaffingnetwork.com.*



# Heard The Discouraging Word?

## Education isn't overcoming downloaders' bad attitudes

By Brida Connolly  
Associate Managing Editor

The results of the latest digital-media study from market researcher Ipsos, "Tempo: Keeping Pace With Digital Music Behavior," can be taken in a couple of different ways, neither of them very hopeful. Either the record labels' efforts to educate file-traders on the evils of outlaw downloads are failing, or the downloaders have heard all about it and they just don't care.

This time out in the quarterly series of studies, Ipsos asked respondents who had downloaded music if they agree or disagree with the statement "Downloading free music off the Internet is wrong." The depressing response: Just 9% agree.

The statement "I think record labels are justified in shutting down file-sharing services, such as Napster or Audiogalaxy" did a little better, with 16% agreeing. It's nice that at least that proportion of downloaders think the labels have a right to defend themselves, but I would quibble with the statement Ipsos provided: The labels can't "shut down" anything; they can only file suit and hope, and none of their suits against peer-to-peers has yet come to trial.

Of the P2Ps named in the question, Audiogalaxy was never offline but became a Listen.com affiliate after being sued by the RIAA and other rights owners. Neither was Napster "shut down"; it turned off file-sharing without a court order and went bankrupt while its case was in progress.

### Whatever Happened To MUSIC?

Remember Music United for Strong Internet Copyright ([www.musicunited.org](http://www.musicunited.org)), launched in September 2002? MUSIC was supposed to be the beginning of a huge anti-piracy education campaign, and full-page ads explaining the damage done by piracy and signed by dozens of big-

name artists went into newspapers nationwide.

TV spots featuring artists were aired — Britney Spears, if you recall, was among those willing to go public and risk becoming the next Lars Ulrich — and there was a week or so of media hoopla (in which R&R cheerfully participated) about how the labels and the two dozen other music-industry groups in MUSIC were getting serious about educating file-traders about the harm they're doing. Everyone, including the RIAA, knows that illegal file-trading isn't going anywhere, and education is one of the best hopes of slowing it down.

But MUSIC hasn't been in the news since October of last year, and if it was supposed to get people to consider the harm they're doing to their favorite artists when they steal a song, it hasn't done so yet: Just 21% of the downloaders Ipsos asked agree that "Free downloading and peer-to-peer file-trading hurt artists."

Yet, even with all the discouraging news, Ipsos did get one seemingly anomalous response: Just 39% of downloaders agree that "Making copies of music to give to your friends is OK." Perhaps that's a sign of a lingering "Get your own copy" conservatism that music-industry groups can exploit if they pick up their educational efforts.

### Downloading Rolls On

Ipsos also asked more general questions about downloading behavior,

including both legal and illegal downloading, and it's the teenagers, not surprisingly, who lead: Forty-eight percent of 12-17-year-olds report that they've downloaded an MP3 or other file from the Internet in the past month. Forty-two percent of 18-24-year-olds say the same, and then the numbers drop off sharply, with 19% of 25-34s, 11% of 35-54s and just 3% of those 55 and older saying they've downloaded in the past month.

Downloading's explosive post-Napster growth does seem to have leveled off a bit, however. In the latest "Tempo" study, 18% of respondents overall say they've downloaded within the past 30 days. That's nearly even with the 19% reported in the previous "Tempo" study, and, says Ipsos, up only slightly from its survey of a year ago.

Ipsos doesn't report if it asked directly whether the price of CDs is a factor in the decision to download, but price was an element in two of the agree-disagree statements it offered. First, 73% of downloaders agree with "I like being able to sample music before making a purchase." Putting up the price of an album without having heard it has evidently become, now that sampling is easy and free, a greater risk than many downloaders are willing to take. Additionally, 69% agree with "I download songs I want without having to buy an entire album." These folks apparently don't find the idea of an album very attractive at all.

When P2P users justify their behavior among themselves, the cost of CDs and hating being "forced" to buy albums to get the songs they want are the rationalizations heard most often. The labels are quite aware of this, and they're trying to make albums, their most profitable product by far, attractive again. More CDs enhanced with video and access to special online content are appearing all the time.

It's too soon to know if the enhancements really add enough appeal to albums to make them worth the price to the file-trading generation, but they're at least an acknowledgment of the problem. Letting people legally stream album tracks from artist and label websites is another way of addressing anti-album feeling, and the practice is gradually becoming more common.

It'll all help, and the attractive legal alternative to P2Ps that has to materialize one of these days will be the best reply to outlaw file-trading. But, at least based on what Ipsos found, education has to get back to being a priority for music rights-holders, and right now. So far, they're not getting through.



[www.gracenote.com](http://www.gracenote.com)  
[charts@gracenote.com](mailto:charts@gracenote.com)

If you play CDs on an Internet-connected computer, Gracenote probably knows about it. Every day Gracenote's CDDB music-recognition service supplies artist and track information to more than 1 million people who play music through CDDB-enabled audio players; at the same time, Gracenote collects information about the music those people are listening to. That data is then anonymously aggregated for Gracenote's charts. Below are last week's 50 most played CDs.

## DIGITAL TOP 50<sup>SM</sup>

LW	TW	ARTIST Album Title	Weeks On
1	1	50 CENT Get Rich Or Die Tryin'	6
2	2	NORAH JONES Come Away With Me	47
3	3	EMINEM The Eminem Show	44
4	4	COLDPLAY A Rush Of Blood To The Head	29
10	5	EVANESCENCE Fallen	2
5	6	R. KELLY Chocolate Factory	4
6	7	AVRIL LAVIGNE Let Go	40
7	8	VARIOUS ARTISTS 8 Mile	20
8	9	RED HOT CHILI PEPPERS By The Way	36
11	10	CHRISTINA AGUILERA Stripped	19
9	11	JOHN MAYER Room For Squares	50
12	12	DIXIE CHICKS Home	24
22	13	AUDIOSLAVE Audioslave	17
13	14	JUSTIN TIMBERLAKE Justified	19
15	15	NELLY Nellyville	38
18	16	ROLLING STONES Forty Licks	24
14	17	SHANIA TWAIN Up!	17
28	18	FABOLOUS Street Dreams	2
23	19	VARIOUS ARTISTS Chicago — Music From The Motion Picture	9
20	20	JOSH GROBAN Josh Groban	37
19	21	SYSTEM OF A DOWN Toxicity	80
17	22	U2 The Best Of 1990-2000	19
27	23	T.A.T.U. 200 Km/H In The Wrong Lane	5
16	24	VARIOUS ARTISTS Daredevil Soundtrack	6
24	25	JAY-Z The Blueprint 2: The Gift & The Curse	18
21	26	NAS God's Son	13
42	27	SEAN PAUL Dutty Rock	5
25	28	PINK Missundaztood	63
—	29	AFI Sing The Sorrow	1
26	30	MASSIVE ATTACK 100th Window	5
33	31	CREED Weathered	69
30	32	ELVIS PRESLEY Elvis 30 #1 Hits	25
37	33	PINK FLOYD Echoes (The Best Of Pink Floyd)	71
29	34	JENNIFER LOPEZ This Is Me... Then	16
48	35	DAVID GRAY A New Day At Midnight	5
31	36	NIRVANA Nirvana	20
38	37	SUM 41 Does This Look Infected?	12
39	38	ALICIA KEYS Songs In A Minor	86
35	39	ELTON JOHN Greatest Hits 1970-2002	13
—	40	KYLIE MINOGUE Fever	41
32	41	KID ROCK Cocky	9
34	42	NICKELBACK Silver Side Up	78
—	43	BEE GEES Their Greatest Hits: The Record	1
—	44	JOHNNY CASH American IV: The Man Comes Around	1
36	45	ZWAN Mary Star Of The Sea	7
—	46	BEN HARPER Diamonds On The Inside	1
43	47	SHAKIRA Laundry Service	69
46	48	SANTANA Shaman	21
—	49	JENNIFER LOPEZ J-Lo	54
44	50	GOOD CHARLOTTE The Young And The Hopeless	6

## DIGITALBITS

• RIAA attorneys have sent letters to 300 companies detailing copyright infringement taking place on those companies' computers and warning that the infringement must stop. The letters reportedly went out with such specifics as IP addresses and logs of files being offered for upload from the companies' servers. The RIAA wouldn't name the companies that received the letters, but said the largest share — about 35% — went to technology businesses.

• Beethoven.com, Boomer Radio, Ultimate-80s.com and other well known streamers are aggregating their audiences and combining their ad-sales efforts as the Internet Radio Marketing Group. The six streamers in the IRMG claim a combined audience of about 500,000 and say their programming reaches an upscale target of 25-54 listeners. Industry observers — including Arbitron and Edison Media Research, in last month's "Internet 10" report — have long said webcasters will have to aggregate to attract advertisers, but this is the first move by well known independent streamers to combine their sales efforts.



## Rollins To WGBT/ Greensboro As PD

Clear Channel has tapped Chris Rollins as PD of WGBT/Greensboro, which debuted on Feb. 24 as CHR/Rhythmic "94-5 The Beat," playing such artists as 50 Cent, Ashanti, Christina Aguilera, Eminem, Jay-Z, Missy Elliott, Nelly, P. Diddy and Justin Timberlake. A 13-year radio veteran, Rollins was most recently Creative Director for Clear Channel's KHKS/Dallas.

Rollins' road to Greensboro also included stops in San Diego; Columbus, OH; Omaha; and Columbia, SC. He engineered The Beat's launch with the help of Clear Channel/Philadelphia's Todd Shannon, and his involvement with the sign-on made him a prime candidate for the PD nod.

"It's always a great feeling when you find someone who gets it, wants it and can do it," WGBT OM Tim Satterfield said. "Chris is going to show our local competitors and the industry how a winner is programmed."

Rollins said, "I can't wait to get back to the Eastern time zone and program 94-5 The Beat. The sign-on was incredible, and the listener reaction has already been phenomenal. I look forward to keeping the momentum going and taking this bad boy to the top."

### Infinity

Continued from Page 3

the confidence in me from Dave Siebert [and Infinity executives] Brian Ongaro and Andy Schuon. We have a remarkable team of programming professionals here, and my new responsibilities will allow me to work with them to grow our brands and to create new opportunities."

Johnson's resume includes a six-year stint as WLTW/New York PD, two years as WAXQ/New York PD



**HAIL FROM THE CHIEF** Virgin Entertainment Group held its annual Management Conference earlier this month in Los Angeles and bestowed awards on its employees, including Marketer of the Year and Store Manager of the Year. Mavis Graham (l) won the 2002 President's Award, which was presented to her by Virgin Entertainment Group, North America CEO Glen Ward.

## WORD & WYRD Tap Thiele As PD

Peter Thiele has been named PD at Entercom News/Talk simulcast WORD & WYRD/Greenville, SC. Thiele was most recently PD/morning talk host at WVNN/Huntsville, AL and succeeds Hal Brown, who exited the Greenville stations earlier this year.

"I am so proud to have worked at WVNN for Bill Dunnivant, one of the last of the local broadcasters," Thiele told R&R. "Bill knows great radio and demands the best. WVNN will continue to be the cradle of great talk



Thiele

show hosts, and I have learned great lessons in Huntsville."

Prior to his five-year stint at WVNN Thiele spent nearly a decade at KSTP-AM/Minneapolis, serving in a variety of positions at the Hubbard-owned News/Talker. He will begin his new job on March 31.

"I am thrilled to be working with [GM] Tom Durney, [Entercom Director of News/Talk/Sports] Ken Beck and the talented staff at WORD," Thiele said. "Working at a station like WORD is a dream come true."

and four years as PD of WYXR/Philadelphia.

Rivers, OM of KEZK & KYKY/St. Louis, adds programming oversight responsibilities for KMOX/St. Louis, where Steve Moore has just been named PD (see story, Page 3). Rivers has been affiliated with

KYKY (Y98) since June 1993, when he was named the station's PD.

"I am energized by the daily challenge and thrill of today's radio business," Rivers said. "It is an honor, a privilege and a rush to now be associated with KMOX, as well as Infinity's KEZK and Y98 ...

## EXECUTIVE ACTION

### Stinehour Set As Cumulus/Toledo Market Mgr.

Kathy Stinehour has been named Market Manager for Cumulus' eight-station Toledo cluster: Country WKKO, Sports WLQR, Oldies WRQN, Alternative WRWK, Country WTOD, CHR/Pop WTWR, Hot AC WWWW and Classic Rock WXKR. She was most recently Market Manager for Clear Channel's Chicago station group.



Stinehour

When asked why she decided to take the Toledo post, Stinehour told R&R, "First, Cumulus is poised for greatness, and we all know that there is room for a third great company. I hope to be on the ground floor of helping Cumulus in Toledo, which is a very important market for the company.

"Second, this decision was totally personal. I am from Michigan, and I just wanted to be closer to home, and Toledo gets me there. There are not that many market manager jobs available these days, and to get one with a growing company in the geographic area I was considering is just like a miracle."

Stinehour took over Clear Channel's Chicago stations in 1999 after serving as GM for WAXQ & WTJM/New York under then-owner AMFM. Prior to that she served as GM of KLOL/Houston for AMFM and GSM for WLUP/Chicago.

### EMI

Continued from Page 1  
centralized marketing entity is not new, but this mechanism is."

As part of this transition, EMI has also announced new executive posts for EMM, based in Los Angeles and reporting to Quartararo:

- Sr. VP/Sales Ronn Werre is named Sr. VP/Sales & Catalog Marketing at EMM.

- Cynthia Sexton, formerly Sr. VP/Strategic Marketing at EMI's Virgin Records label, moves to EMM as Sr. VP/Strategic Marketing, overseeing film licensing, soundtracks, and film, TV and radio synchronization and working with all the company's North American labels.

- Jay Krugman is named to the newly created post of Sr. VP/DVD

no Limbaugh pun intended."

Rivers has also been PD at WAVA/Washington and KIOI/San Francisco. From 1990-93 he was OM at WMC-AM & FM/Memphis.

Product Development, where he will spearhead the development and marketing of DVDs from EMI's current and catalog artists.

- VP/Retail Marketing Lynne Leger becomes VP of a newly formed consumer research group.

- Darren Stupak is promoted to VP/Sales, reporting to Werre. He will oversee the company's major account group and vendor managed Inventory processes.

Remaining in their posts are President/EMI Special Markets Eli Okun, CFO Mike Mooney and VP/Commercial Services David Miller.

"EMM will be a valuable resource for our own label marketing team and will help us more effectively synch Virgin's efforts to the central EMM sales and merchandising teams," said Virgin Chairman/CEO Matt Serletic. "EMM will help us better partner with retail and will add even more value to the music Virgin is offering."

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• **WESTWOOD ONE** presents *NCAA Final Four Radio Row*, featuring WW1's Don Geronimo and Mike O'Meara and personalities from radio stations including XTRA-AM/Los Angeles, WFAN/New York, KTCK/Dallas and KNBR/San Francisco conducting interviews with NCAA basketball personalities, April 5-7. For more information, contact Abby Krasny at 212-641-2009 or [abby\\_krasny@westwoodone.com](mailto:abby_krasny@westwoodone.com).

**Records**

• **JEFF ROUVIE** is appointed VP/A&R & Special Projects for Ryko Label Group. He returns to the company from a term as an independent consultant. Between 1987-99 he



Rouvie

**Changes**

*News/Talk*: WABC/New York adds "Lou Manfredini's Home Improvement Minutes" to its daily lineup.

*Triple A*: WMVY/Martha's Vineyard, MA is now streamed through RealNetwork's subscription RealOne RadioPass service.

*Records*: Jeff Dean becomes Presi-

**CHRONICLE**

**CONDOLENCES**

Grand Ole Opry star "Jump-in" **Bill Carlisle**, 94, March 17.

signed such artists as Lloyd Cole, Nils Lofgren and Kelly Willis to the Ryko-disc label and acquired the catalogs of, among others, David Bowie and Elvis Costello.

**Industry**

• **MICHELE DIX** becomes Sr. VP/Music & Talent Programming for MTV and MTV2. She has been in talent development for the cable nets since 1995 and has worked on such programs as *mtvICON* and Snoop Dogg's *Doggy Fizzle Televizzle*.

dent of Silverline Records ... **Dan Smalls** is named Director/Lifestyles Marketing & Promotion at MCA Records.

*Industry*: **Tami Corbin** becomes VP/Human Resources for ABC; **Lorine Glady** is named VP/Compensation & Human Resources Information Systems ... **Benjamin Trust** becomes GM of Megatrax Production Music ... **Nigel Cox-Hagan** is tapped as Sr. VP/Creative Director for VH1.

**FCC ACTIONS**

**Clear Channel Seeks Denver Metro Signal For KTCL**

**C**lear Channel is seeking the FCC's permission to relocate the tower of Alternative KTCL, a 100kw class C licensed to Ft. Collins, CO, to Wheat Ridge, CO, six miles west of Denver, and reclassify the station as a class C0. The change would greatly increase KTCL's coverage in Denver and communities south of the city. For the move to be allowed, Clear Channel must also get the FCC's OK to exchange a vacant class A at 93.3 MHz in Westcliffe, CO for one at 97.7 MHz, alleviating any possible interference with KTCL after it moves to the Denver market, 100 miles northeast of Westcliffe. The closest potential interference to a new station at 97.7 MHz in Westcliffe is Cool Radio's KZYR/Vail, CO, which operates a class C2 150 miles to the northwest. Clear Channel said a move to Wheat Ridge for KTCL would give the community its first aural transmission service and would result in a net service gain of 44,000 people. The FCC is seeking comments on the proposed amendments, and interested parties may file comments no later than May 5; reply comments are due May 20.

**FCC Dismisses 484 LPFM Applications**

**T**he FCC has dismissed 484 applications for low-power FM stations that did not comply with the congressionally mandated third-adjacent channel protection for existing full-power services. The applications that were dismissed were not amended after the applicants were notified that their original applications didn't meet the requirements. All rejected applicants have 30 days to file petitions for reconsideration.

**Medina**

Continued from Page 3

role in the development and advancement of Entravision Radio's new projects.

"I'm excited to return to California and join Entravision Radio's dynamic team of radio profession-

als as we continue to build out the Super Estrella format," Medina said. "Entravision Radio has established a unique position in the Spanish-language radio industry by targeting not only the Spanish-dominant audience, but also young, bilingual Latinos with formats like Super Estrella."

**BUSINESS BRIEFS**

Continued from Page 4

compiled the report for *Forbes*, asking 10,000 executives, directors and securities analysts worldwide to assess companies in their own industries, considering such criteria as social responsibility, innovation, employee talent, quality of products and services and quality of management. **Viacom** is the most admired company in the entertainment industry, according to *Forbes*, followed by **Walt Disney Co.**

**Lehman To Dump Stake In Sirius**

**S**irius' recent \$1.2 billion recapitalization put its stock value at 93 cents a share and made global investment bank **Lehman Brothers** the satcaster's largest shareholder, but Lehman has now sold 34.6 million shares, or 24% of its stake, for prices ranging from 42-58 cents per share. That's a loss of \$14.5 million, and Lehman plans to sell its remaining 110 million shares at 42 cents, making its potential loss, including accrued interest, about \$95 million. Lehman acquired its stake in Sirius in 2002 in exchange for a \$150 million loan that helped Sirius avoid bankruptcy with a debt-for-equity swap. Oppenheimer Funds is now the single largest investor in Sirius, which, since the recapitalization, says it has enough funds to operate through Q2 2004.

**SAG-AFTRA Merger May Raise Dues For Radio**

**A**ir personalities with high salaries may see a significant increase in their union dues if the proposed merger of **SAG** and **AFTRA** goes through. *Variety* reported this week that the new umbrella union would adopt SAG's current \$5,200 annual cap on dues; AFTRA's cap is \$1,840. Those who support the merger say it would give union members more clout in their talks with the media conglomerates that control a growing share of studios, television networks, music companies and radio and TV stations. For a merger to go through, it must be approved by at least 60% of the membership of both unions.

**Arbitron: Presidential Tune-Outs Turn To Radio**

**T**he latest data from Arbitron's Portable People Meter trial in Philadelphia shows that people who didn't care to listen to President Bush's March 6 press conference turned to music on the radio instead. Among teens 12-17, listening soared 89% during the 8pm ET hour on that date. Listening rose 66% among African Americans over age 6, with Urban formats showing a whopping 189% gain, and overall gains among persons 18-34 (10%) and 25-54 (18%) were seen as well. News/Talk listening, on the other hand, dipped 67% during the same period.

In other news from Arbitron, the company is offering subscribers 50 live sales-training sessions each month through the [www.arbitrontraining.com](http://www.arbitrontraining.com) website. Among the topics: How to take ad dollars away from newspapers, how to improve presentations and what a station's ratings can reveal about its audience. Users can participate in the interactive sessions from any Internet-connected computer.

**Tribune Broadcast Revenue Climbs In February**

**T**ribune Co.'s radio and entertainment revenue increased 6%, to \$7.3 million, in February, while its television revenue increased 16%, thanks to strength in the auto, movie, retail and telecom categories. Overall, Tribune saw a 6% increase in revenue, but it predicted that March retail revenue will be affected by the shift of Easter from March in 2002 to April in 2003.

**NBC News Radio Affiliate Count Reaches 100**

**W**estwood One has signed on 100 affiliates for **NBC News Radio**, which will launch March 31. Among those signed up are WPHT/Philadelphia, KTCT/San Francisco, KPRC/Houston and KJR-AM/Seattle. NBC News Radio newscasts will be anchored by Tom Brokaw, Brian Williams, John Seigenthaler and other NBC and MSNBC personalities. Additionally, 30 *Saga* stations will now air WW1-affiliated CBS Radio News CNN Radio News and NBC News Radio.

**XM Standard In New Acuras**

**A**ll 2004 **Acura** RL models will come with factory-equipped **XM Satellite Radio**-capable receivers. XM will be available as a dealer-installed option on 2003 Honda Accord and Pilot models later this spring, and the service is expected to be a factory-installed option on the 2004 Accord later this year.

In other XM news, *Adweek* reported that, according to the magazine's sources, the satcaster is reviewing its advertising account. XM spent about \$55 million on media through November 2002 and has been using the services of TBWA/ChiatDay, but *Adweek* said the agency is not actively trying to retain the account. XM spokesman Chance Patterson did not return R&R's call seeking comment.

**Broadcast Museum Closes On New Home**

**C**hicago's **Museum of Broadcast Communications** has closed on its purchase of a four-story structure at State and Kinzie Streets that will be transformed into an expanded facility devoted to broadcast history, including the National Radio Hall of Fame & Museum. The new museum is scheduled to open in 2004, and the MBC will stay open at its current Chicago Cultural Center site through Dec. 31, 2003. The museum is seeking tax-deductible contributions through its website, [www.museum.tv](http://www.museum.tv).

**Call Letters Available On eBay**

**L**egacy Communications is attempting to sell the rights to five sets of call letters — KACE, KBET, KENT, KITT and KNFL — through online auction site eBay. Qualified FCC licensees and permit holders are eligible to bid, and the reserves range from \$20,000 to \$50,000. As of R&R's press time, none of the reserves had been met.

**Talk America Launches Weekend Package**

**T**alk America Radio Networks is offering weekend best-of rebroadcasts of some of its weekday programs, including shows hosted by Shmuley Boteach, Dr. Gabe Mirkin, Lowell Ponte, Barry Farber and Bruce Williams. Talk America Networks COO Trang Nguyen said the company plans to further expand its weekend offerings in the coming months.

**RTNDA, Media Groups Seek Homeland Security Act Reforms**

**T**he **Radio-Television News Directors Association** is among several organizations that have asked U.S. Sens. Susan Collins, Orrin Hatch, Joseph Lieberman and Patrick Leahy to consider an amendment to the Homeland Security Act that would loosen restrictions on media access to information the RTNDA considers critical to public health and safety. Specifically, the groups are asking that some sections of the law be replaced with wording developed last year by the Senate Government Affairs Committee that would adjust the law's exemptions to the Freedom of Information Act.



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### HIT LIST

Seth Neiman

- CHRISTINA AGUILERA Fighter
- EMINEM Sing For The Moment
- LINKIN PARK Somewhere I Belong
- NELLY Pimp Juice
- PRYMAR COLORZ If I Could Change
- TLC Damaged
- VINES Ms. Jackson

### SOFT ROCK

Seth Neiman

- FLEETWOOD MAC Peacekeeper
- NATALIE GRANT No Sign Of It
- BONNIE RAITT Time Of Our Lives
- UNCLE KRACKER / DOBBIE GRAY Drift Away

### R&B & HIP-HOP

Damon Williams

- COMMON Come Close (remix)
- K.FOX Lite (L.A. To Chicago)
- MONICA So Gone

### RAP

Damon Williams

- D.O.C. Gorilla Pimpin'
- EMINEM I/DMX Go To Sleep
- FREEWAY Full Effect
- LIL KIM Magic Stick
- THREE 6 MAFIA You Scared II

### ROCK

Gary Susalis

- 3 DOORS DOWN The Road I'm On
- POWERMAN 5000 Free

### TODAY'S COUNTRY

Liz Opoka

- PINMONKEY I Drove All Night

### PROGRESSIVE

Liz Opoka

- COLDPLAY Politik
- JOHN MAYER Back To You
- NORAH JONES Turn Me On
- SONDRE LERCHE You Know So Well
- SOUNDTRACK OF OUR LIVES Still Aging
- TRACY CHAPMAN Another Sun

### AMERICANA

Liz Opoka

- BUDDY MILLER Little Bitty Kiss
- NICKEL CREEK This Side
- RAMSAY MIDWOOD Shoot Out At The OK Chinese...



Lori Parkerson  
• 202-380-4425

### 20on20 (XM20)

Kane

- GINUWINE Hell Yeah
- GOOD CHARLOTTE The Anthem
- NO DOUBT Running
- TLC Damaged

### BPM (XM81)

Blake Lawrence

- CHRISTINA AGUILERA Beautiful
- CIRC Destroy She Said
- DANIEL BEDINGFIELD If You're Not The One
- REINA No One's Gonna Change You
- STARCHASER Love Will Set You Free

### Squizz (XM48)

Charlie Logan

- GRADE 8 Brick By Brick
- OUTSPOKEN Father
- TAPROOT Mine

### U-POP (XM29)

Ted Kelley

- DANIEL BEDINGFIELD I Can't Read You
- DANNI MINOGUE I Begn To Wonder
- DYSFUNCTIONALS Payback Time
- GARETH GATES Spirit In The Sky
- LES NUBIANS Me & Me
- MYA & COMMON Real Compared To What
- NO JAZZ & MANGU Candela
- OK GO Get Over It
- RICHARD X VS. LIBERTY X Being Nobody
- VINES Ms. Jackson

### The Loft (XM50)

Mike Marrone

- DAVID WILCOX Apple A Day
- FLEETWOOD MAC Peacekeeper
- GLEN PHILLIPS Back On My Feet
- RODDY FRAME Your Smile Stops The Hands Of Time
- RODDY FRAME Crossing Newbury Street
- ROSANNE CASH Last Stop Before Home
- WARREN ZANES First On The Moon

### Raw (XM66)

Leo G.

- CASSIDY Tic Toc
- DIPLOMATS Dipset Anthem
- GANG STARR /JADAKISS Right Where U Stand

### Watercolors (XM71)

Trinity

- WALTER BEASLEY Go With The Flow
- WALTER BEASLEY My Pleasure
- WALTER BEASLEY Let Me Watch You

### XM Café (XM45)

Bill Evans

- ANI DIFRANCO Evolve
- BEN HARPER Diamonds On The Inside
- JACK JOHNSON On And On
- PETE YORN The Day I Forgot

### X Country (XM12)

STAN MARTIN I Got The Roadhouse Blues

- SHELLEY KING California
- ROD PICOTT Stray Dogs
- MARK SELBY Dirt
- MARK SELBY Whiskey Bent & Hellbound
- DAVID OLNEY Big Cadillac
- JACKIE GREENE Gone Wanderin'
- HOUSTON MARCHMAN Desperate Man
- LANGFORD & SADIES Drugstore
- IGUANAS Sugar Cane
- EMORY JOSEPH Daddy John
- TIM EASTON Poor Poor L.A.
- KATHLEEN EDWARDS 6 O'Clock News
- MICKY & THE MOTORCARS Cold Northern Town
- JOHN CATE BAND It's All Right
- SUSAN GIBSON Everywhere I Go
- BILLY JOE SHAVER Freedom's Child
- LAST HOMBRES St. Estephe
- DEKE DICKERSON I Might Not Come Home At All



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- INSPECTOR Amargo Adios
- MANA Mariposa Traicionera
- SUPERGRASS Rush Hour
- JOSEPH DIAMOND Not Your Typical New Yorker
- ARVO PART Orient And Occident
- DONNIE Cloud 9
- SCOLOHOFO Oh!
- BLUR Crazy Beat
- DAR WILLIAMS The Beauty Of The Rain

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

### CHR/POP

Jack Patterson

- CHRISTINA AGUILERA Fighter
- GOOD CHARLOTTE The Anthem

### CHR/RHYTHMIC

Mark Shands

- HITMAN SAMMY SAM Step Daddy
- PEGGI BLU LwN' On Love

### URBAN

Jack Patterson

- 50 CENT 21 Questions
- NELLY Pimp Juice

### ALTERNATIVE

Dave Sloan

- THE DATSUNS In Love
- HOT HOT HEAT Bandages

### ROCK

Stephanie Mondello

- BLINDSIDE Sleepwalking
- DOUBLE DRIVE Imprint

### ADULT ALTERNATIVE

Stephanie Mondello

- FEEL Got Your Name On It
- VIENNA TENG The Tower

### ADULT CONTEMPORARY

Jason Shiff

- TLC Damaged
- SISTER HAZEL Your Mistake
- MAROON 5 Harder To Breathe
- JASON MRAZ The Remedy (I Won't Worry)

### INTERNATIONAL HITS

Mark Shands

- EMINEM Sing For The Moment

### COUNTRY

Leanne Flask

- No Adds

### DANCE

Danielle Ruysschaert

- FUNKRYDERS Woman Of Angels (Rascal Mix)
- BUZZ TOWNSHEND Fashion Boy, Fashion Girl
- GROOVE ARMADA Final Shakedown (J. Majik Remix)
- GROOVE ARMADA Easy

### RAP/HIP-HOP

Mark Shands

- LIL KIM Magic Stick
- LIL KIM Hold It Now
- LIL KIM Can't Fuck With The Queen
- LIL KIM Can You Hear Me Now?
- LIL KIM Get In Touch With Us
- LIL KIM Tha Beehive
- LIL KIM Came Back For You
- KILLER MIKE Monster
- KILLER MIKE Rap Is Dead
- KILLER MIKE Scared Straight
- KILLER MIKE Creep Show
- FAT JOE Take A Look At My Life
- FAT JOE Bust At You
- FAT JOE Turn Me On
- FAT JOE Crush Tonight



### Planet Dance

Swedish Egil

- OJ ICEY Dreams
- GOTAN PROJECT Santa Maria
- H-FOUNDATION New Funk Theory
- SCHATRAX Misspent Years

### The Pulse

Haneen Arafat

- GOO GOO DOLLS Sympathy

### U.S. 1

Bill Hammond

- EMINEM Sing For The Moment
- KID ROCK /SHERYL CROW Picture
- AMANDA PEREZ Angel

### Hot Jamz

Ken Spellman

- MARY J. BLIGE Hooked

### Hip Hop Nation

Ken Spellman

- DIPLOMATS Dipset Anthem

### New Country

Jim Kressler

- TAMMY COCHRAN Love Won't Let Me
- JIMMY WAYNE Stay Gone

### The Beat

Geronimo

- 50 CENT In Da Club
- ANASTACIA Love Is A Crime (Ernie Lake Mix)
- IIO At The End

### The Trend

Joel Salkowitz

- FLEETWOOD MAC Peacekeeper
- JAYHAWKS Save It For A Rainy Day
- JACK JOHNSON The Horizon Has Been Defeated
- MATCHBOX TWENTY Unwell
- LUCINDA WILLIAMS Righteously

## AOL Radio@Network

Ron Nenni 415-934-2790

### Top Country

Lawrence Kay

- JESSICA ANDREWS There's More To Me Than You
- JENNIFER HANSON This Far Gone
- BRAD PAISLEY Celebrity

### Top Pop

Mark Hamilton

- 50 CENT In Da Club
- R. KELLY Ignition

### Top Alternative

Cameo

- BEASTIE BOYS In A World Gone Mad
- FICTION PLANE Everything Will Never Be OK
- TRANSPLANTS DJ DJ
- ZWAN Lyric

### Top Jams

Davey D

- FABOLOUS Damn
- JURASSIC 5 Thin Line
- MC LYTE Ride Wit Me



Phil Hall • 972-991-9200

### Hot AC

Steve Nichols

- BON JOVI Misunderstood
- JASON MRAZ The Remedy (I Won't Worry)

### Touch

Vern Catron

- RON ISLEY /THE ISLEY BROTHERS What Would You Do?



### Music Programming/Consulting

Ken Moultrie • 800-426-9082

### Alternative

Steve Young/Kristopher Jones

- BLUR Crazy Beat
- HOT ACTION COP Fever For The Flava
- JACK JOHNSON The Horizon Has Been Defeated
- SEETHER Driven Under

### Active Rock

Steve Young/Kristopher Jones

- REVIS Caught In The Rain

### Soft AC

Mike Bettelli/Teresa Cook

- NORAH JONES Don't Know Why

### Mainstream AC

Mike Bettelli/Teresa Cook

- NORAH JONES Don't Know Why

### Dave Wingert Show

Mike Bettelli/Teresa Cook

- PHIL COLLINS Come With Me (Lullaby)

### Mainstream Country

Ray Randall/Hank Aaron

- JD OEE MESSINA Was That My Life
- BRAD PAISLEY Celebrity
- JIMMY WAYNE Stay Gone

### New Country

Hank Aaron

- SARA EVANS Back Seat Of A Greyhound Bus

### Lia

Ken Moultrie/Hank Aaron

- JEFF BATES The Love Song
- MONTGOMERY GENTRY Speed

### 24 HOUR FORMATS

Jon Holiday • 303-784-8700

### Adult Hit Radio

JJ McKay

- BDWLING FOR SOUP Girl All The Bad Guys Want
- GOO GOO DOLLS Sympathy
- AMANDA PEREZ Angel

### Adult Contemporary

Rick Brady

- WHITNEY HOUSTON Try It On My Own

### US COUNTRY

Penny Mitchell

- TRICK PONY A Boy Like You

### GREAT AMERICAN COUNTRY

Jim Murphy • 303-784-8700

- CHRIS CAGLE Don't Ask Me No Questions
- EMERSON DRIVE Only God (Could Stop Me Loving You)
- ASHLEY JAY Almost Home
- NICKEL CREEK Speak



Charlie Cook • 661-294-9000

### Adult Rock & Roll

Jeff Gonzer

- GEORGE THOROGOOD You Don't Love Me, You Don't Care

### Soft AC

Andy Fuller

- SIXPENCE NONE THE RICHER Don't Dream It's Over
- UNCLE KRACKER Drift Away

### Bright AC

Jim Hays

- FLEETWOOD MAC Peacekeeper
- MACY GRAY When I See You

### Mainstream Country

David Felker

- LONESTAR My Front Porch Looking In

### Hot Country

Jim Hays

- KID ROCK /SHERYL CROW Picture

### Young & Elder

David Felker

- TRACY BYRD The Truth About Men
- TERRI CLARK Three Mississippi

### After Midnite

GARTH BROOKS Why Ain't I Running

- LONESTAR My Front Porch Looking In
- CRAIG MORGAN Almost Home



### Alternative

Chris Reeves • 402-952-7600

- BEASTIE BOYS In A World Gone Mad
- OEEPDOWN Nothing's Real
- TRANSPLANTS DJ DJ

### Country



72 million households

Tom Calderone  
VP/Programming



Plays

50 CENT In Da Club	46
EMINEM Sing For The Moment	45
JAY-Z Excuse Me Miss	42
SNOOP DOGG I/PHARRELL Beautiful	36
GOOD CHARLOTTE The Anthem	36
LINKIN PARK Somewhere I Belong	31
AUDIOSLAVE Like A Stone	26
TYRESE How You Gonna Act Like That	24
MISSY ELLIOTT I/LUDACRIS Gossip Folks	23
COLDPLAY Clocks	20
LIL KIM I/MR. CHEEKS The Jump Off	17
NAS I Can	17
SIMPLE PLAN Addicted	15
ALL-AMERICAN REJECTS Swing, Swing	14
SEAN PAUL Get Busy	13
RED HOT CHILI PEPPERS Can't Stop	12
THE USED Buried Myself Alive	12
BABY I/CLIPSE What Happened To That Boy	12
JUSTIN TIMBERLAKE Rock Your Body	11
AALIYAH Miss You	11

Video playlist for the week of March 10-17.

75 million households

Paul Marszalek  
VP/Music Programming



ADDS

no new Adds

3 DOORS DOWN When I'm Gone	25
KIO ROCK I/SHERYL CROW Picture	24
JENNIFER LOPEZ I/LL COOL J All I Have	23
AVRIL LAVIGNE I'm With You	22
LISA MARIE PRESLEY Lights Out	20
NO DOUBT Running	18
NORAH JONES Come Away With Me	17
JASDN MRAZ The Remedy (I Won't Worry)	17
CATHERINE ZETA-JONES And All That Jazz	17
BON JOVI Misunderstood	16
RED HOT CHILI PEPPERS Can't Stop	16
COLDPLAY Clocks	15
CELINE DIDN I Drove All Night	15
FAITH HILL Cry	15
JOHN MAYER Why Georgia	15
AUDIOSLAVE Like A Stone	14
JOHNNY CASH Hurt	14
SHANIA TWAIN Up!	13
INDIA.ARIE Can I Walk With You	10
COUNTING CROWS I/V. CARLTON Big Yellow Taxi	9
AALIYAH Miss You	8
FOO FIGHTERS Times Like These	8
SANTANA I/MUSIQ Nothing At All	7
KELLY ROWLAND Can't Nobody	6
BRUCE SPRINGSTEEN Waiting On A Sunny Day	6
TLC Hands Up	6
MARIAH CAREY Through The Rain	5
SNOOP DOGG Beautiful	4
JUSTIN TIMBERLAKE Rock Your Body	4
ROBBIE WILLIAMS Feel	4
AMANDA PEREZ Angel	3
CHANTAL KREVIUZUK In This Life	2
LUCY WOODWARD Dumb Girls	2

Video airplay for March 17-24.

36 million households

Cindy Mahmoud  
VP/Music Programming  
& Entertainment



VIDEO PLAYLIST

LIL KIM I/MR. CHEEKS The Jump Off
MISSY ELLIOTT I/LUDACRIS Gossip Folks
SNOOP DOGG I/PHARRELL Beautiful
GINUWINE I/BABY Hell Yeah
R. KELLY Ignition
SEAN PAUL Get Busy
NAS I Can
JAHEIM Put That Woman First
BABY I/CLIPSE What Happened To That Boy
TYRESE How You Gonna Act Like That

RAP CITY TOP 10

50 CENT In Da Club
JA RULE I/ASHANTI Mesmerize
LIL KIM I/MR. CHEEKS The Jump Off
JAY-Z Excuse Me Miss
BABY I/CLIPSE What Happened To That Boy
NAS I Can
FAT JOE I/TONY SUNSHINE All I Need
JA RULE Reign
EMINEM Sing For The Moment
CHOPPA Choppa Style

Video playlist for the week ending March 23.



65.9 million households  
Brian Philips, Sr. VP/GM  
Chris Parr, VP/Music & Talent

ADDS

JIMMY WAYNE Stay Gone  
NICKEL CREEK Speak

TOP 20

JOE NICHOLS Brokenheartsville
MARTINA MCBRIDE Concrete Angel
JENNIFER HANSON Beautiful Goodbye
BLAKE SHELTON The Baby
KENNY CHESNEY Big Star
TIM MCGRAW She's My Kind Of Rain
DIXIE CHICKS Travelin' Soldier
ALISON KRAUSS & UNION STATION New Favorite
DEANA CARTER There's No Limit
SHANIA TWAIN Up!
KEITH URBAN Raining On Sunday
TRACE ADKINS Chrome
KID ROCK I/SHERYL CROW Picture
JOHNNY CASH Hurt
ALAN JACKSON That'd Be Alright
FAITH HILL When The Lights Go Down
VINCE GILL Next Big Thing
AARON LINES You Can't Hide Beautiful
MONTGOMERY GENTRY Speed
CHRIS CAGLE What A Beautiful Day

HEAVY

BLAKE SHELTON The Baby
DIXIE CHICKS Travelin' Soldier
JOE NICHOLS Brokenheartsville
KEITH URBAN Raining On Sunday
KENNY CHESNEY Big Star
MARTINA MCBRIDE Concrete Angel
MONTGOMERY GENTRY Speed
SHANIA TWAIN Up!
TIM MCGRAW She's My Kind Of Rain
VINCE GILL Next Big Thing

HOT SHOTS

BERING STRAIT Bering Strait
JOHNNY CASH Hurt
KID ROCK I/SHERYL CROW Picture
NICKEL CREEK Speak

Heavy rotation songs receive 28 plays per week.  
Hot Shots receive 21 plays per week.

Information is frozen.



Jim Murphy, VP/Programming  
19 million households

ADDS

PHIL VASSAR This Is God  
DARRYL WORLEY Have You Forgotten?

TOP 10

DIXIE CHICKS Travelin' Soldier
JOE NICHOLS Brokenheartsville
SHANIA TWAIN Up!
CHRIS CAGLE What A Beautiful Day
KEITH URBAN Raining On Sunday
ALAN JACKSON That'd Be Alright
BLAKE SHELTON The Baby
MARTINA MCBRIDE Concrete Angel
TRACE ADKINS Chrome
TIM MCGRAW She's My Kind Of Rain

Information is frozen.

TELEVISION

TOP TEN SHOWS

Total Audience  
(105.5 million households)

1 CSI
2 American Idol (Tuesday)
3 Survivor: Amazon
4 Friends
5 E.R.
6 Everybody Loves Raymond
7 CSI: Miami
8 Fear Factory
9 American Idol (Wednesday)
10 Law & Order: Special Victims Unit

Source: Nielsen Media Research

March 10-16

Teens  
12-17

1 American Idol (Tuesday)
2 American Idol (Wednesday)
3 The Simpsons
4 Malcolm In The Middle
5 Fear Factor
6 Bernie Mac
7 Malcolm In The Middle (9:30)
8 Oliver Beene
9 Survivor: Amazon
10 That '70s Show

COMING NEXT WEEK

Tube Tops

Performers at this year's Academy Awards on ABC include U2 and Paul Simon, whose respective tunes are nominated in the Best Song category (Sunday, 3/23, 8pm ET/5pm PT).

Friday, 3/21

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

• Ja Rule, *Late Night With Conan O'Brien* (NBC, check local listings for time).

• The Used, *Late Late Show With Craig Kilbom* (CBS, check local listings for time).

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

• Freeway & Beanie Sigel perform and Fred Durst ends a week of co-hosting on *Jimmy Kimmel Live* (ABC, 12:05am ET/PT).

Saturday, 3/22

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

Monday, 3/24

• Hall & Oates perform on A&E's *Live by Request* (9pm ET/6pm PT).

• Ringo Starr, *Live With Regis & Kelly* (check local listings for time and channel).

- Deana Carter, *Jay Leno*.
- Rhett Miller, *Conan O'Brien*.
- Mandy Moore, *Craig Kilbom*.
- Unwritten Law, *Carson Daly*.
- Slash begins a week of guest-hosting on *Jimmy Kimmel Live*.

Tuesday, 3/25

• CBS airs *Celine Dion in Las Vegas: Opening Night* (9pm ET/PT).

• Brian McKnight, *Regis & Kelly*.

• Sean Paul, *Jay Leno*.

• The D4, *Late Show With David Letterman* (CBS, check local listings for time).

• Ringo Starr, *Conan O'Brien*.

• The Ben Taylor Band, *Carson Daly*.

• Deana Carter, *The Wayne Brady Show* (check local listings for time and channel).

Wednesday, 3/26

• Vince Gill, *Jay Leno*.

• Seether, *David Letterman*.

• Sigur Ros, *Carson Daly*.

Thursday, 3/27

• Sum 41, *Conan O'Brien*.

• Queens Of The Stone Age, *Craig Kilbom*.

• The Music, *Carson Daly*.

• Paula Abdul is interviewed and Craig David performs on *Wayne Brady*.

— Julie Gidlow

FILMS

BOX OFFICE TOTALS

March 14-16

Title	Distributor	\$ Weekend	\$ To Date
1	<i>Bringing Down The House</i> (Buena Vista)	\$22.05	\$61.28
2	<i>Agent Cody Banks</i> (MGM/UA)*	\$14.06	\$14.06
3	<i>The Hunted</i> (Paramount)*	\$13.48	\$13.48
4	<i>Tears Of The Sun</i> (Sony)	\$8.70	\$30.72
5	<i>Chicago</i> (Miramax)	\$7.10	\$124.84
6	<i>Old School</i> (DreamWorks)	\$6.67	\$60.77
7	<i>How To Lose A Guy In 10 Days</i> (Paramount)	\$4.68	\$93.72
8	<i>Willard</i> (New Line)*	\$4.01	\$4.01
9	<i>Daredevil</i> (Fox)	\$3.03	\$96.03
10	<i>Cradle 2 The Grave</i> (WB)	\$2.97	\$31.68

\*First week in release. All figures in millions. Source: ACNielsen EDI

COMING ATTRACTIONS: This week's openers include *View From the Top*, starring Gwyneth Paltrow. The film's Curb soundtrack contains LeAnn Rimes' "Suddenly," Jo Dee Messina's "Was That My Life," Natalie Grant's "No Sign of It," Kaci's "I'm Not Anybody's Girl," Sixpence None The Richer's "I've Been Waiting," Plumb's "Boys Don't Cry," Sofia Loell's "Utopia," Anna Wilson's "The Bus Ride," G.G.'s version of "Sincerely," Katie Cook's cover of "Time After Time"

and two cuts by Tamara Walker: "Circle of Love" and "Everywhere I Look, There's You (View From the Top)."

Also opening this week is *Piglet's Big Movie*, whose Disney soundtrack includes seven new songs by Carly Simon.

Opening in exclusive engagements this week is *Spun*, featuring Deborah Harry in a supporting role and music by Zwan frontman and former Smashing Pumpkins singer Billy Corgan.

— Julie Gidlow

Please Send Your Photos

R&R wants your best snapshots (color or black & white). Please include the names and titles of all pictured and send pics to:

R&R, c/o Mike Davis:

mdavis@radioandrecords.com





apeterson@radioandrecords.com

# One-On-One With ESPN's Dan Patrick

A candid chat with one of Sports radio's biggest stars

Some guys love sports. I mean, they really love sports. The lucky ones grow up to be Dan Patrick.

It doesn't take long to find out that Patrick — the popular anchor of ESPN's nightly *SportsCenter* and host of his own daily, three-hour ESPN Radio Network show — is one of those guys who really loves sports. Along with his radio and TV duties, the award-winning sports anchor-reporter-talk host also pens *Outtakes*, the most popular page with readers of *ESPN the Magazine*.

Recently, I managed to snag a few minutes with the always-on-the-run Patrick. We talked about why he loves doing Sports radio and what he sees that's good about the Sports radio broadcasting business in 2003.

**R&R:** Did you always want to be in sports media?

**DP:** I was always consumed by sports. I knew from the time I was 12 years old that it was what I wanted to do, but I didn't know if I wanted to be a writer, a broadcaster or what at that point. I wanted to play, but that didn't happen.

**R&R:** What was your first break in radio?

**DP:** I worked at the campus radio station at the University of Dayton. My brother had preceded me there. Had it not been for that, I don't know where my radio break would have come from.

**R&R:** What's the attraction of radio for you?

**DP:** Radio, to me, is the purest form of what we do in the media — whether it's

writing, TV or broadcasting. With radio, you can create pictures, you can create tension, you can give an opinion and immediately get somebody else's opinion. I love the tennis game of emotions that you are able to volley back and forth on the radio.

On television I speak in 20- or 30-second sound bites. On radio you can take the time to discuss things in depth when you need to. And radio has a little bit of that high-wire act going: Who will be the guest? Will the questions be good? How do you know when to keep it going and when to stop? I really enjoy that.



Dan Patrick

**"Radio, to me, is the purest form of what we do in the media — whether it's writing, TV or broadcasting."**

**R&R:** You are among a relatively elite group that does both radio and TV daily. What's the hardest part of making that transition?

**DP:** The hardest part is probably the hours. I meet with the radio staff every morning at around 11, and we do about two hours of prep work to get ready for the 1pm radio show. After spending three hours talking and giving my opinions, I have to refuel to write and prep *SportsCenter* and get myself back up to be the best I can for that show, which airs from 11pm-midnight. You have to be at your best for what you get paid to do, so getting back up to that level at the end of the day for *SportsCenter* is the hardest part for me.

**R&R:** Who influenced you as a broadcaster?



**THREE GUYS WITH GREAT HAIR** KSPN/Los Angeles hosts Todd Dono and Dave Stone welcomed World Championship Boxing promoter Don King for a recent in-studio visit to ESPN Radio's West Coast flagship. Seen here (l-r) are Dono, King and Stone.

**DP:** Al Michaels was the voice of the Cincinnati Reds for a couple of years back in the early '70s. Listening to Al and Marty Breneman — who followed Al in the Reds' broadcast booth — taught me how exciting it was to be able to capture and describe an event on the radio.

The late Ray Scott, who was a great football announcer, taught me about how less is really more. He'd be calling a Green Bay Packers game and say something like, "Starr ... Dowler ... first down." He let you think along with him. You got to ride along with him — maybe in the back seat, but you were still along for the ride. There was brilliance in the simplicity of Ray Scott's broadcasts that I never forgot.

Today we never stop talking. I think broadcasters would do themselves a great service by remembering how guys like Ray did it. They shouldn't be afraid to let the background noise and ambience help carry a game.

Keith Jackson is someone I have always admired and also gotten to know over the years at ESPN. Imagine being the voice of something, like Keith is to college football. And Vin Scully — to listen to him speak is like

pouring honey out of a jar; it just flows. Those are some of the guys who have influenced me over the years.

**R&R:** First name that comes to mind: Who was your toughest interview?

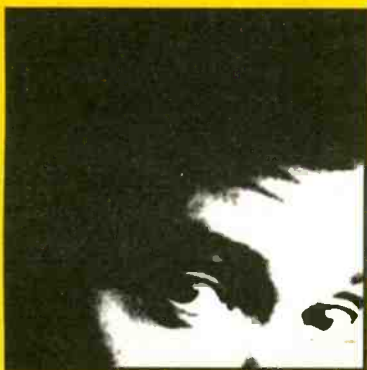
**DP:** Barry Bonds and Dale Earnhardt Sr. They were probably the two hardest. I did an interview with Bonds two years ago. I was about 15 minutes into it, and he still wasn't playing. I was just about to say, "You know what? I'm wasting your time, and you're wasting my time." Instead, I asked him one more question about sharing information with his teammates during games.

For whatever reason, that set him off on a soliloquy on why he doesn't share, and then we talked for an hour. It was that one question — and you never know what it's going to be — that triggered him to respond. I had a chance to have a conversation with him again, and he was completely different from how he was the first time.

I talked with Dale on a Friday after he had been in a pre-race meeting for a while. When he came out of the meeting to the interview he already had his race face on. He was dead

Continued on Page 18

## Mitch Albom Making Sense



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Steve Stewart, Operations Manager, News/Talk 760 WJR Detroit

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**One-On-One With ESPN's....**

Continued from Page 16

serious, and it was really difficult to get him to come out of that and open up. It was a tough interview. He was scheduled to be back three weeks later, but, tragically, he died, and I never got to do that followup interview.

**“Babe Ruth was Elvis before Elvis. Without any television — just being on the radio — he became this bigger-than-life, mythological figure.”**

R&R: If you could interview anyone in sports history, who would it be?

DP: There are probably way too many of them to pick just one, but I think Jackie Robinson would be right up there. If he were able to see what has happened with regard to race re-

lations and black athletes in professional sports today, I'd like to ask him if he thought it was worth all that he went through. I'd like to know if we've progressed as much as he thought we would by now.

Of course Babe Ruth, just for the pure fascination of knowing what it was like to be around someone who was a one-man Beatles. Babe Ruth was Elvis before Elvis. Without any television — just being on the radio — he became this bigger-than-life, mythological figure. Think about it: If Michael Jordan had played during a time before there was TV, would we view him any differently than we do now? Would he maybe be even bigger?

R&R: Do you think Sports Talk gets a bad rap from those who criticize it for having too much frat-boy style content and humor?

DP: It's an ingredient that goes into the recipe. I'm guilty of it at times, too, but, after all, it is guy radio. No matter how you slice it, what we do is guy radio. If women listen and enjoy it, that's wonderful, but my demo is men 18-34. Whether I'm talking about *Joe Millionaire* or *The Bachelorette* or a woman who won't stand facing the flag before her games — whatever it is — I'm trying to tap in to what 18-34s want to talk about today.

R&R: The broadcast business has

changed a lot since you got your first break. Any advice to would-be Sports Talk hosts?

DP: You have to be willing to do whatever it takes. If you are getting into the business for money or exposure, you are getting in for the wrong reasons. If you want to get a start, you need to be willing to go anywhere and do anything. It's the most competitive job field there is, because everyone sits at home and listens to or watches you and says, "I could do that."

Or people think you get a degree and then you go out and get a job, but it just doesn't work that way. Some-

times I wonder if I could even get the jobs I did if I were trying to go about it today the way I did 15 years ago.

This is a really competitive business. You have to be willing to go in to a station and tell them you'll do whatever they need, with or without getting paid for it. Because the next guy you talk to will see on your resume this station or that channel and say, "OK, here's somebody with some experience who I can work with."

You need to get an audio- or videotape or, if you are writing, a sample of your work that you can put in somebody's hand. Once you do that, you are already far ahead of everyone else. And always be ready for the phone call — be ready to be the right person in the right place at the right time, because luck does play a role in it all.

R&R: You have had — and no doubt will continue to have — a great career in sports broadcasting. But if it all ended tomorrow, what would you do with your life?

DP: I'd probably pack up and go to Europe or some deserted island or something. I would need to deprogram myself a bit, because I think it would be impossible for me to be so close to the business without being able to be a part of it. I could not be on the outside of the sports business

looking in, because it's really been my life.

I can tell you when my kids were born because I know what happened those days, sportwise. For instance, I didn't go to the Minnesota Twins-Atlanta Braves World Series — one that many consider to be among the great World Series of all time — because my son was born during that series. It's something I hold over his head to this day, when it suits the occasion.

R&R: Any goals that have eluded you so far?

DP: I long for that perfect show or perfect interview. I used to listen to tapes after every show, but I had to stop doing that, because I was never satisfied. I always think I could've done something better. Look, I know I'm in a young man's game and someday it's going to happen, but I never want to hear anyone say, "He's peaked," or, "There's an expiration date on his career."

Also, I don't ever want to lose the passion that you need, that should go with this job. I don't care what you do; even if you are a *Playboy* photographer, sooner or later — when you do it for 12-13 hours a day — you're going to reach a point where it's just another model. If you want to have a successful career, especially in this business, you have to keep your level of passion for the job high every day.



**NEWS/TALK'S BEST GMS** In a heavily attended session, managers from some of America's most successful stations shared a dais at TRS 2003, including (l-r) panel moderator Walter Sabo of Sabo Media/New York, WINS/New York's Scott Herman, WTOP/Washington's Joel Oxley, WRBZ/Raleigh's Brian Maloney, WLS/Chicago's Zemira Jones and KNX/Los Angeles' George Nicholaw.



**WHY TALENT MANAGEMENT IS JOB ONE** That was the topic discussed by this panel at TRS 2003. Seen here are (l-r) WABC/New York's Phil Boyce, Mocer Media's Greg Mocer, KFI/Los Angeles' Robin Bertolucci, N.S. Bienstock's George Hiltzik, WLS/Chicago's Michael Packer and KABC/Los Angeles' Brian Whitman.

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## International House Of Incidents

**P**resident Bush may not be able to get French President Jacques Chirac on the phone — but “Jerry Lewis” could! As a goof, **KROQ/Los Angeles** morning entertainment reporter and voice guy **Ralph Garman** from *The Kevin & Bean Show* decided to call Chirac in the guise of Lewis. Nobody thought for a minute it would work. But, it did. And no one was more shocked than Ralph when, after somehow getting past Chirac’s secretary, he was actually put through to the French leader (at least that’s what we’re led to believe). Ralph had to scramble and deftly ad-libbed a conversation with Chirac that included questions about France’s position on a probable U.S. war with Iraq. We’re not sure what happened behind the scenes after the call, but no one at the station seems anxious to relive the experience at this time.



Not Ralph Garman

**ST** has learned of several late-breaking developments in the “Guess the New Format” saga concerning Infinity’s CHR/Pop-for-the-season **WNEW/New York**. First, **ST** has confirmed that **Spencer Mindich**, most recently with regional cable network Metro TV, has been hired as a “Talent Executive” for WNEW. Hours later **ST** intercepted a communique reportedly sent from the station to a select list of recipients that asks, “Save the Date for a Night in New York City. A New 102.7 FM. Thursday, April 10, 7:30pm.” Hmm.... We’ll share any details as soon as we get them.

### Free Speech Comes At A Cost

Just prior to the Dixie Chicks flap that got the act’s music banned from a whole bunch of radio stations, a similar incident happened at Active Rocker **WAAF/Boston**. While onstage during the station’s Indoor Beach Party, Mudvayne lead singer **Chad Gray** seriously dissed President Bush, comparing him to Saddam Hussein and Osama Bin Laden. WAAF morning guy **Greg Hill** was unamused. “As my own form of protest against his comments, I decided to boycott their music on the morning show for the week,” he tells **ST**. The following day Mudvayne drummer **Matt McDonough** appeared on Hill’s show for what PD **Keith Hastings** described as “an hour of spirited debate.” Hill says, “He thinks

what I’m doing is censorship and robbing him of his chance to make a living. It’s clear that he doesn’t understand the concept of censorship. I prefer to call what I’m doing a product boycott.”

Hastings is supporting his jocks’ right to exercise their freedom of speech. “We don’t hire DJs just to push buttons,” he says. “We hire people who have something interesting to say and aren’t afraid to say it, and this certainly fits that category. Whether you agree with the singer’s comments or not, it’s heartening to see debate of this nature take place in the greatest and free-est country in the world.”



Greg Hill

Several air personalities from Clear Channel’s **WLTW, WKTU, WHTZ, WAXQ & WWPR/New York** are planning to attend an AFTRA rally on March 27 in New York’s Bryant Park as a show of solidarity against the company’s use of voicetracking. AFTRA Asst. Exec. Director and lead negotiator **Peter Fuster** tells **ST** the rally is being held to “raise public awareness of the potential effects of what would happen if Clear Channel’s voicetracking plans are put into place.” **ST** wonders if the jocks will have to voicetrack their shifts in order to attend.

### Harry Harrison: Unplugged



Harry Harrison at WMCA

Gotham’s legendary “Morning Mayor” is calling it quits. This week, after 44 years in New York radio, **Harry Harrison** has hung up the headphones. Harrison hosted his last morning show for WCBS-FM on March 19, live from New York’s Museum of Television and Radio. Harrison first found fame in the mid-1950s as the “Morning Mayor of Peoria” at WPEO-AM. He joined then-Top 40 WMCA/New York in 1959 for the 10am-1pm slot and in 1968 became New York’s “Morning Mayor” by joining WABC. He arrived at WCBS-FM in 1980.

In other changes involving Infinity air talent, longtime WUSN/Chicago host **Big John Howell** shifts to afternoons at co-owned Oldies WJMK/Chicago. He officially replaces Pat O’Kelly, who departed the station in November. He unofficially

## R&R Timeline

### 1 YEAR AGO

- **Larry Wilson** exits Citadel’s Chairman post.
- **Bob Jamieson** named Chairman of RCA Music Group.
- Greater Media elevates **Peter Smyth** to President/CEO.

### 5 YEARS AGO

- Jacor ups **Vance Dillard** to Dir./Soft AC Programming.
- **Robert Johnson** elevated to Exec. VP/COO at Bonneville.
- **Steve Kline** head of Top 40 promotion at Geffen Records; **Kevan Rabat** and **Tracy Skelly** named Directors/Top 40 for East and West Coasts, respectively.

### 10 YEARS AGO

- **Brad Chambers** named KPLX/Dallas PD.
- Shamrock merges with Malrite Communications in \$300 million deal.



Brad Chambers

### 15 YEARS AGO

- **Andrea Ganis** upped to VP/Pop Promotion at Atlantic Records.
- **David Meszaros** promoted to VP/GM of WZLX/Boston.
- **Mark Tudor** named OM of KAJA/San Antonio.



Andrea Ganis

### 20 YEARS AGO

- **Trip Reeb** returns to WCMF/Rochester as PD.
- Plough Broadcasting promotes **Bob Abernathy** to GM of WCAO & WXYV/Baltimore.
- **Ted Stecker** leaves WKHX/Atlanta to start a Country consultancy.

### 25 YEARS AGO

- **Frank Felix** named PD of KKKX/Denver.
- “Machine Gun” **Kelly** joins KTNQ/Los Angeles.



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succeeds longtime Windy City air talent **Bob Dearborn**, who had been covering WJMK's 3-8pm slot on an interim basis since November 2002. Dearborn had been a part-timer at WJMK since June 2002, WJMK PD **Jim Smith** tells **ST**. Dearborn first cracked the mike in the Windy City at WCFL-AM, where he worked from 1970-76. His syndicated *Night Time America* aired on WFYR-FM/Chicago from 1981-85, and after working in other markets Dearborn returned to Chicago by joining WJMK in 1989. He then left for a five-year stint at WJJD/Chicago before returning to WJMK last year.

### Stern 'Hot' Under The Collar

**Howard Stern** is suing Telepictures and ABC on the grounds that they stole his idea for the ABC-TV program *Are You Hot?* Stern is seeking more than \$10 million in damages and alleges unfair business practices, unfair competition and misappropriation of trade secrets. Stern claims he had a similar concept in place with an undisclosed network but says the deal was yanked after the ABC show hit the air. In an ironic twist, one of the executive producers of *Are You Hot?* is Scott Einziger, the former producer of Stern's daily show on cable network E! Furthermore, former Stern sidekick **Jackie "The Jokeman" Martling** is a *Hot* consultant.

### People In The News

- After 20 years with Emmis/Indianapolis, Market Manager **Chris Woodward-Duncan** is leaving the company, effective June 1. Woodward-Duncan's husband is **Jim Duncan** of *Duncan's Radio Guide*, who recently broke into station ownership in Santa Fe, NM.
- Listen sharp on Sunday when you tune into the Academy Awards telecast on ABC-TV. The voice you hear will be that of veteran radio and TV announcer **Randy Thomas**, who will once again be behind the mike at this Sunday's Academy Awards broadcast.
- **Harry Legg** joins WKTU/New York as its Creative Services Director.
- WJMN (Jam'n 94.5)/Boston afternoon driver **Kobe** is moving to L.A. to pursue a career in voiceover work and recently signed with ICM for representation. To supplement that budding career, Kobe will do weekends at KIIS-FM. Back at Jam'n, night jock **Bobby Blaze** moves up to afternoons as mix show jock **Geespin** takes over nights.

### Bond. Bruce Bond

After sitting out his one-year noncompete, Harrisburg radio fixture **Bruce Bond** returned to the air on Thursday morning. Bond exited WNNK/Harrisburg in December 2001 and went to work for Citadel's crosstown WRKZ on June 24, 2002. A court injunction filed by Cumulus on Oct. 1, 2002 effectively prohibited Bond (and sidekick **Stretch Raback**) from airing on WRKZ until Bond honored the 12-month noncompete that WNNK owner Cumulus says he agreed to while an employee. "I'm glad it's over," Bond tells **ST**. "It's been tedious, and my former station has been extremely nasty. I urge all radio personalities to be careful about noncompete clauses if they sign any contracts. We live in America, and I should be able to do the on-air work I love to do."



Free at last

### The Programming Dept.

- WYOK/Mobile PD **Danny Wright** exits for family reasons. He can be reached at 251-621-7977 or [dannywright555@hotmail.com](mailto:dannywright555@hotmail.com).
- WOOD-FM/Grand Rapids PD **John Patrick** adds PD duties at Clear Channel sister Hot AC sister **WVTI**.
- **Michelle Matthews** is the new OM of Saga's five-station cluster in Springfield, IL. In her spare time she'll also program CHR/Pop WDBR/Springfield, IL.
- Former KMXW/Wichita OM/PD **J.J. Morgan** takes the PD post at Cumulus CHR/Pop WZOK/Rockford, IL, where he will also do afternoons.

### Formats You'll Flip For

- Clear Channel Oldies **KOLL/Little Rock** flips to AC as "Mix 94.9," filling the void left when Citadel flipped Soft AC KVLO to Country in December 2002.
- WKTU/New York weekend personality **Sunny Joe** is the new morning guy at Cumulus CHR/Pop WAOA-FM/Melbourne, where he'll team with **Timmy Vee**. **Eric DeNiro** moves out of wakeups to nights, while **Sabrina** is named PD of co-owned WINT-FM (soon to be Smooth Jazz WSJZ) in Melbourne. What the dillio with WINT? The calls

### ST SHOT O' THE WEEK



It's a bird, it's a plane, it's Gasman! Gas giveaways are once again the rage, and WIOQ (Q102)/Philadelphia is putting a superhero spin on it. "With gas prices over \$2 a gallon, 'Gasman' is here to save the day!" says Chio in the Morning Exec. Producer **Joey B**. Here he is, but who is Gasman? Ssh...! It's Q102 morning road guy **Diego**.

and the station's Music Of Your Life format shift to Adult Standards WAOA-AM.

### Condolences

- Veteran L.A. traffic reporter **"Big John" McElhinney**, known for his role on Robert W. Morgan's morning show at the old KMPC-AM/Los Angeles, died March 14 of congestive heart failure and lung cancer. He was 77.
- Citadel/Little Rock mourns the passing of blues personality **Lee (Mr. Lee) Hart**, who died March 19 from complications due to a stroke. He was 72. Hart has hosted a show on KOKY/Little Rock for the past five years. From 1992-97 his show aired on KIPR/Little Rock.

### Rumbles

- XHTZ (Z90)/San Diego MD/night jock **Pablo Sato** joins *The Morning Misfitz*, sharing airtime with **Mia** and **Jamal**. Former morning anchor **Billy Blast** takes Sato's old airshift.
- WGTZ/Dayton inks **Scott Mallory** for morning co-host duties with **Campy**.
- KRQQ/Tucson morning hosts **Johnjay & Rich** welcome new sidekick **Kris Daniels**, who crosses the street from Country KIIM.
- *Murphy in the Morning* co-host **Britt Whitmire** exits WKZL/Greensboro.

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— *Tony Richards, Regional Director Of Operations/Zimmer Radio Group*

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# From Album To Event

**Linkin Park and Warner Bros. pull out all the stops to set up *Meteora***

If there's a page the record industry can rip from the movie industry's playbook, it's the art of the trailer — particularly the teasers for highly anticipated releases. *Star Wars* fans buy tickets to movies they couldn't care less about to get a glimpse of George Lucas' next flick, and the buzz among moviegoers is tangible whenever a trailer for *Matrix* or *Lord of the Rings* sequels hits the screen.

Earlier this year I experienced a similar sense of excitement when I saw a TV spot for, of all things, an upcoming record release. An attractive young woman wearing a breathing apparatus stood armed and ready with a spray-paint can held like a gun by her side. When the paint dried, viewers were looking at Linkin Park's distinctive LP logo with an album release date under it.

The TV spot is just one piece in an excellent build to the release of Linkin Park's *Meteora*, the follow-up to their multiplatinum breakthrough, *Hybrid Theory*, the best-selling album of 2001. From Linkin Park TV (LPTV) episodes online and a fan-club-friendly tour to radio snippets and countdowns to the album's release date, band and label have worked in tandem to turn *Meteora* into not just a new record, but also an event.

## Somewhere They Belong

"This band is extraordinarily creative and has a tremendous sense of who their audience is," says Warner Bros. VP/Marketing Peter Standish, who serves as product manager for Linkin Park. "We have tremendous

respect for their vision on how to reach their audience."

The label took the band's suggestion on the TV spots and used an up-and-coming director to create distinctive ads. "We had early TV spots in the January-February time frame, then we came out with this most recent phase in mid-February," Standish says. "We wanted to do something that was more conceptual than your traditional spot, where you pull from the video.

"This band is always striving to do things differently, and they certainly achieved it with these spots. They wanted to create the type of spot that would make people ask if an ad agency had created it. We're thrilled about it, and we feel they really pulled it off."

**"This band is extraordinarily creative and has a tremendous sense of who its audience is. We have tremendous respect for their vision on how to reach their audience."**

Peter Standish



Linkin Park

Besides TV commercials, the band created their own Internet TV channel with LPTV. Warner Bros. VP/Rock Formats Mike Rittberg says the idea grew out of a similar campaign the label did for Faith Hill. "If you bought the CD, you could go watch Faith Hill TV," he explains. "We decided to take that concept and apply it to radio and the Internet ahead of time, as well as continue it after the record is out."

Starting in early February, fans could log on to [www.linkinpark.com](http://www.linkinpark.com) weekly to see the newest behind-the-scenes episode of the band creating *Meteora*. "It provides people who are real fans of the band an inside look at Linkin Park and their personalities," Rittberg says.

"Normally, you never get to see glimpses of the recording process. Here, you get actual video and audio of what the band is like. Once the disc is out, you have to have a disc to watch the remaining episodes."

In an age when young consumers are increasingly of the opinion that music should be free via downloading, LPTV shows what kind of work goes into an album. "I think you learn to appreciate how much hard work they put into making their records," Standish says. "You get to see how talented these guys are firsthand."

## One Step Closer

The LPTV concept also tied in with the label's setup at radio, as stations could put LPTV on their own websites and help create a buzz for the lead single, "Somewhere I Belong," and *Meteora* with countdowns to the album's release. "We wanted to get radio involved and give them some content to help drive folks to the website," Rittberg says.

"We gave people who put up LPTV a 30-second snippet of the song as a reward. A week later we released an interview disc with some IDs and stuff promoting our world-premiere broadcast. We then gave a 14-second snippet of the song. Normally, with a superstar band, the record drops on Wednes-

day, people play it and add it Tuesday, and that's it.

"We wanted to make the delivery of the single an event. The whole point of radio is going back to theater of the mind. We'll give radio the tools, and they can create it and take it as far as they want to take it. They could create whatever they wanted and personalize it for the radio station."

Additionally, the band will do a nationwide syndicated show featuring live performances, interviews and a full broadcast of the album on March 24, one day before the album hits retail.

## The LP Underground Tour

Another key tie-in for radio is the LP Underground tour. Throughout March Linkin Park are playing intimate theater shows for members of their official fan club, LP Underground. Current fan club members are offered first-come, first-served free tickets to the shows as a thank you.

**"This shows how much hard work Linkin Park put into not only their music, but also the art they create around everything they do, whether it's the packaging, the TV spots or their videos."**

Peter Standish

"The shows are meant to superserve their hard-core fan base and members of the LPU," Standish says. "In addition to that, in conjunction with the band, we used those dates as an opportunity to do promotions with local radio stations.

"We also made them into listening parties. They're a chance for winners to hear the album — which has been under very tight security — early. We took one event and sort of hit three birds with one stone."

Membership in the LPU certainly has its advantages. "The band want a value in their fan club, and they want to reward people who are loyal to them," says Rittberg. "The first year they sent out a T-shirt and a copy of their first EP, which was from before they were signed. This year's package is a new T-shirt, a new EP, a keychain, bumper stickers and a bunch of stuff.

"This year they also decided to hit some cities and let some fans in for

free. For \$20, that's an amazing deal. You can't even buy a concert ticket these days for \$20. If you're an Underground member, not only do you know about stuff a day or two before the public does, it's also a great reward to have a ticket to the show."

## Hybrid Theory In Action

When it comes to the release itself, *Meteora* is providing more bang for fans' bucks by including the types of extras normally reserved for a greatest hits package or boxed set.

The enhanced digipack CD comes with a 40-page booklet that includes band commentary on each song and rare photos, a 17-minute film detailing the band's creation of the album art, the video for "Somewhere I Belong," a website tool kit that allows fans to create their own website with elements of Linkin Park's packaging and further access to LPTV episodes.

"It shows how much hard work they put into not only their music, but also the art they create around everything they do, whether it's the packaging, the TV spots or their videos," Standish says. "They're very involved with every aspect of their career, which is great for us."

Superserving their fans is important to Linkin Park, Rittberg says. "They want to make sure their fans get something," he explains. "We're seeing that more and more, with artists trying to give extra stuff on the disc, whether it's videos or enhanced content.

"In some cases, like with Tom Petty or Josh Groban, we've made a package that has the disc and a bonus DVD. You get two different things, and you get a little bit more for your money. Music's great, but you get something you can play in your DVD player too."

Linkin Park also play the DVD card with a special limited-edition version of *Meteora*, which, in addition to the aforementioned features, includes a 34-minute DVD featuring behind-the-scenes footage of the band and a collector's slipcase. Furthermore, fans pre-ordering *Meteora* through the band's website can get a T-shirt/CD bundle (\$19.95) or a CD/DVD and T-shirt bundle (\$24.95).

"It's giving people more for their money, and it's an extra way to reach the kids," says Rittberg. "It's important to superserve those fans."

**"We wanted to make the delivery of the single an event."**

Mike Rittberg



## THE INDUSTRY'S NO. 1 RETAIL CHART March 21, 2003

LW	TW	ARTIST	ALBUM	LABEL	POWERINDEX	CHANGE
1	1	50 CENT	Get Rich Or Die Tryin'	Shady/Aftermath/Interscope	274,232	-23%
2	2	NORAH JONES	Come Away With Me	Blue Note/Virgin	235,590	-25%
5	3	R.KELLY	Chocolate Factory	Jive	125,111	-21%
7	4	DIXIE CHICKS	Home	Monument/Columbia	123,436	-12%
6	5	EVANESCENCE	Fallen	Wind-up	94,964	-36%
9	6	SOUNDTRACK	Chicago	Epic	92,163	+10%
-	7	A.F.I.	Sing The Sorrow	DreamWorks	91,859	-
8	8	KID ROCK	Cocky	Atlantic	89,762	-12%
3	9	FABOLOUS	Street Dreams	Elektra/EEG	88,498	-55%
-	10	KILLER MIKE	Monster	Aquemini/Columbia	86,408	-
4	11	LIL' KIM	La Bella Mafia	Atlantic	67,089	-63%
14	12	SEAN PAUL	Dutty Rock	VP/Atlantic	64,078	+17%
10	13	AVRIL LAVIGNE	Let Go	Arista	56,882	-16%
16	14	COLDPLAY	Rush Of Blood To The Head	Capitol	52,936	+3%
-	15	BLACKSTREET	Level li	DreamWorks	52,133	-
12	16	JOHN MAYER	Room For Squares	Aware/Columbia	48,553	-15%
18	17	EMINEM	Eminem Show	Aftermath/Interscope	46,402	-7%
11	18	SOUNDTRACK	Cradle 2: The Grave	Bloodline/IDJMG	46,169	-27%
26	19	AUDIOSLAVE	Audioslave	Epic/Interscope	45,163	+3%
-	20	BEN HARPER	Diamonds On The Inside	Virgin	44,935	-
22	21	FREEWAY	Philadelphia Freeway	Roc-A-Fella/IDJMG	44,914	-5%
20	22	MISSY ELLIOTT	Under Construction	Gold Mind/Elektra/EEG	44,617	-8%
21	23	GOOD CHARLOTTE	Young & Hopeless	Daylight/Epic	43,555	-9%
23	24	T.A.T.U.	200 KM/H In The Wrong Way	Interscope	41,590	-12%
15	25	KIDZ BOP KIDS	Kidz Bop Vol.3	Razor & Tie	40,888	-22%
-	26	EVERCLEAR	Slow Motion Daydream	Capitol	39,590	-
25	27	JENNIFER LOPEZ	This Is Me Then	Epic	37,875	-17%
17	28	JOSH GROBAN	Josh Groban	143/Reprise	37,484	-26%
24	29	SOUNDTRACK	Daredevil	Wind-up	36,856	-22%
13	30	VARIOUS	Grammy Nominees 2003	WSM	36,612	-34%
31	31	JUSTIN TIMBERLAKE	Justified	Jive	36,184	-4%
32	32	CHRISTINA AGUILERA	Stripped	RCA	35,887	-1%
-	33	ANI DIFRANCO	Evolve	Righteous Babe	34,600	-
37	34	SIMPLE PLAN	No Pads No Helmets... Just Balls	Lava	33,223	+8%
29	35	TYRESE	I Wanna Go There	J	32,412	-14%
33	36	THE ALL AMERICAN REJECTS	The All American Rejects	DreamWorks	32,272	-8%
30	37	NELLY	Nellyville	Fo' Reel/Universal	32,063	-15%
35	38	SOUNDTRACK	8 Mile	Shady/Interscope	31,899	-2%
40	39	3 DOORS DOWN	Away From The Sun	Republic/Universal	30,613	+11%
19	40	THE ATARIS	So Long, Astoria	Columbia	30,232	-37%
38	41	SNOOP DOGG	Paid Tha Cost To Be Da Boss	Doggy Style/Priority/Capitol	29,666	0%
34	42	SHANIA TWAIN	Up	Mercury/IDJMG	28,726	-13%
36	43	ROD STEWART	Great American Songbook	J	28,209	-10%
28	44	JOHN MAYER	Any Given Thursday	Aware/Columbia	25,962	-32%
49	45	TIM MCGRAW	Tim Mcgraw & The Dancehall...	Curb	24,347	+8%
44	46	CHEVELLE	Wonder What's Next	Epic	24,279	-2%
-	47	TOBY KEITH	Unleashed	DreamWorks	24,040	-
41	48	LL COOL J	10	Def Jam/IDJMG	23,326	-15%
27	49	WAYNE WONDER	No Holding Back	VP/Atlantic	23,280	-45%
-	50	MATCHBOX TWENTY	More Than You Think You Are	Melisma/Atlantic	22,464	-

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### ON ALBUMS

#### More Bits On Four Bits

50 Cent maintains a hold on No. 1 and a pair of debuts enter the top 10 as the U.S. enters wartime. We'll do our best to avoid the use of such terms as *exploding*, *it's the bomb* and *shelling out*.

The Shady/Aftermath/Interscope rap sensation spends his second straight week



Chicago

in the top spot, making this his fourth chart-topping week. But he isn't the only artist on a roll: Blue Note/Virgin's unstoppable Norah Jones is right on Fitty's tail at No. 2.

Jive's R. Kelly had another solid week, winding up at No. 3, and there's no shame in Monument/Columbia's Dixie Chicks coming in at No. 4 as the citizens of Louisiana plunk down their dollars so they'll have plenty of copies of *Home* to crush with bulldozers. Wind-up's Evanescence, holding strong in their second



A.F.I.

week and buoyed by heavy airplay at Alternative and Active Rock, nail down the No. 5 slot, in addition to driving the *Daredevil* soundtrack, which remains in the top 30.

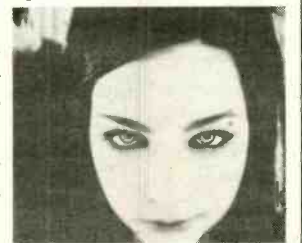
DreamWorks Goth punks A.F.I. and Columbia rapper Killer Mike bow at Nos. 7 and 10, respectively, while Epic/Sony Music Soundtrax's *Chicago* (No. 6 and building momentum as the Academy Awards approach), Lava/Atlantic's Kid Rock (No. 8) and Elektra rapper Fabolous (No. 9) fill out the top 10.

A second DreamWorks act, R&B group Blackstreet, bow at 15, and Virgin's Ben Harper (20), Capitol's Everclear (26) and Righteous Babe's Ani DeFranco (33) are the week's other charting debuts.

Epic/Interscope's Audioslave are proving to be a force to be reckoned with as they roll from

26 to 19 powered by radio and MTV play and nearly catch Capitol's Coldplay (14) and Aware/Columbia's John Mayer (16 — while his live album is at 44).

Double-digit increases are registered by the *Chicago* soundtrack (+10%), VP/Atlantic dancehall toaster Sean Paul (12, +17%) and Universal's 3 Doors Down (39, +11%).



Evanescence

Next week: With any luck, Linkin Park and Celine Dion hit retail — hard.



## Trying Times

It looks like we're in for trying times. War looms — if it hasn't already begun by the time you read this — and the future of the economy is uncertain. In times like these, people often need an "out" to escape from it all or to channel their emotions through. Throughout history, music has served as an excellent vehicle for this, and, fortunately, next week we've got a ton of new music coming our way.

**Madonna** introduces "American Life," the lead single and title track from her upcoming album, to Pop, Rhythmic and Hot AC next week. According to a press release from Madonna's website, the video, directed by Jonas Akerlund, will be a "penetrating examination of our national psyche" and will depict the singer as a superhero. As for the album itself, Madonna says, "All of these songs reflect my current state of mind. I feel like I have just woken up out of a dream. They range from dismay and anger to joy and certainty. Hopefully, I have taken the personal and made it universal." The *Androids* happen to be Going for Adds at Alternative with a song titled "Do It With Madonna," in which Madonna tops the list of female pop icons the bandmembers would like to make love to.

*Chicago* (the film, not the city or the band) has won the hearts of moviegoers, and next week it hopes to spread its wings at radio. "And All That Jazz," performed by **Catherine Zeta-Jones**, goes for adds at Pop and Hot AC next week. The film's soundtrack has just gone Platinum, and the video for "Jazz" is getting significant airplay at VH1.



Danny Wood

More film music goes to these two formats as **Evanescence** present "Bring Me to Life," the lead single off their debut album, *Fallen*, and a feature track from the movie *Daredevil*. Featuring guest vocalist Paul McCoy of fellow Wind-up act 12 Stones, "Life" is giving Linkin Park a run for their money for the No. 1 spot at Alternative. The song has also taken off on R&R's Pop and Hot AC charts, landing at No. 47\* and debuting at No. 37\*, respectively.

Still more flavor is being added to the musical soup at Pop and Hot AC as former New Kid On The Block **Danny Wood** unleashes "When the Lights Go Down" next week. Wood's debut solo CD, *Second Face*, will hit stores this spring.

Thugs run rampant at Rhythmic this week. **Bone Thugs-N-Harmony** present "Home" to the format — a song that includes their take on the Phil Collins' hit "Take Me Home." **Mo Thugs** f/**Felicia** and **Bone Thugs** member **Layzie Bone** are also Going for Adds at Rhythmic, with "All Life Long."

Country radio is in for a treat as **McHayes** present "It Doesn't Mean I Don't Love You." The duo comprises Oklahoma natives **Wade Hayes** and **Mark McClurg**, who have already made their individual marks in music. Hayes had many top 10 hits in the '90s, and McClurg was a member of Alan Jackson's road band, *The Strayhorns*, for 12 years.

**Powerman 5000** are ready to energize Rock, Active Rock and Alternative with "Free," the lead single from their May 20 release, *Transform*. The Boston band produced the album with **Joe Barresi**, and the legendary **Chris Lord-Alge** stepped in for mixing duties.

Finally, **Afro Celts** (formerly known as Afro-Celt Sound System) are coming to Triple A with "Rise Above It," an upbeat single from their March 25 release, *Seed*. Says guitarist **Simon Emmerson** about the band's sound, "It's taken seven years of gigging to get here and develop a musical language of our own. It's very hard to listen to our music and say what genre it fits in. It's just Afro Celts."

— Mike Trias



Madonna

## R&R Going For Adds

Week Of 3/24/03

### CHR/POP

**AVRIL LAVIGNE** Losing My Grip (*Arista*)  
**B2K** Girlfriend (*Epic*)  
**CATHERINE ZETA-JONES** And All That Jazz (*Epic*)  
**DANNY WOOD** When The Lights Go Down (*Empire Musicwerks/BMG*)  
**EVANESCENCE** Bring Me To Life (*Wind-up*)  
**JENNIFER LOVE HEWITT** Can I Go Now (*Jive*)  
**LILLIX** It's About Time (*Maverick/Reprise*)  
**MADONNA** American Life (*Maverick/WB*)  
**SEAN PAUL** Get Busy (*VP/Atlantic*)

### CHR/RHYTHMIC

**BONE THUGS-N-HARMONY** Home (*Ruthless/Epic*)  
**DANI STEVENSON** Yo, Yo, Yo (*Universal*)  
**DJ KAY SLAY** Too Much For Me (*Columbia*)  
**JOE BUDDEN** Pump It Up (*Def Jam/IDJMG*)  
**MADONNA** American Life (*Maverick/WB*)  
**MO THUGS** f/**FELICIA AND LAYZIE BONE** All Life Long (*D3*)  
**SNOOP DOGG** Girls, Girls (*Universal*)

### URBAN

**DANI STEVENSON** Yo, Yo, Yo (*Universal*)  
**DEBORAH COX** Play Your Part (*J*)  
**DJ KAY SLAY** Too Much For Me (*Columbia*)  
**JOE BUDDEN** Pump It Up (*Def Jam/IDJMG*)  
**NOVEL** Peach (*Rawkus/MCA*)  
**SNOOP DOGG** Girls, Girls (*Universal*)

### URBAN AC

**D'MELLO** f/**MOBB DEEP** Best Love Story (*Wagner Bros.*)  
**DEBORAH COX** Play Your Part (*J*)  
**DONNIE** Cloud Nine (*Universal*)  
**KENNY LATTIMORE & CHANTÉ MOORE**  
 You Don't Have To Cry (*Arista*)

### COUNTRY

**BRAD MARTIN** One Of Those Days (*Epic/Monument*)  
**JENNIFER HANSON** This Far Gone (*Capitol*)  
**MCHAYES** It Doesn't Mean I Don't Love You (*Universal South*)  
**MEMARIE** I Need A Change (*Cupit*)  
**TOBY KEITH** Beer For My Horses (*DreamWorks*)  
**TRICK PONY** A Boy Like You (*Warner Bros.*)

### AC

**KRISTY JACKSON** With All My Broken Heart (*Fever Pitch*)

### HOT AC

**ALL-AMERICAN REJECTS** Swing, Swing (*DreamWorks*)  
**BUTCH WALKER** Sober (*Arista*)  
**CATHERINE ZETA-JONES** And All That Jazz (*Epic*)  
**DANNY WOOD** When The Lights Go Down (*Empire*)  
**EVANESCENCE** Bring Me To Life (*Wind-up*)  
**JENNIFER LOVE HEWITT** Can I Go Now (*Jive*)  
**LILLIX** It's About Time (*Maverick/Reprise*)  
**LUCIA** So Clever (*Republic/Universal*)  
**MADONNA** American Life (*Maverick/WB*)  
**WALLFLOWERS** How Good It Can Get (*Interscope*)

### SMOOTH JAZZ

**ABOVE THE CLOUDS** f/**MICHAEL MCDONALD**  
 If I Ever Lose This Heaven (*Earth/Fahrenheit*)  
**CHRIS BOTTI** Miami Overnight (*Columbia*)  
**FORTUNE VINSON CRUSE** Creek Lane (*FVC*)  
**LUIS VILLEGAS** Whittier Blvd. (*TSR*)  
**TOM SCOTT** Holding Back the Years (*Higher Octave*)

### ROCK

**BLACK LABEL SOCIETY** Stillborn (*Spitfire*)  
**BOSTON** Someone (*Artemis*)  
**CLOSURE** Look Out Below (*TVT*)  
**POWERMAN 5000** Free (*DreamWorks*)  
**PROCOL HARUM** Shadow Boxed (*Eagle*)  
**SOUTH FM** Dear Claudia (*MCA*)

### ACTIVE ROCK

**BLACK LABEL SOCIETY** Stillborn (*Spitfire*)  
**CLOSURE** Look Out Below (*TVT*)  
**DATSUNS** In Love (*V2*)  
**POWERMAN 5000** Free (*DreamWorks*)  
**SOUTH FM** Dear Claudia (*MCA*)

### ALTERNATIVE

**ANDROIDS** Do It With Madonna (*Universal*)  
**DATSUNS** In Love (*V2*)  
**HOT HOT HEAT** Bandages (*Sub Pop/Sire*)  
**JUST** When It's Over (*Opaline*)  
**LUCIA** So Clever (*Republic/Universal*)  
**POWERMAN 5000** Free (*DreamWorks*)  
**SOUTH FM** Dear Claudia (*MCA*)  
**THIRD EYE BLIND** Blinded (When I See You) (*Elektra/EEG*)  
**ZWAN** Lyric (*Reprise*)

### TRIPLE A

**AFRO CELTS** Rise Above It (*Real World/Virgin*)  
**CHRIS WHITLEY** Breaking Your Fall (*Messenger*)  
**GRAND DRIVE** Wheels (*RCA Victor*)  
**KYLE DAVIS** God Love Me (*Universal*)  
**MARTY LLOYD** Justified (*Razor & Tie*)  
**PALOALTO** Breathe In (*American/IDJMG*)  
**PAUL WELLER** Leafy Mysteries (*Yep Roc*)  
**PROCOL HARUM** Shadow Boxed (*Eagle*)  
**SOOZIE TYRELL** White Lines (*Treasure*)  
**TOMMY GUERRERO** Soul Food Taqueria (*Mo Wax/Beggars*)

R&R's Going For Adds features the complete list of songs impacting radio for the coming week. Going For Adds is e-mailed each week to participating radio and record executives. For more info, contact Greg Maffei at [gmaffei@radioandrecords.com](mailto:gmaffei@radioandrecords.com).





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A Perry Capital Corporation

Dixie Chicks

Continued from Page 1

Director/Country Programming Bob Raleigh said, "We want to hear Natalie herself. Otherwise, it could be a press release from a spin doctor. She spoke her feelings at a public forum; she should make her apology in a public forum."

At press time there was no word from Sony Music about a possible public apology, and none was expected. The label did, however, issue a statement late Tuesday that the company "supports its artists' First Amendment rights to speak their minds. The Dixie Chicks hold very strong beliefs regarding the impending conflict with Iraq and have repeatedly clarified recent remarks they made in order to clear up any potential misunderstanding with their public. We feel that the group's members have displayed great character in dealing with this situation."

While the boycott continues, The

Dixie Chicks Airplay Drop

According to Mediabase 24/7, The Dixie Chicks have experienced a 20% airplay decline across four formats following Natalie Maines' remarks about President Bush. Here are airplay statistics by format following the singer's comment:

Format	Total Plays	+/- Plays	% Change
Country	9,173	-3,706	-29%
CHR/Pop	3,670	-469	-11%
AC	2,485	-173	-7%
Hot AC	3,118	-230	-7%

Dixie Chicks' "Travelin' Soldier," which had been No. 1 on the Country chart, dropped to No. 2 this week and is expected to continue to decline. Their label, Epic/Monument, now plans to seek airplay for "Travelin' Soldier" at AC and Hot AC outlets.

Also joining the hue and cry against The Dixie Chicks was Columbia/Nashville artist Travis Tritt, who

took aim at "recent comments made by some of my fellow entertainers." Tritt told fans, "The best way to have an impact is to hit 'em in their pocketbook. Don't spend your money on what they're selling."

Although the two acts have deals on different imprints, both are under the umbrella of Sony Music/Nashville.

Formats

Continued from Page 1

programmers execute some new ideas on the air.

For many pundits, it's refreshing to see the cycle spin back to Dance, as evidenced by a number of new Dance-formatted stations that have popped up all over the country. The past two years have seen Dance stations launch in many major markets, including Los Angeles, San Francisco, Miami, Orlando and Denver.

"We believe there was an obvious place in the market for it," SBS Exec. VP/Programming Bill Tanner says, referring to his company's KPTI (Party 92.7)/San Francisco, which went on the air in May 2002. "The music is popular. You hear it around a good bit, yet it wasn't on the radio."

Party is a brilliant attempt to bring new listeners to radio, those whose tastes run more toward music heard only in clubs and who had survived on mix tapes from friends or CDs bought in stores based on name recognition for particular DJs. "We've gone in and created a station that has some 200,000 listeners every week," Tanner says, "and we think that's pretty good."

The invention of outlets like Party

92.7 and its format brethren, combined with listeners' demand for more dance product, nurtures both radio and the record labels. Radio gives mass-market exposure to dance acts that had previously only been heard at raves and dance festivals. That, in turn, sells records and generates audience desire for new artists to be played on those stations. That gives Dance stations a bigger library to select from, and so on.

Digging In The Closet

In some cases, companies didn't look to the underground for artists to play; they found these artists in their pasts. Just over a year ago Simmons launched a unique Alternative Oldies station in Salt Lake City, KJQN (KJQ). While the outlet's playlist has since expanded to include a few currents, the primary focus of the station is on New Wave hits from the '80s and early '90s.

"People are absolutely thrilled about the station," KJQ PD Todd "Nuke 'Em" Noker says. "We've found people who hadn't listened to the radio in a decade but are now listening to us. It's something completely different, because you don't hear this stuff on the air."

Given that the music was already

proven — and, as Noker points out, was popular in many markets where Alternative stations played artists like Oingo Boingo and Depeche Mode in the '80s — his station is having no trouble connecting with listeners who loved hearing it then. "I get people from different markets who listen online and are die-hard fanatics," Noker comments. "They e-mail us and say, 'Oh, this reminds me of my local station back in 1985.'"

Watering The Buds

Where to from here with these new formats? The Dance stations are having measurable success in major markets, and KJQ's audience response shows that the demand for older music still holds. "Dance is not unlike other small formats that have started over the years," Tanner remarks. "Urban and Spanish Language come to mind; they started out on small daytime stations at the wrong end of the AM dial, and now, when they've been put on big sticks with big marketing behind them, they do pretty well."

So, before you give in to the media-bashing of radio and the charges of repetitive playlists, arm yourself with the knowledge that spring is coming, and the trees are starting to bloom again.



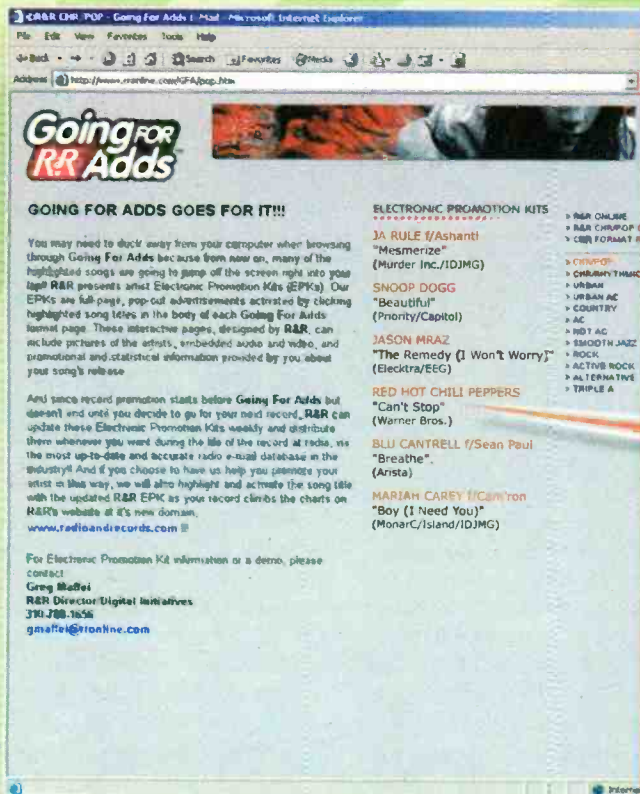
TLC WITH THE Z Arista recording artists TLC recently made an appearance at the New York studios of music-video channel MuchMusic USA, and some staffers from WHZ (Z100)/New York crashed the gathering. Seen here smiling for the camera are (l-r) Z100 Marketing Director Paul Miraldi, MMUSA Marketing Director Jennifer Wolfe, Arista's David Dyer, TLC manager Bill Diggins, bandmember Rozonda "Chilli" Thomas, Z100 MD/afternoon Paul "Cubby" Bryant, TLC's Tionne "T-Boz" Watkins, Arista's Steve Bartels and MMUSA hosts Marianela and Steven and VP/Marketing Mary Corigliano.



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**TONY NOVIA**

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# Radio Responds To Escalating Conflict

Continued from Page 1

With war looming, this week I decided to revisit this report, which was completed with crucial input from programming consultants Nick Anthony, Alex Demers, Fred Jacobs, Bill Pasha, Walter Sabo, Jack Swanson, Jim Richards and Ted Ruscitti. If you visit [www.arbitron.com](http://www.arbitron.com) and view the entire study, you'll find plenty of useful information to help your station sell ad time during a crisis.

The study also offers media buyers a behind-the-scenes look at radio that could encourage their increased use of radio during times of crisis.

## Learning From The Past

The Arbitron study discovered that radio did an incredible job on Sept. 11, 2001. Of those polled, 91% gave radio a five, six or seven on a one-to-seven scale when asked how well radio covered the attack on Day One.

The study says, "The power of radio really kicked in after Sept. 11, 2001 when radio became a coping mechanism, offering listeners a sense of community and connection.

"Whether inviting listener call-ins or supporting a fundraising drive for victims' families, stations offered people something positive to do (one in five respondents contributed to a radio station's fundraising efforts). Sixty-five percent of listeners said radio helped them deal with the crisis.

"Most listeners (94%) remain loyal to the stations that were their favorites before Sept. 11, 2001 in part because these stations changed their programming during the crisis and listeners were able to stay abreast of what was happening. About 30% of Americans believe that they are spending more time with radio since the attacks."

## Tap In To What Matters

Arbitron revealed findings that should be used by radio stations of all formats in case of war and crisis. Radio, with its ability to touch listeners on a deeply personal and local level, will have the most success of any media.

After watching the same footage over and over again on TV, people who wanted relief turned to the radio for music, personalities and a sense of community. What follows are some of Arbitron's key findings:

- The attacks of Sept. 11 were a visual event — and, perhaps, the biggest event of our lifetime. Television was the primary choice for

Americans seeking information on that day.

- While it was not the primary information source in many cases, there is a unanimous opinion that radio did an incredible job handling the event. Over 95% of those queried felt their station reacted appropriately to the attacks.

- Initial coverage of the attacks belonged to television, but in interview



after interview it was stated that the healing process and promotion

of community were clearly radio's roles and strengths.

- In the words of one person interviewed for the study, radio "mopped up" and helped "stitch" the country back together.

- More than half of all Americans felt radio helped them deal with the crisis.

- Some verbatims:

"Music is better than medication."

"Radio helped by keeping normalcy in your life."

"Radio made me feel part of the community and connected to a group of people."

"On radio I could listen to all the people talk about what they were going through."

"Radio made you feel like you weren't alone."

"I was happy to get away from the TV and listen to music."

"Radio stations keep your mind off it and bring you back to normal."

## Different Reactions

- Although this was a national story, there were different reactions among U.S. citizens. The differences were according to age and geography. Only radio has the ability to serve all groups.

- The power of radio to target specific ages, regions and races allowed radio to meet our unique needs in a way network television could never consider.

- To the surprise of many, most Americans did not leave the station they were listening to at the time of the attacks. It's worth noting that most stations immediately changed programming and worked to meet the informational needs of their listeners, minimizing the need for listeners to leave.

- Almost 60% of all listeners were aware of stations sponsoring fundraising events. Of this 60%, about one in four personally contributed.

- Listeners felt positive about advertisers contributing to a relief fund.

- The attacks changed our way of thinking. Most agree, things will never be the same again.

- Almost half of all listeners report an increased interest in religion and their spirituality.

- Listeners are more patriotic than ever. Many report placing flags on their houses and on their vehicles.

## Diarykeepers Speak

One of the primary goals of this study was to uncover for radio the steps to take in the event of another national crisis. Ed Shane and Keith Rovell of Shane Media conducted one-on-one interviews with 30 diarykeepers from the summer 2001 survey. They asked respondents to offer advice to radio stations in the event that a similar attack or national crisis occurs.

**Most listeners (94%) remain loyal to the stations that were their favorites before Sept. 11, 2001, in part because these stations changed their programming during the crisis and listeners were able to stay abreast of what was happening.**

A Milwaukee respondent asked that stations check facts. Similarly, a man in Philadelphia suggested, "Concentrate totally on emergency news, and give all strict details immediately, telling you everything, leaving nothing out. Don't panic the people. Tell the people all the information."

For music stations, Shane and Rovell said there was a call for "more news and less normal programming," as a Virginia Beach man said. However, that feeling was not universal. Anyone who followed the events on television could only speculate what their

# Listener Concern

The diary comments of radio listeners continue to be a primary research tool provided by Arbitron. The following comments by radio listeners from the company's study "Radio's Role in a National Crisis" demonstrate the high level of interest that many Americans have in such situations. Though these comments pertain to the terrorist activity of Sept. 11, 2001 in New York; Washington, DC; and Pennsylvania, they indicate that the U.S.-led invasion of Iraq will be of primary interest to radio listeners across multiple formats.

- "I appreciate that on the day of the terrorist attacks 104.7 had a news affiliate on and reported the disaster."

- "I think it's tragic that the terrorists attacked America. It's good that the radio stations ask for donations and keep up with the updates."

- "Tuesday, Sept. 11 was a difficult day for most Americans. I found that 101.9 had the best coverage of the situation. The DJs never voiced an opinion, stuck to the facts and played no song parodies. Good job, 101.9!"

- "Listening to the radio over the past week has been the biggest and best comfort to me after this horrible tragedy in the U.S.A."

favorite radio station was doing.

How long should music stations carry news and not regular programming? The consensus, according to Shane and Rovell's research, is that they should run news until there's nothing new, which, they say, is a judgment call for the stations.

## Sales Recommendations

After talking with 1,500 diarykeepers ages 12+ about media usage on Sept. 11, 2001, their perceptions of radio's response to the attacks and their lifestyle changes since, Arbitron developed the following sales findings and recommendations:

- Americans feel obligated to support the economy. Very few Americans have postponed a purchase of any kind because of the crisis.

- Advertisers should give serious consideration to getting involved in the relief effort. This is especially true for retailers catering to a younger consumer. Forty percent of all Americans will support those who support the relief efforts.

- Listeners support continuing radio contesting.

- Targeting consumers on radio remains very easy. Overwhelming numbers of consumers stayed with their favorite stations.

- Radio did a remarkable job during the crisis. Over a third of all Americans report listening to more radio now than they did before the attack on America. This is especially true for black and Hispanic radio consumers.

- One in five music-station listeners participated in their favorite station's fundraising effort. This underscores the powerful role local radio plays in the lives of Americans during these troubled times. It also highlights radio's power to promote community.

- Life is different. An overwhelming number of Americans feel "things" have changed forever as a result of the Sept. 11 attack. As

**Of those surveyed, 58% said it was OK for radio stations to play commercials the first day or two after a terrorist event.**

a trusted and immediate source of information, radio is poised for future growth.

- Of those surveyed, 58% said it was OK for radio stations to play commercials the first day or two after a terrorist event.

- About 61% actually indicated that advertisers should have continued running their commercials a day or two after.

- According to some of the in-depth interviews, listeners perceive commercials as part of the return to normalcy so many crave.

*Random sample of summer 2001 Phase 3, Week 3 (Sept. 6-12) and Week 4 (Sept. 13-19). Arbitron diarykeepers age 12+. 1,500 telephone interviews were completed from Oct. 19 to Nov. 5, 2001. Interviews were approximately 10 minutes long. Topics included media usage on Sept. 11, 2001, perceptions of radio's response to attacks and lifestyle changes since Sept. 11, 2001.*

*Analysis of summer 2001 survey data and fall 2001 survey data. Consultant Fly-In Brainstorming Session to determine which data was relevant to radio stations. One-on-one probing conversations with 30 diarykeepers from the summer 2001 survey. Special thanks to Arbitron's Thom Mocarisky. © 2002 Arbitron Inc.*



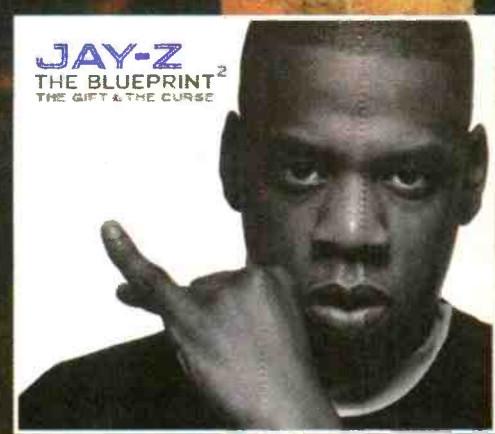


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WDRQ/Detroit	WFLZ/Tampa	WKST/Pittsburgh	<b>TOP 10 PHONES:</b> WCHH, WQSL, KKFR, KMEL, KYLD, KBOS, WMBX, KXHT, KBTU, WHZT
WAKS/Cleveland	WKFS/Cincinnati	KXMG/Austin	<b>TOP 5 CALLOUT:</b> WZMX, KMEL, WPHI
WQZQ/Nashville	WEZB/New Orleans	WKSE/Buffalo	<b>TOP 10 CALLOUT:</b> WCHH, WQSL, WPGC, HOT 97, KKXX, KTTB
KTFM/San Antonio	WXSS/Milwaukee		

<b>RHYTHM MONITOR</b>	15* - 14* (+225)
<b>R&amp;B MONITOR</b>	3* - 3* (+257)
<b>R&amp;R RHYTHMIC</b>	<b>10 - 8 (+397) Top 10 Most Increased!</b>
<b>R&amp;R URBAN</b>	<b>4 - 3 (+242)</b>







LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	JENNIFER LOPEZ F/LL COOL J All I Have (Epic)	8009	-571	871563	12	128/0
4	2	50 CENT In Da Club (Shady/Aftermath/Interscope)	7503	+657	936959	6	121/1
2	3	AVRIL LAVIGNE I'm With You (Arista)	7190	-359	753229	15	130/0
3	4	JA RULE F/ASHANTI Mesmerize (Murder Inc./IDJMG)	7077	-255	791241	11	123/0
5	5	KID ROCK W/SHERYL CROW Picture (Lava/Atlantic)	6696	+122	708390	19	120/0
10	6	3 DOORS DOWN When I'm Gone (Republic/Universal)	5889	+585	559299	13	122/2
12	7	AMANDA PEREZ Angel (Powerhouse/Virgin)	5390	+485	547005	8	122/2
6	8	B2K AND P. DIDDY Bump, Bump, Bump (Epic)	5258	-1263	561560	13	126/0
7	9	CHRISTINA AGUILERA Beautiful (RCA)	5127	-750	474505	17	125/0
8	10	T.A.T.U. All The Things She Said (Interscope)	4622	-739	505335	14	130/0
11	11	EMINEM Superman (Shady/Aftermath/Interscope)	4591	-520	436951	10	120/0
9	12	JUSTIN TIMBERLAKE Cry Me A River (Jive)	4475	-882	478014	14	128/0
15	13	MISSY ELLIOTT Gossip Folks (Gold Mind/Elektra/EEG)	4279	+301	438117	8	110/3
13	14	NIVEA Don't Mess With My Man (Jive)	3925	-267	437626	20	124/0
14	15	DIXIE CHICKS Landslide (Monument/Columbia)	3882	-303	434490	13	102/0
17	16	AALIYAH Miss You (BlackGround/Universal)	3744	+437	441868	9	102/3
16	17	SIMPLE PLAN I'd Do Anything (Lava)	3187	-177	396916	13	114/0
23	18	BOWLING FOR SOUP Girl All The Bad Guys Want (Silvertone/Jive)	2989	+359	351333	9	110/2
30	19	R. KELLY Ignition (Jive)	2938	+1089	378167	3	101/19
34	20	JUSTIN TIMBERLAKE Rock Your Body (Jive)	2910	+1374	357881	2	122/22
20	21	SMILEZ AND SOUTHSTAR Tell Me (ARTISTdirect)	2904	+93	293665	11	83/1
27	22	DANIEL BEDINGFIELD If You're Not The One (Island/IDJMG)	2897	+594	293555	4	118/6
29	23	TLC Damaged (Arista)	2736	+575	319777	3	113/2
24	24	NO DOUBT Running (Interscope)	2732	+172	294363	7	120/1
18	25	JC CHASEZ Blowin' Me Up (With Her Love) (Jive)	2505	-780	324211	11	115/0
21	26	JAY-Z F/BEYONCE '03 Bonnie & Clyde (Roc-A-Fella/IDJMG)	2418	-390	299246	16	115/0
28	27	CELINE DION I Drove All Night (Epic)	2357	+89	225797	7	103/0
22	28	PUDDLE OF MUDD She Hates Me (Flawless/Geffen/Interscope)	2340	-339	221555	20	112/0
31	29	STACIE ORRICO Stuck (Forefront/Virgin)	2194	+353	203666	5	109/5
19	30	DFDUB Country Girl (Columbia)	2170	-788	158971	9	106/0
26	31	BOOMKAT The Wreckoning (DreamWorks)	2062	-319	201562	8	112/0
25	32	GOOD CHARLOTTE Lifestyles Of The Rich And... (Epic)	1818	-605	186339	17	115/0
35	33	MATCHBOX TWENTY Unwell (Melisma/Atlantic)	1799	+292	148493	4	75/2
33	34	BON JOVI Misunderstood (Island/IDJMG)	1758	+89	187181	8	86/1
37	35	GINUWINE Hell Yeah (Epic)	1748	+365	171143	4	81/4
42	36	GOOD CHARLOTTE The Anthem (Epic)	1691	+704	270955	2	98/12
32	37	NELLY Air Force Ones (Fo' Reel/Universal)	1622	-183	143654	17	104/0
36	38	LUCY WOODWARD Dumb Girls (Atlantic)	1566	+119	186534	6	88/0
39	39	KELLY ROWLAND Can't Nobody (Columbia)	1409	+132	143376	4	71/1
38	40	VI-3 Eyes Closed So Tight (MCA)	1393	+60	126085	6	66/0
40	41	BLU CANTRELL Breathe (Arista)	1263	+118	112570	5	61/0
41	42	NORAH JONES Don't Know Why (Blue Note/Virgin)	1242	+97	154394	19	34/0
Debut	43	CHRISTINA AGUILERA Fighter (RCA)	1240	+974	139397	1	119/14
46	44	COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)	1140	+286	84102	2	65/4
Debut	45	EMINEM Sing For The Moment (Shady/Aftermath/Interscope)	1139	+637	150959	1	79/46
44	46	FIELD MOB Sick Of Being Lonely (MCA)	1062	+184	112097	3	59/7
47	47	EVANESCENCE Bring Me To Life (Wind-up)	964	+184	90070	3	26/12
45	48	LISA MARIE PRESLEY Lights Out (Capitol)	874	-1	106146	3	68/0
Debut	49	SIXPENCE NONE THE RICHER Don't Dream It's Over (Squint/Curb/Reprise)	723	+104	48895	1	41/3
Debut	50	COLDPLAY Clocks (Capitol)	709	+219	62736	1	56/12

## Most Added®

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ARTIST TITLE LABEL(S)	ADDS
EMINEM Sing For The Moment (Shady/Aftermath/Interscope)	46
JUSTIN TIMBERLAKE Rock Your Body (Jive)	22
ALL-AMERICAN REJECTS Swing Swing (DreamWorks)	20
R. KELLY Ignition (Jive)	19
AVRIL LAVIGNE Losing Grip (Arista)	18
AUDIOSLAVE Like A Stone (Interscope/Epic)	18
NAS I Can (Columbia)	17
SANTANA F/MUSIQ Nothing At All (Arista)	17
RACHEL FARRIS I'm Not The Girl (Big3)	17
CHRISTINA AGUILERA Fighter (RCA)	14
SEAN PAUL Get Busy (40/40/VP/Atlantic)	13

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
JUSTIN TIMBERLAKE Rock Your Body (Jive)	+1374
R. KELLY Ignition (Jive)	+1089
CHRISTINA AGUILERA Fighter (RCA)	+974
GOOD CHARLOTTE The Anthem (Epic)	+704
50 CENT In Da Club (Shady/Aftermath/Interscope)	+657
EMINEM Sing For The Moment (Shady/Aftermath/Interscope)	+637
DANIEL BEDINGFIELD If You're Not The One (Island/IDJMG)	+594
3 DOORS DOWN When I'm Gone (Republic/Universal)	+585
TLC Damaged (Arista)	+575
AMANDA PEREZ Angel (Powerhouse/Virgin)	+485

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
JOHN MAYER Your Body Is A Wonderland (Aware/Columbia)	2332
EMINEM Lose Yourself (Shady/Interscope)	2021
PINK Family Portrait (Arista)	1970
NO DOUBT F/LADY SAW Underneath It All (Interscope)	1635
SANTANA F/MICHELLE BRANCH The Game Of Love (Arista)	1578
DANIEL BEDINGFIELD Gotta Get Thru This (Island/IDJMG)	1399
NELLY F/KELLY ROWLAND Dilemma (Fo' Reel/Universal)	1343
JENNIFER LOPEZ Jenny From The Block (Epic)	1262
MISSY ELLIOTT Work It (Gold Mind/Elektra/EEG)	1251
CREED One Last Breath (Wind-up)	1176
AVRIL LAVIGNE Complicated (Arista)	1126
CAM'RON Hey Ma (Roc-A-Fella/IDJMG)	1069
NELLY Hot In Herre (Fo' Reel/Universal)	1066
JUSTIN TIMBERLAKE Like I Love You (Jive)	1054
NICKELBACK How You Remind Me (Roadrunner/IDJMG)	1051
LINKIN PARK In The End (Warner Bros.)	1042
DJ SAMMY & YANOU Heaven (Robbins)	1015
PINK Just Like A Pill (Arista)	937
VANESSA CARLTON A Thousand Miles (A&M/Interscope)	854
JIMMY EAT WORLD The Middle (DreamWorks)	829
PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	791
CALLING Wherever You Will Go (RCA)	759
MARY J. BLIGE Family Affair (MCA)	754
AVRIL LAVIGNE Sk8er Boi (Arista)	741
MICHELLE BRANCH All You Wanted (Maverick/WB)	722

130 CHR/Pop reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/9-3/15. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2003, The Arbitron Company). © 2003, R&R, Inc.

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HP = Hit Potential ©	ARTIST TITLE LABEL(S)	TOTAL AVERAGE FAVORABILITY ESTIMATE (1-5)				TOTAL % FAMILIARITY	TOTAL % BURN	DEMOGRAPHICS			REGIONS			
		TW	LW	2W	3W			WOMEN 12-17	WOMEN 18-24	WOMEN 25-34	EAST	SOUTH	MID-WEST	WEST
	50 CENT In Da Club (Shady/Aftermath/Interscope)	4.07	4.10	4.14	4.00	94.3	20.3	4.28	4.08	3.83	4.35	3.93	4.08	3.90
	JENNIFER LOPEZ f/LL COOL J All I Have (Epic)	3.97	4.01	3.92	3.85	95.4	34.0	4.06	3.99	3.86	4.09	3.93	3.87	4.00
	AALIYAH Miss You (BlackGround/Universal)	3.96	3.94	4.00	4.11	91.7	26.9	4.12	3.94	3.83	4.24	3.75	3.92	3.93
	AMANDA PEREZ Angel (Powerhowse/Virgin)	3.90	3.85	3.87	3.81	77.4	19.1	4.02	3.94	3.74	3.77	3.91	3.85	4.07
HP	TYRESE How You Gonna Act Like That (J)	3.88	-	-	-	93.1	14.3	3.91	3.96	3.77	3.93	3.63	3.92	4.02
	JA RULE f/ASHANTI Mesmerize (Murder Inc./IDJMG)	3.87	3.87	3.77	3.84	96.9	32.3	3.96	3.75	3.91	4.00	3.76	3.87	3.84
	B2K and P. DIDDY Bump, Bump, Bump (Epic)	3.80	3.89	3.93	3.89	97.1	41.1	3.92	3.84	3.63	3.76	3.77	3.88	3.79
	AVRIL LAVIGNE I'm With You (Arista)	3.77	3.60	3.54	3.61	87.7	23.7	3.89	3.78	3.64	3.78	3.76	3.79	3.75
	EMINEM Superman (Shady/Interscope)	3.75	3.71	3.76	3.76	82.9	21.7	4.13	3.68	3.37	3.76	3.63	3.89	3.72
	SMILEZ AND SOUTHSTAR Tell Me (ARTISTdirect)	3.74	3.69	3.72	3.81	89.7	28.6	3.82	3.73	3.66	3.76	3.52	3.70	4.01
HP	R. KELLY Ignition (Jive)	3.73	-	-	3.76	86.6	21.7	3.93	3.73	3.53	3.76	3.90	3.59	3.64
	KID ROCK f/SHERYL CROW Picture (Atlantic)	3.72	3.69	3.67	3.54	75.4	17.1	3.70	3.81	3.66	3.54	3.71	3.91	3.73
HP	FIELD MOB Sick Of Being Lonely (MCA)	3.72	3.66	3.70	3.75	88.9	24.0	3.86	3.67	3.63	3.91	3.58	3.80	3.56
	NIVEA Don't Mess With My Man (Jive)	3.71	3.77	3.80	3.82	95.1	38.0	3.81	3.70	3.64	3.88	3.65	3.62	3.70
	CHRISTINA AGUILERA Beautiful (RCA)	3.71	3.74	3.69	3.72	96.9	34.6	3.70	3.68	3.76	3.70	3.64	3.78	3.72
	MISSY ELLIOTT Gossip Folks (Gold Mind/Elektra/EEG)	3.70	3.65	3.72	3.72	90.9	30.0	3.91	3.71	3.46	3.84	3.60	3.71	3.68
	JUSTIN TIMBERLAKE Cry Me A River (Jive)	3.69	3.67	3.71	3.83	95.4	32.6	3.82	3.68	3.58	3.94	3.68	3.63	3.51
	DIXIE CHICKS Landslide (Monument/Columbia)	3.66	3.62	3.66	3.57	83.4	24.3	3.50	3.57	3.88	3.65	3.55	3.68	3.76
	3 DOORS DOWN When I'm Gone (Republic/Universal)	3.56	3.54	3.62	3.65	82.0	24.3	3.54	3.46	3.67	3.41	3.60	3.56	3.67
	JAY-Z f/BEYONCE '03 Bonnie & Clyde (Roc-A-Fella/IDJMG)	3.56	3.58	3.68	3.63	96.3	46.0	3.59	3.57	3.51	3.62	3.54	3.59	3.48
	PUDDLE OF MUDD She Hates Me (Flawless/Geffen/Interscope)	3.50	3.33	3.40	3.35	81.4	26.9	3.69	3.45	3.36	3.39	3.49	3.44	3.68
	GOOD CHARLOTTE Lifestyles Of The Rich and Famous (Epic)	3.50	3.41	3.42	3.41	76.9	22.9	3.80	3.11	3.55	3.44	3.61	3.48	3.46
	SIMPLE PLAN I'd Oo Anything (Lava)	3.34	3.23	3.37	3.35	72.3	19.7	3.54	3.19	3.26	3.20	3.25	3.34	3.56
	BOWLING FOR SOUP Girl All The Bad Guys Want (Mojo/Jive)	3.23	-	-	-	60.6	19.1	3.38	3.14	3.18	3.04	3.39	3.15	3.31
	NO DOUBT Running (Interscope)	3.19	-	-	-	64.6	19.1	3.31	3.04	3.23	2.90	3.38	2.98	3.42
	JC CHASEZ Blowin' Me Up (With Her Love) (Jive)	3.17	3.20	3.23	3.17	70.3	22.6	3.06	3.40	3.03	2.95	3.42	3.22	3.03
	DF DUB Country Girl (Columbia)	3.15	3.01	3.11	3.22	61.1	22.0	3.36	3.06	3.01	2.87	3.10	3.51	3.12
	T.A.T.U. All The Things She Said (Interscope)	3.13	3.05	3.27	3.28	76.9	25.7	3.37	3.15	2.86	3.11	3.17	3.10	3.16

**CalloUT AMERICA®**  
**HOT SCORES**

By ANTHONY ACAMPORA

**T** Tyrese posts a stellar debut on Callout America this week with "How You Gonna Act Like That" (J). The song enters at No. 5 overall and scores solid demo results across the board: "How" ranks ninth with teens, third with women 18-24 and sixth with women 25-34.

Amanda Perez moves up the R&R CHR/Pop chart from 12-7\* as her single "Angel" (Powerhowse/Virgin) moves up to No. 4 on Callout America. The song ranks fifth with teens, fourth 18-24 and eighth 25-34.

50 Cent remains No. 1 with "In da Club" (Shady/Aftermath/Interscope). The song continues to be tops with teens and women 18-24 and ranks fourth among women 25-34.

Aaliyah is closing in on the top 10 on the chart and posts a third-place ranking on the Callout America survey with "Miss You" (BlackGround/Universal). Aaliyah ranks third with teens and fourth 18-24 and 25-34.

Smilez and Southstar move into the top 10 this week with "Tell Me" (ARTISTdirect). "Tell" has several stories, with top 10 rankings among women 18-24 and 25-34.

R. Kelly enters at No. 11 this week with "Ignition" (Jive). After a huge 30-19\* chart leap, Kelly is testing with teens (seventh) and women 25-34 (10th).

Other notes: Field Mob move up to No. 12 with "Sick of Being Lonely" (MCA) ... 3 Doors Down are top 10 with women 25-34 with "When I'm Gone" (Republic/Universal) ... Missy Elliott is top 10 among teens with "Gossip Folks" (Gold Mind/Elektra/EEG).

Check out Callout America on the web at [www.bullseye.com](http://www.bullseye.com), where R&R radio-station newspaper subscribers can access the data for free each week. This week's password is *palmese*.

Total sample size is 350 respondents with a +/-5 margin of error. Total average favorability estimates are based on a scale of 1-5 (1=dislike very much, 5=like very much). Total familiarity represents the total percentage of respondents who recognized the song. Total burn represents the percentage of respondents who said they were tired of hearing the song. Songs must reach 40% familiarity before they appear in print. Hit Potential (HP) tracks represent songs that have yet to chart top 25 on R&R's CHR/Pop chart. Sample composition is based on females aged 12-34, who respond favorably to a CHR/Pop musical montage in the following regions and markets: EAST: Boston, Buffalo, Hartford, Nassau-Suffolk, New York, Philadelphia, Pittsburgh, Providence, Rochester, Washington, DC. SOUTH: Atlanta, Austin, Charlotte, Dallas, Houston, Miami, Nashville, San Antonio, Tampa. MIDWEST: Chicago, Cincinnati, Cleveland, Columbus, Detroit, Indianapolis, Kansas City, Milwaukee, Minneapolis, St. Louis. WEST: Denver, Fresno, Las Vegas, Los Angeles, Phoenix, Portland, Sacramento, Salt Lake City, San Diego, Seattle.

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## R&R'S EXCLUSIVE REPORTED OVERVIEW OF NATIONAL AIRPLAY

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	JENNIFER LOPEZ F/LL COOL J All I Have (Epic)	2881	+28	82893	10	50/0
2	2	AVRIL LAVIGNE I'm With You (Arista)	2651	-87	73681	15	49/0
6	3	3 DOORS DOWN When I'm Gone (Republic/Universal)	2597	+170	71556	14	50/0
3	4	KID ROCK W/SHERYL CROW Picture (Lava/Atlantic)	2552	-107	70900	19	49/0
7	5	JA RULE F/ASHANTI Mesmerize (Murder Inc./IDJMG)	2526	+124	70125	9	49/0
5	6	T.A.T.U. All The Things She Said (Interscope)	2524	-28	74482	17	51/0
4	7	CHRISTINA AGUILERA Beautiful (RCA)	2420	-202	67830	16	49/0
10	8	50 CENT In Da Club (Shady/Aftermath/Interscope)	1986	+282	59883	5	51/1
8	9	B2K AND P. DIDDY Bump, Bump, Bump (Epic)	1941	-143	45731	11	43/0
12	10	AMANDA PEREZ Angel (Powerhouse/Virgin)	1807	+237	49800	7	46/0
9	11	JUSTIN TIMBERLAKE Cry Me A River (Jive)	1661	-388	46709	13	40/0
16	12	NO DOUBT Running (Interscope)	1413	+87	39511	9	50/0
19	13	BOWLING FOR SOUP Girl All The Bad Guys Want (Silvertone/Jive)	1276	+144	36739	8	38/0
14	14	SIMPLE PLAN I'd Do Anything (Lava)	1254	-128	36121	11	35/0
13	15	EMINEM Superman (Shady/Aftermath/Interscope)	1213	-212	31910	8	41/0
24	16	DANIEL BEDINGFIELD If You're Not The One (Island/IDJMG)	1211	+286	36693	3	48/5
11	17	DIXIE CHICKS Landslide (Monument/Columbia)	1161	-475	32616	12	33/0
22	18	MATCHBOX TWENTY Unwell (Melisma/Atlantic)	1112	+77	32964	5	42/1
15	19	NIVEA Don't Mess With My Man (Jive)	1109	-241	33104	17	30/0
23	20	CELINE DION I Drove All Night (Epic)	998	+55	26890	6	37/1
26	21	MISSY "MISDEMEANOR" ELLIOTT Gossip Folks (Gold Mind/Elektra/EEG)	969	+156	23726	6	38/1
27	22	AALIYAH Miss You (BlackGround/Universal)	923	+185	22139	5	31/3
17	23	GOOD CHARLOTTE Lifestyles Of The Rich And... (Epic)	892	-427	26291	16	31/0
18	24	BOOMKAT The Wreckoning (DreamWorks)	889	-302	24574	8	40/0
28	25	LUCY WOODWARD Dumb Girls (Atlantic)	826	+101	23068	7	38/1
33	26	COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)	813	+172	25898	5	40/0
20	27	JC CHASEZ Blowin' Me Up (With Her Love) (Jive)	805	-279	19029	10	27/0
25	28	DFDUB Country Girl (Columbia)	785	-108	19465	7	31/0
36	29	TLC Damaged (Arista)	758	+289	22143	2	31/3
41	30	JUSTIN TIMBERLAKE Rock Your Body (Jive)	755	+423	26085	2	40/10
29	31	BON JOVI Misunderstood (Island/IDJMG)	743	+47	21132	9	33/0
32	32	SMILEZ AND SOUTHWESTAR Tell Me (ARTISTdirect)	728	+76	17802	7	30/2
31	33	STACIE ORRICO Stuck (Forefront/Virgin)	721	+56	17997	4	31/1
21	34	PUDDLE OF MUDD She Hates Me (Flawless/Geffen/Interscope)	711	-349	18521	20	25/0
40	35	GOOD CHARLOTTE The Anthem (Epic)	582	+233	15087	2	30/3
38	36	GOO GOO DOLLS Sympathy (Warner Bros.)	480	+52	14316	3	29/1
34	37	NORAH JONES Don't Know Why (Blue Note/Virgin)	476	-14	9278	15	17/0
30	38	JAY-Z F/BEYONCE '03 Bonnie & Clyde (Roc-A-Fella/IDJMG)	469	-212	11956	14	19/0
Debut	39	CHRISTINA AGUILERA Fighter (RCA)	395	+305	12209	1	30/7
44	40	COLDPLAY Clocks (Capitol)	392	+83	10371	2	19/3
Debut	41	R. KELLY Ignition (Jive)	366	+258	10425	1	23/7
48	42	DONNAS Take It Off (Lookout/Atlantic)	320	+61	9503	2	24/0
47	43	VI-3 Eyes Closed So Tight (MCA)	320	+51	10448	2	20/0
46	44	STACIA Angel (Raystone)	320	+42	7447	2	15/2
50	45	LAVA BABY Sex Junkie (Liquid 8)	313	+76	7669	2	19/2
42	46	BLU CANTRELL Breathe (Arista)	304	-9	10186	3	21/1
35	47	NELLY Air Force Ones (Fo' Reel/Universal)	303	-178	6299	16	13/0
45	48	STEREO FUSE Everything (EO/Wind-up)	286	-14	7287	18	10/0
49	49	SIXPENCE NONE THE RICHER Don't Dream It's Over (Squint/Curb/Reprise)	284	+32	9068	2	18/2
Debut	50	KELLY ROWLAND Can't Nobody (Columbia)	252	+23	6381	1	16/0

52 CHR/Pop Indicator reports. Songs ranked by total plays for the airplay week of Sunday 3/9-Saturday 3/15.  
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## Most Added\*

www.rrindicator.com

ARTIST TITLE LABEL(S)	ADDS
ALL-AMERICAN REJECTS Swing Swing (DreamWorks)	20
EMINEM Sing For The Moment (Shady/Aftermath/Interscope)	16
JUSTIN TIMBERLAKE Rock Your Body (Jive)	10
AVRIL LAVIGNE Losing Grip (Arista)	10
EVANESCENCE Bring Me To Life (Wind-up)	8
CHRISTINA AGUILERA Fighter (RCA)	7
R. KELLY Ignition (Jive)	7
THEORY OF A DEADMAN Make Up Your Mind (Roadrunner/IDJMG)	6
DANIEL BEDINGFIELD If You're Not The One (Island/IDJMG)	5
RED HOT CHILI PEPPERS Can't Stop (Warner Bros.)	4
SEAN PAUL Get Busy (40/40/VP/Atlantic)	4
TYRESE How You Gonna Act Like That (J)	4
AALIYAH Miss You (BlackGround/Universal)	3
TLC Damaged (Arista)	3
GOOD CHARLOTTE The Anthem (Epic)	3
COLOPLAY Clocks (Capitol)	3
GINUWINE Hell Yeah (Epic)	3
SANTANA F/MUSIQ Nothing At All (Arista)	3
AUDIOSLAVE Like A Stone (Interscope/Epic)	3
SMILEZ AND SOUTHWESTAR Tell Me (ARTISTdirect)	2

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
JUSTIN TIMBERLAKE Rock Your Body (Jive)	+423
CHRISTINA AGUILERA Fighter (RCA)	+305
TLC Damaged (Arista)	+289
DANIEL BEDINGFIELD If You're Not The One (Island/IDJMG)	+286
50 CENT In Da Club (Shady/Aftermath/Interscope)	+282
R. KELLY Ignition (Jive)	+258
AMANDA PEREZ Angel (Powerhouse/Virgin)	+237
GOOD CHARLOTTE The Anthem (Epic)	+233
AALIYAH Miss You (BlackGround/Universal)	+185
COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)	+172
3 DOORS DOWN When I'm Gone (Republic/Universal)	+170
MISSY ELLIOTT Gossip Folks (Gold Mind/Elektra/EEG)	+156
BOWLING FOR SOUP Girl All The Bad Guys Want (Silvertone/Jive)	+144
JA RULE F/ASHANTI Mesmerize (Murder Inc./IDJMG)	+124
EVANESCENCE Bring Me To Life (Wind-up)	+116
AVRIL LAVIGNE Losing Grip (Arista)	+110
RED HOT CHILI PEPPERS Can't Stop (Warner Bros.)	+107
LUCY WOODWARD Dumb Girls (Atlantic)	+101
EMINEM Sing For The Moment (Shady/Aftermath/Interscope)	+97
NO DOUBT Running (Interscope)	+87
COLDPLAY Clocks (Capitol)	+83
MATCHBOX TWENTY Unwell (Melisma/Atlantic)	+77
SMILEZ AND SOUTHWESTAR Tell Me (ARTISTdirect)	+76
LAVA BABY Sex Junkie (Liquid 8)	+76
ALL-AMERICAN REJECTS Swing Swing (DreamWorks)	+62
DONNAS Take It Off (Lookout/Atlantic)	+61
STACIE ORRICO Stuck (Forefront/Virgin)	+56
JOHN MAYER Why Georgia (Aware/Columbia)	+56
CELINE DION I Drove All Night (Epic)	+55
GOO GOO DOLLS Sympathy (Warner Bros.)	+52

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## ON THE RECORD

With

**Steve Smith**  
PD, WMGI (100.7 Mix-FM)/  
Terre Haute, IN



Terre Haute sits right near the Indiana-Illinois border, in the heart of the Midwest. We have three major colleges in town and quite a few trailer parks. The Midwest is traditionally known as a rock area, but we have quite a bit of success with both rock and rhythmic. The key at WMGI is the balance. ● Current requests buzzing the phone lines include 50 Cent's "In

da Club," Boomkat's "The Wreckoning," Amanda Perez's "Angel," 3 Doors Down's "When I'm Gone" and T.A.T.U.'s "All the Things She Said." ● Coming off one of the snowiest winters on record, we are very excited about both spring and the new releases from Justin Timberlake, R. Kelly, Christina Aguilera, The All-American Rejects and Nelly. They will be great tunes to launch us into the spring book! ● Being the only Top 40 in town with no current Rock or Alternative competition puts us in a unique situation to go early on some of the alternative product. We can play stuff that other CHRs can't. Our mission at 100.7 Mix-FM is to play all the hits that fit for the Wabash Valley — and that's what we deliver.

**Jennifer Lopez** successfully defends her place as queen of R&R's CHR/Pop chart as "All I Have" (Epic) remains in the No. 1 spot. However, **50 Cent's** "In da Club" (Shady/Aftermath/Interscope) rises 4-2\* and could topple her next week ... **Missy Elliott** breaks another song into top 15 territory as "Gossip Folks" (Gold Mind/Elektra/EEG)

climbs 15-13\* ... **Bowling For Soup** score top 20 status with "Girl All the Bad Guys Want" (Silvertone/Jive), which moves up 23-18\*. Jive also scores big moves with **R. Kelly's** "Ignition," which powers up 30-19\*, and **Justin Timberlake's** "Rock Your Body," which vaults 34-20\*. Timberlake also scores Most Increased Plays this week, gaining 1,374 plays ... **Ginuwine** gets a positive response from radio on "Hell Yeah" (Epic), which jumps 37-35\* ... Last week's Most Added song, **Christina Aguilera's** "Fighter" (MCA), debuts at No. 43 ... **Eminem** sings loudly to programmers, who bestowed Most Added honors on "Sing for the Moment" (Shady/Aftermath/Interscope) with 46 adds. The song makes its first appearance on the chart this week at No. 45 ... Other debuts include **Sixpence None The Richer** and **Coldplay**.

— Keith Berman, Radio Editor

## CHR/Pop ON THE RADIO

# ON THE RISE

ARTIST: **Red Hot Chili Peppers**

LABEL: **Warner Bros.**

By **MIKE TRIAS**/ASSISTANT EDITOR

**R**ed Hot Chili Peppers co-founders Anthony Kiedis and Flea are both 40 years old now, but, just like wine, they have improved with age. As the band enter their 20th year of existence, their first four albums — *Red Hot Chili Peppers*, *Freaky Styley*, *The Uplift Mofo Party Plan* and *Mother's Milk* — have just been reissued as a collector's set by their original label, EMI, complete with new pictures, bonus tracks and liner notes by Flea.

And as we enter a third decade of life with RHCP, their popularity continues to grow, as evidenced by the success of their latest album, *By the Way*. Though the album is much more laid back than earlier efforts, songs like the title track, which took airwaves by storm last summer, still display sonic signs of the band's rambunctious past.

The appropriately titled "Can't Stop" is the latest juggernaut to be unleashed by RHCP. It plowed its way to the top of the Rock charts and now has its eyes on a new target: Pop radio. The tune has everything that the Pop format could ask for: It's a catchy song, due mostly to its simple melody (the verses feature a two-note, rhythmic hook with occasional outbreaks of rapping by Kiedis); bassist Flea and guitarist John Frusciante team up to deliver a funk-inspired, yet alternative-sounding, instrumental; and right when it seems like "Can't Stop" may just hit a musical brick wall, in come the background vocals. "Ah ah ah" go the falsetto voices — an angelic countermelody in theory, yet its execution is more like what a castrato must have sounded like in the old days. To the band's credit, not only does the combination work, it works to pleasing and memorable effect.

The thing that will push "Can't Stop" over the top is the song's outrageous video. Directed by Mark Romanek



(Audioslave, Madonna), the clip was actually inspired by the One-Minute Sculptures of artist Erwin Wurm. RHCP do their own interpretations of the sculptures by taking everyday objects and playing with them in ways not originally intended. The quartet is seen running through the halls of an abandoned warehouse using fluorescent lights as backpacks. Drummer Chad Smith attempts in vain to hide himself under a cardboard box. Flea stands still as his bandmates stick markers in his ears and nostrils and film containers in his eyes. Frusciante plays his guitar in a forest of lamps, then a forest of blue chairs that he later chops down with his musical axe. The typically hyperactive Kiedis finds himself literally stuck inside a brick wall. These images and more will likely add up to a victorious night for the boys at MTV's Video Music Awards later this year.

Just like the song, RHCP can't stop. They recently finished a huge tour of Japan, Australia and Europe, and they will be headlining the second day of the Coachella Valley Music and Arts Festival in Indio, CA on April 27. Then they will kick off a North American tour starting May 1 in St. Paul, MN and ending in Salt Lake City on June 21. Mars Volta and Queens Of The Stone Age will open the first leg of the tour; Snoop Dogg will replace QOTSA for the second leg.

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America's Best Testing CHR/Pop Songs 12+  
For The Week Ending 3/21/03

Artist Title (Label)	TW	LW	Familiarity	Burn	TD	Familiarity	Burn
3 DOORS DOWN When I'm Gone (Republic/Universal)	4.03	4.14	86%	18%	4.11	88%	18%
GOOD CHARLOTTE Lifestyles Of The Rich And Famous (Epic)	3.97	3.97	94%	35%	3.90	95%	37%
SIMPLE PLAN I'd Do Anything (Lava)	3.97	4.06	84%	19%	3.88	83%	21%
AVRIL LAVIGNE I'm With You (Arista)	3.93	3.98	98%	42%	3.96	98%	47%
BOWLING FOR SOUP Girl All The Bad Guys Want (Mojo/Jive)	3.92	4.03	69%	13%	3.82	68%	14%
PUDDLE OF MUDD She Hates Me (Flawless/Geffen/Interscope)	3.85	3.87	96%	40%	3.95	97%	42%
AALIYAH Miss You (BlackGround/Universal)	3.77	3.82	72%	19%	3.73	73%	20%
50 CENT In Da Club (Shady/Interscope)	3.76	3.79	83%	25%	3.81	84%	25%
CHRISTINA AGUILERA Beautiful (RCA)	3.74	3.82	98%	52%	3.83	99%	54%
DIXIE CHICKS F/SHERYL CRDW Landslide (Monument/Columbia)	3.71	3.65	93%	38%	3.71	95%	43%
JUSTIN TIMBERLAKE Cry Me A River (Jive)	3.69	3.68	98%	45%	3.92	98%	41%
EMINEM Superman (Shady/Interscope)	3.69	3.63	92%	28%	3.73	92%	27%
JC CHASEZ Blowin' Me Up (With Her Love) (Jive)	3.69	3.67	82%	25%	3.84	85%	23%
T. A. T. U. All The Things She Said (Interscope)	3.67	3.65	89%	31%	3.50	91%	37%
ND DDUBT Running (Interscope)	3.67	3.67	68%	12%	3.63	70%	13%
TLC Damaged (Arista)	3.65		49%	8%	3.70	50%	6%
DANIEL BEDINGFIELD If You're Not The One (Island/IDJMG)	3.63		44%	9%	3.70	45%	8%
JA RULE F/ASHANTI Mesmerize (Murder Inc./IDJMG)	3.61	3.49	89%	38%	3.52	90%	42%
KID ROCK F/SHERYL CROW Picture (Atlantic)	3.59	3.66	94%	38%	3.71	96%	38%
BOOMKAT The Wreckoning (DreamWorks)	3.57	3.56	41%	10%	3.64	42%	10%
MISSY ELLIOTT F/LUDACRIS Gossip Folks (Gold Mind/Elektra/EEG)	3.55	3.41	78%	25%	3.62	79%	23%
NIVEA Don't Mess With My Man (Jive)	3.52	3.61	86%	40%	3.50	88%	43%
B2K F/P. DIDDY Bump, Bump, Bump (Epic)	3.51	3.43	92%	47%	3.55	95%	50%
SMILEZ AND SOUTHSTAR Tell Me (What's Goin' On) (ARTISTdirect)	3.51	3.64	52%	16%	3.54	51%	16%
JENNIFER LOPEZ F/LL COOL J All I Have (Epic)	3.48	3.50	95%	47%	3.47	96%	50%
DF DUB Country Girl (Columbia)	3.44	3.47	54%	15%	3.39	54%	15%
AMANDA PEREZ Angel (Powerhouse/Virgin)	3.43	3.51	65%	23%	3.36	68%	26%
JAY-Z F/BYONCE '03 Bonnie & Clyde (Roc-A-Fella/IDJMG)	3.39	3.36	90%	46%	3.35	92%	47%
NELLY Air Force Ones (Fo' Reel/Universal)	3.38	3.40	89%	42%	3.45	89%	42%
CELINE DION I Drove All Night (Epic)	3.38	3.36	68%	21%	3.41	76%	21%

Total sample size is 702 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Sample composition is based on persons 12+. TD = Target Demo (Females 18-34). Persons are screened via the Internet. Once passed, they can take the music test based on their format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, A division of Premiere Radio Networks.

## New & Active

**TYRESE** How You Gonna Act Like That (J)  
Total Plays: 705, Total Stations: 62, Adds: 11

**WAYNE WONDER** No Letting Go (VP/Atlantic)  
Total Plays: 646, Total Stations: 36, Adds: 8

**GOO GOO DOLLS** Sympathy (Warner Bros.)  
Total Plays: 606, Total Stations: 33, Adds: 1

**SNOOP DOGG** Beautiful (Doggy Style/Priority/Capitol)  
Total Plays: 565, Total Stations: 40, Adds: 4

**SEAN PAUL** Get Busy (40/40/VP/Atlantic)  
Total Plays: 536, Total Stations: 38, Adds: 13

**AVRIL LAVIGNE** Losing Grip (Arista)  
Total Plays: 510, Total Stations: 37, Adds: 18

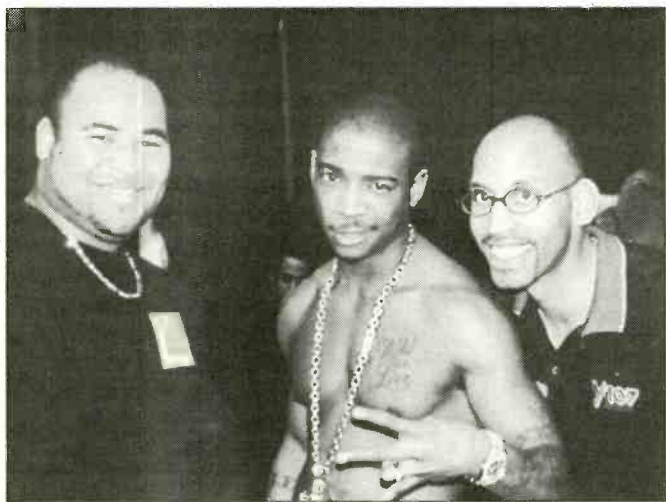
**DONNAS** Take It Off (Lookout/Atlantic)  
Total Plays: 406, Total Stations: 37, Adds: 1

**NELLY** Pimp Juice (Fo' Reel/Universal)  
Total Plays: 399, Total Stations: 39, Adds: 8

**CLIPSE** When The Last Time... (Star Trak/Arista)  
Total Plays: 353, Total Stations: 16, Adds: 0

**NAS** I Can (Columbia)  
Total Plays: 343, Total Stations: 34, Adds: 17

Songs ranked by total plays



**LAUGH IT UP** IDJMG recording artist Ja Rule had a few laughs with stand-up comic MikeBRollen at the University of Missouri. Seen here (l-r) are KFAL & KKCA/Fulton, MO PD Jeremiah Washington, Ja Rule and MikeBRollen.

### Please Send Your Photos

R&R wants your best snapshots  
(color or black & white).

Please include the names and titles of all pictured  
and send them to:

R&R, c/o Mike Davis:

mdavis@radioandrecords.com



**BLING BLING** Some girls aren't gold diggers — they're diamond diggers. WIOQ/Philadelphia morning guy Chio had 13 female listeners "Diggin' for Diamonds" in a 30-foot-by-30-foot cake for over three hours before one lucky listener found the rock, which was worth \$5,000.









**DONTAY THOMPSON**  
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# Big Records And Their Origin

A look at music's 'big picture'

We've all come across records that we thought would never make it that later turned into smashes. I remember the first time I heard Nelly's "Country Grammar" and thought how cheesy it was. I've since learned my lesson, and I've also kept a more open mind. I've also learned that sometimes the cheesiest records become radio hits.

There is nothing that compares to the pleasure of being the first person to expose a hit record to the masses; however, on first listen programmers are often unsure of how big a record may be for their station or if it will be an across-the-board smash. That is where proper record-company setup comes into play. Record executives are the first people to hear records in their infant stages. From the recording process through the marketing and promotion campaigns, record-company employees are involved in setting records up to be hits. Proper setup time at radio, a video and overall artist exposure

play an important part in a record's eventual chart success. From a record-label standpoint, having these procedures on point is essential to making a record a smash. The proper marketing and promotion schemes make it much more likely that a record will get played at radio. Since radio is where hits are created, getting a record exposed there and making sure it is heard enough times that the audience gets familiar with it is the ultimate goal. No matter what format you're involved in, all of these elements are very important for creating hits at radio.

## CHR/Rhythmic's Most Played

Here's a look at the most-played records at CHR/Rhythmic from January 2003 through March 13, 2003.

Rank	ARTIST	Title (Label)	Total Spins
1	JENNIFER LOPEZ	f/LL COOL J All I Have (Epic)	42,834
2	JA RULE	f/ASHANTI Mesmerize (Murder Inc./IDJMG)	42,120
3	50 CENT	In Da Club (Shady/Interscope)	40,752
4	B2K	f/P. DIDDY Bump, Bump, Bump (Epic)	38,475
5	AALIYAH	Miss You (BlackGround/Universal)	36,412
6	MISSY ELLIOTT	f/LUDACRIS Gossip... (Gold Mind/Elektra/EEG)	34,782
7	NELLY	Air Force Ones (Fo' Reel/Universal)	33,418
8	JAY-Z	'03 Bonnie & Clyde (Roc-A-Fella/IDJMG)	28,667
9	50 CENT	Wanksta (Shady/Aftermath/Interscope)	28,535
10	EMINEM	Superman (Shady/Aftermath/Interscope)	27,507
11	2PAC	Thugz Mansion (Amaru/Tha Row/Interscope)	26,951
12	TYRESE	How You Gonna Act Like That (J)	19,343
13	BABY	f/P. DIDDY Do That (Cash Money/Universal)	19,269
14	R. KELLY	Ignition (Jive)	18,868
15	JUSTIN TIMBERLAKE	Cry Me A River (Jive)	18,863
16	FIELD MOB	Sick Of Being Lonely (MCA)	17,657
17	EVE	Satisfaction (Ruff Ryder/Interscope)	16,640
18	TRINA	f/LUDACRIS B.R. Right (Slip-N-Slide/Atlantic)	15,358
19	SNOOP DOGG	Beautiful (Doggy Style/Priority/Capitol)	14,447
20	LL COOL J	f/AMERIE Paradise (Def Jam/IDJMG)	13,783
21	KILLER MIKE	A.D.I.D.A.S. (Aquemini/Columbia)	12,677
22	GINUWINE	Hell Yeah (Epic)	11,699
23	JAY-Z	Excuse Me Miss (Roc-A-Fella/IDJMG)	11,153
24	CHRISTINA AGUILERA	Beautiful (RCA)	10,063
25	LIL KIM	The Jump Off (Queen Bee/Atlantic)	9,438

## The Big Picture, By Total Spins

Here are the top 50 records thus far this year and their spins at various formats.

Rank/Artist/Title/Label	Total Spins	CHR/Pop	CHR/Rhythmic	AC	Hot AC	Country	Urban	Urban AC	Triple A	Active Rock	All.	Rock
1 JENNIFER LOPEZ f/LL COOL J All I Have (Epic)	126,201	62,401	42,834	0	216	0	20,590	160	0	0	0	0
2 CHRISTINA AGUILERA Beautiful (RCA)	112,707	74,316	10,063	12,895	15,368	0	64	1	0	0	0	0
3 B2K f/P. DIDDY Bump, Bump, Bump (Epic)	110,087	52,193	38,475	0	15	0	19,256	148	0	0	0	0
4 AVRIL LAVIGNE I'm With You (Arista)	108,937	76,438	1,376	2,475	27,617	0	0	0	338	0	693	0
5 JA RULE f/ASHANTI Mesmerize (Murder Inc./IDJMG)	105,848	44,299	42,120	0	9	0	19,412	8	0	0	0	0
6 DIXIE CHICKS Landslide (Monument/Columbia)	105,308	31,839	45	22,661	30,842	19,917	0	0	4	0	0	0
7 JUSTIN TIMBERLAKE Cry Me A River (Jive)	95,455	63,335	18,863	0	592	0	12,659	6	0	0	0	0
8 3 DOORS DOWN When I'm Gone (Republic/Universal)	94,602	28,661	38	13	15,828	0	0	0	1,022	16,132	24,096	8,812
9 50 CENT In Da Club (Shady/Aftermath/Interscope)	89,969	21,731	40,752	0	6	0	27,463	9	0	0	8	-0
10 NELLY Air Force Ones (Fo' Reel/Universal)	85,846	34,961	33,418	0	3	0	17,456	8	0	0	0	0
11 KID ROCK f/SHERYL CROW Picture (Atlantic)	83,845	51,812	102	1,963	24,851	4,203	0	0	540	61	309	4
12 JAY-Z '03 Bonnie & Clyde (Roc-A-Fella/IDJMG)	81,808	43,025	28,667	0	0	0	10,042	74	0	0	0	0
13 AALIYAH Miss You (Blackground/Universal)	80,815	15,540	36,412	17	6	0	26,899	1,941	0	0	0	0
14 SANTANA f/MICHELLE BRANCH Game Of Love (Arista)	78,815	24,400	290	21,570	30,217	0	0	22	2,113	0	200	3
15 NIVEA Don't Mess With My Man (Jive)	75,034	54,437	17,896	0	344	0	1,961	396	0	0	0	0
16 M. ELLIOTT f/LUDACRIS Gossip... (Gold Mind/Elektra/EEG)	73,897	18,543	34,782	0	5	0	20,557	7	0	0	3	0
17 EMINEM Lose Yourself (Shady/Aftermath/Interscope)	72,136	42,012	17,176	0	157	1	6,468	2	6	99	6,212	3
18 PUDDLE OF MUDD She Hates Me (Flawless/Geffen/Int.)	67,516	42,208	185	0	3,771	0	0	0	377	6,181	10,970	3,824
19 JOHN MAYER Your Body Is A Wonderland (Aware/Columbia)	64,276	30,151	77	4,119	27,207	0	0	0	2,488	0	234	0
20 MISSY ELLIOTT Work It (Elektra)	61,283	26,895	20,915	0	8	0	13,434	12	0	0	19	0
21 EMINEM Superman (Shady/Aftermath/Interscope)	60,842	31,347	27,507	0	5	0	1,855	0	0	0	128	0
22 NO DOUBT Underneath It All (Interscope)	58,282	27,986	1,268	1,010	26,560	0	1	0	839	0	618	0
23 R. KELLY Ignition (Jive)	53,944	3,717	18,868	0	4	0	30,359	996	0	0	0	0
24 MARK WILLS Nineteen Somethin' (Mercury)	52,805	1	0	0	2	52,802	0	0	0	0	0	0
25 BLAKE SHELTON The Baby (Warner Bros.)	49,990	0	0	0	0	49,990	0	0	0	0	0	0
26 GOOD CHARLOTTE Lifestyles Of The... (Epic)	49,499	41,122	135	0	2,069	0	0	0	164	143	5,745	121
27 SALIVA Always (Island/IDJMG)	48,008	56	0	0	751	0	0	0	196	17,392	23,568	6,045
28 50 CENT Wanksta (Shady/Aftermath/Interscope)	47,778	2,141	28,535	0	0	0	17,092	10	0	0	0	0
29 TYRESE How You Gonna Act Like That (J)	47,456	606	19,343	1	0	0	20,596	6,910	0	0	0	0
30 TERRI CLARK I Just Wanna Be Mad (Mercury)	47,330	0	0	1	0	47,329	0	0	0	0	0	0
31 T.A.T.U. All The Things She Said (Interscope)	46,294	43,627	2,162	8	495	0	0	0	0	0	2	0
32 JENNIFER LOPEZ Jenny From The Block (Epic)	46,283	34,908	8,307	0	798	0	2,196	72	0	0	2	0
33 GARY ALLAN Man To Man (MCA)	45,231	0	0	0	0	45,231	0	0	0	0	0	0
34 PINK Family Portrait (Arista)	45,012	41,114	1,299	77	2,517	0	5	0	0	0	0	0
35 VANESSA CARLTON A Thousand Miles (A&M/Interscope)	44,467	8,312	60	20,380	15,453	0	0	1	261	0	0	0
36 SMILEZ & SOUTHSTAR Tell Me (ARTISTDirect)	43,968	16,926	15,853	0	20	0	11,160	9	0	0	0	0
37 QUEENS OF THE STONE AGE No One Knows (Interscope)	42,664	19	0	0	120	0	0	0	275	11,997	26,917	3,336
38 AARON LINES You Can't Hide Beautiful (RCA)	42,396	0	0	0	0	42,396	0	0	0	0	0	0
39 CREED One Last Breath (Wind-up)	40,385	16,053	32	70	18,325	0	0	0	561	1,455	2,354	1,535
40 SEETHER Fine Again (Wind-up)	40,293	205	0	0	62	0	0	0	9	15,509	19,987	4,521
41 2PAC Thugz Mansion (Amaru/Tha Row/Interscope)	39,646	1,505	26,951	0	0	0	11,185	5	0	0	0	-0
42 CHEVELLE The Red (Epic)	39,582	109	0	0	52	0	0	0	10	15,090	20,913	3,408
43 NORAH JONES Don't Know Why (Blue Note/Virgin)	39,059	9,423	14	7,456	19,446	1	124	175	2,407	0	11	2
44 EMERSON DRIVE Fall Into Me (DreamWorks)	39,026	0	0	0	0	39,026	0	0	0	0	0	0
45 FAITH HILL Cry (Warner Bros.)	38,833	3,656	0	22,217	9,920	3,040	0	0	0	0	0	0
46 AVRIL LAVIGNE Complicated (Arista)	38,001	13,254	483	7,062	16,901	0	0	0	91	0	210	0
47 AMANDA PEREZ Angel (Powerhouse/Virgin)	37,388	22,275	13,705	0	9	0	1,104	295	0	0	0	0
48 JOE NICHOLS Brokenheartsville (Universal South)	37,050	0	0	0	0	37,050	0	0	0	0	0	0
49 MATCHBOX TWENTY Disease (Atlantic)	37,014	11,112	14	29	22,127	0	0	0	2,855	0	497	380
50 FIELD MOB Sick Of Being Lonely (MCA)	36,797	2,419	17,657	0	3	0	16,711	7	0	0	0	0

### Rhythmic Radio Vital For New Acts

So what format produces the biggest hits, from a chart perspective? To answer that, I checked out the big picture, as determined by Mediabase 24/7. The chart on this page shows the 50 songs with the most spins at radio thus far this year and how many spins these songs got at various formats.

In the lead was, surprisingly, Jennifer Lopez's "All I Have." Building from Rhythmic, the record amassed a total of 126,201 spins, with 62,401 of them coming at Pop and 42,834 at Rhythmic.

A distant second was Christina Aguilera's "Beautiful," with a total of 112,707 spins, the bulk of which came

from Pop (74,316). B2K's "Bump, Bump, Bump" was in third place with 110,087 total spins. Pop spun the song 52,193 times, and it had 38,475 spins at Rhythmic and 19,256 at Urban. Even Urban AC touched "Bump, Bump, Bump" 148 times.

There is no doubt that Rhythmic radio played a vital part in breaking 50 Cent. In just a short amount of time "In Da Club" garnered 89,969 spins, most of them at Rhythmic (40,752 spins). Nivea also has a huge record this year, scoring mainly at Pop and Rhythmic. "Don't Mess With My Man" had 54,437 spins at Pop, making it a top five hit at the format. That nearly triples what the song did at Rhythmic, where it had 17,896 spins.

Looking at this chart, you can see how music continues to evolve and what types of songs are consistently achieving multifaceted success. I've also included a chart that shows the most-played songs at Rhythmic thus far this year.

### TALK BACK TO R&R!

Do you have questions, comments or feedback regarding this column or other issues?

Call me at 201-459-0750

or e-mail:

dthompson@radioandrecords.com



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	50 CENT In Da Club (Shady/Aftermath/Interscope)	6344	-38	917602	11	77/0
5	2	R. KELLY Ignition (Jive)	4702	+816	651380	14	74/1
2	3	JENNIFER LOPEZ F/LL COOL J All I Have (Epic)	3907	-537	512111	13	74/0
4	4	MISSY ELLIOTT Gossip Folks (Gold Mind/Elektra/EEG)	3658	-581	394471	12	73/0
3	5	JA RULE F/ASHANTI Mesmerize (Murder Inc./IDJMG)	3649	-634	412806	13	72/0
7	6	AALIYAH Miss You (BlackGround/Universal)	3509	-42	556902	17	72/0
6	7	50 CENT Wanksta (Shady/Interscope)	3486	-191	466500	15	55/0
10	8	JAY-Z Excuse Me Miss (Roc-A-Fella/IDJMG)	3269	+397	442310	7	75/1
8	9	TYRESE How You Gonna Act Like That (J)	3269	+177	429377	15	72/0
14	10	FABOLOUS F/LIL' MO Can't Let You Go (Elektra/EEG)	3040	+498	415294	6	76/2
15	11	SEAN PAUL Get Busy (40/40/VP/Atlantic)	2946	+644	432480	6	76/5
12	12	SNOOP DOGG Beautiful (Doggy Style/Priority/Capitol)	2890	+312	465914	9	73/1
18	13	BUSTA RHYMES & MARIAH CAREY I Know What You Want (J)	2711	+580	349755	5	73/1
9	14	EMINEM Superman (Shady/Aftermath/Interscope)	2588	-493	280126	11	64/1
16	15	NAS I Can (Columbia)	2515	+330	412619	6	70/2
17	16	LIL' KIM The Jump Off (Queen Bee/Atlantic)	2380	+183	324920	8	72/1
11	17	FIELD MOB Sick Of Being Lonely (MCA)	2379	-276	322393	21	65/0
19	18	GINUWINE Hell Yeah (Epic)	2271	+159	256667	9	64/1
13	19	B2K AND P. DIDDY Bump, Bump, Bump (Epic)	1952	-612	213691	17	72/0
23	20	B2K Girlfriend (Epic)	1747	+254	175819	5	67/6
29	21	FRANKIE J. Don't Wanna Try (Columbia)	1536	+230	183316	4	48/5
26	22	2PAC F/TRICK DADDY Still Ballin' (Amaru/Death Row/Interscope)	1527	+62	170148	5	60/3
21	23	JUSTIN TIMBERLAKE Cry Me A River (Jive)	1519	-172	202329	13	48/0
22	24	2PAC Thugz Mansion (Amaru/Death Row/Interscope)	1442	-98	243214	16	54/0
27	25	BABY F/CLIPSE What Happened To That Boy? (Cash Money/Universal)	1421	+3	215812	7	61/0
30	26	DMX X Gon Give It To Ya (Ruff Ryders/IDJMG)	1401	+189	253809	8	55/3
32	27	MARQUES HOUSTON That Girl (Interscope)	1235	+78	115859	6	53/1
24	28	KILLER MIKE A.D.I.D.A.S. (Aquemini/Columbia)	1201	-291	122296	8	31/0
28	29	TRINA F/LUDACRIS B R Right (Slip 'N Slide/Atlantic)	1169	-268	105078	18	43/0
33	30	STAGGA LEE Roll Wit M.V.P. (ARTISTdirect)	1071	+113	90898	5	52/4
42	31	50 CENT 21 Questions (Shady/Aftermath/Interscope)	1056	+478	171666	2	18/13
31	32	BABY F/P. DIDDY Do That... (Cash Money/Universal)	1054	-105	115736	19	55/0
41	33	NELLY Pimp Juice (Fo' Reel/Universal)	1014	+371	95110	2	58/2
35	34	WAYNE WONDER No Letting Go (VP/Atlantic)	842	+40	140483	14	36/5
40	35	LIL' MO F/FABOLOUS 4 Ever (Elektra/EEG)	763	+98	96476	3	44/2
36	36	NIVEA Laundromat (Jive)	729	-7	96914	6	33/0
34	37	EVE Satisfaction (Ruff Ryders/Interscope)	726	-147	92035	19	41/0
49	38	EMINEM Sing For The Moment (Shady/Aftermath/Interscope)	692	+266	71869	2	27/8
37	39	CHOPPA Choppa Style (No Limit/Universal)	649	-83	47926	9	20/0
38	40	CLIPSE F/FAITH EVANS Ma, I Don't Love Her (Star Trak/Arista)	533	-194	56832	8	41/0
44	41	AKIA California (Universal)	531	+20	46838	3	25/1
48	42	T.A.T.U. All The Things She Said (Interscope)	511	+80	26799	2	11/0
47	43	TLC Damaged (Arista)	505	+65	48409	2	24/1
39	44	LL COOL J F/AMERIE Paradise (Def Jam/IDJMG)	494	-233	52041	13	33/0
50	45	BRIAN MCKNIGHT Shoulda, Woulda, Coulda (Motown/Universal)	444	+42	51984	2	42/1
Debut	46	KEITH MURRAY Yeah Yeah U Know It (Def Jam/IDJMG)	440	+175	96543	1	31/1
43	47	CHRISTINA AGUILERA Beautiful (RCA)	414	-152	91170	16	22/0
Debut	48	TALIB KWELI Get By (Rawkus/MCA)	407	+207	119159	1	36/7
45	49	SARAI Pack Ya Bags (Epic)	392	-72	34143	4	31/0
Debut	50	JUSTIN TIMBERLAKE Rock Your Body (Jive)	377	+231	96327	1	30/20

## Most Added

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
RATED R In Here Ta Nite (2-4-1/Universal)	24
LYRIC Hot & Tippy (J)	23
JUSTIN TIMBERLAKE Rock Your Body (Jive)	20
50 CENT 21 Questions (Shady/Aftermath/Interscope)	13
EMINEM Sing For The Moment (Shady/Aftermath/Interscope)	8
TALIB KWELI Get By (Rawkus/MCA)	7
B2K Girlfriend (Epic)	6
BONE THUGS-N-HARMONY Home (Ruthless/Epic)	6
SEAN PAUL Get Busy (40/40/VP/Atlantic)	5
FRANKIE J. Don't Wanna Try (Columbia)	5
WAYNE WONDER No Letting Go (VP/Atlantic)	5
HOT BOYS My Section (Cash Money/Universal)	5

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
R. KELLY Ignition (Jive)	+816
SEAN PAUL Get Busy (40/40/VP/Atlantic)	+644
BUSTA RHYMES & MARIAH CAREY I Know What You Want (J)	+580
FABOLOUS F/LIL' MO Can't Let You Go (Elektra/EEG)	+498
50 CENT 21 Questions (Shady/Aftermath/Interscope)	+478
JAY-Z Excuse Me Miss (Roc-A-Fella/IDJMG)	+397
NELLY Pimp Juice (Fo' Reel/Universal)	+371
NAS I Can (Columbia)	+330
SNOOP DOGG Beautiful (Doggy Style/Priority/Capitol)	+312
EMINEM Sing For The Moment (Shady/Aftermath/Interscope)	+266

## New & Active

- BONE THUGS-N-HARMONY Home (Ruthless/Epic)**  
Total Plays: 355, Total Stations: 25, Adds: 6
- FAT JOE All I Need (Terror Squad/Atlantic)**  
Total Plays: 352, Total Stations: 18, Adds: 1
- JAHEIM Put That Woman First (Divine Mill/WB)**  
Total Plays: 320, Total Stations: 18, Adds: 0
- DJ KAY SLAY Too Much For Me (Columbia)**  
Total Plays: 307, Total Stations: 9, Adds: 3
- DAVID BANNER Get Down (Like A Pimp) (Universal)**  
Total Plays: 296, Total Stations: 10, Adds: 1
- BEENIE MAN F/LADY SAW... Bossman (Virgin)**  
Total Plays: 240, Total Stations: 15, Adds: 1
- TLC Hands Up (Arista)**  
Total Plays: 233, Total Stations: 17, Adds: 1
- 702 I Still Love You (Motown)**  
Total Plays: 201, Total Stations: 20, Adds: 1
- HOT BOYS My Section (Cash Money/Universal)**  
Total Plays: 195, Total Stations: 32, Adds: 5
- BONECRUSHER Never Scared (Arista)**  
Total Plays: 178, Total Stations: 9, Adds: 2

Songs ranked by total plays

R&R Station Playlists have moved to the web. See all of our monitored reporters at [www.radioandrecords.com](http://www.radioandrecords.com).

81 CHR/Rhythmic reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/9-3/15. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2003, The Arbitron Company). © 2003, R&R, Inc.

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WMBX, KBFB, KXJM, KUBE, KBOS, KDON,  
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March 21, 2003

RANK ARTIST TITLE LABEL

- 1 **50 CENT** In Da Club (*Shady/Aftermath/Interscope*)
- 2 **SEAN PAUL** Get Busy (*VP/Atlantic*)
- 3 **SNOPP DOGG** Beautiful (*Doggy Style/Priority/Capitol*)
- 4 **LIL' KIM** The Jump Off (*Queen Bee/Undeas/Atlantic*)
- 5 **NAS** I Can (*Columbia*)
- 6 **FABOLOUS f/LIL' MO** Can't Let You Go (*Elektra/EEG*)
- 7 **JAY-Z** Excuse Me Miss (*Roc-A-Fella/IDJMG*)
- 8 **BABY** What Happened To That Boy? (*Cash Money/Universal*)
- 9 **R. KELLY** Ignition (*Jive*)
- 10 **2PAC** Still Ballin' (*Amaru/Tha Row/Interscope*)
- 11 **50 CENT** 21 Questions (*Shady/Aftermath/Interscope*)
- 12 **GINUWINE** Hell Yeah (*Epic*)
- 13 **BUSTA RHYMES f/MARIAH CAREY...** I Know What You Want (*J*)
- 14 **50 CENT** Wanksta (*Shady/Aftermath/Interscope*)
- 15 **FIELD MOB** Sick Of Being Lonely (*MCA*)
- 16 **DMX** X Gon' Give It To Ya (*Ruff Ryders/IDJMG*)
- 17 **JENNIFER LOPEZ f/LL COOL J** All I Have (*Epic*)
- 18 **JA RULE f/ASHANTI** Mesmerize (*Murder Inc./IDJMG*)
- 19 **TALIB KWELI** Get By (*Rawkus/Priority*)
- 20 **MISSY ELLIOTT f/LUDACRIS** Gossip Folks (*Gold Mind/Elektra/EEG*)
- 21 **STAGGA LEE** Roll Wit M.V.P. (*ARTISTdirect*)
- 22 **JOE BUDDEN** Pump It Up (*Def Jam/IDJMG*)
- 23 **WAYNE WONDER** No Letting Go (*VP/Atlantic*)
- 24 **BABY f/P. DIDDY** Do That (*Cash Money/Universal*)
- 25 **B2K** Girlfriend (*Epic*)
- 26 **B2K f/P. DIDDY** Bump, Bump, Bump (*Epic*)
- 27 **50 CENT f/NOTORIOUS B.I.G.** Realist Nigga (*Shady/Aftermath/Interscope*)
- 28 **KEITH MURRAY** Yeah Yeah U Know It (*Def Jam/IDJMG*)
- 29 **KILLER MIKE** A.D.I.D.A.S. (*Aquemini/Columbia*)
- 30 **AALIYAH** Miss You (*BlackGround/Universal*)

Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/9-3/15/03.  
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# PHIAT MIX SIX

- LIL' KIM f/50 CENT** Magic Stick (*Queen Bee/Atlantic*)
- R. KELLY** Snake (*Jive*)
- 50 CENT** 21 Questions (*Shady/Aftermath/Interscope*)
- JOE BUDDEN** Pump It Up (*Def Jam/IDJMG*)
- BONE CRUSHER** Never Scared (*So So Def/Arista*)
- KEITH MURRAY f/DEF SQUAD** Yeah Yeah U Know It (*Def Jam/IDJMG*)



Novel's "Peach" (Rawkus/MCA) is the real deal! He's the total package and has a hit record that's going to bring a breath of fresh air to KMEL. 50 Cent's "21 Questions" (Shady/Aftermath/Interscope) is pulling top five phones at both KMEL and KYLD. We've been playing Lil Kim's "Magic Stick" (Queen Bee/Atlantic) in the mix and in the clubs, and it's been getting great early reaction! Also be on the lookout for Nicky Dean's "Make Me a Song" (Beat Club/Interscope). This is a smash record for the Rhythmic format.



— Jazzy Jim, KYLD & KMEL/San Francisco



Panjabi MC featuring Jay-Z's "Beware of the Boy" (Independent) is blowing up everywhere! DJs are talking about his record. We've been playing it for a week and a half, and it's already making noise. This is the hot shit! 50 Cent's "21 Questions" doesn't sound like a club record, but I've been playing it in the clubs, and it has been working. I haven't played Da Brat's "In Love Wit Chu" (So So Def/Arista) yet, but I think it's a good record. Also, we've been playing R. Kelly's "Snake" (Jive) in regular rotation, and it's off to a good start.

— DJ Opie, WPOW/Miami



**KEEPIN' IT IN THE FAMILY** TLC recently stopped by WBTS/Atlanta to host the afternoon shift along with their little men. Pictured in the middle of it all is WBTS Mixer DJ Kidd.

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# ON THE RECORD

## This Week's Hottest Music Picks

**Kevin Akitake**  
MD, KXME/Honolulu

Lil Kim featuring 50 Cent's "Magic Stick" (Queen Bee/Atlantic): Pimp cut! Any song about genitals is sure to react.

Fabulous featuring Ashanti's "Into You" (Elektra/EEG): Hot, hot joint. Chicks were diggin' it in the record store.



Justin Timberlake

Justin Timberlake's "Rock Your Body" (Jive): For some reason I like it.

**David Simpson**  
MD, WZMX/Hartford

50 Cent's "Many Men" (Shady/Aftermath/Interscope): Huge requests

Snoop Dogg's "Beautiful" (Doggy Style/Priority/Capitol): Large requests.

Freeway's "Alright" (Roc-A-Fella/IDJMG): Pick to click.

**R Dub**  
PD, KOHT/Tucson

Talib Kweli's "Get By" (Rawkus/MCA): We put this bad-ass jam in this week. It reminds me of what hip-hop used to be. Sounds great on the air!

Jay-Z's "Bounce" (Roc-A-Fella/IDJMG): The mixers are screamin' 'bout this one. Sounds hot on the air.

Da Brat's "In Love Wit Chu" (So So Def/Arista): Where's she been? Glad she's back, and all signs on this one are saying smash!

**JoJo Collins**  
MD, KDGS/Wichita

Da Brat's "In Love Wit Chu": Chi-Town is at it again! The girl is blowin' up on this track.

Lil Jon & The Eastside Boyz's "Play No Games" (TVT): They got it right! This is the shiznit! I love the sample from George Duke's "Dukey Stick."

R. Kelly's *Chocolate Factory* (Jive): With all the allegations against the man, you can't deny his musical talent. Let the courts decide his character; his music is phenomenal!

**Jimi Jamm**  
PD, WPKF/Poughkeepsie, NY

50 Cent's "If I Can't" (Shady/Aftermath/Interscope): You could pick any track off the CD, but this one has the pop sensibility.

Talib Kweli's "Get By": Adds another texture to WPKF's sound. Strong!

Missy Elliott's "Pussycat" (Gold Mind/Elektra/EEG): A female record to the nth degree.

**Johnny E. Kage**  
MD, KDGS/Denver

Lil Kim featuring 50 Cent's "Magic Stick": Track 12 from Lil Kim's *La Bella Mafia*. I can't wait to play this track! The hook's been stuck in my head all week.

DMX's "X Gon' Give It to Ya" (Def Jam/IDJMG): A No. 3 callout debut puts DMX in



Talib Kweli



Lil Kim

power rotation at KDGS in a very short time.

50 Cent's "21 Questions" (Shady/Aftermath/Interscope): No. 2 callout debut. We would have "21" in power if not for the fact that "In da Club" and "Wanksta" are already there.

**Victor Starr**  
PD, WZMZ/Hartford

Jay-Z's "Miss You (Remix)" (Roc-A-Fella/IDJMG): Shout-out to Jay for making this tribute to Aaliyah!

50 Cent's "Many Men": If 50's on it, you know it's fire! Top five phones from mix show spins!

Lil Kim featuring 50 Cent's "Magic Stick": I actually agree with Dontay on this one! Could someone please record a banger that doesn't have 50 on it?

**Chris Tyler**  
MD, WJMN/Boston

Lil Kim featuring 50 Cent's "Magic Stick": 50 could cough in a song and it would be a hit!

Fabulous featuring Ashanti's "Into You": Love this! Mass appeal with a great hook!

Da Brat's "In Love Wit Chu": This could be the song that brings Da Brat back into the picture. Love the hook.

**Mark Medina**  
PD, KZZP/Phoenix

Keith Murray's "Yeah Yeah U Know It" (Def Jam/IDJMG): Hottest record out right now. This will be like N.O.R.E.'s "Nothin'" and Camron's "Oh Boy" for this summer.

Lil Kim featuring 50 Cent's "Magic

Stick": I like this one. Got a cool vibe to it.

Justin Timberlake's "Rock Your Body" (Jive): Another dope track from JT.

**Lee L'Heureux**  
MD, WRED/Portland, ME

Talib Kweli's "Get By": This is one of my favorite records right now, and I think it will work very well in our market.

Jay-Z's "Miss You (Remix)": The remix will keep this record going for a while. People are already buzzing about it off the mix alone.

Kardinal Offishall's "Belly Dancer" (Rawkus/MCA): I cannot get enough of this. The Neptunes have provided another hit, and Kardinal delivers as usual.

**Alexa The Girl Next Door**  
MD, KXJM/Portland, OR

Sharyn Maceren's "When the Record Spins" (Planet Hype): The condo mix is catchy, and I'm waiting on the vinyl so we can put it in the mix.

Rated R's "In Here Ta Nite" (Universal): It's dirty — I like that.

Fabulous' "Can't Let You Go" (Elektra/EEG): No. 2 phones and one of many great cuts on the *Street Dreams* album.

**Zac Davis**  
PD, WBVD/Melbourne

Bone Thugs-N-Harmony featuring Phil Collins' "Home" (Ruthless/Epic): I think what they've done to bounce back on the scene is tight! No. 12 phones for WBVD after five days on the air!

Aubrey's "Standing Still" (Independent): A new song that might be a good Florida dance record.

50 Cent's "21 Questions": Sweet! Already getting curiosity calls on the track. Should be next single off *Get Rich or Die Tryin'*.

**Sherita Saulsberry**  
Asst. PD, KVEG/Las Vegas

Da Brat's "In Luv Wit Chu": I'm feelin' this one — sounds real hot!

Lyric's "Hot 'n' Tippy" (J): It's real sexy! I love it!

Mo Thugs featuring Felicia's "All Life Long" (D3): I like the old-school sound on this jam. It's tight!

# BAYLISS Radio Scholarships

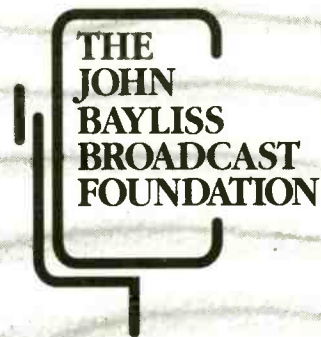
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Stations and their adds listed alphabetically by market

Reporters

<p><b>WAJZ/Albany, NY *</b>                  PD/MD: Sugar Bear                  APD: Marie Cristal                  12 D'MELLO F/MOBB DEEP "Best"                  1 LYRIC "Topsy"                  PAYBAK "Things"</p>	<p><b>WJZD/Biloxi-Gulfport, MS *</b>                  OM/MD: Tabari Daniels                  MD: Tabari Daniels                  BONECRUSHER "Never"                  D'MELLO F/MOBB DEEP "Best"                  LYRIC "Topsy"                  PAYBAK "Things"                  RATED R "Here"</p>	<p><b>WENZ/Cleveland, OH *</b>                  PD: Kim Johnson                  MD: Eddie Bauer                  6 NELLY "Pimp"                  DRU HILL "Love"</p>	<p><b>WZFX/Fayetteville, NC *</b>                  PD: Jeff Anderson                  APD: Garrett Davis                  MD: Taylor Morgan                  FREEWAY "Alright"</p>	<p><b>KIIZ/Killeen-Temple, TX</b>                  PD/MD: Mychal Maguire                  19 50 CENT "21"                  16 R. KELLY "Woman"                  12 MARY J. BLIGE "Hooked"                  11 2PAC F/TRICK DADDY "Ballin"                  11 BONECRUSHER "Never"</p>	<p><b>WHRK/Memphis, TN *</b>                  OM/MD: Nate Bell                  APD: Eileen Collier                  MD: Devin Steel                  No Adds</p>	<p><b>WWPR/New York, NY *</b>                  PD: Michael Saunders                  MD: Mara Melendez                  16 VIVIAN GREEN "Emotional"                  6 MR. CHEEKS "Crush"</p>	<p><b>WRHH/Richmond, VA *</b>                  PD: J.D. Kunes                  MD: Alvin "Big Nat" Smalls                  3 WAYNE WONDER "Letting"                  BONECRUSHER "Never"</p>	<p><b>WFUN/St. Louis, MO *</b>                  PD: Mo'Shay                  APD: Craig Black                  MD: Koa Koa Thai                  31 NELLY "Pimp"                  27 PAYBAK "Things"                  2 DRU HILL "Love"</p>
<p><b>KEDG/Alexandria, LA</b>                  OM/MD: Jay Stevens                  MD: Wade Hampton                  10 D'MELLO F/MOBB DEEP "Best"                  5 LYRIC "Topsy"                  RATED R "Here"</p>	<p><b>WBOT/Boston, MA *</b>                  PD: Steve Gousby                  APD: Lamar Robinson                  MD: T. Clark                  17 WAYNE WONDER "Letting"                  8 LIL' MO F/FABOLOUS "Ever"                  1 BONECRUSHER "Never"</p>	<p><b>WHXT/Columbia, SC *</b>                  PD: Chris Connors                  APD: Harold Banks                  MD: Shanik Mincie                  15 BONECRUSHER "Never"</p>	<p><b>WTMG/Gainesville-Ocala, FL *</b>                  PD/MD: Chris Ryan                  2 RATED R "Here"                  D'MELLO F/MOBB DEEP "Best"                  DA M3S "Frontline"                  LYRIC "Topsy"                  MR. SERVON "Where"                  PAYBAK "Things"</p>	<p><b>KRRQ/Lafayette, LA *</b>                  PD/MD: John Kinnit                  19 BONECRUSHER "Never"                  5 D'MELLO F/MOBB DEEP "Best"                  2 LYRIC "Topsy"                  NELLY "Pimp"</p>	<p><b>WEDR/Miami, FL *</b>                  OM/MD: Cedric Hollywood                  13 JOE BUDDEN "Pump"                  1 LIL' MO F/FABOLOUS "Ever"                  RATED R "Here"                  D'MELLO F/MOBB DEEP "Best"</p>	<p><b>WBHH/Norfolk, VA *</b>                  PD/MD: Heart Alback                  1 RATED R "Here"</p>	<p><b>WDXK/Rochester, NY *</b>                  OM/MD: Andre Marcel                  MD: Kala O'Neal                  22 INDIARIE "Truth"                  LYRIC "Topsy"                  PAYBAK "Things"</p>	<p><b>WPHR/Syracuse, NY *</b>                  PD: Butch Charles                  MD: Kenny Dees                  1 D'MELLO F/MOBB DEEP "Best"                  LYRIC "Topsy"                  PAYBAK "Things"</p>
<p><b>WHTA/Atlanta, GA *</b>                  PD: Jerry Smokin' B                  APD: Ryan Cameron                  MD: Ramona Debraux                  18 FABOLOUS F/LIL' MO "Can't"                  2 GINUWINE "Hell"                  NELLY "Pimp"</p>	<p><b>WBLK/Buffalo, NY *</b>                  PD/MD: Chris Reynolds                  DRU HILL "Love"                  KELLY PRICE "Proposed"</p>	<p><b>WWDM/Columbia, SC *</b>                  PD/MD: Mike Love                  APD: Vernessa Pendergrass                  1 HOT BOYS "Section"                  D'MELLO F/MOBB DEEP "Best"                  LYRIC "Topsy"                  PAYBAK "Things"                  RATED R "Here"</p>	<p><b>WIKS/Greenville, NC *</b>                  PD/MD: B.K. Kirkland                  4 NAS "Can"                  1 FABOLOUS F/LIL' MO "Can't"                  1 BUSTA RHYMES/MARIAH "Know"</p>	<p><b>WQHH/Lansing, MI *</b>                  PD/MD: Brant Johnson                  12 LYRIC "Topsy"                  D'MELLO F/MOBB DEEP "Best"                  HOT BOYS "Section"                  PAYBAK "Things"                  RATED R "Here"</p>	<p><b>WKKV/Milwaukee, WI *</b>                  PD: Ronn Scott                  MD: Doc Love                  27 HEATHER HEADLEY "Wish"                  5 DRU HILL "Love"                  5 TALIB KWELI "Get"                  3 WAYNE WONDER "Letting"                  3 STAGGA LEE "Roll"                  1 NELLY "Pimp"                  702 "Star"</p>	<p><b>WOWI/Norfolk, VA *</b>                  OM/MD: Daisy Davis                  APD/MD: Michael Mauzone                  No Adds</p>	<p><b>WTLZ/Saginaw, MI *</b>                  PD: Eugene Brown                  1 NELLY "Pimp"                  1 FLOETRY "Yes"                  DRU HILL "Love"                  FABOLOUS F/LIL' MO "Can't"                  HEATHER HEADLEY "Wish"</p>	<p><b>WTMP/Tampa, FL</b>                  MD: Big Money Ced                  35 RATED R "Here"                  29 RON ISLEY F/R. KELLY "What"                  19 FLOETRY "Yes"                  13 HEATHER HEADLEY "Wish"                  12 DA M3S "Frontline"</p>
<p><b>WVEE/Atlanta, GA *</b>                  OM/MD: Tony Brown                  APD/MD: Tasha Love                  No Adds</p>	<p><b>WWWZ/Charleston, SC *</b>                  OM/MD: Terry Base                  MD: Yonni O'Donohue                  17 BONECRUSHER "Never"                  8 PAYBAK "Things"                  1 RATED R "Here"                  D'MELLO F/MOBB DEEP "Best"                  LYRIC "Topsy"</p>	<p><b>WFXE/Columbus, GA</b>                  PD: Michael Soul                  14 LYRIC "Topsy"                  3 D'MELLO F/MOBB DEEP "Best"</p>	<p><b>WJMG/Greenville, SC *</b>                  PD/MD: Doug Davis                  No Adds</p>	<p><b>WBT/Lexington-Fayette, KY *</b>                  PD/MD: Jay Alexander                  D'MELLO F/MOBB DEEP "Best"                  LYRIC "Topsy"                  PAYBAK "Things"                  RATED R "Here"</p>	<p><b>WBLX/Mobile, AL *</b>                  PD/MD: Myrona Reuben                  3 LYRIC "Topsy"                  3 LIL' JON... "Games"                  2 RATED R "Here"                  D'MELLO F/MOBB DEEP "Best"</p>	<p><b>WVSP/Oklahoma City, OK *</b>                  OM/MD: Terry Monday                  MD: Eddie Brasco                  D'MELLO F/MOBB DEEP "Best"                  HOT BOYS "Section"                  LYRIC "Topsy"                  PAYBAK "Things"                  RATED R "Here"</p>	<p><b>WEAS/Savannah, GA</b>                  PD: Sam Nelson                  MD: Jewel Carter                  BONECRUSHER "Never"                  LYRIC "Topsy"                  STAGGA LEE "Roll"                  TALIB KWELI "Get"</p>	<p><b>WJUC/Toledo, OH *</b>                  PD: Charles Mack                  MD: Nick G.                  17 MARY J. BLIGE "Hooked"                  3 HOT BOYS "Section"                  3 LYRIC "Topsy"                  D'MELLO F/MOBB DEEP "Best"                  PAYBAK "Things"                  RATED R "Here"</p>
<p><b>WFXA/Augusta, GA *</b>                  APD: Ron Thomas                  MD: Mojo                  6 SYLEENA JOHNSON "What"                  3 BONECRUSHER "Never"                  2 DRU HILL "Love"</p>	<p><b>WPEG/Charlotte, NC *</b>                  OM/MD: Terri Avery                  APD/MD: Nate Quick                  30 FABOLOUS F/LIL' MO "Can't"                  SYLEENA JOHNSON "What"</p>	<p><b>WCCK/Columbus, OH *</b>                  PD: Paul Strong                  MD: Warren Stevens                  20 B2K "Girlfriend"                  8 STAGGA LEE "Roll"                  6 LIL' MO F/FABOLOUS "Ever"                  1 TALIB KWELI "Get"</p>	<p><b>WJMI/Jackson, MS *</b>                  OM/MD: Stan Branson                  34 NELLY "Pimp"                  14 PAYBAK "Things"                  11 HEATHER HEADLEY "Wish"                  10 TALIB KWELI "Get"                  DRU HILL "Love"                  HOT BOYS "Section"                  LYRIC "Topsy"                  RATED R "Here"</p>	<p><b>KIPR/Little Rock, AR *</b>                  OM/MD: Joe Booker                  13 PAYBAK "Things"                  1 HOT BOYS "Section"                  D'MELLO F/MOBB DEEP "Best"                  RATED R "Here"</p>	<p><b>WZHT/Montgomery, AL</b>                  PD: Darryl Elliott                  MD: Michael Long                  No Adds</p>	<p><b>WAMO/Pittsburgh, PA *</b>                  Interim PD/MD: DJ Boogie                  15 TALIB KWELI "Get"                  8 NELLY "Pimp"                  5 HEATHER HEADLEY "Wish"                  3 DRU HILL "Love"                  LYRIC "Topsy"                  RATED R "Here"</p>	<p><b>KDKB/Shreveport, LA *</b>                  PD/MD: Quenn Echols                  BONECRUSHER "Never"                  D'MELLO F/MOBB DEEP "Best"                  LYRIC "Topsy"                  PAYBAK "Things"                  RATED R "Here"</p>	<p><b>KJMM/Tulsa, OK *</b>                  OM: Bryan Robinson                  PD: Terry Monday                  APD/MD: Aaron Bernard                  1 LYRIC "Topsy"                  D'MELLO F/MOBB DEEP "Best"                  HOT BOYS "Section"                  PAYBAK "Things"                  RATED R "Here"</p>
<p><b>WPRW/Augusta, GA *</b>                  PD: Tim Snell                  MD: Nightrain                  11 BONECRUSHER "Never"                  702 "Star"                  LYRIC "Topsy"</p>	<p><b>WJTT/Chattanooga, TN *</b>                  PD: Keith Landecker                  MD: Magic                  3 PAYBAK "Things"                  D'MELLO F/MOBB DEEP "Best"                  RATED R "Here"</p>	<p><b>KKDA/Dallas-Ft. Worth, TX *</b>                  PD/MD: Skip Cheatham                  No Adds</p>	<p><b>WRJH/Jackson, MS *</b>                  PD: Steve Poston                  MD: Lil' Homie                  38 PAYBAK "Things"                  35 SEAN PAUL "Busy"                  13 STAGGA LEE "Roll"                  HEATHER HEADLEY "Wish"                  LYRIC "Topsy"</p>	<p><b>WZLW/Louisville, KY *</b>                  PD: Mark Gunn                  MD: Gerald Harrison                  BONECRUSHER "Never"                  DRU HILL "Love"                  SYLEENA JOHNSON "What"</p>	<p><b>WUBT/Nashville, TN *</b>                  PD/MD: Kiki Henson                  No Adds</p>	<p><b>WQOE/New Orleans, LA *</b>                  OM: Carla Boether                  PD: Angela Watson                  11 SEAN PAUL "Busy"                  NELLY "Pimp"                  WAYNE WONDER "Letting"</p>	<p><b>KMJJ/Shreveport, LA *</b>                  PD: Long John                  D'MELLO F/MOBB DEEP "Best"                  LYRIC "Topsy"</p>	<p><b>WESE/Tupelo, MS</b>                  PD/MD: Pamela Aniese                  2PAC F/TRICK DADDY "Ballin"                  D'MELLO F/MOBB DEEP "Best"</p>
<p><b>WERQ/Baltimore, MD *</b>                  APD/MD: Neke Al Night                  21 FREEWAY "Alright"                  4 DRU HILL "Love"</p>	<p><b>WGCI/Chicago, IL *</b>                  OM/MD: Elroy Smith                  APD/MD: Tiffany Green                  5 NAS "Can"                  1 LIL' KIM "Jump"</p>	<p><b>WDTJ/Detroit, MI *</b>                  PD: Lance Patton                  MD: Spudd                  4 DRU HILL "Love"                  3 BONECRUSHER "Never"                  RON ISLEY F/R. KELLY "What"</p>	<p><b>WJBL/Detroit, MI *</b>                  PD: KJ Holiday                  APD/MD: Kris Kelley                  8 WAYNE WONDER "Letting"                  5 PAYBAK "Things"                  LYRIC "Topsy"</p>	<p><b>WFXM/Macon, GA</b>                  OM/MD: Ralph Meachum                  6 D'MELLO F/MOBB DEEP "Best"                  6 LYRIC "Topsy"                  6 RATED R "Here"</p>	<p><b>WQUE/New Orleans, LA *</b>                  OM: Carla Boether                  PD: Angela Watson                  11 SEAN PAUL "Busy"                  NELLY "Pimp"                  WAYNE WONDER "Letting"</p>	<p><b>WOOK/Raleigh-Durham, NC *</b>                  PD: Cy Young                  MD: Sean Alexander                  23 WAYNE WONDER "Letting"                  11 SEAN PAUL "Busy"                  FLOETRY "Yes"</p>	<p><b>KATZ/St. Louis, MO *</b>                  PD: Eric Mychaels                  31 PAYBAK "Things"                  1 FLOETRY "Yes"</p>	<p><b>WKYS/Washington, DC *</b>                  PD: Darryl Huckaby                  MD: P-Slew                  12 FLOETRY "Yes"</p>
<p><b>WEMX/Baton Rouge, LA *</b>                  OM: Don Gosselin                  PD: J-Tweez                  10 LYRIC "Topsy"                  7 BONECRUSHER "Never"                  D'MELLO F/MOBB DEEP "Best"</p>	<p><b>WPWX/Chicago, IL *</b>                  PD: Jay Alan                  MD: Traci Reynolds                  1 TALIB KWELI "Get"</p>	<p><b>WJLN/Dothan, AL</b>                  OM/MD: JR Wilson                  MD: Jamar Wilson                  40 50 CENT "Club"                  15 MISSY ELLIOTT "Work"                  10 702 "Star"                  5 D'MELLO F/MOBB DEEP "Best"</p>	<p><b>WJBT/Jacksonville, FL *</b>                  PD: Mike Williams                  MD: G-Wiz                  1 JOE BUDDEN "Pump"</p>	<p><b>WIBB/Macon, GA</b>                  PD: Chris Williams                  APD: Ava Black                  7 RON ISLEY F/R. KELLY "What"                  5 HOT BOYS "Section"                  5 BIG C "Hell"                  2 D'MELLO F/MOBB DEEP "Best"                  2 RATED R "Here"</p>	<p><b>WVBS/New York, NY *</b>                  PD: Vinny Brown                  MD: Deneen Womack                  10 LIL' MO F/FABOLOUS "Ever"                  9 SEAN PAUL "Busy"                  5 BRIAN MCKNIGHT "Wounds"                  4 NAS "Can"                  1 SYLEENA JOHNSON "What"</p>	<p><b>WBTJ/Richmond, VA *</b>                  PD: Aaron Maxwell                  MD: Mike Street                  45 VIVIAN GREEN "Emotional"                  10 FAT JOE "Need"</p>	<p><b>WCDX/Richmond, VA *</b>                  PD: Terry Foxz                  MD: Reggie Baker                  17 NELLY "Pimp"                  13 B2K "Girlfriend"                  10 B.G. "Hottest"</p>	<p><b>KPRS/Kansas City, MO *</b>                  APD/MD: Myron Fears                  8 BONECRUSHER "Never"                  1 B.G. "Hottest"                  1 LYRIC "Topsy"                  D'MELLO F/MOBB DEEP "Best"</p>

**\*Monitored Reporters**  
 78 Total Reporters  
 67 Total Monitored  
 11 Total Indicator  
 10 Current Indicator Playlists  
 Did Not Report, Playlist Frozen (1):  
 KBCE/Alexandria, LA  
 No Longer A Reporter (1):  
 WROU/Dayton, OH

Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
ERYKAH BADU F/COMMON Love Of My Life (Magic Johnson/MCA)	924
NELLY Air Force Ones (Fo' Reel/Universal)	760
DRU HILL I Should Be... (Def Soul/IDJMG)	707
JAHEIM Fabulous (Divine Mill/WB)	608
MISSY ELLIOTT Work It (Gold Mind/Elektra/EEG)	594
LL COOL J Luv U Better (Def Jam/IDJMG)	536
MUSIQ Dontchange (Def Soul/IDJMG)	527
SEAN PAUL Gimme The Light (40/40/VP/Atlantic)	450
JAY-Z F/BEYONCE '03 Bonnie & Clyde (Roc-A-Fella/IDJMG)	358
NELLY F/KELLY ROWLAND Dilemma (Fo' Reel/Universal)	357
AALIYAH I Care 4 U (BlackGround)	311
GINUWINE Stingy (Epic)	302
ASHANTI Baby (Murder Inc./IDJMG)	290
P. DIDDY F/GINUWINE I Need A Girl (Part II) (Bad Boy/Arista)	286
N.O.R.E. Notthin' (Def Jam/IDJMG)	276
LUDACRIS Move Bitch (Def Jam South/IDJMG)	260
NAPPY ROOTS Po' Folks (Atlantic)	254
CAM'RON On Boy (Roc-A-Fella/IDJMG)	251
NELLY Hot In Herre (Fo' Reel/Universal)	237
MUSIQ Halfcrazy (Def Soul/IDJMG)	229

Indicator

Indicator	Most Added
D'MELLO F/MOBB DEEP Best Love Story (Warner Bros.)	
LYRIC Hot & Topsy (J)	
RATED R In Here Ta Nite (2-4-1/Universal)	
BONECRUSHER Never Scared (Arista)	
RON ISLEY F/R. KELLY What Would You Do? (DreamWorks)	
2PAC F/TRICK DADDY Still Ballin' (Amaru/Death Row/Interscope)	
50 CENT In Da Club (Shady/Aftermath/Interscope)	
HEATHER HEADLEY I Wish I Wasn't (J)	
TALIB KWELI Get By (Rawkus/MCA)	
STAGGA LEE Roll Wit M.V.P. (ARTISTdirect)	
MISSY ELLIOTT Work It (Gold Mind/Elektra/EEG)	
FLOETRY Say Yes (DreamWorks)	
HOT BOYS My Section (Cash Money/Universal)	
BIG C Hell Is A Flame (Independent)	
50 CENT 21 Questions (Shady/Aftermath/Interscope)	
702 Star (Motown)	
MARY J. BLIGE Hooked (MCA)	
DA M3S Frontline Soldiers (Independent)	
R. KELLY Heart Of A Woman (Jive)	





# Gone But Not Forgotten

## Remembering The Notorious B.I.G.

I initially had something totally different in mind for this week's column, but I decided to go in another direction as I was on my way to the House of Blues a few nights ago to check out Ludacris and Smilez & Southstar.

Knowing that I was heading into a heavy hip-hop zone, I got into the groove by listening to the radio. As I was driving along and dancing in my seat, I got excited, because I heard all of my favorite Notorious B.I.G. cuts. "One More Chance," "10 Crack Commandments," "Hypnotize," "Big Poppa" and more flooded the airwaves, and I was caught up in the moment. Until...

I almost stopped my car when I suddenly remembered that this great talent was no longer with us. It was weird: For a moment I was so caught up in his music, it didn't occur to me that he wasn't alive. The station was playing all of those Notorious B.I.G. songs because it was the anniversary of his death. It was just a few years ago that this young man's life was so senselessly taken. Christopher Wallace, a.k.a. Notorious B.I.G., had yet to reach the peak of his life, let alone the height of his career.

### Hip-Hop Legend

Although March 9, 2003 marked the sixth anniversary of Wallace's death, that night in my car I felt like it had happened just a few weeks ago. Biggie is considered a hip-hop legend, despite having national success for a only a few years before his death.

Debuting in the early '90s, he single-handedly took hip-hop to a new level of excitement. I can't help but wonder what else Biggie would have contributed had he lived. He

**Biggie was truly a unique talent. There had never been a rapper like him before, and I'm sure there will never be another.**



The Notorious B.I.G.

definitely left his mark on many rappers, but no one has been able to take his place. There's no denying that he was ahead of his time.

Growing up in Bed-Stuy in Brooklyn, NY, Biggie began rapping under the name Biggie Smalls. At that time he was part of a neighborhood group, The Old Gold Brothers. He caught the public's attention when he appeared on songs with R&B singer Mary J. Blige and reggae artists Supercat. But, more important, he caught the attention of Sean "P. Diddy" Combs, who would help Biggie turn his rapping into a successful career.

Combs took notice of Biggie after hearing him on various mix tapes from around New York. At the time Combs was an executive at Uptown Records. Upon his departure from Uptown, he created his own label, Bad Boy Entertainment, and signed Biggie to a record deal. Biggie then began rapping under the stage name Notorious B.I.G.

His first single was included on the soundtrack to *Who's the Man*, but The Notorious B.I.G. really began to wreak hip-hop havoc in 1994 with the release of his debut album, *Ready to Die*. Featuring radio and club hits like "Juicy," "One More Chance" and "Big Poppa," *Ready to Die* went on to sell over 4 million copies. Without a doubt this was the hip-hop album to have that year, and Biggie was considered a force to be reckoned with.

### Tragic Death

In the process of recording his second album, Biggie took a break and

attended the Soul Train Awards in Los Angeles and an awards party the day after. Biggie was leaving the party when a car pulled up beside the vehicle he was traveling in. Several gunshots were fired. Biggie was hit and was rushed to a nearby hospital, where he was pronounced dead.

Biggie's second album, *Life After Death*, was released a few weeks later and debuted at No. 1. It produced such hits as "Hypnotize," "Mo' Money, Mo' Problems" and "Going Back to Cali." *Life After Death* sold over 10 million copies.

Biggie's death was one of those things where you will always remember exactly where you were when you heard the news. I attended the Soul Train Awards that year and had planned on attending the same awards party the next night. I had an eerie feeling about it, though, and the morning of the party I decided to fly back home to Houston. A part of me felt like I was going to miss out on a major event, where I was sure to see everyone who was someone or who wanted to be someone.

**At times it's hard to believe that Biggie is gone. His lyrical style was so ahead of its time that even songs that are four or five years old sound like current releases.**

A friend called and woke me up the morning after the party to tell me that Biggie had been shot and killed. I immediately thought it was one of the many rumors that are spread daily. My friend finally convinced me it was true, and when I turned on the TV, news of the shooting was everywhere. I couldn't believe this had happened so soon after the death of another famous rapper, Tupac Shakur. What was really going on?



ALL LOVE J/RCA recording artist Heather Headley gives WBLS/New York legend Hal Jackson a big smooch.



MEET DOLEMITE '70s film star Rudy Ray Moore recently paid a visit to the WKJS/Richmond staff. Seen here (l-r) are WKJS DM Kevin Gardner, Moore and WKJS' Dee Rene and Mitch Malone

Biggie touched many in different ways through his lyrics. He was truly a unique talent. There had never been a rapper like him before, and I'm sure there will never be another. Some artists have come close in the years since his death, but they've never quite hit the level Biggie achieved.

At times it's hard to believe that Biggie is gone. His lyrical style was so ahead of its time that even songs that are four or five years old sound like current releases.

### Books Instead Of Guns

The fifth annual B.I.G. Night Out took place March 11, 2003. It's a black-tie event that benefits the Christopher Wallace Memorial Foundation and honors his memory. In this case B.I.G. stands for "books instead of guns," and the foundation provides educational assistance to children in Biggie's old neighborhood in Brooklyn, as well as in other cities.

In addition to Biggie and his mother, this year's event also hon-

ored other deceased entertainers — including Tupac Shakur, Aaliyah, Jam Master Jay, Lisa "Left Eye" Lopes, Big L, Big Pun, Freaky Tah — and their mothers. All of the mothers, with the exception of Afeni Shakur, were in attendance and received B.I.G. Heart Awards.

Although Biggie is gone, good things are being done in his name. He most definitely paved the way for many of today's young superstars.

### TALK BACK TO R&R!

Do you have questions, comments or feedback regarding this column or other issues?

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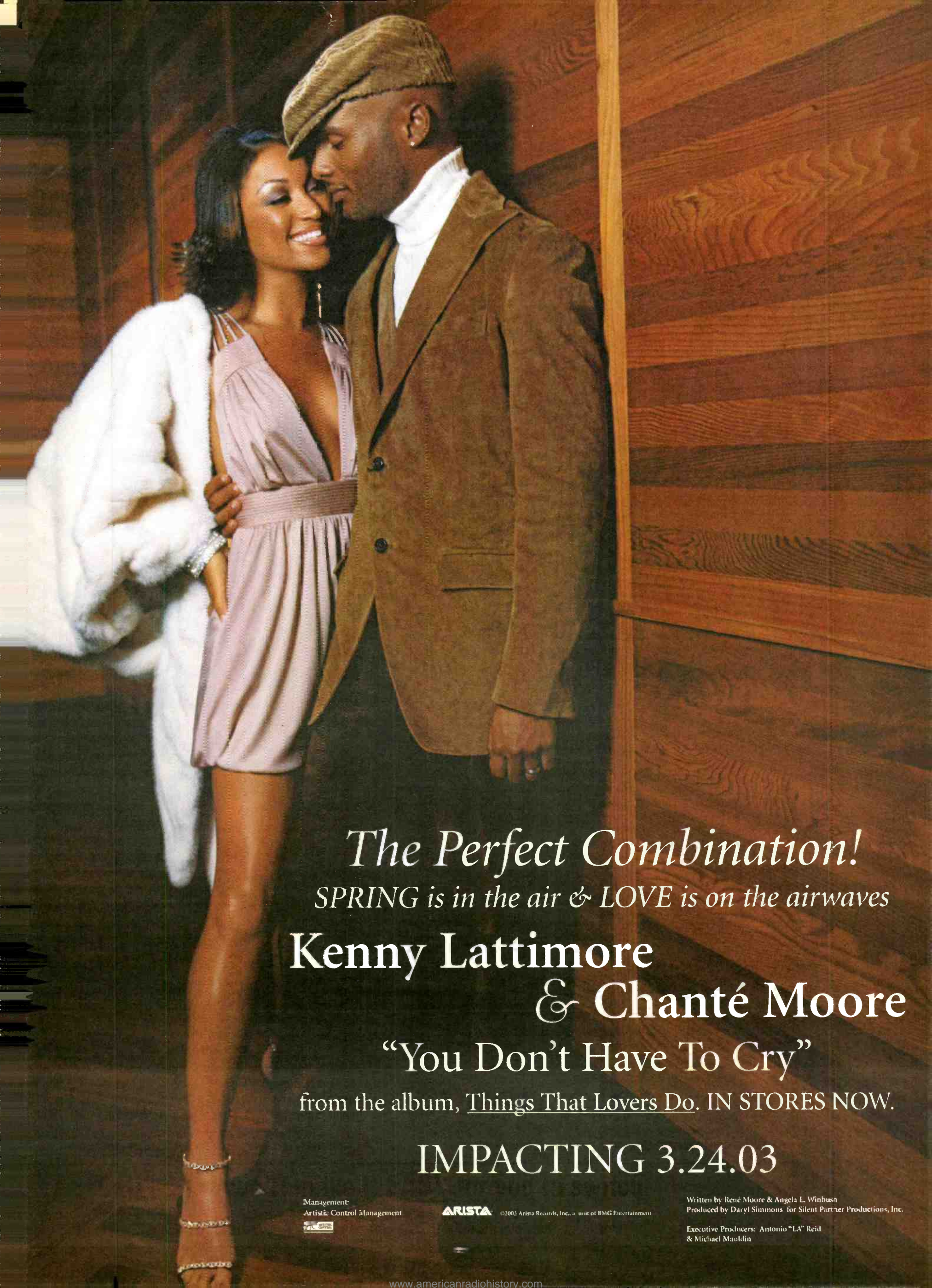
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Executive Producers: Antonio “LA” Reid  
& Michael Mauldin



March 21, 2003

Powered By



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	50 CENT In Da Club (Shady/Aftermath/Interscope)	3853	-86	636076	11	64/0
2	2	R. KELLY Ignition (Jive)	3222	-119	519606	21	64/0
4	3	JAY-Z Excuse Me Miss (Roc-A-Fella/IDJMG)	3205	+242	492867	8	63/0
3	4	TYRESE How You Gonna Act Like That (J)	2903	-66	471194	18	63/0
5	5	MISSY "MISDEMEANOR" ELLIOTT Gossip Folks (Gold Mind/Elektra/EEG)	2449	-292	328466	12	65/0
7	6	AALIYAH Miss You (BlackGround/Universal)	2419	-164	425463	17	13/0
10	7	SNOOP DOGG Beautiful (Doggy Style/Priority/Capitol)	2409	+483	369815	8	64/0
6	8	JENNIFER LOPEZ F/LL COOL J All I Have (Epic)	2266	-369	306398	12	61/0
8	9	LIL' KIM The Jump Off (Queen Bee/Atlantic)	1986	+12	280174	7	65/1
9	10	JUSTIN TIMBERLAKE Cry Me A River (Jive)	1964	+11	265083	10	59/0
18	11	BUSTA RHYMES & MARIAH CAREY I Know What You Want (J)	1790	+303	262171	6	62/1
17	12	SEAN PAUL Get Busy (40/40/VP/Atlantic)	1777	+290	286170	6	64/4
15	13	NAS I Can (Columbia)	1653	+113	221853	6	59/3
14	14	BABY F/CLIPSE What Happened To That Boy? (Cash Money/Universal)	1639	+83	237496	11	56/0
12	15	NIVEA Laundromat (Jive)	1619	-53	215770	11	61/0
16	16	GINUWINE Hell Yeah (Epic)	1616	+92	227398	8	60/1
13	17	JA RULE F/ASHANTI Mesmerize (Murder Inc./IDJMG)	1373	-239	160951	12	52/0
11	18	FIELD MOB Sick Of Being Lonely (MCA)	1357	-317	181054	22	49/0
19	19	MARQUES HOUSTON That Girl (Interscope)	1345	-97	191440	9	54/0
21	20	WAYNE WONDER No Letting Go (VP/Atlantic)	1305	+172	164385	13	56/7
22	21	B2K Girlfriend (Epic)	1268	+174	177908	4	54/2
24	22	FABOLOUS F/LIL' MO Can't Let You Go (Elektra/EEG)	1170	+150	149535	5	54/4
23	23	VIVIAN GREEN Emotional Rollercoaster (Columbia)	1160	+106	186150	16	41/2
31	24	JAHEIM Put That Woman First (Divine Mill/WB)	1043	+241	201063	3	55/0
26	25	FLOETRY Say Yes (DreamWorks)	1026	+142	160533	7	55/4
20	26	50 CENT Wanksta (Shady/Interscope)	1008	-312	137604	17	54/0
29	27	KILLER MIKE A.D.I.D.A.S. (Aquemini/Columbia)	933	+72	109013	5	51/0
28	28	SYLEENA JOHNSON Guess What (Jive)	867	-3	84946	9	45/4
38	29	RON ISLEY F/R. KELLY What Would You Do? (DreamWorks)	851	+249	142496	2	50/1
32	30	CHOPPA Choppa Style (No Limit/Universal)	802	+35	99787	9	25/0
25	31	COMMON F/MARY J. BLIGE Come Close To Me (MCA)	796	-184	144108	15	43/0
42	32	50 CENT 21 Questions (Shady/Aftermath/Interscope)	772	+235	141641	2	1/0
36	33	LIL' MO F/FABOLOUS 4 Ever (Elektra/EEG)	710	+100	90811	3	44/5
34	34	FAT JOE All I Need (Terror Squad/Atlantic)	706	+18	68045	8	29/1
33	35	MARIO C'mon (J)	688	-32	81663	6	42/0
41	36	BONECRUSHER Never Scared (Arista)	661	+99	81082	2	39/13
43	37	2PAC F/TRICK DADDY Still Ballin' (Amaru/Death Row/Interscope)	620	+123	74742	2	42/1
30	38	B2K AND P. DIDDY Bump, Bump, Bump (Epic)	592	-222	96953	17	52/0
40	39	LIL' JON & THE EASTSIDE BOYZ I Don't Give A @#\$\$% (TVT)	535	-39	83426	14	19/0
45	40	B.G. Hottest Of The Hot (Koch)	477	-11	52253	2	29/2
35	41	BUSTA RHYMES Make It Clap (J)	470	-157	82258	19	41/0
Debut	42	NELLY Pimp Juice (Fo' Reel/Universal)	450	+183	58649	1	47/10
50	43	MR. CHEEKS Crush On You (Universal)	428	-12	58683	3	34/2
49	44	TLC Hands Up (Arista)	424	-6	33609	5	33/0
44	45	2PAC Thugz Mansion (Amaru/Death Row/Interscope)	414	-70	62199	16	31/0
Debut	46	KEITH MURRAY Yeah Yeah U Know It (Def Jam/IDJMG)	402	+116	53519	1	37/0
37	47	CLIPSE F/FAITH EVANS Ma, I Don't Love Her (Star Trak/Arista)	397	-190	40610	10	35/0
-	48	TRICK DADDY Thug Holiday (Slip 'N Slide/Atlantic)	389	0	34122	14	21/0
46	49	EMINEM Superman (Shady/Aftermath/Interscope)	389	-78	42140	2	2/0
Debut	50	HEATHER HEADLEY I Wish I Wasn't (J)	382	+140	54460	1	40/5

## Most Added®

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ARTIST TITLE LABEL(S)	ADDS
LYRIC Hot & Tippy (J)	25
D'MELLO F/MOBB DEEP Best Love Story (Warner Bros.)	21
PAYBACK Things U Do (Innovative)	21
RATED R In Here Ta Nite (2-4-1/Universal)	17
BONECRUSHER Never Scared (Arista)	13
DRU HILL I Love You (Def Soul/IDJMG)	12
NELLY Pimp Juice (Fo' Reel/Universal)	10
WAYNE WONDER No Letting Go (VP/Atlantic)	7
HOT BOYS My Section (Cash Money/Universal)	7
LIL' MO F/FABOLOUS 4 Ever (Elektra/EEG)	5
HEATHER HEADLEY I Wish I Wasn't (J)	5
TALIB KWELI Get By (Rawkus/MCA)	5

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
SNOOP DOGG Beautiful (Doggy Style/Priority/Capitol)	+483
BUSTA RHYMES & MARIAH CAREY I Know What You Want (J)	+303
SEAN PAUL Get Busy (40/40/VP/Atlantic)	+290
MARY J. BLIGE Hooked (MCA)	+288
RON ISLEY F/R. KELLY What Would You Do? (DreamWorks)	+249
JAY-Z Excuse Me Miss (Roc-A-Fella/IDJMG)	+242
JAHEIM Put That Woman First (Divine Mill/WB)	+241
50 CENT 21 Questions (Shady/Aftermath/Interscope)	+235
NELLY Pimp Juice (Fo' Reel/Universal)	+183
B2K Girlfriend (Epic)	+174

## New & Active

- 702 I Still Love You (Motown)  
Total Plays: 382, Total Stations: 30, Adds: 2
- BEENIE MAN F/LADY SAW... Bossman (Virgin)  
Total Plays: 376, Total Stations: 29, Adds: 0
- KELLY PRICE He Proposed (Def Soul/IDJMG)  
Total Plays: 363, Total Stations: 34, Adds: 1
- BRIAN MCKNIGHT Shoulda, Woulda, Coulda (Motown)  
Total Plays: 357, Total Stations: 34, Adds: 1
- FREEWAY Alright (Roc-A-Fella/IDJMG)  
Total Plays: 357, Total Stations: 26, Adds: 2
- TALIB KWELI Get By (Rawkus/MCA)  
Total Plays: 353, Total Stations: 33, Adds: 5
- STAGGA LEE Roll Wit M.V.P. (ARTISTdirect)  
Total Plays: 269, Total Stations: 28, Adds: 3
- DRU HILL I Love You (Def Soul/IDJMG)  
Total Plays: 186, Total Stations: 44, Adds: 12
- PAYBACK Things U Do (Innovative)  
Total Plays: 145, Total Stations: 21, Adds: 21
- CRAIG DAVID Personal (Wildstar/Atlantic)  
Total Plays: 114, Total Stations: 15, Adds: 0

Songs ranked by total plays

R&R Station Playlists have moved to the web.  
See all of our monitored reporters at  
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67 Urban reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/9-3/15. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Gross Impressions equals Average Quarter Hour Persons times number of plays (times-100). Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2003, The Arbitron Company). © 2003, R&R, Inc.

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# ON THE RECORD

With  
**Mark Dylan**  
PD, KOKY/Little Rock



In my opinion, there has been an amazing trend in Urban music over the last 10 years. Unless you've had your head buried in the sand, you know that male-bashing females and "Please, baby, please" male crooners have been the rage. • That trend continues into 2003 as Syleena Johnson's "Guess What" sits atop

the charts. Then there's Brian McKnight's "Shoulda, Woulda, Coulda," which has such a stunning "I coulda been a better man" vibe that it would be a major upset if it doesn't top the charts as well. • Also laying in the cut is Sharrisa's "See If I Won't." This record definitely has potential to become a male-bashing, get-yourself-together-before-I-replace-you anthem. If we ever hope to stop this trend of "Beat him down till he say's, 'I'm sorry'" smashes, I think men better check for their own ladies and leave the others alone!

**5** Cent's "In da Club" (Shady/Aftermath/Interscope) tops the chart again this week ... **Jay-Z's** "Excuse Me Miss" (Roc-A-Fella/IDJMG) continues to move toward the top, going 4-3\* ... **Snoop Dogg's** "Beautiful" (Doggy Style/Priority/Capitol) is Most Increased this week, moving 10-7\* on a gain of 483 plays ... **Busta Rhymes f/Mariah Carey's** "I Know What You Want" (J) is steadily climbing, going 18-11\* and jumping up 303 plays ... **Sean Paul's** "Get Busy" (VP/Atlantic) takes another nice jump this week, moving 17-12\* ... **Jaheim's** "Put That Woman First" (Divine Mills/Warner Bros.) gets off to a nice start, going 34-21\* ... Debuts this week: **Nelly's** "Pimp Juice" (Fo' Reel/Universal) at 42\*; **Keith Murray featuring The Def Squad's** "Yeah Yeah You Know It" (Def Jam/IDJMG) at 46\*; and **Heather Headley's** "I Wish I Wasn't" (RCA) at 50\* ... **Syleena Johnson's** "Guess What" (Jive) holds steady at No. 1 again at Urban AC ... **Floetry's** "Say Yes" (DreamWorks) keeps it moving, up 60 plays and going 9-6\*. Labelmate **Ron Isley's** "What Would You Do," featuring **R. Kelly**, is Most Increased, up 154 plays and going 11-8\* ... Ken Wilson and J Records nab Most Added honors for **Lyric's** "Hot & Tippy" at Urban this week, with 25, while Jaheim's "Put That Woman First" is Most Added at Urban AC.



— Kashon Powell, Urban Editor

# PHUNDAMENTALLY phat

ARTIST: Lyric

LABEL: J

By KASHON POWELL / URBAN EDITOR



Musically, we're kinda edgy. Our attitude is very urban, and people our age can relate to us." Those are the words of the ladies from J Records' Lyric — Thema, Jackie and Fendi. These young women got off to a great start with their debut single, "Young and Sexy," and are not looking back.

The group formed in 2001, and its members have always dreamed of singing professionally — especially Fendi. "I started out in school, but more as a dancer than a singer," she says. "I remember performing at the Brooklyn Academy of Music and being in the marching band when I was in junior high school. I learned to play trumpet, drums, etc. I always knew I could sing, I just didn't try it until I tried out for a talent show."

Thema says, "I've been singing all my life — in church, in school — and my family is very musical. I was in a group at home in Detroit. Once my brother, Carlos, moved to the East Coast to work as a producer, I thought about pursuing music full-time."

Fendi was hanging out with a friend in New York when she met producer and songwriter Hennessy. After some conversation, she found herself in a studio with him the next day, working on a song. Eventually, they started writing together. While the two of them were working on songs for others, Hennessy had the idea of creating a female group that would include Fendi. She says, "At first I didn't know if I was ready to be in a group, but I remembered my mother telling me that when opportunities come along, I should take them."

Thema hooked up with Fendi when Carlos worked with Hennessy at Urban

Legends production company. They began the search for a third group member by holding auditions. After listening to several singers, they chose Jackie, a Los Angeles native. Jackie says, "I've had a passion for music since I was 3 or 4. My parents both sang; my mother was involved for a short while with The Platters."

The group says that their bond was formed from the beginning. Fendi says, "We really are like sisters. We've lived together and really come to know each other." Carlos and Hennessy, while working in the studio on songs for Lyric, were also shopping for a deal for the trio. J Records was one of the labels that showed interest. Fendi says, "When we found out that J Records was interested, we were so excited. We auditioned for Mr. (Clive) Davis, and that was amazing. We wouldn't want to be with any other label. It's been incredible having him involved."

Lyric's latest single, "Hot and Tippy," is from their upcoming spring release. It is definitely in keeping with their edgy street sound. But, like most new artists, they are sometimes compared to others. The ladies of Lyric are fully aware of that but feel they have something different to offer. They collectively say, "We'd like to think we're a breath of fresh air. We're different. We're coming strong, and people will see the difference."

## Urban AC Reporters

Stations and their adds listed alphabetically by market

<b>WWIN/Baltimore, MD *</b> VP/Prog.: Kathy Brown PD: Tim Watts MD: Keith Fisher 5 TONY TERRY "Heart" KEM "Calls"	<b>WZAK/Cleveland, OH *</b> PD: Kim Johnson MD: Bobby Rush JAHEIM "Woman"	<b>WFLM/Ft. Pierce, FL *</b> DM: Mike James PD/MD: Tony Bear No Adds	<b>KMJK/Kansas City, MO *</b> PD: Greg Love MD: Trey Michaels JAHEIM "Woman"	<b>KJMS/Memphis, TN *</b> DM/PO: Nate Bell APD/MD: Eileen Collier No Adds	<b>WYBC/New Haven, CT *</b> DM: Wayne Schmidt PD: Juan Castillo APD: Steven Richardson MD: Doc-P No Adds	<b>WDAS/Philadelphia, PA *</b> Stn. Mgr./PD: Joe Tamburo MD: Joann Gamble 10 INDIA ARIE "Truth" 8 HEATHER HEADLEY "Wish"	<b>KMMJ/St. Louis, MO *</b> DM/PO: Chuck Atkins 18 JAHEIM "Woman" 2 HEATHER HEADLEY "Wish"
<b>KQXL/Baton Rouge, LA *</b> DM: Don Gosselin PD/MD: Mya Vernon No Adds	<b>WLXC/Columbia, SC *</b> Int. PD: Doug Williams MD: Tre Taylor JAHEIM "Woman"	<b>WQMG/Greensboro, NC *</b> PD: Alvin Stowe No Adds	<b>KNEK/Lafayette, LA *</b> PD/MD: John Kinnit 8 JAHEIM "Woman"	<b>WHQT/Miami, FL *</b> PD: Derrick Brown APD/MD: Karen Vaughn JAHEIM "Woman"	<b>WYLD/New Orleans, LA *</b> DM: Carla Boatner PD/APD/MD: Aaron "A.J." Apple JAHEIM "Woman" KELLY PRICE "Proposed"	<b>WFXC/Raleigh-Durham, NC *</b> DM/PO: Cy Young APD/MD: Jodi Barry 12 HEATHER HEADLEY "Wish"	<b>WLWH/Savannah, GA</b> PD: Gary Young 14 HEATHER HEADLEY "Wish" 11 GERALD EVERT "Furry"
<b>WBHK/Birmingham, AL *</b> PD: Jay Dixon APD/MD: Darryl Johnson 19 RON ISLEY F/R. KELLY "What"	<b>WAGH/Columbus, GA</b> PD: Rasheeda MD: Ed Lewis JAHEIM "Woman" KINDRED... "Far"	<b>KMJQ/Houston-Galveston, TX *</b> PD: Carl Conner MD: Sam Choice JAHEIM "Woman"	<b>KVGS/Las Vegas, NV *</b> PD/MD: Tony Rankin DAVE HOLLISTER "Tel" INDIA ARIE "Truth"	<b>WJMR/Milwaukee-Racine, WI *</b> PD/MD: Lauri Jones 29 JAHEIM "Woman"	<b>WRKS/New York, NY *</b> PD: Toya Beasley MD: Julie Gustines No Adds	<b>WKJS/Richmond, VA *</b> PD/MD: Kevin Gardner 1 HEATHER HEADLEY "Wish"	<b>WIMX/Toledo, OH *</b> DM/PO: Rachee Love MD: Denise Brooks No Adds
<b>WMGL/Charleston, SC *</b> PD: Terry Base APD/MD: Belinda Parker JAHEIM "Woman"	<b>KRNB/Dallas-Ft. Worth, TX *</b> DM/PO: Sam Weaver MD: Rudy V 5 BRIAN MCKNIGHT "Wouida" HEATHER HEADLEY "Wish"	<b>WTLN/Indianapolis, IN *</b> DM/PO: Brian Wallace MD: Garth Adams No Adds	<b>KOKY/Little Rock, AR *</b> PD: Mark Dylan MD: Jamal Quarles 16 JAHEIM "Woman"	<b>WMCS/Milwaukee, WI</b> DM: Steve Scott PD/MD: Tyrene Jackson 8 JAHEIM "Woman"	<b>WSVY/Norfolk, VA *</b> PD/MD: Michael Mauzone No Adds	<b>WHUR/Washington, DC *</b> PD/MD: Dawle A. Dickson 21 INDIA ARIE "Truth" 17 HEATHER HEADLEY "Wish" 12 JAHEIM "Woman" 5 KELLY PRICE "Proposed"	
<b>WBAV/Charlotte, NC *</b> DM/PO/MD: Terri Avery JAHEIM "Woman"	<b>WMXD/Detroit, MI *</b> PD: Jamillah Muhammad APD: Oneil Stevens MD: Shelia Little 1 BRIAN MCKNIGHT "Wouida"	<b>WKQI/Jackson, MS *</b> PD/MD: Stan Branson HEATHER HEADLEY "Wish" INDIA ARIE "Truth" JAHEIM "Woman" KELLY PRICE "Proposed" KINDRED... "Far"	<b>KHHT/Los Angeles, CA *</b> PD: Michelle Santosuosso 9 JAHEIM "Woman"	<b>WDLT/Mobile, AL *</b> PD: Steve Crumley MD: Kathy Barlow JAHEIM "Woman"	<b>WVBE/Roanoke-Lynchburg, VA *</b> PD: wall Ford 6 JAHEIM "Woman" 3 HEATHER HEADLEY "Wish"	<b>WMMJ/Washington, DC *</b> PD: Kathy Brown MD: Mike Chase No Adds	
<b>WLOV/Chattanooga, TN *</b> PD/MD: Sam Terry 5 JAHEIM "Woman"	<b>WUQS/Fayetteville, NC *</b> PD/APD: Garrett Davis MD: Calvin Pee No Adds	<b>WSOL/Jacksonville, FL *</b> PD: Mike Williams APD/MD: K.J. No Adds	<b>KJLH/Los Angeles, CA *</b> PD/MD: Andrea Russell 4 HEATHER HEADLEY "Wish"	<b>WQKK/Nashville, TN *</b> PD/MD: D.C. 5 JAHEIM "Woman" 3 DAVE HOLLISTER "Tel"	<b>WVFL/Norfolk, VA *</b> DM: Don London PD/MD: DC No Adds	<b>WCFB/Orlando, FL *</b> DM/PO: Steve Holbrook MD: Joe Davis 2 JAHEIM "Woman"	
<b>WVAZ/Chicago, IL *</b> PD: Eroy Smith APD: Armando Rivera No Adds			<b>WRBV/Macon, GA</b> PD/MD: Lisa Charles No Adds				

\*Monitored Reporters

47 Total Reporters

43 Total Monitored

4 Total Indicator







March 21, 2003

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	SYLEENA JOHNSON Guess What (Jive)	1089	-2	154513	17	39/0
2	2	TYRESE How You Gonna Act Like That (J)	1047	+38	149582	18	41/0
4	3	VIVIAN GREEN Emotional Rollercoaster (Columbia)	969	+24	137588	19	39/0
3	4	JAHEIM Fabulous (Divine Mill/WB)	962	-27	144418	21	40/0
5	5	MUSIQ Dontchange (Def Soul/IDJMG)	785	-60	137861	28	40/0
9	6	FLOETRY Say Yes (DreamWorks)	737	+60	112900	7	41/0
7	7	GERALD LEVERT Closure (Elektra/EEG)	719	+15	88806	9	41/0
11	8	RON ISLEY F/R. KELLY What Would You Do? (DreamWorks)	709	+154	107304	5	39/1
8	9	ERYKAH BADU F/COMMON Love Of My Life (Magic Johnson/MCA)	668	-10	113834	25	25/0
10	10	HEATHER HEADLEY He Is (RCA)	567	-25	76350	23	40/0
6	11	WHITNEY HOUSTON One Of Those Days (Arista)	551	-153	86066	18	39/0
13	12	BRIAN MCKNIGHT Shoulda, Woulda, Coulda (Motown)	538	+86	71328	4	35/2
12	13	K-CI & JOJO This Very Moment (MCA)	508	-1	78223	10	29/0
15	14	GERALD LEVERT Funny (Elektra/EEG)	436	+2	81808	32	33/0
14	15	LUTHER VANDROSS I'd Rather (J)	414	-21	66810	59	31/0
17	16	KEM Love Calls (Motown/Universal)	363	+13	58439	8	24/1
16	17	DRU HILL I Should Be... (Def Soul/IDJMG)	320	-40	26403	19	24/0
18	18	AALIYAH Miss You (BlackGround/Universal)	288	+14	66252	9	8/0
21	19	JOE F/MR. CHEEKS That Girl (Motown/Universal)	231	+15	37001	6	17/0
19	20	TONY TERRY In My Heart (Golden Boy)	206	-22	8941	9	16/1
Debut	21	HEATHER HEADLEY I Wish I Wasn't (J)	202	+75	36201	1	29/9
24	22	KINDRED THE FAMILY SOUL Far Away (Epic)	200	+25	31453	2	20/1
23	23	R. KELLY Ignition (Jive)	200	+21	36514	4	1/0
20	24	BLACKSTREET Deep (DreamWorks)	199	-18	24872	13	15/0
25	25	JAHEIM Put That Woman First (Divine Mill/WB)	190	+16	49705	2	26/20
28	26	CHICO DEBARGE Not Together (In The Paint/Koch)	170	+21	15287	2	14/0
27	27	JEFF MAJORS Somebody Bigger (Music One)	158	-6	22903	10	10/0
Debut	28	KELLY PRICE He Proposed (Def Soul/IDJMG)	132	+20	28792	1	18/3
26	29	DEBORAH COX The Morning After (J)	131	-37	6800	15	17/0
29	30	KIM WATERS You Know That I Love You (Shanachie)	126	-11	13330	4	18/0

43 Urban AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/9-3/15. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from the Arbitron Company © 2003, The Arbitron Company). © 2003, R&R, Inc.

**Most Added®**

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ARTIST TITLE LABEL(S)	ADDS
JAHEIM Put That Woman First (Divine Mill/WB)	20
HEATHER HEADLEY I Wish I Wasn't (J)	9
INDIA.ARIE The Truth (Motown)	4
KELLY PRICE He Proposed (Def Soul/IDJMG)	3
BRIAN MCKNIGHT Shoulda, Woulda, Coulda (Motown)	2
DAVE HOLLISTER Tell Me Why (Motown/Universal)	2

**Most Increased Plays**

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
RON ISLEY F/R. KELLY What Would You Do? (DreamWorks)	+154
BRIAN MCKNIGHT Shoulda, Woulda, Coulda (Motown)	+86
HEATHER HEADLEY I Wish I Wasn't (J)	+75
KELLY ROWLAND Can't Nobody (Columbia)	+69
FLOETRY Say Yes (DreamWorks)	+60
JILL SCOTT A Long Walk (Hidden Beach/Epic)	+55
DAVE HOLLISTER Tell Me Why (Motown/Universal)	+41
TOM SCOTT F/ANN NESBY You Are My Everything (Higher Octave)	+41
TYRESE How You Gonna Act Like That (J)	+38
INDIA.ARIE The Truth (Motown)	+34

**Most Played Recurrents**

ARTIST TITLE LABEL(S)	TOTAL PLAYS
RUFF ENDZ Someone To Love You (Epic)	432
LUTHER VANDROSS Take You Out (J)	332
INDIA.ARIE Little Things (Motown)	317
MAXWELL Lifetime (Columbia)	302
AALIYAH I Care 4 U (BlackGround)	287
YOLANDA ADAMS The Battle Is The Lords (Verity)	258
MUSIQ Halfcrazy (Def Soul/IDJMG)	235
GERALD LEVERT Made To Love Ya (EastWest/EEG)	224
JAHEIM Anything (Divine Mill/WB)	201
MARY MARY In The Morning (Columbia)	198
YOLANDA ADAMS Open My Heart (Elektra/EEG)	186
JILL SCOTT A Long Walk (Hidden Beach/Epic)	178
AL JARREAU Secrets Of Love (GRP/VMG)	168
MAXWELL This Woman's Work (Columbia)	167
JILL SCOTT The Way (Hidden Beach/Epic)	165
JAHEIM Just In Case (Divine Mill/WB)	165
JOE What If A Woman (Jive)	165

R&R Station Playlists have moved to the web. See all of our monitored reporters at [www.radioandrecords.com](http://www.radioandrecords.com).

**New & Active**

**INDIA.ARIE** The Truth (Motown)  
Total Plays: 108, Total Stations: 17, Adds: 4

**CRAIG DAVID** Personal (Wildstar/Atlantic)  
Total Plays: 104, Total Stations: 7, Adds: 0

**SANTANA F/MUSIQ** Nothing At All (Arista)  
Total Plays: 102, Total Stations: 12, Adds: 0

**DAVE HOLLISTER** Tell Me Why (Motown/Universal)  
Total Plays: 89, Total Stations: 15, Adds: 2

**TOM SCOTT F/ANN NESBY** You Are My Everything (Higher Octave)  
Total Plays: 80, Total Stations: 9, Adds: 0

**WHITNEY HOUSTON F/BOBBY BROWN** My Love (Arista)  
Total Plays: 67, Total Stations: 7, Adds: 0

**ROME** Do It (J/J)  
Total Plays: 65, Total Stations: 9, Adds: 0

**MUL.TY** Looking For Love (Universal)  
Total Plays: 63, Total Stations: 5, Adds: 0

Songs ranked by total plays

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Lon Helton

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# WIVK: 50 Years Of Powerhouse Radio

## Artists and industry figures discuss this Knoxville station's dominance

**W**IVK/Knoxville signed on 50 years ago as a Country station, and during half a century of serving its community, it has helped foster the careers of some of the industry's biggest artists and radio stars.

Alabama's Randy Owen will never forget the first time he had his then-Alabama Band song played on WIVK. "I drove my 1972 Camaro to Knoxville. Bobby Denton was doing the afternoon shift. He had some Jack Daniel's in a drawer, and he was sipping on the Jack and smoking a cigar. I went in — you could actually walk in and talk to the guy on the radio then.

"He listened to the song and said, 'Hell, I kinda like that.' He played it on the radio and wanted to know what listeners thought. You can only imagine the thrill of hearing your record on the radio. It's an emotional high. I've never forgotten that."

Owen says he went to four different radio stations on that trip, and "it was one of the most influential parts in the history of Alabama's success."

### An Inspiration

WIVK has been a part of the success of many artists. OM Mike Hammond maintains that Dolly Parton sang on the station for the first time when she was just 10 years old. Local hero Kenny Chesney says the station helped inspire him.

"I remember sitting by myself in a field to hear Keith Whitley," he says. "It was a WIVK listener show, and I had to see Keith Whitley. It was WIVK that made it possible for me to hear him sing. There was nothing like that moment."

WIVK MD/middayer Colleen Addair has been with the station for 15 years, and she also vividly remembers that show. "It was our listener-appreciation show in 1989, and it was the first time Keith Whitley and Lorrie Morgan ever performed live together," she says. "It was a huge highlight for me; I loved him. Two weeks later he died."

Owen remembers playing WIVK events. "I'll never forget it," he says. "One of the first big concerts we were involved in was there. There were endless amounts of traffic. I couldn't

believe all these people were coming to the show. People were everywhere. WIVK played our music early and got the masses to come see Alabama."

Chesney also received that kind of support. "It was a slow build for us, but WIVK always made me feel like a star long before I ever was," he says. "Hearing your records on the radio always feels good, no matter where or when, but there's something about hearing them on your hometown radio station and knowing your mom or your dad or the people you grew up with are hearing it."

"WIVK let people who are back where I come from hear and believe in my music. So when I went home, even before it all happened, these folks were part of my dream."

WIVK not only helps out new artists, it continues to support artists who have been established for years, according to Kenny Rogers. "They've been such friends throughout the years, even at times when it wasn't to their advantage to play my songs," he says. "They have always given me the impression that if I do a good record, they will play it. There are so many stations that will say no by virtue of age or the kind of country music you are playing."

**"I never want to fall into the trap of becoming a dinosaur, but we change to improve; we don't change for change's sake."**

Mike Hammond

By Angela King

**"It was a slow build for us, but WIVK always made me feel like a star long before I ever was."**

Kenny Chesney

"WIVK was the first to go on 'The Greatest' and 'Buy Me a Rose' as well. They gave us the benefit of the doubt. That's all you can ask from a radio station."

And it's not just the station that made an impression on Rogers; it's the people as well. "Mike Hammond really stands out as a guy who cares about me and cares if I have some success again," he says.

### A Legendary Station

Some of the most respected personalities and programmers in radio have passed through WIVK. Ben Campbell, part of the *Ben & Brian* syndicated morning show, worked at the station part-time. WNOE/New Orleans PD Les Acree programmed it for a time. Wilhite & Wall, the morning team for WYCD/Detroit, spent most of the '90s at WIVK.

Darren Wilhite says the team took over for the legendary Claude Thomlinson, but only because they didn't know any better. "We were taking over for Claude after 38 years," he says. "Not having grown up there, I wasn't intimidated by that. If I had known, I would have thought, 'There's no way to replace this guy; he's a legend.' We didn't know what we were getting into, luckily."

Wilhite says the team was protected from some of the early criticism by then-GM Bobby Denton. "We had been there three years, and Bobby Denton told us a fan came up to him and said, 'Hey, Bobby. I like Wilhite & Wall. Those first guys you got to replace Claude, those guys sucked. But these guys are good.'"

Many of the key members of WIVK's current staff also did not fully understand the history of the station when



MAN IN BLACK Among the many legends to grace the WIVK stage were Johnny Cash and The Statler Brothers.

they were hired. OM Mike Hammond says, "I celebrate 30 years here this year. I was hired part-time in the newsroom when I was still a UT student.

"I was working part-time at another station in town as a disc jockey, and the job opening came here. They were offering me more hours. I needed the money and said, 'Let's do it.' I didn't come here for love of the station; I didn't have a history with the station."

Addair also came to WIVK by chance. "I came from a little 1,000-watt AM station in Richland, VA," she says. "I was working part-time at the Dairy Queen. I was looking through a book that contained all the radio stations in the country and how much they got paid for a commercial. I saw where the

an impression of his voice and tell a story or two. Bob Kesling, who started at WIVK part-time in 1974 and is currently the voice of the Tennessee Volunteers Network, remembers his first full-time paychecks from the station. "I was so thrilled," he says. "I took my first couple checks and bought a Toyota Corolla. It didn't have air conditioning or an FM radio.

"I pulled up, and Bobby Denton comes out to check it out. He noticed right away that it didn't have an FM radio. 'How you gonna listen to WIVK?' he asked. 'That's unacceptable.' He immediately sent out one of the engineers, who started putting in an FM converter. I was really appreciative until I got my check. Bobby



LIVE AND LOCAL WIVK did many of its early broadcasts live in the community.

commercials for WIVK were unbelievably high. I was shooting for the moon. I had absolutely nothing to lose, so I sent a letter and a tape."

By coincidence, Hammond's night jock had given notice the same day Hammond received Addair's tape, and he called her right away. "I borrowed my brother-in-law's truck and was wearing my sister's clothes," Addair says.

"When I got there, [then-GM] Bobby Denton said, 'You're young; you're not gonna want to work nights. You're gonna come in crying, 'I ain't got no love life.' Later, Bobby said the only reason he thought I should be hired was that I drove a pickup truck. It wasn't even mine."

### The Legend Of Bobby

Ask anyone who ever worked with Bobby Denton, and they will likely do

had billed me for the converter and the labor to install it."

Owen considers Denton a good friend. "I don't want to sound old-timely, but that's the way I feel," he says. "There are very few living legends in radio, and Bobby is one of the few. You can walk in the door and say hello and have a drink and a smoke. It's not 'Oh, my God, don't smoke in here.' As far as Bobby's concerned, it's about friends. It wasn't about business; it was about music."

Hammond, who did news with Denton when Denton was the afternoon host, says, "I did not smoke cigars, but Bobby and I did have a couple of happy hours in the studio."

WIVK GM Ed Brantley, who used to work afternoons on the station, teamed with Denton for a Halloween



**WIVK: 50 Years....**

Continued from Page 47

promotion where they gave out clues to find a pumpkin with \$500 inside.

"The last day of the contest, the clues were very explicit," Brantley says. "I came into the office and said, 'C'mon, Bobby, we gotta go hide this pumpkin.' The GM said, 'What? You haven't hidden it yet?' We got to the park where we were supposed to hide this pumpkin, and there were hundreds of people there. Bobby created a diversion so I could hide it. He started talking to everyone really loud and moving them away from the area."



**HELLO, DOLLY** Seen here are (l-r) Dolly Parton and WIVK OM Mike Hammond.

When Denton was GM, Wilhite says, "He was probably more forgiving than most GMs in the country. He was a great cushion; he fielded a lot of calls he never told us about."

**High Jinks & Highlights**

While everyone who works at WIVK has a strong sense of professionalism, that doesn't mean they always do everything correctly. Brantley, who moved up through the ranks to become GM two years ago, remembers getting into trouble during a newscast.

"When I did middays, I did Bobby's news in the afternoon," he says. "Claude Thomlinson did a character called Old Man Schultz. I'm in the

newsroom, reading this news, and Claude kneels down beside me in prayer, using this old man's voice to pray that I make it through the newscast.

"The audience can't hear it, but I can. I'm in the middle of this serious news story, and I can't help it, I start laughing."

Kesling had an interesting welcome to working with Thomlinson. "When I first started doing morning sports, I didn't know a lot about WIVK," he says. "I'm doing sports, and I hear these other voices. I'm looking through the studio window, thinking somebody else is in there.

about 13 years old. She was new and creating a buzz in the industry. Hank Williams Jr. was on that show, and he was still singing his daddy's songs. He eventually started doing his own thing."

There were also a few tricky promotions along the way for Hammond. "I was on live TV, giving away a trip to the Sugar Bowl, and the winner was an inmate who entered our contest through the newspaper," he says. "He was in for first-degree murder.

"We ended up giving his family \$2,000 and came back the next day and gave the trip away again. We were concerned, though, because we found out there were hundreds of entries from the prison, and we didn't know if we'd get another inmate winner. Luckily, we didn't."

Despite some initial misgivings, Wilhite maintains that he remembers the WIVK frog mascot fondly as well. "I remember driving in and seeing the frog on a billboard and thinking, 'Oh, my God, it's a frog station; I hope we don't have to change our names to Wilpik & Walleye,'" he says.

"But it only took about a month to love that frog. He's as popular as Mickey Mouse with kids in Knoxville.

**"Bobby Denton was probably more forgiving than most GMs in the country. He was a great cushion; he fielded a lot of calls he never told us about."**

Darren Wilhite

"I do the sportscast and then go ask Claude where those other guys are. He says, 'Oh, they went out to get coffee. They'll be back.' It took me about two days to figure out he was doing all the voices. You never knew what Claude had up his sleeve. He's the most talented person I have ever been associated with."

Addair remembers a particularly difficult first day at WIVK: "The day I started, Mike Hammond handed me copy for a promo and said, 'Go produce this.' I went into the production room and worked all night. I taught myself all the equipment, because I didn't want to admit that I didn't know how to use it."

That tough initiation led to many fond memories for Addair, however. "I was raised in the coal fields of West Virginia; the McDonald's was an hour and a half away," she says. "Mike Hammond said, 'We live comfortably, and you'll meet any star you want.' My first listener-appreciation show, they thought I was crazy. I went around with a video camera on my shoulder. It was a big deal, a huge deal. It still is.

"I remember when Garth Brooks was supposed to be on our listener appreciation show but had to cancel. He felt so bad, he promised to be on again." After Brooks became a huge star, he followed up. "We paid him five or ten thousand dollars to do a free show for 80,000 people," Addair says.

**Loving The Frog**

Hammond also fondly recalls listener-appreciation events with appearances by people like Conway Twitty and Jerry Lee Lewis. "The first artist I remember meeting was Tanya Tucker," he says. "She was



**GREAT BALLS OF FIRE** Jerry Lee Lewis took the stage for an early WIVK listener-appreciation concert.

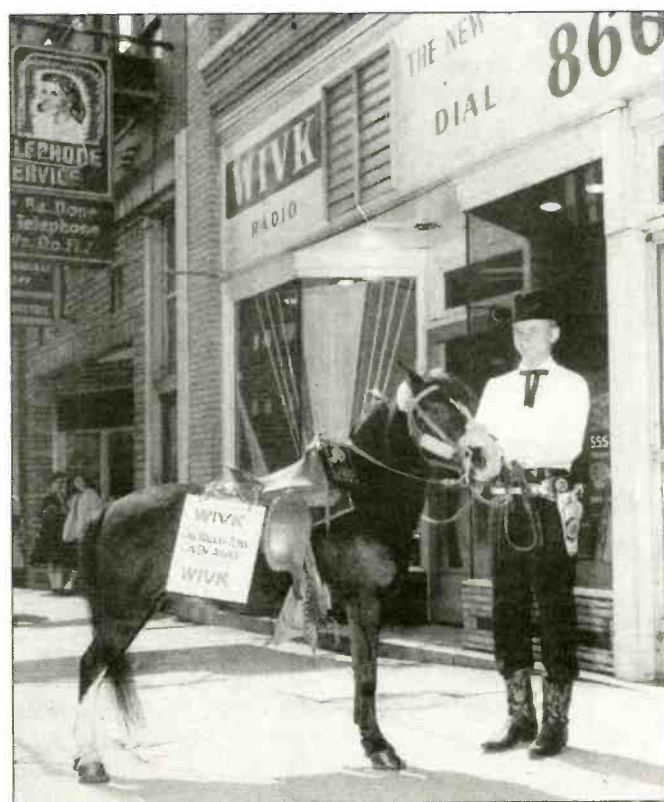
It's not even a professional mascot; it's usually UT students, drama majors. Margie Ragsdale, who was in continuity, made the costume of the original frog. What a great brand.

"In 1996 we were invited to do our show from a Russian radio station. We knew they didn't have much money, so we took them one of the old WIVK The Frog costumes. There was a young boy with the interpreters. We had him put the costume on, and there is a picture of us and WIVK The Frog in Red Square."

They left the costume with the station, and Wilhite says, "The last we heard, the station was still using it."

**Yesterday & Today**

In its 50-year history WIVK has only been at three different facilities in Knoxville. The station was founded by James Dick, and the first studio was above a hardware store. About a decade later the studio moved to an old veterinary building. "It was made of solid marble," Hammond says. "It was cold in the winter but needed very little soundproofing. As we grew, we had wires everywhere. It was an engineering nightmare."



**HORSE-AND-BUGGY DAYS** WIVK's original studios were above a hardware store in West Knoxville.

**"Bobby Denton said the only reason he thought I should be hired was that I drove a pickup truck. It wasn't even mine."**

Colleen Addair

The station remained in that facility until seven years ago. "The building only had two bathrooms, and the girls' bathroom was closest to the studio," Brantley says. "If there wasn't a real long record, jocks would run to the girls' room. Boy, the girls would get mad. When I started, there were about 12 employees. Now we have 89. The company has grown up. We have 12 restrooms in this building."

Growing up as a company can also mean becoming less relevant to the listeners, but WIVK continues to be as strong today as ever. "We've always had a philosophy here that we don't take things for granted," Hammond says.

"James Dick, our founder, always told me that we don't need to develop egos. If we get too big for the community, the community will reject us. He always wanted us to do things in the community, join organizations. That's the key thing that has helped WIVK continue its dominance."

On the air, Hammond has made sure the station continues to take chances. "I have always tried to think young and be forward-thinking," he says. "I've tried not to think that just because we did it some way 10 years ago, that's the way we should do it now.

"Our imaging, presentation of news and jock presentation are all different now from what they were five years ago. I never want to fall into the trap of becoming a dinosaur, but we change to improve; we don't change for change's sake."

**"The people at WIVK have always given me the impression that if I do a good record, they will play it. There are so many stations that will say no by virtue of age or the kind of country music you are playing."**

Kenny Rogers



# R&R COUNTRY TOP 50

March 21, 2003

Powered By



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS	+/- POINTS	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS/ ADDS
3	1	JOE NICHOLS Brokenheartsville (Universal South)	16432	+1801	5867	+617	20	148/0
1	2	DIXIE CHICKS Travelin' Soldier (Monument)	15263	-1787	5478	-612	22	149/0
2	3	GARY ALLAN Man To Man (MCA)	14289	-1755	5110	-669	24	149/0
6	4	DARRYL WORLEY Have You Forgotten (DreamWorks)	14183	+2067	4882	+857	4	149/2
5	5	KENNY CHESNEY Big Star (BNA)	13717	+791	4849	+303	11	149/0
4	6	ALAN JACKSON That'd Be Alright (Arista)	13697	+712	4839	+234	12	149/0
8	7	TIM MCGRAW She's My Kind Of Rain (Curb)	12704	+1058	4561	+464	11	149/1
9	8	MARTINA MCBRIDE Concrete Angel (RCA)	11353	+1540	4267	+625	17	148/0
10	9	KEITH URBAN Raining On Sunday (Capitol)	9579	+412	3485	+169	14	148/1
13	10	DIAMOND RIO I Believe (Arista)	8954	+612	3309	+266	15	144/2
12	11	TOBY KEITH Rock You Baby (DreamWorks)	8937	+507	3114	+149	10	148/1
14	12	CHRIS CAGLE What A Beautiful Day (Capitol)	8516	+799	2961	+299	17	140/2
15	13	RASCAL FLATTS Love You Out Loud (Lyric Street)	7808	+534	2846	+204	9	143/1
16	14	DEANA CARTER There's No Limit (Arista)	7320	+323	2818	+89	20	140/0
20	15	RANDY TRAVIS Three Wooden Crosses (Word/Curb/Warner Christian)	6882	+1077	2388	+375	14	130/7
18	16	PHIL VASSAR This Is God (Arista)	6711	+112	2476	+59	11	139/5
21	17	JEFF BATES The Love Song (RCA)	5974	+470	2237	+165	11	141/2
23	18	MONTGOMERY GENTRY Speed (Columbia)	5061	+351	1935	+104	11	132/3
24	19	JESSICA ANDREWS There's More To Me Than You (DreamWorks)	4887	+383	1871	+190	11	129/4
25	20	JO DEE MESSINA Was That My Life (Curb)	4510	+571	1616	+239	10	126/4
27	21	JIMMY WAYNE Stay Gone (DreamWorks)	4179	+710	1423	+268	6	123/10
26	22	CRAIG MORGAN Almost Home (Broken Bow)	4041	+523	1750	+185	20	107/5
28	23	TRAVIS TRITT Country Ain't Country (Columbia)	3851	+728	1377	+247	9	113/6
30	24	KID ROCK W/SHERYL CROW Picture (Lava/Atlantic)	3455	+865	1104	+305	22	58/15
Breaker	25	LONESTAR My Front Porch Looking In (BNA)	3305	+947	1131	+402	3	102/20
Breaker	26	GARTH BROOKS Why Ain't I Running (Capitol)	2947	+457	1046	+194	4	91/7
29	27	TAMMY COCHRAN Love Won't Let Me (Epic)	2654	+56	1089	+17	10	108/1
33	28	SAMMY KERSHAW I Want My Money Back (Audium)	2353	+151	941	+43	7	81/1
35	29	TRACY BYRD The Truth About Men (RCA)	2279	+535	759	+237	2	70/19
36	30	A. TIPPIN F/T. TIPPIN Love Like There's No Tomorrow (Lyric Street)	1984	+282	809	+102	10	79/0
Breaker	31	STEVE HOLY Rock-A-Bye Heart (Curb)	1889	+330	778	+123	6	90/5
39	32	SARA EVANS Backseat Of A Greyhound Bus (RCA)	1736	+478	704	+234	3	84/8
41	33	BRIAN MCCOMAS 99.9% Sure (Never...) (Lyric Street)	1616	+447	494	+197	3	73/20
38	34	ANTHONY SMITH Half A Man (Mercury)	1469	-58	620	-28	7	68/4
44	35	AMY DALLEY Love's Got An Attitude (It...) (Curb)	1466	+517	537	+195	3	77/11
34	36	PINMONKEY I Drove All Night (BNA)	1440	-410	572	-170	15	78/0
49	37	DUSTY DRAKE One Last Time (Warner Bros.)	1368	+762	430	+257	2	50/16
42	38	BRETT JAMES After All (Arista)	1283	+121	561	+35	5	70/4
40	39	MARK WILLS When You Think Of Me (Mercury)	1255	+36	566	+25	4	61/2
47	40	TRACE ADKINS Then They Do (Capitol)	1247	+606	509	+274	2	72/19
43	41	KELLIE COFFEY Whatever It Takes (BNA)	1012	-109	435	-31	4	61/4
Debut	42	BRAD PAISLEY Celebrity (Arista)	918	+567	261	+159	1	46/35
45	43	ALISON KRAUSS The Lucky One (Rounder)	793	+83	256	+32	7	23/1
46	44	MARK CHESNUTT I'm In Love With A Married... (Columbia)	722	+53	339	+22	4	48/5
-	45	TOBY KEITH Beer For My Horses (DreamWorks)	696	+175	138	+41	12	4/3
Debut	46	TERRI CLARK Three Mississippi (Mercury)	643	+398	247	+152	1	40/10
-	47	KID ROCK F/ALLISON MOORER Picture (Lava/Universal South)	635	+70	205	+36	2	4/0
50	48	TANYA TUCKER Old Weakness (Coming On...) (Tuckertime/Capitol)	634	+30	207	-31	2	31/3
Debut	49	CLINT BLACK Iraq And Roll (Clintblack.com)	548	+548	172	+172	1	5/5
-	50	RADNEY FOSTER Scary Old World (Dualtone)	539	-63	207	-23	2	29/1

## Most Added

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
VINCE GILL Someday (MCA)	39
BRAD PAISLEY Celebrity (Arista)	35
EMERSON DRIVE Only God (DreamWorks)	26
LONESTAR My Front Porch Looking In (BNA)	20
BRIAN MCCOMAS 99.9% Sure (Never...) (Lyric Street)	20
TRACE ADKINS Then They Do (Capitol)	19
TRACY BYRD The Truth About Men (RCA)	19
DUSTY DRAKE One Last Time (Warner Bros.)	16
KID ROCK W/SHERYL CROW Picture (Lava/Atlantic)	15
AMY DALLEY Love's Got An Attitude (It...) (Curb)	11
JIMMY WAYNE Stay Gone (DreamWorks)	10
TERRI CLARK Three Mississippi (Mercury)	10

## Most Increased Points

ARTIST TITLE LABEL(S)	TOTAL POINT INCREASE
DARRYL WORLEY Have You Forgotten (DreamWorks)	+2067
JOE NICHOLS Brokenheartsville (Universal South)	+1801
MARTINA MCBRIDE Concrete Angel (RCA)	+1540
RANDY TRAVIS Three Wooden Crosses (Word/Curb/Warner Christian)	+1077
TIM MCGRAW She's My Kind Of Rain (Curb)	+1058
LONESTAR My Front Porch Looking In (BNA)	+947
KID ROCK W/SHERYL CROW Picture (Lava/Atlantic)	+865
CHRIS CAGLE What A Beautiful Day (Capitol)	+799
KENNY CHESNEY Big Star (BNA)	+791
DUSTY DRAKE One Last Time (Warner Bros.)	+762

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
DARRYL WORLEY Have You Forgotten (DreamWorks)	+857
MARTINA MCBRIDE Concrete Angel (RCA)	+625
JOE NICHOLS Brokenheartsville (Universal South)	+617
TIM MCGRAW She's My Kind Of Rain (Curb)	+464
LONESTAR My Front Porch Looking In (BNA)	+402
RANDY TRAVIS Three Wooden Crosses (Word/Curb/Warner Christian)	+375
KID ROCK W/SHERYL CROW Picture (Lava/Atlantic)	+305
KENNY CHESNEY Big Star (BNA)	+303
CHRIS CAGLE What A Beautiful Day (Capitol)	+299
TRACE ADKINS Then They Do (Capitol)	+274

## Breakers

**LONESTAR**  
My Front Porch Looking In (BNA)  
20 Adds • Moves 32 - 25

**GARTH BROOKS**  
Why Ain't I Running (Capitol)  
7 Adds • Moves 31 - 26

**STEVE HOLY**  
Rock-A-Bye Heart (Curb)  
5 Adds • Moves 37 - 31

Songs ranked by total plays

R&R Station Playlists have moved to the web.  
See all of our monitored reporters at  
www.radioandrecords.com

149 Country reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total points for the airplay week of 3/9-3/15. Bullets appear on songs gaining in points or remaining flat from previous week. If two songs are tied in total points, the song with the larger increase in points is placed first. Songs below No. 1 and down in points for three consecutive weeks are moved to recurrent. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Points lists the songs with the greatest week-to-week increases in total points. Breaker status is awarded to songs reported by 60% of the panel for the first time. Station Weight = AQH Persons + (Market rank X 10) divided by 4180. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2003, The Arbitron Company). © 2003, R&R, Inc.



Country Radio's #1 Overnight Program



YA GOTTA HAVE FAITH Faith Hill graces the After MidNite studios.



March 21, 2003

## R&R'S EXCLUSIVE REPORTED OVERVIEW OF NATIONAL AIRPLAY

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS	+/- POINTS	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS/ ADDS
3	1	ALAN JACKSON That'd Be Alright (Arista)	3391	+34	2692	+29	13	75/0
4	2	KENNY CHESNEY Big Star (BNA)	3358	+132	2649	+108	10	75/0
5	3	JOE NICHOLS Brokenheartsville (Universal South)	3214	+52	2524	+4	21	73/2
6	4	TIM MCGRAW She's My Kind Of Rain (Curb)	3092	+189	2421	+133	8	75/0
12	5	DARRYL WORLEY Have You Forgotten (DreamWorks)	3037	+909	2389	+667	2	74/3
7	6	MARTINA MCBRIDE Concrete Angel (RCA)	2967	+176	2374	+155	16	73/0
2	7	GARY ALLAN Man To Man (MCA)	2854	-531	2245	-426	26	68/0
8	8	KEITH URBAN Raining On Sunday (Capitol)	2826	+170	2242	+130	15	75/0
1	9	DIXIE CHICKS Travelin' Soldier (Monument)	2799	-682	2210	-558	13	63/0
9	10	TOBY KEITH Rock You Baby (DreamWorks)	2784	+251	2204	+192	10	75/1
11	11	DIAMOND RIO I Believe (Arista)	2363	+163	1888	+116	17	73/0
14	12	CHRIS CAGLE What A Beautiful Day (Capitol)	2256	+195	1801	+135	16	74/1
13	13	RASCAL FLATTS Love You Out Loud (Lyric Street)	2242	+174	1803	+124	8	74/1
15	14	PHIL VASSAR This Is God (Arista)	2067	+127	1642	+92	10	74/2
16	15	DEANA CARTER There's No Limit (Arista)	1995	+104	1581	+48	21	72/1
19	16	RANDY TRAVIS Three Wooden Crosses (Word/Curb/Warner Christian)	1975	+252	1546	+166	14	70/1
17	17	JEFF BATES The Love Song (RCA)	1889	+117	1499	+92	9	70/0
22	18	MONTGOMERY GENTRY Speed (Columbia)	1692	+175	1315	+133	10	72/5
21	19	JESSICA ANDREWS There's More To Me Than You (DreamWorks)	1679	+129	1342	+117	12	70/1
25	20	JO DEE MESSINA Was That My Life (Curb)	1375	+178	1089	+144	9	62/2
26	21	TRAVIS TRITT Country Ain't Country (Columbia)	1210	+81	915	+48	9	51/1
29	22	JIMMY WAYNE Stay Gone (DreamWorks)	1163	+227	960	+171	5	61/1
27	23	TAMMY COCHRAN Love Won't Let Me (Epic)	1098	+71	884	+66	10	50/1
28	24	AARON TIPPIN F/THEA TIPPIN Love Like There's No... (Lyric Street)	1020	+40	804	+31	10	48/2
32	25	LONESTAR My Front Porch Looking In (BNA)	1019	+430	866	+360	2	57/9
31	26	GARTH BROOKS Why Ain't I Running (Capitol)	962	+352	809	+273	2	52/6
30	27	SAMMY KERSHAW I Want My Money Back (Audium)	784	+56	640	+38	7	41/1
33	28	KID ROCK W/SHERYL CROW Picture (Lava/Atlantic)	751	+225	577	+172	4	32/6
43	29	TRACY BYRD The Truth About Men (RCA)	707	+365	619	+311	2	44/18
36	30	CRAIG MORGAN Almost Home (Broken Bow)	691	+190	541	+132	11	33/7
40	31	SARA EVANS Backseat Of A Greyhound Bus (RCA)	684	+270	529	+194	3	46/10
46	32	TRACE ADKINS Then They Do (Capitol)	571	+328	455	+263	2	42/15
34	33	MARK WILLS When You Think Of Me (Mercury)	562	+44	466	+38	3	36/3
37	34	ANTHONY SMITH Half A Man (Mercury)	488	+17	399	+10	6	30/1
39	35	BRETT JAMES After All (Arista)	440	+6	336	+6	4	28/1
41	36	KELLIE COFFEY Whatever It Takes (BNA)	417	+42	340	+35	3	28/1
42	37	STEVE HOLY Rock-A-Bye Heart (Curb)	385	+39	299	+22	5	26/1
44	38	MARK CHESNUTT I'm In Love With A Married... (Columbia)	326	+1	260	+1	4	23/0
45	39	TANYA TUCKER Old Weakness (Coming On...) (Tuckertime/Capitol)	316	-6	252	-5	3	23/1
35	40	JOHN MICHAEL MONTGOMERY Country Thang (Warner Bros.)	301	-201	253	-161	7	17/1
38	41	PINMONKEY I Drove All Night (BNA)	291	-166	245	-144	17	16/0
48	42	BRIAN MCCOMAS 99.9% Sure (Never...) (Lyric Street)	290	+105	270	+97	2	25/6
Debut	43	EMERSON DRIVE Only God (DreamWorks)	229	+185	168	+129	1	15/10
Debut	44	DUSTY DRAKE One Last Time (Warner Bros.)	220	+142	179	+117	1	18/8
Debut	45	BRAD PAISLEY Celebrity (Arista)	216	+214	173	+171	1	22/19
49	46	AMY DALLEY Love's Got An Attitude (It...) (Curb)	208	+27	171	+23	2	13/2
47	47	KID ROCK F/JALLISON MOORER Picture (Lava/Universal South)	207	-5	174	-6	14	7/0
Debut	48	JILL KING One Mississippi (Blue Diamond)	186	+48	178	+41	1	13/2
Debut	49	TRICK PONY A Boy Like You (H2E/WB)	184	+61	162	+50	1	17/5
-	50	RADNEY FOSTER Scary Old World (Dualtone)	179	+4	165	+4	3	13/0

75 Country Indicator reports. Songs ranked by total plays for the airplay week of Sunday 3/9-Saturday 3/15.  
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## Most Added\*

www.rindicator.com

ARTIST TITLE LABEL(S)	ADDS
BRAD PAISLEY Celebrity (Arista)	19
TRACY BYRD The Truth About Men (RCA)	18
TRACE ADKINS Then They Do (Capitol)	15
SARA EVANS Backseat Of A Greyhound Bus (RCA)	10
EMERSON DRIVE Only God (DreamWorks)	10
LONESTAR My Front Porch Looking In (BNA)	9
DUSTY DRAKE One Last Time (Warner Bros.)	8
CRAIG MORGAN Almost Home (Broken Bow)	7
GARTH BROOKS Why Ain't I Running (Capitol)	6
KID ROCK W/SHERYL CROW Picture (Lava/Atlantic)	6
BRIAN MCCOMAS 99.9% Sure (Never...) (Lyric Street)	6
MONTGOMERY GENTRY Speed (Columbia)	5
TERRI CLARK Three Mississippi (Mercury)	5
TRICK PONY A Boy Like You (H2E/WB)	5
VINCE GILL Someday (MCA)	4
MCHAYES It Doesn't Mean I Don't... (Universal South)	4
DARRYL WORLEY Have You Forgotten (DreamWorks)	3
MARK WILLS When You Think Of Me (Mercury)	3
PHIL VASSAR This Is God (Arista)	2
JOE NICHOLS Brokenheartsville (Universal South)	2

## Most Increased Points

ARTIST TITLE LABEL(S)	TOTAL POINT INCREASE
DARRYL WORLEY Have You Forgotten (DreamWorks)	+909
LONESTAR My Front Porch Looking In (BNA)	+430
TRACY BYRD The Truth About Men (RCA)	+365
GARTH BROOKS Why Ain't I Running (Capitol)	+352
TRACE ADKINS Then They Do (Capitol)	+328
SARA EVANS Backseat Of A Greyhound Bus (RCA)	+270
RANDY TRAVIS Three Wooden Crosses (Word/Curb/Warner Christian)	+252
TOBY KEITH Rock You Baby (DreamWorks)	+251
JIMMY WAYNE Stay Gone (DreamWorks)	+227
KID ROCK W/SHERYL CROW Picture (Lava/Atlantic)	+225

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
DARRYL WORLEY Have You Forgotten (DreamWorks)	+667
LONESTAR My Front Porch Looking In (BNA)	+360
TRACY BYRD The Truth About Men (RCA)	+311
GARTH BROOKS Why Ain't I Running (Capitol)	+273
TRACE ADKINS Then They Do (Capitol)	+263
SARA EVANS Backseat Of A Greyhound Bus (RCA)	+194
TOBY KEITH Rock You Baby (DreamWorks)	+192
KID ROCK W/SHERYL CROW Picture (Lava/Atlantic)	+172
JIMMY WAYNE Stay Gone (DreamWorks)	+171
BRAD PAISLEY Celebrity (Arista)	+171
RANDY TRAVIS Three Wooden Crosses (Word/Curb/Warner Christian)	+166
MARTINA MCBRIDE Concrete Angel (RCA)	+155
JO DEE MESSINA Was That My Life (Curb)	+144
CHRIS CAGLE What A Beautiful Day (Capitol)	+135
TIM MCGRAW She's My Kind Of Rain (Curb)	+133
MONTGOMERY GENTRY Speed (Columbia)	+133
CRAIG MORGAN Almost Home (Broken Bow)	+132
KEITH URBAN Raining On Sunday (Capitol)	+130
EMERSON DRIVE Only God (DreamWorks)	+129
RASCAL FLATTS Love You Out Loud (Lyric Street)	+124
TERRI CLARK Three Mississippi (Mercury)	+119
JESSICA ANDREWS There's More To Me Than You (DreamWorks)	+117
DUSTY DRAKE One Last Time (Warner Bros.)	+117
DIAMOND RIO I Believe (Arista)	+116

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— Tony Richards, Regional Director Of Operations/Zimmer Radio Group

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EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES March 21, 2003

CALLOUT AMERICA® song selection is based on the top 35 titles from the R&R Country chart for the airplay week of February 24-March 2.

ARTIST Title (Label)	LIKE A LOT	TOTAL POSITIVE	NEUTRAL	FAMILIARITY	DISLIKE	BURN
DIXIE CHICKS Travelin Soldier (Monument)	58.0%	80.0%	10.3%	98.9%	3.1%	5.4%
JOE NICHOLS Brokenheartsville (Universal South)	41.7%	75.4%	15.4%	98.6%	5.7%	2.0%
MARK WILLS Nineteen Somethin' (Mercury)	44.6%	73.1%	15.7%	98.6%	4.9%	4.9%
ALAN JACKSON That'd Be Alright (Arista)	38.6%	70.3%	18.9%	96.0%	5.1%	1.7%
BLAKE SHELTON The Baby (Warner Bros.)	40.3%	65.4%	16.3%	97.4%	8.6%	7.1%
GARY ALLAN Man To Man (MCA)	28.0%	62.0%	23.4%	95.4%	7.1%	2.9%
SHANIA TWAIN Up (Mercury)	28.9%	61.7%	15.4%	98.0%	12.0%	8.9%
JENNIFER HANSON Beautiful Goodbye (Capitol)	34.0%	60.6%	22.3%	93.4%	7.7%	2.9%
TIM MCGRAW She's My Kind Of Rain (Curb)	34.6%	60.0%	22.3%	93.7%	9.1%	2.3%
KENNY CHESNEY Big Star (BNA)	26.9%	59.7%	26.3%	94.3%	5.7%	2.6%
MARTINA MCBRIDE Concrete Angel (RCA)	28.9%	58.6%	24.6%	96.3%	10.6%	2.6%
BRAD PAISLEY I Wish You'd Stay (Arista)	30.9%	58.3%	28.0%	96.9%	9.4%	1.1%
KEITH URBAN Raining On Sunday (Capitol)	26.3%	57.7%	28.6%	95.1%	7.4%	1.4%
DEANA CARTER There's No Limit (Arista)	22.3%	56.3%	26.9%	94.9%	9.1%	2.6%
RANDY TRAVIS Three Wooden Crosses (Word/Curb/Warner Christian)	26.3%	55.1%	22.6%	88.3%	9.1%	1.4%
TOBY KEITH Rock You Baby (DreamWorks)	22.3%	52.9%	26.0%	91.1%	11.1%	1.1%
TRACE ADKINS Chrome (Capitol)	35.7%	50.9%	19.7%	91.4%	13.1%	7.7%
CRAIG MORGAN Almost Home (Broken Bow)	18.3%	50.9%	30.9%	90.3%	7.4%	1.1%
MONTGOMERY GENTRY Speed (Columbia)	17.1%	50.9%	31.7%	91.7%	8.0%	1.1%
SAMMY KERSHAW I Want My Money Back (Audium)	14.0%	50.3%	25.1%	84.0%	7.7%	0.9%
AARON TIPPIN Love Like There's No Tomorrow (Lyric Street)	14.9%	50.0%	25.1%	83.7%	7.4%	1.1%
TRAVIS TRITT Country Ain't Country (Columbia)	16.6%	48.6%	30.6%	90.6%	9.4%	2.0%
DARRYL WORLEY Have You Forgotten (DreamWorks)	20.9%	46.9%	25.7%	90.3%	14.9%	2.9%
DIAMOND RIO I Believe (Arista)	20.6%	46.9%	26.3%	87.4%	11.4%	2.9%
PHIL VASSAR This Is God (Arista)	20.6%	45.1%	25.1%	86.0%	11.7%	4.0%
JIMMY WAYNE Stay Gone (DreamWorks)	8.9%	44.6%	30.3%	83.7%	7.4%	1.4%
JO DEE MESSINA Was That My Life (Curb)	9.7%	38.6%	30.6%	86.3%	15.4%	1.7%
LONESTAR My Front Porch Looking In (BNA)	6.9%	38.3%	22.9%	82.3%	18.9%	2.3%
GARTH BROOKS Why Ain't I Running (Capitol)	11.7%	37.4%	33.7%	84.3%	11.1%	2.0%
JEFF BATES The Love Song (RCA)	10.9%	37.1%	34.3%	85.1%	11.4%	2.3%
JESSICA ANDREWS There's More To Me Than You (DreamWorks)	9.7%	33.1%	29.1%	84.0%	18.0%	3.7%
TAMMY COCHRAN Love Won't Let Me (Epic)	6.6%	28.9%	34.0%	83.4%	19.4%	1.1%
CHRIS CAGLE What A Beautiful Day (Capitol)	10.3%	28.0%	26.9%	83.4%	26.0%	2.6%
RASCAL FLATTS Love You Out Loud (Lyric Street)	8.3%	27.7%	27.1%	80.9%	22.6%	3.4%
PINMONKEY Drove All Night (BMG)	4.6%	23.7%	34.3%	70.9%	10.6%	2.3%

**CALLOUT AMERICA®  
HOT SCORES**

**P**assword of the Week: Daniels  
Question of the Week: With 1 meaning you strongly disagree and 5 meaning you strongly agree, how do you feel about the following statement? "When listening to my favorite Country station, I sometimes turn the radio off or change stations because there are too many commercials."

**Total**  
Strongly agree: 5%  
Agree: 34%  
Neutral: 38%  
Disagree: 13%  
Strongly disagree: 10%

**P1**  
Strongly agree: 3%  
Agree: 33%  
Neutral: 41%  
Disagree: 13%  
Strongly disagree: 10%

**P2**  
Strongly agree: 11%  
Agree: 36%  
Neutral: 30%  
Disagree: 13%  
Strongly disagree: 10%

**Male**  
Strongly agree: 7%  
Agree: 41%  
Neutral: 36%  
Disagree: 10%  
Strongly disagree: 6%

**Female**  
Strongly agree: 3%  
Agree: 27%  
Neutral: 39%  
Disagree: 16%  
Strongly disagree: 15%

Total sample size is 400 persons weekly with a +/- 5% margin of error. Scoring is done each week using live interviewers conducting the interview with each respondent. Scores are: a) I Like It A Lot, In Fact It's One Of My Favorites b) I Like It c) It's Okay...Just So-So d) I Don't Like It e) I'm Tired Of Hearing It On The Radio f) I Don't Recognize It. To be included in the weekly callout songs must enter the top 40 positions on R&R's Country airplay chart. The sample is composed of 400 25-54-year-old persons who identify Country as their favorite music and who listen daily to competitive country radio in the sample markets. The sample is 50% male/female ... 1/3rd each in the 25-34, 35-44, and 45-54 demos. The sample is balanced by region, and markets within that region. Bullseye Callout is conducted in these regions and markets. Market selection is determined by Bullseye. **NORTHEAST:** Washington, DC., Harrisburg, PA., Providence, Rochester, NY, Springfield, MA, Hartford, Portland, ME, Portsmouth, NH. **SOUTHEAST:** Charlotte, Atlanta, Tampa, Nashville, Chattanooga, Mobile, AL, Charleston, SC, Jackson, MS. **MIDWEST:** Milwaukee, Cincinnati, Cleveland, Kansas City, Lansing, MI, Ft Wayne, IN, Rockford, IL, Indianapolis. **SOUTHWEST:** Dallas-Ft. Worth, Tucson, Albuquerque, Oklahoma City, Houston-Galveston, Phoenix, Lafayette, LA, San Antonio. **WEST:** Portland, OR, Salt Lake City, Fresno, Bakersfield, Spokane, WA, Riverside-San Bernardino, Boise, Denver, Monterey-Salinas. © 2003 R&R Inc. © 2003 Bullseye Marketing Research Inc.

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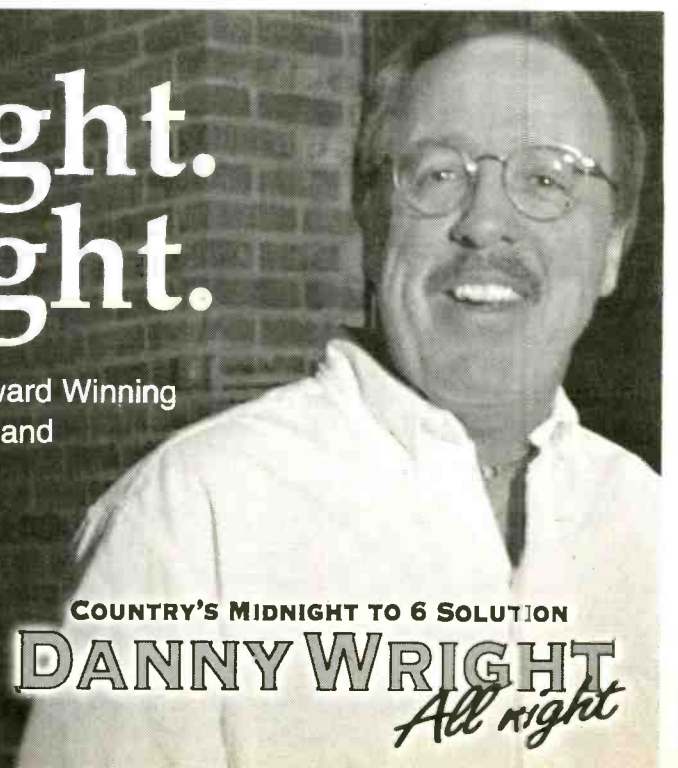
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*All night*







America's Best Testing Country Songs 12+  
For The Week Ending 3/21/03.

Artist Title (Label)	TW	LW	Familiarity	Burn	TD	Familiarity	Burn
DARRYL WORLEY Have You Forgotten (DreamWorks)	4.46	4.34	85%	7%	4.35	84%	8%
GARY ALLAN Man To Man (MCA)	4.34	4.31	97%	20%	4.19	96%	24%
JOE NICHOLS Brokenheartsville (Universal South)	4.34	4.27	96%	17%	4.28	97%	20%
DIAMOND RIO I Believe (Arista)	4.34	4.31	90%	13%	4.23	90%	13%
MARK WILLS 19 Somethin' (Mercury)	4.32	4.38	99%	33%	4.27	99%	36%
DIXIE CHICKS Travelin' Soldier (Monument)	4.23	4.22	99%	31%	4.15	100%	33%
CRAIG MORGAN Almost Home (Broken Bow)	4.21		61%	4%	4.09	59%	7%
RANDY TRAVIS Three Wooden Crosses (Word/Curb/WB)	4.20	4.18	82%	10%	4.13	79%	11%
MARTINA MCBRIDE Concrete Angel (RCA)	4.18	4.18	96%	19%	4.17	97%	21%
RASCAL FLATTS Love You Out Loud (Lyric Street)	4.18	4.09	87%	10%	4.21	89%	9%
CHRIS CAGLE What A Beautiful Day (Capitol)	4.17	4.12	89%	12%	4.21	90%	12%
AARON LINES You Can't Hide Beautiful (RCA)	4.14	4.07	97%	28%	4.10	98%	29%
KEITH URBAN Raining On Sunday (Capitol)	4.14	4.10	92%	17%	4.07	94%	18%
TOBY KEITH Rock You Baby (DreamWorks)	4.14	4.16	90%	11%	4.02	89%	13%
ALAN JACKSON That'd Be Alright (Arista)	4.08	4.02	96%	19%	3.85	97%	26%
KENNY CHESNEY Big Star (BNA)	4.06	4.01	96%	23%	4.03	97%	24%
JEFF BATES The Love Song (RCA)	3.98	3.92	70%	8%	3.90	71%	11%
JIMMY WAYNE Stay Gone (DreamWorks)	3.97		40%	3%	3.90	41%	4%
BLAKE SHELTON The Baby (Warner Bros.)	3.94	3.98	98%	44%	3.78	98%	48%
MONTGOMERY GENTRY Speed (Columbia)	3.94	3.98	78%	9%	3.92	79%	10%
JESSICA ANDREWS There's More To Me Than You (DreamWorks)	3.93	3.74	73%	9%	3.93	76%	10%
JO DEE MESSINA Was That My Life (Curb)	3.91	3.80	63%	7%	3.80	63%	9%
JENNIFER HANSON Beautiful Goodbye (Capitol)	3.90	3.82	91%	26%	3.67	92%	31%
TIM MCGRAW She's My Kind Of Rain (Curb)	3.89	3.92	97%	30%	3.91	98%	29%
PHIL VASSAR This Is God (Arista)	3.77	3.84	84%	22%	3.77	84%	19%
DEANA CARTER There's No Limit (Arista)	3.74	3.69	83%	21%	3.67	86%	24%
TRACE ADKINS Chrome (Capitol)	3.69	3.64	96%	35%	3.62	97%	36%
VINCE GILL Next Big Thing (MCA)	3.61	3.65	95%	26%	3.47	95%	31%
FAITH HILL When The Lights Go Down (Warner Bros.)	3.45	3.37	95%	41%	3.43	95%	39%
SHANIA TWAIN Up! (Mercury)	3.25	3.12	98%	47%	3.30	98%	47%

Total sample size is 646 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Sample composition is based on persons 12+. TD = Target Demo (Females 18-34). Persons are screened via the Internet. Once passed, they can take the music test based on their format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, A division of Premiere Radio Networks.

## New & Active

**LEANN RIMES** Suddenly (Asylum/Curb)  
Total Plays: 168, Total Stations: 35, Adds: 8

**VINCE GILL** Someday (MCA)  
Total Plays: 148, Total Stations: 41, Adds: 39

**CHAD BROCK** That Was Us (Broken Bow)  
Total Plays: 89, Total Stations: 15, Adds: 1

**EMERSON DRIVE** Only God (DreamWorks)  
Total Plays: 67, Total Stations: 29, Adds: 26

Songs ranked by total plays

## Please Send Your Photos

R&R wants your best snapshots  
(color or black & white).

Please include the names and titles of  
all pictured and send them to:

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Los Angeles, CA 90067

Email: mdavis@radioandrecords.com

## C O U N T R Y FLASHBACK

### 1 YEAR AGO

- No. 1: "Blessed" — Martina McBride

### 5 YEARS AGO

- No. 1: "Nothing But The Taillights — Clint Black (second week)

### 10 YEARS AGO

- No. 1: "Heartland" — George Strait

### 15 YEARS AGO

- No. 1: "Famous Last Words Of A Fool" — George Strait

### 20 YEARS AGO

- No. 1: "Swingin'" — John Anderson (second week)

### 25 YEARS AGO

- No. 1: "Mamas Don't Let Yours..." — W. Jennings & W. Nelson (fifth week)

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
MARK WILLS 19 Somethin' (Mercury)	4214
BLAKE SHELTON The Baby (Warner Bros.)	3524
TERRI CLARK I Just Wanna Be Mad (Mercury)	3201
KEITH URBAN Somebody Like You (Capitol)	2585
SHANIA TWAIN Up! (Mercury)	2483
RASCAL FLATTS These Days (Lyric Street)	2423
GEORGE STRAIT She'll Leave You With A Smile (MCA)	2350
AARON LINES You Can't Hide Beautiful (RCA)	2315
EMERSON DRIVE Fall Into Me (DreamWorks)	2104
TOBY KEITH Who's Your Daddy? (DreamWorks)	2068
DIAMOND RIO Beautiful Mess (Arista)	2031
KENNY CHESNEY The Good Stuff (BNA)	1666
TRACE ADKINS Chrome (Capitol)	1483
TRACY BYRD Ten Rounds With Jose Cuervo (RCA)	1442
JENNIFER HANSON Beautiful Goodbye (Capitol)	1438
JOE NICHOLS The Impossible (Universal South)	1349
TOBY KEITH Courtesy Of The Red, White... (DreamWorks)	1330
DIXIE CHICKS Landslide (Monument)	1197
STEVE AZAR I Don't Have To Be (Till...) (Mercury)	1159
ALAN JACKSON Drive (For Daddy Gene) (Arista)	1093



Table listing radio stations across various states with columns for call letters, city, PD, and a list of DJs. Includes stations like KEAN/Abilene, TX; WPSK/Blacksburg, VA; WKHQ/Atlanta, GA; etc.

\* Monitored Reporters
224 Total Reporters
149 Total Monitored
75 Total Indicator
71 Current Indicator Playlists
Did Not Report, Playlist Frozen (4):
WNWN/Battle Creek, MI
WJLS/Beckley, WV
KVOX/Fargo, ND
KKIX/Fayetteville, AR





# Bouncing Back In The Rubber City

WKDD/Akron emerges from the dark, stronger than ever

If there exists somewhere a broadcaster's list of things *not* to do to your radio station, it probably includes one or all of the following: change frequency, change PD, tweak format, lose half of your 22-year morning show. Amazingly, Clear Channel's WKDD/Akron, which experienced all of these exciting events, survived the dive — and lives to tell the tale.

In the late '70s and early '80s WKDD, then owned by Barnstable, was your typical "Rock 40" station. By the mid-'80s it had transitioned to CHR/Pop. "Actually, it was different versions of CHR, depending on who the PD was," says current WKDD PD and station historian Keith Kennedy.

By the early '90s then-PD Chuck Collins, along with consultant Mike McVay, had transitioned the station to one of the country's first true Hot ACs, whose success was subsequently emulated by other owners looking to duplicate the formula. In the fall of 2000 WKDD was riding high, No. 1 in the market 25-54. Ah, yes. The good old days — before the dark time.

## Who's On What?

July 3, 2001 marked a momentous event known far and wide as "The Great Cleveland Frequency Swap," involving seven stations and three radio companies. "It was probably the most amazing thing, technologywise, that I've ever seen," says Kennedy.

For several months before the move WKDD, now owned by Clear Channel, trumpeted the impending change from its longtime 96.5 frequency to 98.1. "We gave everyone plenty of advance notice," Kennedy says. "Everyone was excited. On paper everything looked good. We knew at some level the move would affect us, but we had always been the big dog, so we figured we could survive it."

Keep in mind that the Cleveland, Akron and Canton markets all rub up against each other, which sometimes causes uncomfortable chafing. "Canton signals get into Akron, some Canton signals get into Cleveland," says Kennedy. "Cleveland gets into all three markets, and so does Akron. Unfortunately, when we made the switch, the new signal wasn't sufficient to cover what we had before."

The two months immediately after the switch became like the dead zone. "To a lot of our listeners, it was like we had vanished," Kennedy says. That August, at the height of the depths, longtime PD Collins left. Afternoon jock Kennedy was tapped to replace him. "Keith took on an incredible opportunity and challenges that many more experienced PDs would have passed on, myself included," Collins says today.



Keith Kennedy

One month later, on Sept. 17, 2001, WKDD moved to a new tower and antenna array, which Kennedy says remedied many of the initial growing pains. However, the damage had already been done. Necessity being the mother of new listening habits, many former listeners had been forced to seek out other choices, like new Salem Contemporary Christian WFHM (The Fish), which popped up on 95.5, a powerful new frequency booming in from Cleveland, just 30 miles away.

Adding insult to injury, Clear Channel had recently signed on CHR/Pop WAKS (Kiss FM)/Cleveland, conveniently located on WKDD's former frequency, 96.5. "At the time we were a very pop-leaning Hot AC, playing Britney and Backstreet Boys, and we sounded very similar to Kiss," says Kennedy.

Many of his former listeners, tired of trying in vain to locate the temporarily weakened WKDD signal, simply gave up and stayed with Kiss. "And Kiss is a great station, so why not?" says Kennedy.

## Know Your Role

Ironically, that dark time turned out to be a blessing in disguise, affording Kennedy and crew the opportunity to re-examine what they were trying to accomplish. "WKDD was always a unique station that was able to get everyone to listen, from cradle to grave," Kennedy says.

"It always sounded very smooth and well produced and could rival many major-market stations, in my opinion. We decided to focus on what we could do best."

WKDD elected to dial down its traditionally wide demographic spray and instead focus its energies in the 25-54 arena. "We were already No. 1 18-34 and 25-54 and had been for a few years," says Kennedy.

"Now, with a new CHR competitor, we knew the marketplace was changing. Musically, we took the essence of WKDD and just shifted it a hair," while also bringing back the station's extensive '80s library.

Timing was everything, as at that time the young-end boy band and Britney-type sounds were on the wane at Pop, giving way to hip-hop artists like Nelly and Ja Rule. "Those were artists WKDD could not get away with playing in today's working office," Kennedy says. Seemed like the perfect time to hop off that train.

**"Too many people don't latch on to a mentor in this business because we think we know it all, and that's a mistake."**

Keith Kennedy

In the aftermath of the frequency swap and the two-month signal depletion, coupled with WKDD's calculated musical adjustments, everyone knew that a price was going to have to be paid. "We took a big hit," Kennedy admits. "We lost a lot of our 18-34s and 25-54s."

To put it in its proper terrifying perspective, in the fall of 2000, well before the swap, WKDD was No. 1 25-54 with a 10.2 share. One year later, in

## An Hour Of WKDD

Here's a sample hour from WKDD/Akron.

Monday, March 10, 4-5pm

THIRD EYE BLIND Jumper

SHERYL CROW Soak Up The Sun

SIXPENCE NONE THE RICHER Don't Dream It's Over

LINKIN PARK In The End

JOHN MAYER Your Body Is A Wonderland

AVRIL LAVIGNE I'm With You

MATCHBOX TWENTY Bent

CRANBERRIES Dreams

VANESSA CARLTON A Thousand Miles

BARENAKED LADIES One Week

CELINE DION I Drove All Night

SOPHIE B. HAWKINS Damn! I Wish I Was Your Lover

the fall of 2001, right after the frequency change, "We dropped to a 4.6," Kennedy says.

Meanwhile, Infinity AC WDOK/Cleveland had gained a huge share of the audience in Akron, primarily, Kennedy says, because it had been the second choice for the listen-at-work crowd. You quickly realize it's difficult to fight a Cleveland-sized battle when Cleveland is more heavily armed. "We don't have a budget for TV in this size market; all the money that goes to TV would be for Cleveland radio stations," says Kennedy.

## Out Of The Dark

Fast-forward one year: In the summer of 2002 WKDD was on the road to rebuilding, its improved signal was working, and its new musical identity was beginning to gain traction, when the other shoe dropped: "We lost half of our 22-year morning show," says Kennedy. Barb Adams, or "Akron's Mom," as Kennedy describes her, decided to become a stay-at-home mom. "We still miss her terribly; she was so good for the radio station," he says.

Using objects found around the house, Kennedy took a chance and paired night jock Angela with heritage morning star Matt Patrick. "Matt's been on the air here for 22 years," Kennedy says. "He's the guy in Akron; I grew up listening to him." Which possibly explains why Patrick refers to Kennedy as "Kid."

Don't let that 22 years lead you to believe that Patrick is just phoning it in. "Matt is on his game now more than ever," says Kennedy. "While we all miss Barb, having someone different in there like Angela has re-energized him. It's changed the dynamics of the show, and it's working."

In the summer of 2002 the duo pulled a 5.1 share 25-54; just three months later, in the fall of 2002, they were up to a 7.5. And in winter '03 Phase One, Matt & Angela were up again, to a 7.8.

One of the positive things coming out of the frequency swap is that the new signal covers both Akron and nearby Canton. "Instead of WKDD being just the Akron station, we've repositioned ourselves to be the regional station serving both Akron and Canton, and we've established a presence in both markets," Kennedy says.

Which is a good thing, since WKDD subscribes to Arbitron in both markets. "In the old days we got ratings from Canton, but we weren't really trying; we're trying now," Kennedy says. "We're now getting numbers in Canton [a two-book market], and we're not only maintaining our numbers in Akron, we're growing them."

As we speak, WKDD is back up to second place 25-54. "Sure, we want to be No. 1, and we're very close," Kennedy says. "Revenue-wise, as with every industry these days, things are OK but could always be better."

"Where our real success comes is from NTR. I honestly don't know of another station that does as well in a market this size as we do with NTR." Roughly half the station's ambitious slate of 18 annual themed NTR events will be held in Canton.

## Looking Forward

Today, nearly two years after the frequency swap and format adjustment and less than one year after the morning show change, WKDD, under Kennedy's steady hand, has settled into a comfortable rhythm, and its numbers continue to climb.

"I want to thank Dave Popovich of WMJI & WMVX in Cleveland, who has been a major factor in our success," says Kennedy. "He taught me a great deal in a very short time from his many years of experience. Too many people don't latch on to a mentor in this business because we think we know it all, and that's a mistake. Dave has helped me keep from making that mistake."

"We know that within the next six months we will be the market leader again, not only in revenue, which we still are, but in ratings as well, and in delivering results to our clients. We know what our goal is: total domination. We want to be the No. 1 station in Akron and the No. 1 station in Canton. Period."

"The main thing about this station that has helped contribute to our success is the people, including MD/midday jock Lynn Kelly and night personality Morgan Taylor. There is no finer team anywhere, at any radio station. This company gave us the tools to succeed, we used them, and we're rebuilding a great foundation. I can't wait for the spring book. We're going to kick some major ass."



# R&R AC TOP 30

March 21, 2003

Powered By



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	DIXIE CHICKS Landslide (Monument/Columbia)	2573	-201	363724	18	119/1
2	2	SANTANA F/MICHELLE BRANCH The Game Of Love (Arista)	2337	+8	321832	23	108/1
3	3	PHIL COLLINS Can't Stop Loving You (Atlantic)	2296	+14	294515	24	114/1
5	4	CHRISTINA AGUILERA Beautiful (RCA)	2255	+83	315397	13	106/1
4	5	FAITH HILL Cry (Warner Bros.)	2168	-74	271078	27	112/0
6	6	VANESSA CARLTON A Thousand Miles (A&M/Interscope)	1982	-23	244545	45	111/1
7	7	DARYL HALL & JOHN OATES Forever For You (U-Watch)	1711	+120	172944	19	99/0
10	8	CELINE DION I Drove All Night (Epic)	1442	+110	219647	9	96/4
8	9	SHERYL CROW Soak Up The Sun (A&M/Interscope)	1400	-60	182147	43	100/1
9	10	JOSH GROBAN You're Still You (143/Reprise)	1384	+43	136036	8	97/3
12	11	NORAH JONES Don't Know Why (Blue Note/Virgin)	1301	+108	195316	23	93/0
11	12	KELLY CLARKSON A Moment Like This (RCA)	1279	-35	148407	26	94/0
15	13	WHITNEY HOUSTON Try It On My Own (Arista)	1076	+184	138313	5	95/7
13	14	ROD STEWART These Foolish Things (J)	970	-81	117747	16	88/0
14	15	SHANIA TWAIN I'm Gonna Getcha Good! (Mercury/IDJMG)	798	-145	89779	18	78/0
18	16	SIXPENCE NONE THE RICHER Don't Dream It's Over (Squint/Curb/Reprise)	741	+73	73177	4	83/3
16	17	DANA GLOVER Thinking Over (DreamWorks)	729	-37	65173	8	87/1
19	18	JOHN MAYER Your Body Is A Wonderland (Aware/Columbia)	646	+55	95145	15	37/0
22	19	PHIL COLLINS Come With Me (Lullaby) (Face Value/Atlantic)	634	+256	89221	2	62/12
17	20	REGIE HAMM Babies (Refugee/Universal South)	629	-55	62407	10	69/4
20	21	AVRIL LAVIGNE I'm With You (Arista)	534	+26	87763	7	32/2
21	22	KID ROCK W/SHERYL CROW Picture (Lava/Atlantic)	465	+58	84163	8	25/1
Debut	23	FLEETWOOD MAC Peacekeeper (Reprise)	436	+367	62943	1	82/21
23	24	HOOTIE & THE BLOWFISH Innocence (Atlantic)	319	+50	28922	4	48/6
24	25	JAMES TAYLOR September Grass (Columbia)	317	+55	58847	3	51/4
26	26	UNCLE KRACKER Drift Away (Top Dog/Lava/Atlantic)	288	+45	76287	3	20/5
25	27	BONNIE RAITT Time Of Our Lives (Capitol)	288	+39	37140	2	46/6
29	28	NATALIE GRANT No Sign Of It (Curb)	254	+49	20607	2	46/4
27	29	VONDA SHEPARD Rainy Days (Jacket)	239	+19	17628	5	44/2
28	30	UNCLE KRACKER In A Little While (Lava)	183	-24	48440	13	10/0

119 AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/9-3/15. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs between No. 11 and No. 15 are moved to recurrent after 50 weeks. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2003, The Arbitron Company). © 2003, R&R, Inc.

## New & Active

**CHRIS EMERSON** Broken Heart (Monomoy)  
Total Plays: 168, Total Stations: 38, Adds: 3

**BRIAN MCKNIGHT** Shoulda, Woulda, Coulda (Motown/Universal)  
Total Plays: 167, Total Stations: 38, Adds: 9

**BEN GREEN** Without You (ASRC)  
Total Plays: 112, Total Stations: 21, Adds: 1

**RIC SANDLER** I'll Let Ya Know (Rich ID)  
Total Plays: 85, Total Stations: 20, Adds: 1

**DANIEL BEDINGFIELD** If You're Not The One (Island/IDJMG)  
Total Plays: 25, Total Stations: 15, Adds: 13

Songs ranked by total plays

## Most Added

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
FLEETWOOD MAC Peacekeeper (Reprise)	21
DANIEL BEDINGFIELD If You're Not The One (Island/IDJMG)	13
PHIL COLLINS Come With Me (Lullaby) (Face Value/Atlantic)	12
LAURA PAUSINI If That's Love (Atlantic)	10
BRIAN MCKNIGHT Shoulda, Woulda, Coulda (Motown/Universal)	9
DIXIE CHICKS Travelin' Soldier (Monument/Columbia)	9
WHITNEY HOUSTON Try It On My Own (Arista)	7
HOOTIE & THE BLOWFISH Innocence (Atlantic)	6
BONNIE RAITT Time Of Our Lives (Capitol)	6
UNCLE KRACKER Drift Away (Top Dog/Lava/Atlantic)	5
CELINE DION I Drove All Night (Epic)	4
REGIE HAMM Babies (Refugee/Universal South)	4
JAMES TAYLOR September Grass (Columbia)	4
NATALIE GRANT No Sign Of It (Curb)	4

**DANIEL BEDINGFIELD**  
"IF YOU'RE NOT THE ONE"  
27 - 22 at R&R CHR/Pop!  
27\* - 19\* at Top 40 Mainstream Monitor!  
Great first week!  
Over 17 NEW AC ADDS including:  
KVIL, WLTE, WWLI, WMGF & WRCH  
ISLAND THE ISLAND OF JAM MUSIC GROUP • A UNIVERSAL MUSIC COMPANY

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
FLEETWOOD MAC Peacekeeper (Reprise)	+367
PHIL COLLINS Come With Me (Lullaby) (Face Value/Atlantic)	+256
WHITNEY HOUSTON Try It On My Own (Arista)	+184
SAVAGE GARDEN I Knew I Loved You (Columbia)	+173
HUEY LEWIS & GWYNETH PALTROW Cruisin' (Hollywood)	+158
FAITH HILL There You'll Be (Warner Bros.)	+139
JOSH GROBAN To Where You Are (143/Reprise)	+122
DARYL HALL & JOHN OATES Forever For You (U-Watch)	+120
CELINE DION I Drove All Night (Epic)	+110
NORAH JONES Don't Know Why (Blue Note/Virgin)	+108

R&R Station Playlists have moved to the web.  
See all of our monitored reporters at  
www.radioandrecords.com.

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The Beverly Hilton Hotel  
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June 19-21





America's Best Testing AC Songs 12+ For The Week Ending 3/21/03

Table with columns: Artist Title (Label), TW, LW, Familiarity, Burn, TD, Familiarity, Burn. Lists top AC songs like Phil Collins' 'Can't Stop Loving You' and Santana's 'The Game Of Love'.

Total sample size is 289 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song.

Indicator Most Added

- PHIL COLLINS Come With Me (Lullaby) (Face Value/Atlantic)
FLEETWOOD MAC Peacekeeper (Reprise)
JOSH GROBAN You're Still You (143/Reprise)
AVRIL LAVIGNE I'm With You (Arista)
WHITNEY HOUSTON Try It On My Own (Arista)
HOOTIE & THE BLOWFISH Innocence (Atlantic)
KID ROCK W/SHERYL CROW Picture (Lava/Atlantic)
VONDA SHEPARD Rainy Days (Jacket)
JAMES TAYLOR September Grass (Columbia)
BONNIE RAITT Time Of Our Lives (Capitol)
3 DOORS DOWN Be Like That (Republic/Universal)
DANIEL BEDINGFIELD If You're Not The One (Island/IDJMG)
DIXIE CHICKS Travelin' Soldier (Monument/Columbia)
MATCHBOX TWENTY Unwell (Melisma/Atlantic)
NIANELL Who Painted The Moon? (Independent)
TLC Damaged (Arista)

Recurrents

- FIVE FOR FIGHTING Superman... (Aware/Columbia) 1312
ENRIQUE IGLESIAS Hero (Interscope) 1310
MATCHBOX TWENTY If You're Gone (Lava/Atlantic) 1185
CELINE DION A New Day Has Come (Epic) 1068
LEE ANN WOMACK I Hope You Dance (MCA/Universal) 1038
DIDO Thankyou (Arista) 940
ENYA Only Time (Reprise) 927
LONESTAR I'm Already There (BNA) 923
SAVAGE GARDEN I Knew I Loved You (Columbia) 910
LEANN RIMES I Need You (Curb) 843
TRAIN Drops Of Jupiter (Tell Me) (Columbia) 841
H. LEWIS & G. PALTROW Cruisin' (Hollywood) 801
UNCLE KRACKER Follow Me (Top Dog/Lava/Atlantic) 800
JOHN MAYER No Such Thing (Aware/Columbia) 771
JOSH GROBAN To Where You Are (143/Reprise) 762
AVRIL LAVIGNE Complicated (Arista) 748

Songs ranked by total plays

Reporters

Grid of reporter information for various markets including Albany, NY; Boise, ID; Dallas, TX; Frederick, MD; Johnstown, PA; McAllen, TX; Oklahoma City, OK; Reno, NV; Shreveport, LA; Washington, DC; etc.



**ON THE RECORD**

With  
**Anthony A. Bannon**  
PD/MD, WGFB (B103)/  
Rockford, IL



WGFB (B103)/Rockford, IL gives women in Rockford a station they can relate to. Thanks to a strong staff all day and Delilah at night, B103 is the station women can turn on at work and keep on all day long. Because we are a gold-based AC station, we are very familiar. • Core artists like Phil Collins, Celine Dion, Gloria Estefan and James Taylor anchor B103 with songs that we own in the market. Over the last year songs like Five for Fighting's "Superman," Enrique Iglesias' "Hero" and Hall & Oates' "Do It for Love" have been huge home runs for the station. • Personally, I love the music on the horizon for the AC format.

It's already been a great year for AC with new Celine Dion, Josh Groban and The Dixie Chicks and the re-explosion of Norah Jones. I can't wait to see which song is to 2003 what Josh Groban's "To Where You Are" was to 2002. We couldn't play that song without our phones lighting up! Songs like that are a breath of fresh air for the format, because they stir up what can be a passive audience. • B103's continued success is dependent on solid music that is familiar to the listeners, great-sounding jocks who can relate to our audience and solid promotions that don't clutter our message: "Today's Lite Rock."

Despite the recent controversy regarding comments made by Natalie Maines of **The Dixie Chicks**, the trio remain No. 1 at AC with "Landslide" (Monument/Columbia). And, with an add this week, **Elaine Locatelli** closes out the AC panel with all 119 reporters ... **Christina Aguilera** is making her move toward the top as "Beautiful" (RCA) climbs 5-4\* ... **Celine Dion** is racking up a lot of miles as "I Drove All Night" (Epic) moves 10-8\*. Hope she's getting a discount on gas, or this could get mighty expensive ... After being Most Added last week, **Fleetwood Mac** storm on to the chart at No. 23 with "Peacekeeper" (Reprise) — and they're Most Added again this week. They also debut on the Hot AC chart at No. 31 ... Speaking of Hot AC, **Matchbox Twenty** bolt 10-7\* with "Unwell" (Melisma/Atlantic) ... Two cover songs move into the top 10: **Counting Crows** and **Vanessa Carlton** go 12-9\* with "Big Yellow Taxi" (Geffen/Interscope), while **Uncle Kracker** and **Dobie Gray** drift their way to No. 10 with "Drift Away" (Lava) ... **Norah Jones** makes an impressive debut at No. 30 with "Come Away With Me" (Blue Note/Virgin) ... Three new acts debut this week: **Evanescence** (Wind-up), **Feel** (Curb) and **Maroon 5** (J) all enter the Hot AC chart.



— Anthony Acampora, Director/Charts

artist **activity**

ARTIST: **Natalie Grant**

LABEL: **Curb**

By **MIKE TRIAS**/ASSISTANT EDITOR



Seattle native Natalie Grant has made a huge name for herself in the Christian music industry over her five-year career. She has been nominated once again for Female Vocalist of the Year at the Gospel Music Association's Dove Awards. The 34th annual awards will take place April 10 in Nashville and will be televised April 19 on the PAX Network and April 25-26 on TBN. Now Grant feels that it's time to take her musical stylings (which are akin to today's leading pop divas Mariah Carey and Celine Dion) to the secular world. But don't expect the humble singer to adopt an attitude any time soon, "After all," she says, "the last thing the world needs is another diva."

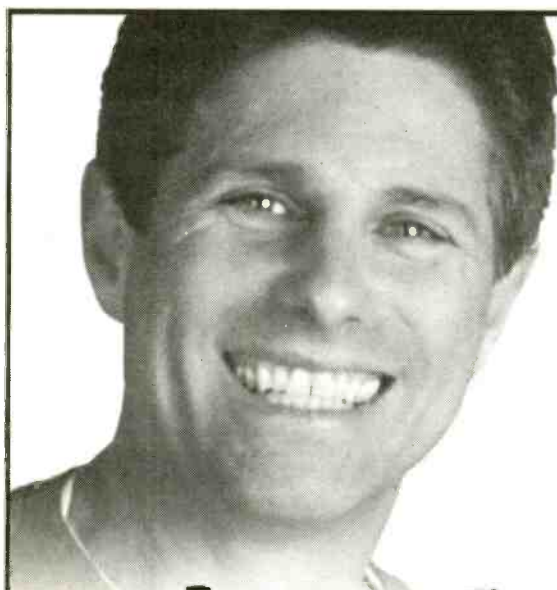
"No Sign of It" is her first venture into popular radio and is featured on the soundtrack to the motion picture *View From the Top*. The film opens nationwide on March 21 and stars Gwyneth Paltrow as an aspiring flight attendant. Others in the film include Christina Applegate, Mark Ruffalo, Candice Bergen and Mike Myers, in a cameo appearance.

The song is also a bonus track on Grant's *Deeper Life*, her first album with Curb Records and third overall. This CD is definitely more focused on introducing her to the secular music world than her previous two. "I wanted something more organic this time around," says the artist. "Something that was soulful and radio-friendly without being radio-stupid. We relied far less on programming and much more on live musicians playing as a band. I'd like to think that this is the kind of record that a Sheryl Crow-Whitney Houston morph would produce."

To help Grant in her transition, producers Tommy Smith (CeCe Winans, Bruce Springsteen) and Eric Foster White (Whitney Houston, Jessica Simpson) lend a hand on several tracks. However, Grant's Christian roots are intact, as evidenced by tracks featuring the production talents of Bryan Lennox (Michael W. Smith) and Bernie Herms (Plus One). Natalie herself also served as a co-producer on many songs for the first time in her career.

Overall, Grant believes that her newfound opportunity with Curb is not one that should focus on her, but on a greater truth. "I've got a responsibility to take my audience beyond myself — and even my experience of the answer — to the answer itself," she says. "My life, my marriage, my music, even the causes I support — it all has to be about Jesus."

"I'm convinced that what people really want from music and their lives is depth, and I feel like I have a responsibility to take them there. So much pop music today is disposable — the attitudes, the posturing, the styles — but it seems to be less about music than it is about appearance, about fashion. Now, there's nothing wrong with fashion; I love that stuff as much or more than the next girl. I just don't want it to define me. The deeper things in life — values, relationships, family and my faith in Christ — they are what's most attractive about a person. And they're why I sing."



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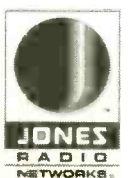
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**JONES RADIO NETWORKS**  
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LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	AVRIL LAVIGNE I'm With You (Arista)	3567	+30	355919	16	87/0
3	2	KID ROCK W/SHERYL CROW Picture (Lava/Atlantic)	3265	+9	304980	17	85/1
2	3	DIXIE CHICKS Landslide (Monument/Columbia)	3222	-129	282667	19	77/0
5	4	JOHN MAYER Your Body Is A Wonderland (Aware/Columbia)	2611	-79	253496	30	75/0
4	5	SANTANA F/MICHELLE BRANCH The Game Of Love (Arista)	2483	-323	249532	24	80/0
6	6	3 DOORS DOWN When I'm Gone (Republic/Universal)	2477	+79	216112	15	74/1
10	7	MATCHBOX TWENTY Unwell (Melisma/Atlantic)	2297	+243	240395	6	86/1
7	8	NO DOUBT F/LADY SAW Underneath It All (Interscope)	2184	-82	221440	24	75/0
12	9	COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)	2155	+159	216031	15	79/2
13	10	UNCLE KRACKER Drift Away (Top Dog/Lava/Atlantic)	2147	+241	215875	9	70/2
9	11	SIXPENCE NONE THE RICHER Don't Dream It's Over (Squint/Curb/Reprise)	2056	-76	195533	8	85/1
8	12	NORAH JONES Don't Know Why (Blue Note/Virgin)	2011	-135	215056	37	59/0
11	13	CHRISTINA AGUILERA Beautiful (RCA)	1994	-56	193802	13	56/0
15	14	COLDPLAY Clocks (Capitol)	1860	+157	220213	10	72/1
14	15	UNCLE KRACKER In A Little While (Lava)	1690	-161	147674	29	63/0
16	16	BON JOVI Misunderstood (Island/IDJMG)	1554	+126	153532	12	61/0
18	17	JASON MRAZ The Remedy (I Won't Worry) (Elektra/EEG)	1271	+195	139109	5	71/3
17	18	JOHN MAYER Why Georgia (Aware/Columbia)	1244	+78	134981	8	61/3
19	19	GOO GOO DOLLS Sympathy (Warner Bros.)	954	+220	105465	4	60/8
20	20	NO DOUBT Running (Interscope)	745	+28	80349	5	49/3
22	21	MACY GRAY When I See You (Epic)	709	+41	70328	6	41/1
21	22	LUCY WOODWARD Dumb Girls (Atlantic)	649	-34	70834	9	41/1
24	23	CELINE DION I Drove All Night (Epic)	603	+41	44025	7	29/0
25	24	LISA MARIE PRESLEY Lights Out (Capitol)	560	+50	69832	4	43/4
28	25	CHANTAL KREVIASZUK In This Life (Columbia)	495	+80	42347	3	35/3
23	26	PAY THE GIRL Freeze (TVT)	464	-137	38070	11	33/0
29	27	SISTER HAZEL Your Mistake (Sixth Man)	427	+19	47860	5	23/1
32	28	HOOTIE & THE BLOWFISH Innocence (Atlantic)	426	+58	47923	3	36/4
26	29	STEREO FUSE Everything (EO/Wind-up)	422	-38	47361	20	22/0
Debut	30	NORAH JONES Come Away With Me (Blue Note/Virgin)	419	+183	57580	1	30/4
Debut	31	FLEETWOOD MAC Peacekeeper (Reprise)	414	+334	54465	1	43/11
31	32	DAVID GRAY Be Mine (ATO/RCA)	386	+16	33569	3	30/1
34	33	PUDDLE OF MUDD She Hates Me (Flawless/Geffen/Interscope)	379	+30	33567	10	7/0
38	34	ROBBIE WILLIAMS Feel (Virgin)	350	+68	33646	2	27/1
30	35	DAVE MATTHEWS BAND Grey Street (RCA)	346	-57	37120	16	19/0
33	36	STONE SOUR Bother (Roadrunner/IDJMG)	335	-15	31160	12	15/0
Debut	37	EVANESCENCE Bring Me To Life (Wind-up)	328	+148	23763	1	11/7
Debut	38	FEEL Got Your Name On It (Curb)	297	+46	19151	1	24/1
Debut	39	MAROON 5 Harder To Breathe (J)	291	+116	35160	1	24/6
37	40	LUCE Good Day (Nettwerk)	285	-15	34863	2	14/0

## Most Added

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
FLEETWOOD MAC Peacekeeper (Reprise)	11
TORI AMOS Taxi Ride (Epic)	9
DANA GLOVER Rain (DreamWorks)	9
GOO GOO DOLLS Sympathy (Warner Bros.)	8
RACHEL FARRIS I'm Not The Girl (Big3)	8
EVANESCENCE Bring Me To Life (Wind-up)	7
FRANKY PEREZ Something Crazy (Lava)	7
MAROON 5 Harder To Breathe (J)	6
THEORY OF A DEADMAN Make Up Your Mind (Roadrunner/IDJMG)	5
JOSH KELLEY Amazing (Hollywood)	5
DANIEL BEDINGFIELD If You're Not The One (Island/IDJMG)	5
TLC Damaged (Arista)	5
SOFIA LOELL Utopia (Curb)	5

**THEORY of a DEADMAN**

**"MAKE UP YOUR MIND"**

New this week at: Active Rock Monitor: 17\*  
WMTX, WBMX, Mainstream Rock Monitor: 14\*  
KQMB! R&R Rock 6

ROADRUNNER • On tour with 3 Doors Down •

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
FLEETWOOD MAC Peacekeeper (Reprise)	+334
MATCHBOX TWENTY Unwell (Melisma/Atlantic)	+243
UNCLE KRACKER Drift Away (Top Dog/Lava/Atlantic)	+241
GOO GOO DOLLS Sympathy (Warner Bros.)	+220
JASON MRAZ The Remedy (I Won't Worry) (Elektra/EEG)	+195
NORAH JONES Come Away With Me (Blue Note/Virgin)	+183
COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)	+159
COLDPLAY Clocks (Capitol)	+157
EVANESCENCE Bring Me To Life (Wind-up)	+148
BON JOVI Misunderstood (Island/IDJMG)	+126

89 Hot AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/9-3/15. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2003, The Arbitron Company). © 2003, R&R, Inc.

R&R Station Playlists have moved to the web.  
See all of our monitored reporters at  
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STATE OF NEVADA — DEPARTMENT OF HUMAN RESOURCES  
DIVISION OF HEALTH — SECTION OF VITAL STATISTICS  
CERTIFICATE OF DEATH

DECEASED: DANIELLE CHRISTINA HEIRD, July 20, 2000, Clark, Nevada

DECEASED'S SEX: Female

DATE OF BIRTH: Aug 16, 1978

RESIDENCE: Clark, Nevada

PARENTS: James Newton Heird, Elsa Montalvo

DISPOSITION: Cremation, Pals Crematory, 800 S. Boulder Hwy., Henderson, Nevada 89015

CERTIFIER: Cary Teisenboff, D.O., Dep. Med. Exam., 1704 Pahr Ln., Las Vegas, NV 89030

CAUSE OF DEATH: Acute drug intoxication (MDMA)

REGISTRATION: AUG 20 2000

No. 167376

**Talk with your kids about ECSTASY.**

**Use this to get started.**

It's Danielle Heird's Death Certificate. She was 21. The only drug in her system was Ecstasy. For more information, visit [drugfreeamerica.org](http://drugfreeamerica.org) or call 1-866-XTC FACTS.

**Drug-Free Southern California**  
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America's Best Testing Hot AC Songs 12+  
 For The Week Ending 3/21/03.

Artist Title (Label)	TW	LW	Familiarity	Burn	TD	Familiarity	Burn
<b>MATCHBOX TWENTY</b> Unwell (Atlantic)	4.23	4.32	76%	5%	4.33	74%	4%
<b>GOO GOO DOLLS</b> Sympathy (Warner Bros.)	4.10		55%	5%	4.20	53%	4%
<b>3 DOORS DOWN</b> When I'm Gone (Republic/Universal)	4.06	4.10	91%	23%	4.10	91%	23%
<b>MATCHBOX TWENTY</b> Disease (Atlantic)	3.98	3.97	94%	29%	4.11	93%	26%
<b>JOHN RZEZNIK</b> I'm Still Here (Jim's Theme) (Hollywood)	3.88		79%	18%	3.98	78%	15%
<b>STEREO FUSE</b> Everything (EO/Wind-up)	3.88	3.93	62%	11%	3.92	63%	12%
<b>COLDPLAY</b> Clocks (Capitol)	3.83	3.95	76%	17%	3.88	76%	14%
<b>JOHN MAYER</b> Why Georgia (Aware/Columbia)	3.81	3.91	69%	14%	3.86	67%	12%
<b>AVRIL LAVIGNE</b> I'm With You (Arista)	3.77	3.83	96%	39%	3.89	98%	36%
<b>SANTANA F/MICHELLE BRANCH</b> The Game Of Love (Arista)	3.75	3.71	97%	47%	3.84	97%	46%
<b>DAVE MATTHEWS BAND</b> Grey Street (RCA)	3.73	3.84	77%	23%	3.84	74%	23%
<b>JASON MRAZ</b> The Remedy (I Won't Worry) (Elektra/EEG)	3.73	3.71	32%	3%	3.88	28%	3%
<b>JOHN MAYER</b> Your Body Is A Wonderland (Aware/Columbia)	3.72	3.83	97%	46%	3.86	98%	45%
<b>PAY THE GIRL</b> Freeze (TVT)	3.72	3.67	41%	6%	3.71	35%	6%
<b>COUNTING CROWS F/VANESSA CARLTON</b> Big Yellow Taxi (Geffen/Interscope)	3.62	3.70	79%	20%	3.71	76%	21%
<b>SIXPENCE NONE THE RICHER</b> Don't Dream It's Over (Reprise)	3.62	3.64	76%	17%	3.62	75%	20%
<b>UNCLE KRACKER</b> Drift Away (Lava/Atlantic)	3.61	3.46	66%	14%	3.62	64%	13%
<b>BON JOVI</b> Misunderstood (Island/IDJMG)	3.60	3.64	87%	21%	3.69	86%	20%
<b>DIXIE CHICKS F/SHERYL CROW</b> Landslide (Monument/Columbia)	3.58	3.60	96%	42%	3.67	96%	40%
<b>NORAH JONES</b> Don't Know Why (Blue Note/Virgin)	3.54	3.60	95%	47%	3.67	96%	45%
<b>NO DOUBT</b> Running (Interscope)	3.53	3.63	66%	14%	3.49	60%	15%
<b>TORI AMOS</b> A Sorta Fairytale (Epic)	3.49	3.62	76%	24%	3.63	73%	24%
<b>KID ROCK F/SHERYL CROW</b> Picture (Lava/Atlantic)	3.47	3.48	93%	41%	3.45	95%	44%
<b>UNCLE KRACKER</b> In A Little While (Lava)	3.41	3.36	86%	40%	3.46	86%	40%
<b>LUCY WOODWARD</b> Dumb Girls (Atlantic)	3.41	3.52	49%	11%	3.37	43%	12%
<b>NO DOUBT</b> Underneath It All (Interscope)	3.35	3.37	96%	60%	3.43	98%	57%
<b>CHRISTINA AGUILERA</b> Beautiful (RCA)	3.26	3.42	94%	54%	3.35	94%	49%
<b>CELINE DION</b> I Drove All Night (Epic)	3.11	3.06	76%	27%	3.08	76%	29%
<b>LISA MARIE PRESLEY</b> Lights Out (Capitol)	2.99		37%	11%	3.00	33%	9%
<b>MACY GRAY</b> When I See You (Epic)	2.80	2.76	44%	16%	2.85	38%	13%

Total sample size is 543 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Sample composition is based on persons 12+. TD = Target Demo (Females 18-34). Persons are screened via the Internet. Once passed, they can take the music test based on their format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, A division of Premiere Radio Networks.

**Indicator**

**Most Added\***

- DAVID GRAY Be Mine (ATO/RCA)
- NORAH JONES Don't Know Why (Blue Note/Virgin)
- MATCHBOX TWENTY Unwell (Melisma/Atlantic)
- COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)
- COLDPLAY Clocks (Capitol)
- HOOTIE & THE BLOWFISH Innocence (Atlantic)
- C. KROEGER F./J. SCOTT Hero (Roadrunner/Columbia/IDJMG)
- FLEETWOOD MAC Peacekeeper (Reprise)
- NORAH JONES Come Away With Me (Blue Note/Virgin)
- LISA MARIE PRESLEY Lights Out (Capitol)
- STACIA Angel (Raystone)
- JOHN GREGORY The Ride Of Your Life (Atlantic)
- MICHELLE MARIE Garden Party (Raison D'Etre/EMI)
- MAROON 5 Harder To Breathe (J)
- SIMPLE PLAN I'd Do Anything (Lava)
- JUSTIN TIMBERLAKE Rock Your Body (Jive)

**New & Active**

- KELLIE COFFEY When You Lie Next To Me (BNA)  
 Total Plays: 234, Total Stations: 17, Adds: 1
- THEORY OF A DEADMAN Make Up Your Mind (Roadrunner/IDJMG)  
 Total Plays: 209, Total Stations: 18, Adds: 5
- LIFEHOUSE Take Me Away (DreamWorks)  
 Total Plays: 201, Total Stations: 20, Adds: 4
- RED HOT CHILI PEPPERS Can't Stop (Warner Bros.)  
 Total Plays: 105, Total Stations: 8, Adds: 0
- JOSH KELLEY Amazing (Hollywood)  
 Total Plays: 87, Total Stations: 15, Adds: 5
- DANIEL BEDINGFIELD If You're Not The One (Island/IDJMG)  
 Total Plays: 75, Total Stations: 9, Adds: 5
- TORI AMOS Taxi Ride (Epic)  
 Total Plays: 38, Total Stations: 9, Adds: 9
- DANA GLOVER Rain (DreamWorks)  
 Total Plays: 10, Total Stations: 9, Adds: 9

Songs ranked by total plays

**Reporters**

<p><b>WKDD/Akron, OH *</b>                  PD: Keith Kennedy                  MD/Promo Dir.: Lynn Kelly                  FLEETWOOD MAC "Peace"                  JOSH KELLEY "Amazing"</p>	<p><b>WCOD/Cape Cod, MA</b>                  OM: Gregg Cassidy                  MD: Cheryl Park                  32 COLDPLAY "Clocks"                  30 SIMPLE PLAN "Anything"</p>	<p><b>KKPN/Corpus Christi, TX *</b>                  PD: Jason Hillery                  MD: Derek Lee                  SOFIA LOELL "Utopia"                  FRANKY PEREZ "Something"</p>	<p><b>WMEE/Ft. Wayne, IN *</b>                  PD: John O'Rourke                  MD: Chris Cage                  6 FLEETWOOD MAC "Peace"</p>	<p><b>KMXB/Las Vegas, NV *</b>                  OM: Cat Thomas                  PD/MD: Charese Fruge                  8 NORAH JONES "Come"                  8 EVANESCENCE "Life"</p>	<p><b>WJLK/Monmouth-Ocean, NJ *</b>                  PD: Keith Clark                  MD: Debbie Mazzella                  No Adds</p>	<p><b>WZPT/Pittsburgh, PA *</b>                  PD: Keith Clark                  AP/MD: Jonny Hartwell                  No Adds</p>	<p><b>WVRV/St. Louis, MO *</b>                  PD: Marty Linnck                  MD: Jill Davine                  3 MAROON 5 "Breathe"                  EVANESCENCE "Life"</p>	<p><b>WSSR/Tampa, FL *</b>                  OM: Jeff Kapigut                  PD: Rick Schmidt                  APD: Kurt Schreiner                  MD: Kristy Knight                  8 EVANESCENCE "Life"                  LIFEHOUSE "Away"                  NO DOUBT "Running"</p>	<p><b>WROX/Washington, DC *</b>                  Dir./Ops: Steve Kosbau                  OMPD: Kenny King                  MD: Carol Parker                  3 UNCLE KRACKER "Drift"</p>
<p><b>WRVE/Albany, NY *</b>                  PD: Randy McCarter                  MD: Fred Hulse                  1 JOHN MAYER "Georgia"</p>	<p><b>WALC/Charleston, SC *</b>                  PD: Brent McKay                  No Adds</p>	<p><b>KDMX/Dallas-Ft. Worth, TX *</b>                  PD: Pat McMahon                  MD: Lisa Thomas                  No Adds</p>	<p><b>KALZ/Fresno, CA *</b>                  OMPD: E. Curtis Johnson                  APD: Laurie West                  MD: Chris Blood                  17 TORI AMOS "Ride"                  8 RACHEL FARRIS "Grit"                  1 ALL AMERICAN REJECTS "Swing"                  DANA GLOVER "Rain"</p>	<p><b>WMXL/Lexington-Fayette, KY *</b>                  PD: Jill Meyer                  FLEETWOOD MAC "Peace"</p>	<p><b>KCDU/Monterey-Salinas, CA *</b>                  PD: Mike Skot                  LISA MARIE PRESLEY "Lights"                  TLC "Damaged"</p>	<p><b>WMGX/Portland, ME</b>                  PD: Randi Kirschbaum                  AP/MD: Ethan Milton                  9 HOOTIE "Innocence"                  JOHN GREGORY "Ride"                  MICHELLE MARIE "Garden"                  STACIA "Angel"</p>	<p><b>KQMB/Salt Lake City, UT *</b>                  OM: Alan Hague                  PD: Mike Nelson                  AP/MD: J.J. Riley                  LIFEHOUSE "Away"                  THEORY OF A DEADMAN "Make"</p>	<p><b>WWW/Toledo, OH *</b>                  OM: Tim Roberts                  PD: Steve Marshall                  AP/MD: Jeff Wicker                  DANIEL BEDINGFIELD "One"                  NORAH JONES "Come"</p>	<p><b>WWZZ/Washington, DC *</b>                  PD: Mike Edwards                  AP/MD: Sean Sellers                  6 MACY GRAY "See"                  5 JASON MRAZ "Remedy"</p>
<p><b>KPEK/Albuquerque, NM *</b>                  OM: Bill May                  PD: Mike Parsons                  MD: Deeya                  APD: Jaimee Barreras                  12 TORI AMOS "Ride"                  1 FRANKY PEREZ "Something"                  RACHEL FARRIS "Grit"</p>	<p><b>WLNC/Charlotte, NC *</b>                  OM: Tom Jackson                  PD: Neal Sharpe                  APD: Chris Allen                  MD: Derek James                  NORAH JONES "Come"</p>	<p><b>WDAQ/Danbury, CT</b>                  PD: Bill Trota                  MD: Sharon Kelly                  28 JUSTIN TIMBERLAKE "Body"</p>	<p><b>WYTI/Grand Rapids, MI *</b>                  PD: John Patrick                  APD: Ken Evans                  No Adds</p>	<p><b>KURB/Little Rock, AR *</b>                  PD: Randy Cain                  APD: Aaron Anthony                  No Adds</p>	<p><b>WKZN/New Orleans, LA *</b>                  OMPD: John Roberts                  APD: Duncan James                  MD: Stevie G                  LISA MARIE PRESLEY "Lights"</p>	<p><b>KRSK/Portland, OR *</b>                  PD: Dan Persighi                  MD: Sheryl Stewart                  No Adds</p>	<p><b>KFMB/San Diego, CA *</b>                  VP/MD: Tracy Johnson                  APD: Jen Sewell                  No Adds</p>	<p><b>WKPK/Traverse City, MI</b>                  PD: Rob Weaver                  MD: Heather Leigh                  11 KROEGER &amp; SCOTT "Hero"                  FLEETWOOD MAC "Peace"                  MAROON 5 "Breathe"                  DAVID GRAY "Mine"</p>	<p><b>WFMF/West Palm Beach, FL *</b>                  PD: Russ Morley                  AP/MD: Amy Navarro                  HOOTIE "Innocence"</p>
<p><b>KMXS/Anchorage, AK</b>                  PD: Roxy Lennox                  MD: Morika Thomas                  No Adds</p>	<p><b>WTHM/Chicago, IL *</b>                  PD: Mary Ellen Kachinske                  Station Mgr.: Barry James                  JOSH KELLEY "Amazing"                  THEORY OF A DEADMAN "Make"</p>	<p><b>WMMX/Dayton, OH *</b>                  PD: Jeff Stevens                  MD: Shaun Vincent                  No Adds</p>	<p><b>WYWN/Los Angeles, CA *</b>                  VP/Programming: John Ivey                  AP/MD: Chris Parlyk                  4 THIRD EYE BLIND "Blinded"</p>	<p><b>KYSR/Los Angeles, CA *</b>                  VP/Programming: John Ivey                  AP/MD: Chris Parlyk                  4 THIRD EYE BLIND "Blinded"</p>	<p><b>WPLJ/New York, NY *</b>                  VP/Prog.: Tom Cuddy                  PD: Scott Shannon                  AP/MD: Tony Mascarano                  1 FLEETWOOD MAC "Peace"                  NORAH JONES "Come"</p>	<p><b>WRFY/Reading, PA *</b>                  PD: Al Burke                  No Adds</p>	<p><b>KMYI/San Diego, CA *</b>                  PD: Duncan Payton                  AP/MD: Mel McKay                  No Adds</p>	<p><b>WPKP/Traverse City, MI</b>                  PD: Heather Leigh                  11 KROEGER &amp; SCOTT "Hero"                  FLEETWOOD MAC "Peace"                  MAROON 5 "Breathe"                  DAVID GRAY "Mine"</p>	<p><b>KFBZ/Wichita, KS *</b>                  PD: Barry McKay                  MD: Sunny Wyde                  13 CHANTAL KREVAZUK "Life"                  DANA GLOVER "Rain"</p>
<p><b>KAMX/Austin, TX *</b>                  PD: Scooter B. Stevens                  MD: Clay Culver                  FRANKY PEREZ "Something"                  JOSH KELLEY "Amazing"                  TORI AMOS "Ride"</p>	<p><b>WKRC/Cincinnati, OH *</b>                  OM: Chuck Finney                  PD: Tommy Frank                  APD: Grover Collins                  MD: Brian Douglas                  1 MAROON 5 "Breathe"                  LIFEHOUSE "Away"                  SOFIA LOELL "Utopia"                  TORI AMOS "Ride"</p>	<p><b>WMMX/Cincinnati, OH *</b>                  PD: Steve Bender                  MD: Storm Bennett                  GOO GOO DOLLS "Sympathy"                  FLEETWOOD MAC "Peace"</p>	<p><b>WYWN/Greensboro, NC *</b>                  PD: Steve Williams                  MD: Eric Gray                  21 EVANESCENCE "Life"                  CHANTAL KREVAZUK "Life"                  SISTER HAZEL "Mistake"                  THEORY OF A DEADMAN "Make"</p>	<p><b>WYWN/Greensboro, NC *</b>                  PD: Steve Williams                  MD: Eric Gray                  21 EVANESCENCE "Life"                  CHANTAL KREVAZUK "Life"                  SISTER HAZEL "Mistake"                  THEORY OF A DEADMAN "Make"</p>	<p><b>WPTF/Norfolk, VA *</b>                  PD: Steve McKay                  1 JOSH KELLEY "Amazing"</p>	<p><b>WSNE/Providence, RI *</b>                  PD: Bill Hess                  MD: Gary Trust                  NO DOUBT "Running"                  SOFIA LOELL "Utopia"</p>	<p><b>KIOL/San Francisco, CA *</b>                  PD: Michael Martin                  MD: James Baker                  2 COUNTING CROWS "Taxi"</p>	<p><b>KZPT/Tucson, AZ *</b>                  PD: Carey Edwards                  AP/MD: Leslie Loos                  No Adds</p>	<p><b>WXLQ/Worcester, MA *</b>                  AP/MD: Becky Nichols                  KELLIE COFFEY "Life"</p>
<p><b>KLLY/Bakersfield, CA *</b>                  PD/MD: E.J. Tyler                  APD: Erik Fox                  4 RACHEL FARRIS "Grit"                  DANA GLOVER "Rain"                  FRANKY PEREZ "Something"                  JOHN GREGORY "Ride"                  SOFIA LOELL "Utopia"                  TORI AMOS "Ride"</p>	<p><b>WVWX/Cincinnati, OH *</b>                  PD: Steve Bender                  MD: Storm Bennett                  GOO GOO DOLLS "Sympathy"                  FLEETWOOD MAC "Peace"</p>	<p><b>WMMX/Cincinnati, OH *</b>                  PD: Steve Bender                  MD: Storm Bennett                  GOO GOO DOLLS "Sympathy"                  FLEETWOOD MAC "Peace"</p>	<p><b>WYWN/Greensboro, NC *</b>                  PD: Steve Williams                  MD: Eric Gray                  21 EVANESCENCE "Life"                  CHANTAL KREVAZUK "Life"                  SISTER HAZEL "Mistake"                  THEORY OF A DEADMAN "Make"</p>	<p><b>WYWN/Greensboro, NC *</b>                  PD: Steve Williams                  MD: Eric Gray                  21 EVANESCENCE "Life"                  CHANTAL KREVAZUK "Life"                  SISTER HAZEL "Mistake"                  THEORY OF A DEADMAN "Make"</p>	<p><b>WYWN/Greensboro, NC *</b>                  PD: Steve Williams                  MD: Eric Gray                  21 EVANESCENCE "Life"                  CHANTAL KREVAZUK "Life"                  SISTER HAZEL "Mistake"                  THEORY OF A DEADMAN "Make"</p>	<p><b>KLCA/Reno, NV *</b>                  PD: Beech                  MD: Corinne Wray                  1 DANA GLOVER "Rain"                  1 GOO GOO DOLLS "Sympathy"</p>	<p><b>KLLC/San Francisco, CA *</b>                  PD: John Peake                  MD: Derek Madden                  1 TORI AMOS "Ride"</p>	<p><b>KZS/Tulsa, OK *</b>                  Interim PD/AP/MD: Kim Gower                  16 LUCY WOODWARD "Girls"                  16 SIXPENCE "Dream"                  13 THEORY OF A DEADMAN "Make"                  10 MAROON 5 "Breathe"                  7 COUNTING CROWS "Taxi"                  EVANESCENCE "Life"</p>	<p><b>WMMX/Youngstown-Warren, OH *</b>                  OMPD: Dan Rivers                  MD: Mark French                  GOO GOO DOLLS "Sympathy"                  MATCHBOX TWENTY "Unwell"</p>
<p><b>WVWX/Baltimore, MD *</b>                  VP/Prog.: Bill Pascha                  PD: Steve Morz                  MD: Ryan Sampson                  5 LISA MARIE PRESLEY "Lights"                  1 FLEETWOOD MAC "Peace"                  RACHEL FARRIS "Grit"</p>	<p><b>WVWX/Cincinnati, OH *</b>                  PD: Steve Bender                  MD: Storm Bennett                  GOO GOO DOLLS "Sympathy"                  FLEETWOOD MAC "Peace"</p>	<p><b>WVWX/Cincinnati, OH *</b>                  PD: Steve Bender                  MD: Storm Bennett                  GOO GOO DOLLS "Sympathy"                  FLEETWOOD MAC "Peace"</p>	<p><b>WYWN/Greensboro, NC *</b>                  PD: Steve Williams                  MD: Eric Gray                  21 EVANESCENCE "Life"                  CHANTAL KREVAZUK "Life"                  SISTER HAZEL "Mistake"                  THEORY OF A DEADMAN "Make"</p>	<p><b>WYWN/Greensboro, NC *</b>                  PD: Steve Williams                  MD: Eric Gray                  21 EVANESCENCE "Life"                  CHANTAL KREVAZUK "Life"                  SISTER HAZEL "Mistake"                  THEORY OF A DEADMAN "Make"</p>	<p><b>WYWN/Greensboro, NC *</b>                  PD: Steve Williams                  MD: Eric Gray                  21 EVANESCENCE "Life"                  CHANTAL KREVAZUK "Life"                  SISTER HAZEL "Mistake"                  THEORY OF A DEADMAN "Make"</p>	<p><b>KNVQ/Reno, NV *</b>                  MD: Heather Combs                  DANA GLOVER "Rain"                  DANIEL BEDINGFIELD "One"                  JOHN GREGORY "Ride"                  MAROON 5 "Breathe"                  RACHEL FARRIS "Grit"</p>	<p><b>KEZR/San Jose, CA *</b>                  PD: Jim Murphy                  AP/MD: Michael Martinez                  2 DANIEL BEDINGFIELD "One"                  2 TLC "Damaged"                  CHRISTINA AGUILERA "Fighter"</p>	<p><b>KRUZ/Santa Barbara, CA</b>                  MD: Mandy Thomas                  31 NORAH JONES "Come"                  15 COUNTING CROWS "Taxi"                  15 MATCHBOX TWENTY "Unwell"</p>	<p><b>WMMX/Youngstown-Warren, OH *</b>                  OMPD: Dan Rivers                  MD: Mark French                  GOO GOO DOLLS "Sympathy"                  MATCHBOX TWENTY "Unwell"</p>
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# Live From New York, It's The Grammys!

A front-line report on the gala

**T**he glitz. The glamour. The air so heavy with anticipation, it's palpable. And that was only the pre-telecast! Please join me, your cub reporter, on a most excellent adventure at this year's Grammy Awards.

Those who have never been to the Grammys may not realize that about 90 of the 104 awards are given out before the televised show. The categories are amazingly diverse. They include Classical, Jazz, New Age, R&B, Soundtracks, Comedy, Salsa, Polka, Gospel, Latin, Instrumental Pop (the newest category) and more.

There are no performances to go along with those categories, and the awards and acceptance speeches flash by so quickly that you have to stay focused or you're likely to miss a category or two.

## People Watching

A ticket to the televised event allows you to sit anywhere, first come, first served, during the pre-telecast portion of the evening's festivities. Of course, that made for great people watching as we all filed into Madison Square Garden at 4pm on Sunday, Feb. 23. It was a total melting pot of musical genres and fabulous fashion statements. Hey, there's Boney James and his lovely wife, filmmaker and E.R. cast member Lily Mariye.

Look, Slash is in the same row as The Blind Boys Of Alabama. Wow, there's Patti Austin, and here come Iggy Pop and B.B. King, and on and on. You can imagine that my jaw

dropped as Diana Krall strolled in, looking fabulous on the arm of her new beau, Elvis Costello. (Am I the last to know that tasty tidbit?) Before long, Diana picked up her Grammy for Best Jazz Vocal Album, not to mention my vote for coolest date.

With only two hours to get through 90 awards, they got right down to business after host Steve Vai played a guitar solo with his teeth. One of the first honors was given to Dave Grusin (the "G" in GRP), who earned a Grammy for Best Instrumental Arrangement With Vocal for his work with James Taylor. Go, Dave! It couldn't happen to a nicer, more talented or more deserving man.

Norah Jones, who swept this year's honors, earned the first of her many awards during the pre-telecast, when she wasn't even dressed for the show yet. Her acceptance speech was unassuming and totally refreshing, and

when she acknowledged Bruce Lundvall, he beamed like a proud papa.

I am sure Bruce smiled until sunrise, and, with his keen musical instincts affirmed once again by Jones' breakthrough sales success, I'll bet he's still beaming. I must add that Norah's understated, oh-so-elegant performance later in the evening — how about her bravura piano solo on "Don't Know Why"? — stood out as one of the show's highlights for me.

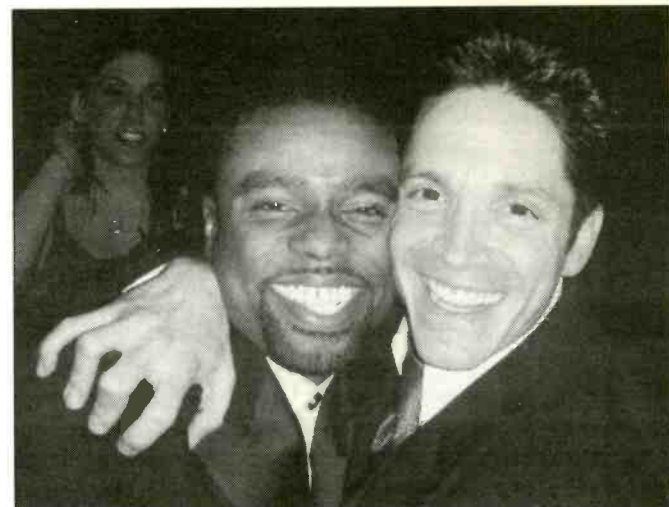
**All good things must come to an end, and after a couple of hours of consuming mass quantities, hugging and schmoozing, the stark reality hit us that we had to be back at work in just a few hours.**

## Getting Jazzy

One of the coolest acceptance speeches was 71-year-old Solomon Burke's as he picked up his first-ever Grammy, for Best Contemporary Blues Album. He shouted, "We got a Grammy, Mammy!" and proceeded to thank his 21 children. I know he went on to mention grandchildren and great-grandchildren, but I was still stuck on the concept of Burke's 21 kids. When did he ever have time to record anything?

The Best R&B Album winner, wonderfully talented singer-songwriter India.Arie, earned applause for using her acceptance time to chide NARAS for always presenting the R&B, Hip-Hop and Jazz awards before the televised show. Yes, you go, girl!

Maybe they do keep the best for last, because it wasn't until we were nearing the very end that they got



**THE WINNER IS....** Warner Bros. artist guitarist Norman Brown (l) experienced the thrill of victory when he was honored with a Grammy — his first — for Best Instrumental Pop Album for *Just Chillin'*. Fellow artist and friend (and host of KTWV/L.A.'s morning show) saxophonist Dave Koz (whose "Golden Slumbers" was nominated for Best Pop Instrumental Song) is seen here congratulating Brown at Warner Music Group's posh after-party.

down to business on the Jazz awards. Warner Bros. guitarist Pat Metheny picked up his 15th Grammy, this time for Best Contemporary Jazz Album for *Speaking of Now*. Norman Brown won his very first Grammy, for Best Pop Instrumental Album for *Just Chillin'*. If you've ever seen Norman, you can surely imagine the smile on his face.

Tony Bennett grabbed a Grammy for Best Traditional Pop Vocal Album for *Playin' With My Friends*, and Herbie Hancock added two more to his collection, taking Best Instrumental Solo and Best Jazz Instrumental Album.

## Primetime

Before you could say, "I'd like to thank....," the pre-telecast was over, and we were being asked to take our assigned seats. Once there, I found that it was still great people watching, but from higher up in Madison Square Garden (oxygen on request). Lifetime Achievement honorees Simon & Garfunkel set exactly the right tone for the return of the Grammys to New York, and we were off on a magical 3 1/2-hour ride.

I'm sure most of you saw the show on TV, so I won't recount it all, except to say that it was the quickest 3 1/2 hours I've ever experienced. I've heard from several folks that the audio quality of the telecast wasn't that great, which is a damn shame, because it sounded fabulous to us there.

But wait, the party didn't stop there; in fact, it was just beginning. Once the music faded and the lights came up, everyone was in a big rush to find their limos and continue the celebration at the infamous Grammy after-parties.

Stars and heavyweights have special limo parking, so they glide out of the building, step right into their cars and are swept away. The rest of us were in a more plebeian car-search mode. Finally, we located our car and driver — a mere three blocks away — and we were on our way too.

## Eat, Drink, Groove, Repeat

NARAS throws one of the biggest

parties, and that's usually everyone's first stop, but we had to pass on that one, because we were escorting Warner Bros. Jazz songstress Gabriela Anders to Warner Music Group's bash.

It was another glamorous red-carpet experience as the limos dropped off one beautiful group of people after another in front of the trendy Hudson Hotel on the Upper West Side. Guest lists, laminates, velvet rope, the works. Inside, it was hot, dark and loud, and the mood was really lively.

The entire bottom floor had been taken out, so there were tons of nooks and crannies for those more intimate encounters. Of course, we immediately set out in search of food and beverages. It's amazing how hungry you can get from watching nearly seven hours of awards and music.

Once fortified, we were ready for the schmooze fest. Our first star sighting was Norman Brown, whom we found easily. You know how you're not supposed to look directly at the sun during an eclipse? Maybe they should issue a similar precaution about Norman's smile.

After congrats and big hugs, we moved on. In the next room we bumped into Warner Bros. Jazz Sr. VP/GM Matt Pierson, hanging with Pat Metheny and his manager, David Sholemson. Even after winning 15 Grammys, Pat is as gracious and humble as ever. Am I the only person who wonders where one puts 15 Grammys? Maybe in the Grammy wing?

All good things must come to an end, and after a couple of hours of consuming mass quantities, hugging and schmoozing, the stark reality hit us that we had to be back at work in just a few hours. After one final sweep through the rooms, we went off in search of our car again.

Needless to say, I was bleary-eyed and brain-fogged the next morning, but it was a small price to pay for such a wonderful evening. I'm extremely thankful to have been a part of it. Is this a great business, or what? Hope to see you live and in person at the Grammys next year.



Deborah Lewow



**A SIRIUS MOMENT** What a cavalcade of talent, brains and beauty assembled when Narada artist and Sirius Jazz Café weekend host keyboardist Jeff Lorber caught up with Sirius Specialty Division Manager and Smooth Jazz pioneer Shirley Maldonado, WQCD/New York and Sirius Jazz Café air talent Deborah Rath and Sirius Jazz Division Manager Teresa Kincaid. Seen here (l-r) are Maldonado, Rath, Kincaid and Lorber.



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	BONEY JAMES Grand Central (Warner Bros.)	832	-37	118307	21	40/0
2	2	STEVE COLE Off Broadway (Warner Bros.)	766	-10	111993	25	39/0
3	3	MINDI ABAIR Lucy's (GRP/VMG)	758	+38	117016	9	42/0
4	4	DAVE KOZ & JEFF KOZ Blackbird (Rendezvous/WB)	710	+35	104194	16	40/0
5	5	MICHAEL LINGTON Still Thinking Of You (3 Keys)	604	+21	82290	17	37/0
8	6	KENNY G Paradise (Arista)	592	+46	102598	18	34/1
9	7	BOB BALDWIN The Way She Looked At Me (Narada)	574	+32	86474	12	38/0
12	8	KIM WATERS Waterfall (Shanachie)	537	+38	84822	8	39/1
11	9	PETER WHITE Who's That Lady? (Columbia)	511	-11	70701	25	30/0
6	10	BWB Groovin' (Warner Bros.)	504	-63	59928	23	30/0
10	11	STEVE OLIVER High Noon (Native Language)	490	-42	69368	27	27/0
7	12	BOB JAMES Morning, Noon & Night (Warner Bros.)	489	-73	66765	24	29/0
13	13	DIANA KRALL Just The Way You Are (Verve/VMG)	441	+11	59925	20	32/1
14	14	JOAN OSBORNE I'll Be Around (Compendia)	438	+29	38583	21	34/2
15	15	SPYRO GYRA Getaway (Heads Up)	410	+45	57042	6	36/0
17	16	NORAH JONES Come Away With Me (Blue Note/Virgin)	394	+49	36412	10	29/2
16	17	GREG ADAMS 'Sup With That (Ripa/Blue Note)	381	+25	40770	11	34/2
24	18	EUGE GROOVE Rewind (Warner Bros.)	366	+81	50872	3	34/1
22	19	CHIELI MINUCCI Kickin' It Hard (Shanachie)	344	+43	42237	7	27/1
18	20	CRUSADERS Viva De Funk (Verve/VMG)	336	+19	40960	3	33/3
21	21	GREGG KARUKAS Your Sweet Smile (N-Coded)	332	+26	27003	15	25/0
20	22	NATALIE COLE / DIANA KRALL Better Than Anything (GRP/VMG)	322	+11	28012	4	25/2
19	23	CRAIG CHAQUICO Afterglow (Higher Octave)	270	-45	9737	18	22/0
23	24	N. BROWN & M. McDONALD I Still Believe (Warner Bros.)	262	-26	22821	19	19/0
27	25	PIECES OF A DREAM Loves Silhouette (Heads Up)	253	+35	31655	5	21/2
25	26	NESTOR TORRES Watermelon Man (Shanachie)	242	+3	35068	9	20/0
28	27	JONATHAN BUTLER Pata Pata (Warner Bros.)	186	-12	21603	8	16/0
30	28	PAUL HARDCASTLE Desire (Trippin' 'n Rhythm)	166	-6	42616	2	14/1
Debut	29	J. THOMPSON Tell Me The Truth (AMH)	165	+31	22072	1	14/0
Debut	30	FOURPLAY Ju-Ju (Bluebird/RCA Victor)	164	+29	23560	1	15/0

42 Smooth Jazz reporters. Songs ranked by total plays for the airplay week of 3/9-3/15. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2003, The Arbitron Company). © 2003, R&R, Inc.

## New & Active

**JEFF LORBER** Gigabyte (Narada)  
Total Plays: 135, Total Stations: 20, Adds: 6

**DAVID LANZ** Romantica (Decca)  
Total Plays: 133, Total Stations: 13, Adds: 1

**BLAKE AARON** One Moment With You (Innervation)  
Total Plays: 120, Total Stations: 11, Adds: 0

**NELSON RANGELL** Look Again (A440 Music Group)  
Total Plays: 117, Total Stations: 12, Adds: 2

**GERALD ALBRIGHT** Old School Jam (GRP/VMG)  
Total Plays: 115, Total Stations: 10, Adds: 0

**PAUL HARDCASTLE** First Light (Trippin' 'n Rhythm)  
Total Plays: 73, Total Stations: 4, Adds: 0

**MICHAEL MANSON** Keys To My Heart (A440 Music Group)  
Total Plays: 72, Total Stations: 8, Adds: 2

**LES SABLER** Reasons (Music Force)  
Total Plays: 70, Total Stations: 6, Adds: 0

**RICK DERRINGER** Hot And Cool (Big3)  
Total Plays: 69, Total Stations: 10, Adds: 2

**LARRY GITTENS/MEDIA...** Joe's Sample (Human Feel)  
Total Plays: 55, Total Stations: 5, Adds: 0

Songs ranked by total plays

## Most Added®

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ARTIST TITLE LABEL(S)	ADDS
JEFF LORBER Gigabyte (Narada)	6
WALTER BEASLEY Precious Moments (N-Coded)	4
LARRY CARLTON Put It Where You Want It (Warner Bros.)	4
NORMAN BROWN The Feeling I Get (Warner Bros.)	4
CRUSADERS Viva De Funk (Verve/VMG)	3
JODY WATLEY Skin Deep (Shanachie)	3

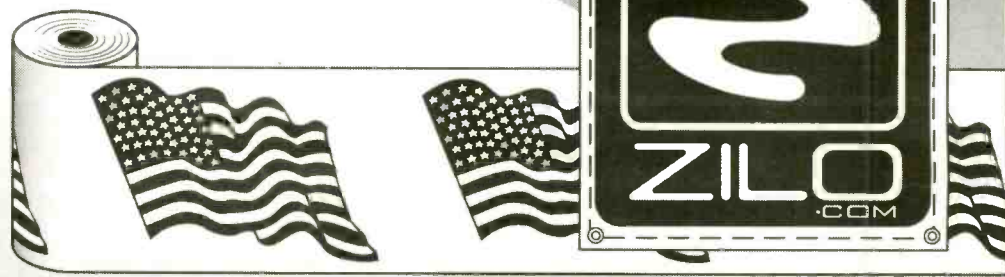
## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
EUGE GROOVE Rewind (Warner Bros.)	+81
NORAH JONES Come Away With Me (Blue Note/Virgin)	+49
KENNY G Paradise (Arista)	+46
BRIAN MCKNIGHT Shoulda, Woulda, Coulda (Motown)	+46
SPYRO GYRA Getaway (Heads Up)	+45
CHIELI MINUCCI Kickin' It Hard (Shanachie)	+43
MINDI ABAIR Lucy's (GRP/VMG)	+38
KIM WATERS Waterfall (Shanachie)	+38
DAVE KOZ & JEFF KOZ Blackbird (Rendezvous/WB)	+35
PIECES OF A DREAM Loves Silhouette (Heads Up)	+35

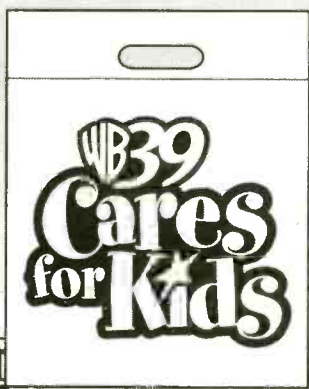
## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
MARION MEADOWS Tales Of A Gypsy (Heads Up)	335
JEFF GOLUB Cold Duck Time (GRP/VMG)	246
NATALIE COLE Tell Me All About It (GRP/VMG)	174
NORAH JONES Don't Know Why (Blue Note/Virgin)	165
RICHARD ELLIOT Q.T. (GRP/VMG)	131
NORMAN BROWN Just Chillin' (Warner Bros.)	129
FOURPLAY Rollin' (Bluebird/RCA Victor)	97
KENNY G FICHANTE MOORE One More Time (Arista)	92
SPECIAL EFX Cruise Control (Shanachie)	90
CHUCK LOEB Sarao (Shanachie)	88
MICHAEL MANSON Outer Drive (A440 Music Group)	85
EUGE GROOVE Slam Dunk (Warner Bros.)	58
JOE SAMPLE X Marks The Spot (PRA/GRP/VMG)	49
GERALD ALBRIGHT Ain't No Stoppin' (GRP/VMG)	46
MAYSA Friendly Pressure (N-Coded)	43
LARRY CARLTON Morning Magic (Warner Bros.)	39
CRAIG CHAQUICO Luminosa (Higher Octave)	38
DIDO Thankyou (Arista)	37
DAVID BENOIT Then The Morning Comes (GRP/VMG)	37
GREGG KARUKAS Night Shift (N-Coded)	32
DIDO Thankyou (Arista)	35
JEFF KASHIWA 3-Day Weekend (Native Language)	35
GREGG KARUKAS Night Shift (N-Coded)	33

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# ON THE RECORD

With  
**Frank Childs**  
MD, WJZ/Philadelphia



I like to cruise the streets of Philadelphia into the wee small hours listening to music. Being a music junkie and a music director, I consider myself lucky to be in this format. I get so jived when I put on a CD like Mindi Abair's *It Just Happens That Way* or Chris Botti's *Night Sessions*. ● On my A list right now is Bob James' latest project, *Morning, Noon & Night*. Bob continues to grow and surprise us with his music. This CD

is as beautiful as it is complex, combining simple songs with beautiful melodies and diverse songs with cutting-edge rhythms. Bob introduces some interesting sounds, including sampling and scratching on "Street Smart," as well as the Eastern-influenced sound of the sitar on the track "Over & Over." ● As usual, Bob surrounds himself with the finest talent out there. Standout examples are "Five O'Clock Chateau," featuring Paul Jackson Jr. on guitar and the beautiful sounds of Rick Braun's subtle flugelhorn. The title cut, featuring Dave Koz on saxophone, is the kind of groove that makes you want to move around. The presence of Chuck Loeb's guitar can be felt throughout the CD, especially on the song "Baby Cakes." One outstanding piece, "Dai Dai Ya," is a duel between Bob on Fender Rhodes and Keiko Matsui on grand piano. *Morning, Noon & Night* shows us that veteran musician Bob James is truly at the top of his game.

**Jeff Lorber's** "Gigabyte" (Narada) scores both the blessing of Broadcast Architecture and is No. 1 Most Added with seven new adds, including WJZW/Washington, KOAI/Dallas, KIFM/San Diego and WLVE/Miami. The track, which is No. 1 New & Active and poised to debut next week, looks like another in a string of smashes for His Royal Badness ... Speaking of Narada, glad to report the label adds guitarist **Joyce Cooling** to its roster ... Although the official add date on **Richard Elliot's** "Corner Pocket" (GRP/VMG) isn't until March 31, KTWV (The Wave)/Los Angeles and KIFM jumped the gun by adding it this week ... Tied for No. 2 Most Added with four adds each: **Norman Brown's** "The Feeling I Get" (Warner Bros.), **Larry Carlton's** "Put It Where You Want It" (Warner Bros.) and **Walter Beasley's** "Precious Moments" (N-Coded), which is added at WQCD/New York and KJCD/Denver ... **Jody Watley's** "Skin Deep" (Shanachie) earns three adds, including one at KIFM, a great station with a refreshing approach to vocals. On a recent Sunday afternoon, for example, I heard KIFM play Diane Schuur's "Louisiana Sunday Afternoon" and Bobby Caldwell's "Where Is Love" in the same hour ... Another winning station that takes a nonformulaic approach to vocals and earns great ratings, KWJZ/Seattle, added **Al Jarreau's** "Secrets of Love" (GRP/VMG) and **Lyle Lovett's** "Gee Baby, Ain't I Good to You" (MCA/Curb), as well as **Chris Botti's** "Miami Overnight" (Columbia) ... **Euge Groove's** "Rewind" (Warner Bros.) is the week's prime mover — 24-18\* and No. 1 Most Increased with an 81-play gain.



— Carol Archer, Smooth Jazz Editor

## Reporters

- WZMR/Albany, NY**  
PD/MD: Tim Durkee  
EUGE GROOVE "Rewind"  
JODY WATLEY "Skin"  
LARRY CARLTON "Want"  
WALTER BEASLEY "Moments"
- KAJZ/Albuquerque, NM**  
PD: Paul Lavoie  
MD: Jeff Young  
JEFF LORBER "Gigabyte"  
PAUL HARGREAVE "Desire"  
RICK DERRINGER "Cool"
- KNIK/Anchorage, AK**  
OM/MD: Aaron Wallender  
No Adds
- WJZZ/Atlanta, GA**  
PD/MD: Nick Francis  
LARRY CARLTON "Want"
- KSMJ/Bakersfield, CA**  
PD/MD: Chris Townshend  
DAVID LANZ "Romantica"  
PIECES OF A DREAM "Silhouette"
- WNUA/Chicago, IL**  
OM: Bob Kaake  
PD: Steve Stites  
No Adds
- WNWV/Cleveland, OH**  
PD/MD: Bernie Kimble  
NORMAN BROWN "Feeling"  
GREG ADAMS "Win"
- WJZA/Columbus, OH**  
OM/MD: Bill Harman  
APD: Gary Wolter  
ALEX CORTIZ "Finger"  
MANHATTAN PROJECT "Groove"  
JODY WATLEY "Skin"  
MICHAEL MANSON "Heart"  
NORMAN BROWN "Feeling"
- KOAI/Dallas-Ft. Worth, TX**  
OM/MD: Kurt Johnson  
APD/MD: Bret Michael  
JOAN OSBORNE "Around"  
JEFF LORBER "Gigabyte"
- KJCD/Denver-Boulder, CO**  
PD/MD: Michael Fischer  
WALTER BEASLEY "Moments"
- KVJZ/Des Moines, IA**  
PD: Mike Blakemore  
MD: Becky Taylor  
No Adds
- WVMV/Detroit, MI**  
PD: Tom Sleeper  
MD: Sandy Kovach  
KIM WATERS "Waterfall"
- KUJZ/Eugene, OR**  
PD: Chris Crowley  
LARRY CARLTON "Want"  
RICK DERRINGER "Cool"
- KEZL/Fresno, CA**  
OM: Scott Keith  
PD/MD: J. Weidenheimer  
CHELSEY MINUCCI "Kickin"  
PIECES OF A DREAM "Silhouette"
- WYJZ/Indianapolis, IN**  
PD/MD: Carl Frye  
No Adds
- KCIY/Kansas City, MO**  
PD: Mark Edwards  
MD: Michelle Chase  
NORMAN BROWN "Feeling"  
REMY SHAND "Rocksteady"
- KOAS/Las Vegas, NV**  
OM: Vic Clemons  
PD/MD: Erik Foxx  
NORMAN BROWN "Feeling"
- KTWV/Los Angeles, CA**  
PD: Paul Goldstein  
APD/MD: Ralph Stewart  
RICHARD ELLIOT "Corner"
- WJZN/Memphis, TN**  
PD: Norm Miller  
NELSON RANGELL "Look"  
WALTER BEASLEY "Moments"  
PAXTON F/CARLTON "Stroll"
- WLVE/Miami, FL**  
PD: Rich McMillan  
CRUSADERS "Viva"  
JEFF LORBER "Gigabyte"  
JOAN OSBORNE "Around"
- WJZ/Milwaukee, WI**  
OM/MD: Steve Scott  
LARRY CARLTON "Want"
- KSBR/Mission Viejo, CA**  
OM/MD: Terry Wedel  
MD: Susan Koshbay  
MICHAEL MANSON "Heart"  
NORAH JONES "Come"
- KRVR/Modesto, CA**  
PD: Jim Bryan  
MD: Doug Wulff  
No Adds
- WQCD/New York, NY**  
OM: John Mullen  
PD/MD: Charley Connolly  
WALTER BEASLEY "Moments"
- WJCD/Norfolk, VA**  
OM: Daisy Davis  
APD/MD: Larry Hollowell  
No Adds
- WJZ/Philadelphia, PA**  
PD: Michael Tozzi  
MD: Frank Childs  
DONNA GARDNER "Sweet"  
NELSON RANGELL "Look"
- KYOT/Phoenix, AZ**  
PD: Shaun Holly  
APD/MD: Angie Handa  
CRUSADERS "Viva"
- KJZS/Reno, NV**  
Acting PD: Harry Reynolds  
MD: Doug Thomas  
COLE FARRALL "Better"  
WARREN HILL "Fallen"
- KJZV/Richmond, VA**  
PD: Reid Snider  
JEFF LORBER "Gigabyte"  
GREG ADAMS "Win"
- KSSJ/Sacramento, CA**  
PD: Lee Hanson  
APD: Ken Jones  
No Adds
- WSSM/St. Louis, MO**  
PD: David Myers  
No Adds
- KBZN/Salt Lake City, UT**  
PD/MD: Rob Riesen  
NORAH JONES "Come"
- KIFM/San Diego, CA**  
PD: Mike Vasquez  
APD/MD: Kelly Cole  
RICHARD ELLIOT "Corner"  
JEFF LORBER "Gigabyte"  
JODY WATLEY "Skin"  
COLE FARRALL "Better"
- KMGQ/Santa Barbara, CA**  
PD: Mark De Anda  
APD/MD: Steve Bauer  
CRUSADERS "Viva"
- KJZY/Santa Rosa, CA**  
PD: Gordon Zlot  
APD/MD: Rob Singleton  
No Adds
- KWJZ/Seattle-Tacoma, WA**  
PD: Carol Handley  
MD: Dianna Rose  
CHRIS BOTTI "Miami"  
AL JARREAU "Secrets"  
DIANA KRALL "Way"  
LYLE LOVETT "Baby"
- WEIB/Springfield, MA**  
PD: Ben Casey  
MD: Darrel Cutting  
AL JARREAU "Secrets"  
MAYSA "Life"  
PAXTON F/CARLTON "Stroll"
- WSJT/Tampa, FL**  
OM/MD: Ross Block  
MD: Kathy Curtis  
No Adds
- WJZW/Washington, DC**  
OM: Kenny King  
PD: Carl Anderson  
JEFF LORBER "Gigabyte"  
KENNY G "Paradise"
- JRN/(Jones NAC)/National**  
PD: Steve Hibbard  
MD: Cheri Marquart  
No Adds

42 Total Reporters  
40 Current Playlists  
Did Not Report, Playlist Frozen (2):  
WLOQ/Orlando, FL  
KKSJ/San Francisco, CA

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PART TWO OF A TWO-PART SERIES

# Scrutinizing The Fall Swoon

Why Rock radio ratings fall in the fall

By Fred Jacobs  
President, Jacobs Media

Last week we looked at the fact that Rock ratings historically fall each fall. This week we uncover the reasons why.

Many signs point to football — professional and college — as a key contributor to down Rock books. First, Rock stations target men — the lifeblood of NFL and NCAA football. Second, unlike other sports with long seasons and erratic schedules, football is essentially confined to weekends (even rolling into Monday nights). Third, the season is short and focused, thus making these games much bigger events than one baseball game out of 162.

Finally, in America football is a phenomenon. It's why America stops to watch the Super Bowl (but not the NBA Championship or the World Series) and the NFL just came off a banner year. It's about guys sitting in bars, arguing about that ref's call last Sunday. Or it's web

pools, office pools, fantasy football and, of course, gambling.

### The American Pastime

Do these all occur with other sports? Of course. But football is truly the sport that everyone talks



Fred Jacobs

about, and fall is the epicenter of the season. Football is the one sport of the four major pro sports where even nonfanatics get interested as the playoffs approach or the home team has a great year. Football (due in good part to great marketing) has become mainstream entertainment, replacing baseball as the American pastime.

In my investigation with Arbitron, we ran into a number of situations where a Rocker took a hit and a sports-oriented station did well — not just this fall, but in the

past too. Graph 1 is a broad look at 25-54 men in the top 50 markets. It shows the performance of Rock-formatted stations vs. that of Sports Talk-type stations. Note that NFL flagships and affiliates weren't sought for this analysis, but some ended up in both categories.

Look at the inverse relationship between Rock and Sports Talk stations. The graph shows how each format shows cyclical behavior — when Rock is down, Sports is up. Keeping in mind that we're dealing with different total shares for each format, you can still see how these two formats often work in opposite directions in terms of the amount of actual shares lost or gained over time.

While Rock dips in the fall, Sports tends to show better results during this all-important time of year in the sporting world. Why is this occurring? It could be due to guys loving to talk football, as well as watching it on TV or in person. According to Arbitron, Mondays can also display this relationship, as fans love to chat about Sunday's games.

This doesn't mean that a Rock station that carries NFL or NCAA football play-by-play is guaranteed a great fall book. Many people watch the games on television. Sports Talk stations may also be part of the problem as the audience focuses on everything football. While Rock stations may include sports content in their morning shows and even throughout the day, they don't specialize in this type of information or conversation.

To see this from a local market perspective, take a look at Dallas-Ft. Worth in Table 1. "The Ticket" (KTCK) did especially well this fall in 25-54 adults, and, conversely, most of the Rock stations in the market took a hit. This phenomenon didn't occur everywhere, of course, but a similar pattern showed up in other markets as well.

A final note about sports and Rock's fall in the fall: Many small-market Rockers did just fine in this survey. In fact, some posted spectacular numbers. One theory is that in towns far away from an NFL franchise, sports partisanship may be diffused, meaning there's no obvi-

ous team that captures the interest level of the market.

### Music Of The Faithful

Here's something else that also popped in certain towns: Christmas music. We have long wondered whether the holidays in general destabilize the fall book. In the past two Decembers many AC stations have taken the risk of playing wall-to-wall Christmas music. While this has paid off for many stations, it has taken its toll on overall listening trends.

the fall survey (see Table 2). While WSNI (the Christmas-music station in that market) did exceptionally well in December, many stations may have been impacted.

This is seen in increased sharing patterns with just about every other Philadelphia station. But Rock WMMR, Active Rock WYSP, Classic Rock WMGK and Alternative WPLY felt WSNI's presence as they shared numbers as high, if not higher than you'd expect.

These results may be surprising to some of you. They also might cause you to consider the impact of the PPM. Many in the industry yearn for a more accurate, immediate way to measure true listening, and it's clear that PPM has the capacity to do just that, but be careful what you wish for.

### Moving Forward

So football and Christmas music may be two of the possible culprits. What does this mean to Rock-formatted stations moving forward? The main reason for going through this analysis was to assure Rock stations that, in most cases, the pain many have experienced this fall could lessen considerably in the next couple of Arbitron books. Too often, stations isolate one rating book and make big decisions based on its apparent implications.

Also, there's not much that Rock radio can do about either of these potential culprits. If football is especially captivating, stations can only do so much to compete. Similarly, Christmas music could develop into a tough December problem. And let's not forget some of the hot television that has captured America's interest over the past several months. It all adds up to increased competition from other sources.

Continued on Page 66

Table 1

## The Dallas-Ft. Worth Numbers

Calls (Format)	Fa '01	Wi '02	Sp '02	Su '02	Fa '02
KTCK (Sports)	3.2	3.6	2.4	4.0	4.3
KZPS (Classic Rock)	4.1	3.1	2.9	3.5	3.1
KDBN (Classic Rock)	1.9	4.4	4.2	4.0	3.0
KDGE (Alternative)	2.3	2.3	2.5	2.2	2.3
KEGL (Active Rock)	3.6	2.2	3.2	2.6	2.1

The onus is on Rock programmers to more effectively compete by creating compelling and memorable programming and promotional content.

Conventional wisdom tells us that female-oriented stations might be more greatly affected by a competitor that tried this tactic. Rock programmers have long known that men often lose the argument with spouses or significant others about which station they can both enjoy. It's one thing to yell about having to listen to Celine Dion on Soft 97; it's quite another to vociferously complain about Christmas music.

To illustrate, Arbitron sent along some sharing information compiled from PPM data in Philadelphia from

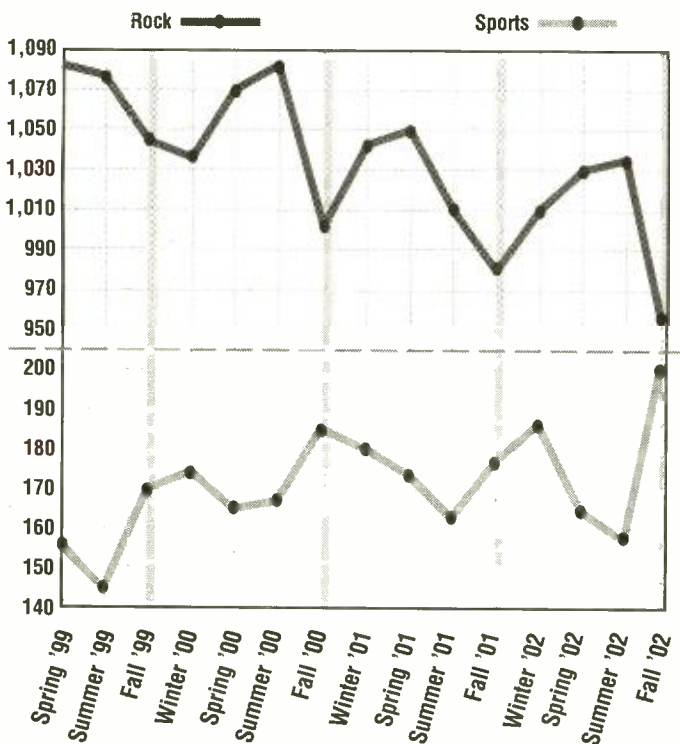
Table 2

## Radio Duplication

Here's how to read this chart: Before Christmas music WSNI shared 18.8% cume with WMGK. During Christmas music WSNI shared 32.7% of cume with WMGK. The numbers are from the Philadelphia Metro, Mon.-Sun., 6am-midnight, persons 25-54.

	WMGK	WMMR	WPLY	WYSP
Percentage of Cume Shared With WSNI-FM Before Christmas	18.8	13.1	17.5	15.9
Percentage of Cume Shared With WSNI-FM During Christmas music	32.7	33.9	35.2	32.0

## Graph 1 Rock Vs. Sports Shares





March 21, 2003

Powered By



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	<b>3 DOORS DOWN</b> When I'm Gone (Republic/Universal)	796	-31	80090	23	35/0
2	2	<b>SALIVA</b> Always (Island/IDJMG)	694	-10	65154	23	31/0
3	3	<b>AUDIOSLAVE</b> Like A Stone (Interscope/Epic)	633	+53	58494	8	34/1
5	4	<b>GODSMACK</b> Straight Out Of Line (Republic/Universal)	517	+21	41403	7	27/0
6	5	<b>FOO FIGHTERS</b> Times Like These (Roswell/RCA)	515	+41	42342	8	31/0
8	6	<b>THEORY OF A DEADMAN</b> Make Up Your Mind (Roadrunner/IDJMG)	489	+49	39476	9	31/0
4	7	<b>SEETHER</b> Fine Again (Wind-up)	483	-25	41145	32	25/0
7	8	<b>QUEENS OF THE STONE AGE</b> No One Knows (Interscope)	457	-1	43017	20	23/0
10	9	<b>LINKIN PARK</b> Somewhere I Belong (Warner Bros.)	408	+43	38264	3	20/0
9	10	<b>SOCIALBURN</b> Down (Elektra/EEG)	353	-13	29216	14	28/0
11	11	<b>CREED</b> Weathered (Wind-up)	349	+1	25893	16	22/0
16	12	<b>TRAPT</b> Headstrong (Warner Bros.)	305	+14	26378	10	20/0
15	13	<b>CHEVELLE</b> Send The Pain Below (Epic)	297	+4	28567	5	28/0
14	14	<b>DISTURBED</b> Remember (Reprise)	291	-4	21813	11	24/0
12	15	<b>PUDDLE OF MUDD</b> She Hates Me (Flawless/Geffen/Interscope)	280	-54	26398	31	25/0
18	16	<b>RED HOT CHILI PEPPERS</b> Can't Stop (Warner Bros.)	217	-12	18335	11	20/1
20	17	<b>MUDVAYNE</b> Not Falling (Epic)	203	+11	14999	12	13/0
19	18	<b>OUTSPOKEN</b> Farther (Lava)	191	+1	14853	8	20/0
23	19	<b>REVIS</b> Caught In The Rain (Epic)	175	+14	15172	3	22/1
22	20	<b>OLEANDER</b> Hands Off The Wheel (Sanctuary/SRG)	173	0	13656	6	19/0
24	21	<b>STONE SOUR</b> Inhale (Roadrunner/IDJMG)	160	+4	8208	4	18/3
29	22	<b>ALLMAN BROTHERS</b> Firing Line (Sanctuary/SRG)	154	+41	11081	2	13/0
25	23	<b>STYX</b> Waiting For Our Time (CMC/SRG)	152	+4	12193	5	14/0
30	24	<b>SALIVA</b> Rest In Pieces (Island/IDJMG)	147	+38	14052	2	19/3
<b>Debut</b>	25	<b>SEETHER</b> Driven Under (Wind-up)	138	+50	10040	1	13/2
21	26	<b>BON JOVI</b> Bounce (Island/IDJMG)	133	-41	10012	6	18/0
26	27	<b>RA</b> Do You Call My Name (Republic/Universal)	121	-10	9045	5	11/0
<b>Debut</b>	28	<b>TOM PETTY &amp; THE HEARTBREAKERS</b> Have Love Will Travel (Warner Bros.)	115	+11	6983	1	12/1
<b>Debut</b>	29	<b>BREAKING BENJAMIN</b> Skin (Hollywood)	107	+34	11265	1	10/0
<b>Debut</b>	30	<b>AFI</b> Girl's Not Grey (DreamWorks)	100	+16	6261	1	10/0

## Most Added

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ARTIST TITLE LABEL(S)	ADDS
<b>3 DOORS DOWN</b> The Road I'm On (Republic/Universal)	11
<b>FORTY FOOT ECHO</b> Save Me (Hollywood)	8
<b>POWERMAN 5000</b> Free (DreamWorks)	7
<b>GEORGE THOROGOOD...</b> You Don't Love Me, You... (Eagle)	4
<b>SALIVA</b> Rest In Pieces (Island/IDJMG)	3
<b>STONE SOUR</b> Inhale (Roadrunner/IDJMG)	3
<b>SYSTEMATIC</b> Leaving Only Scars (Elektra/EEG)	3
<b>PRESENCE</b> Tonz Of Fun (Curb)	3

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
<b>DOUBLEDRIVE</b> Imprint (Roadrunner/IDJMG)	+62
<b>3 DOORS DOWN</b> The Road I'm On (Republic/Universal)	+57
<b>AUDIOSLAVE</b> Like A Stone (Interscope/Epic)	+53
<b>SEETHER</b> Driven Under (Wind-up)	+50
<b>THEORY OF A DEADMAN</b> Make Up Your Mind (Roadrunner/IDJMG)	+49
<b>LINKIN PARK</b> Somewhere I Belong (Warner Bros.)	+43
<b>FOO FIGHTERS</b> Times Like These (Roswell/RCA)	+41
<b>ALLMAN BROTHERS</b> Firing Line (Sanctuary/SRG)	+41
<b>SALIVA</b> Rest In Pieces (Island/IDJMG)	+38
<b>BREAKING BENJAMIN</b> Skin (Hollywood)	+34

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
<b>FOO FIGHTERS</b> All My Life (Roswell/RCA)	266
<b>STONE SOUR</b> Bother (Roadrunner/IDJMG)	260
<b>CHEVELLE</b> The Red (Epic)	249
<b>NICKELBACK</b> Never Again (Roadrunner/IDJMG)	236
<b>DISTURBED</b> Prayer (Reprise)	236
<b>AUDIOSLAVE</b> Cochise (Interscope/Epic)	233
<b>NICKELBACK</b> How You Remind Me (Roadrunner/IDJMG)	199
<b>PUDDLE OF MUDD</b> Drift & Die (Flawless/Geffen/Interscope)	183
<b>GODSMACK</b> I Stand Alone (Republic/Universal)	182
<b>SYSTEM OF A DOWN</b> Aerials (American/Columbia)	181
<b>PRIMUS</b> WOZZY N.I.B. (Divine/Priority)	158
<b>STAINED</b> It's Been Awhile (Flip/Elektra/EEG)	158
<b>PUDDLE OF MUDD</b> Blurry (Flawless/Geffen/Interscope)	157
<b>NICKELBACK</b> Too Bad (Roadrunner/IDJMG)	152
<b>RED HOT CHILI PEPPERS</b> By The Way (Warner Bros.)	149
<b>PUDDLE OF MUDD</b> Control (Flawless/Geffen/Interscope)	145
<b>NIRVANA</b> You Know You're Right (Geffen/Interscope)	140
<b>LINKIN PARK</b> In The End (Warner Bros.)	136

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36 Rock reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/9-3/15. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2003, The Arbitron Company). © 2003, R&R, Inc.

## New & Active

### DOUBLEDRIVE Imprint (Roadrunner/IDJMG)

Total Plays: 97, Total Stations: 15, Adds: 1

### 3 DOORS DOWN The Road I'm On (Republic/Universal)

Total Plays: 94, Total Stations: 20, Adds: 11

### (HED) PLANET EARTH Blackout (Volcano/Jive)

Total Plays: 92, Total Stations: 8, Adds: 1

### UNLOCO Failure (Mavenick/Reprise)

Total Plays: 83, Total Stations: 14, Adds: 1

### BLINDSIDE Sleepwalking (Elektra/EEG)

Total Plays: 67, Total Stations: 7, Adds: 0

### COLD Stupid Girl (Flip/Geffen/Interscope)

Total Plays: 65, Total Stations: 11, Adds: 2

### TAPROOT Mine (Velvet Hammer/Antalctic)

Total Plays: 63, Total Stations: 11, Adds: 2

### STEREOMUD Breathing (Columbia)

Total Plays: 55, Total Stations: 4, Adds: 0

### MUST Freechild (Wind-up)

Total Plays: 47, Total Stations: 4, Adds: 0

### FINCH What It Is To Burn (Drive-Thru/MCA)

Total Plays: 46, Total Stations: 5, Adds: 0

Songs ranked by total plays

## Reporters

### WONE/Akron, OH \*

PD: Nick Anthony  
 DM: T.K. O'Grady  
 APD: Tim Daugherty  
 6 GEORGE THOROGOOD... "Don't"

### KZRR/Albuquerque, NM \*

Dir/Prog: Bill May  
 PD: Phil Manorey  
 MD: Rob Brothers  
 No Adds

### KZMZ/Alexandria, LA

PD: Steve Casey  
 MD: Pat Cloud  
 5 3 DOORS DOWN "Road"  
 3 DOUBLEDRIVE "Imprint"

### WZZO/Allentown, PA \*

PD: Robin Lee  
 MD: Keith Meyer  
 1 POWERMAN 5000 "Free"  
 1 FORTY FOOT ECHO "Save"

### KWHL/Anchorage, AK

PD: Larry Snider  
 MD: Kathy Mitchell  
 No Adds

### KLBJ/Austin, TX \*

OM: Jeff Carroll  
 MD: Lorin Lowe  
 BLACK LABELLOZZY "Silbon"  
 DOUBLEDRIVE "Imprint"  
 BLUE OCTOBER "Calling"

### KIOC/Beaumont, TX \*

PD/MD: Mike Davis  
 FORTY FOOT ECHO "Save"  
 PRESENCE "Fun"

### WKGB/Binghamton, NY

PD: Jim Free  
 MD: Tim Boland  
 No Adds

### WBWF/Buffalo, NY \*

PD: John Park  
 APD/MD: Joe Russo  
 SALIVA "Rest"  
 UNLOCO "Failure"

### WRQK/Canton, OH \*

PD/MD: Todd Downard  
 No Adds

### WPXC/Cape Cod, MA

OM: Steve McVie  
 PD/MD: Suzanne Tonaire  
 No Adds

### WYBB/Charleston, SC \*

PD/MD: Mike Allen  
 3 DOORS DOWN "Road"  
 DONNAS "Invited"  
 FORTY FOOT ECHO "Save"  
 POWERMAN 5000 "Free"  
 PRESENCE "Fun"

### WKLC/Charleston, WV

PD/MD: Mike Reppaport  
 No Adds

### WEBN/Cincinnati, OH \*

OM/MD: Scott Reinhart  
 MD: Rick "The Dude" Vaeke  
 3 DOORS DOWN "Road"

### WVRK/Columbus, GA

6 ALLMAN BROTHERS "Firing"  
 3 DOORS DOWN "Road"

### KNCN/Corpus Christi, TX \*

PD: Paulo Newell  
 MD: Monie Montana  
 2 SALIVA "Rest"  
 1 COLD "Gif"  
 1 REVIS "Ran"  
 TAPROOT "Mine"

### WTUE/Dayton, OH \*

PD: Tony Tilford  
 APD/MD: John Beaulieu  
 No Adds

### KLAQ/EI Paso, TX \*

PD: Magic Mike Ramsey  
 APD/MD: Glenn Garza  
 COLD "Gif"  
 POWERMAN 5000 "Free"  
 STONE SOUR "Inhaler"  
 TAPROOT "Mine"

### WPHD/Elmira-Corning, NY

GMPD: George Harris  
 MD: Stephen Shiver  
 PRESENCE "Fun"  
 SYSTEMATIC "Scars"

### WRCQ/Fayetteville, NC \*

OM: Paul Michels  
 PD: Mark Arsen  
 MD: Al Field  
 EVANESCENCE "Live"

### KLOL/Houston, TX \*

OM/MD: Vince Richards  
 MD: Steve Flax  
 3 DOORS DOWN "Road"  
 FORTY FOOT ECHO "Save"

### WRKR/Kalamazoo, MI

OM: Mike Mackety  
 PD/MD: Jay Deacon  
 GEORGE THOROGOOD... "Don't"

### WQBZ/Macon, GA

PD: Enich West  
 MD: Sarina Scott  
 No Adds

### KFRQ/McAllen, TX \*

PD: Alex Duran  
 MD: Stacy Taylor  
 23 RED HOT CHILI... "Stop"  
 15 STONE SOUR "Inhaler"  
 14 SEETHER "Under"  
 11 DEADLY "Brand"  
 11 VEX RED "Smile"  
 10 TOM PETTY & HIS "How"  
 10 HOT ACTION COFF "Free"  
 3 DOORS DOWN "Road"  
 DONNAS "Invited"  
 POWERMAN 5000 "Free"  
 SYSTEMATIC "Scars"  
 PRESENCE "Fun"

### WCLG/Morgantown, WV

PD: Jeff Miller  
 MD: Dave Murdoch  
 1 UNLOCO "Failure"  
 3 DOORS DOWN "Road"  
 DONNAS "Invited"

### WDHA/Morristown, NJ \*

PD/MD: Terre Carr  
 3 GEORGE THOROGOOD... "Don't"  
 2 3 DOORS DOWN "Road"  
 1 PETE YORK "Bark"  
 FORTY FOOT ECHO "Save"

### WBAB/Nassau-Suffolk, NY \*

PD: John Dison  
 APD/MD: John Parise  
 No Adds

### KFZX/Odessa-Midland, TX

PD/MD: Steve Driscoll  
 GEORGE THOROGOOD... "Don't"  
 SOUTH FM "Cauld"  
 3 DOORS DOWN "Road"  
 AUDIOSLAVE "Stone"

### KEZO/Omaha, NE \*

PD: Lester St. James  
 MD: Jessica Dol  
 3 DOORS DOWN "Road"  
 AUDIOSLAVE "Stone"

### KCLB/Palm Springs, CA

PD/MD: Tish Lacy  
 8 3 DOORS DOWN "Road"  
 4 PRESENCE "Fun"

### WRRX/Pensacola, FL \*

OM/MD: Dan McClintock  
 3 DOORS DOWN "Road"

### WWCT/Peoria, IL

PD: Jamie Marley  
 MD: Debbie Hunter  
 3 DOORS DOWN "Road"  
 PRESENCE "Fun"

### WMMR/Philadelphia, PA \*

PD: Sam Mikulan  
 APD/MD: Ken Ziegler  
 QUEENS OF... "How"  
 SALIVA "Rest"

### KDKB/Phoenix, AZ \*

PD: Joe Bonadonna  
 MD: Dock Ellis  
 No Adds

### WHEB/Portsmouth, NH \*

PD/MD: Alex James  
 8 QUEENS OF... "How"  
 7 MIST "Wages"  
 1 (HED) PLANET EARTH "Blackout"

### WHJY/Providence, RI \*

PD: Joe Bevilacqua  
 APD: Doug Palmeri  
 MD: John Laurenti  
 7 POWERMAN 5000 "Free"

### KCAL/Riverside, CA \*

PD/MD: Steve Hoffman  
 APD/MD: J.M. Matthews  
 MUSIC "Road"

### WROV/Roanoke-Lynchburg, VA \*

PD: Aaron Roberts  
 MD: Heidi Krummet-Tate  
 13 3 DOORS DOWN "Road"  
 3 GEORGE THOROGOOD... "Don't"  
 1 SYSTEMATIC "Scars"  
 DEF LEPPARD "Tuesday"

### WCMF/Rochester, NY \*

PD: John McCrae  
 MD: Dave Kane  
 FORTY FOOT ECHO "Save"  
 POWERMAN 5000 "Free"  
 SYSTEMATIC "Scars"

### WXRX/Rockford, IL

PD/MD: Jim Stone  
 3 DOORS DOWN "Road"  
 DOUBLEDRIVE "Imprint"  
 POWERMAN 5000 "Free"

### KBFR/Salt Lake City, UT \*

OM: Bruce Jones  
 PD: Kelly Hammer  
 APD/MD: Helen Powers  
 MD: Dock Ellis  
 STONE SOUR "Inhaler"

### KSJO/San Francisco, CA \*

OM: Gary Schoenwetter  
 MD: Zak Tyler  
 DEPSWA "Time"

### KZQZ/San Luis Obispo, CA

PD/MD: Alex Wood  
 APD: London Fields  
 MD: Jordan Black  
 No Adds

### KXFX/Santa Rosa, CA \*

PD/MD: Don Harrison  
 Asst. MD: Todd Payne  
 3 DOORS DOWN "Road"

### KISW/Seattle-Tacoma, WA \*

PD: Dave Richards  
 APD/MD: Kyee Brooks  
 1 POWERMAN 5000 "Free"

### KTUX/Shreveport, LA \*

MD: Flynn Stone  
 12 STONES "Road"  
 FORTY FOOT ECHO "Save"  
 SEETHER "Under"

### KXUS/Springfield, MO

PD: Tony Matteo  
 MD: Mark McCain  
 20 SALIVA "Always"  
 ALLMAN BROTHERS "Firing"

### WAQX/Syracuse, NY \*

PD/MD: Bob O'Dell  
 No Adds

### WIOT/Toledo, OH \*



# R&R ACTIVE ROCK TOP 50

March 21, 2003

Powered By



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	GODSMACK Straight Out Of Line (Republic/Universal)	1820	+30	147468	7	58/0
2	2	LINKIN PARK Somewhere I Belong (Warner Bros.)	1796	+113	155719	3	56/0
3	3	SEETHER Fine Again (Wind-up)	1604	-55	136644	35	55/1
6	4	TRAPT Headstrong (Warner Bros.)	1590	+137	132893	23	56/1
9	5	AUDIOSLAVE Like A Stone (Interscope/Epic)	1484	+84	123362	10	56/0
5	6	DISTURBED Remember (Reprise)	1480	-15	131602	16	57/1
8	7	MUDVAYNE Not Falling (Epic)	1386	-41	120257	23	58/0
4	8	SALIVA Always (Island/IDJMG)	1315	-241	114840	25	58/1
7	9	3 DOORS DOWN When I'm Gone (Republic/Universal)	1237	-204	102854	24	56/0
10	10	QUEENS OF THE STONE AGE No One Knows (Interscope)	1212	-125	100044	24	53/0
12	11	SOCIALBURN Down (Elektra/EEG)	1203	+25	101621	17	57/0
11	12	CHEVELLE The Red (Epic)	1183	-41	90594	36	56/0
13	13	FOO FIGHTERS Times Like These (Roswell/RCA)	1154	+68	99005	10	56/0
15	14	DISTURBED Prayer (Reprise)	918	-36	86900	31	55/0
14	15	TAPROOT Poem (Velvet Hammer/Atlantic)	909	-110	80770	28	48/0
16	16	CHEVELLE Send The Pain Below (Epic)	906	+49	73228	9	54/0
18	17	THEORY OF A DEADMAN Make Up Your Mind (Roadrunner/IDJMG)	777	-2	61922	9	49/0
17	18	FOO FIGHTERS All My Life (Roswell/RCA)	766	-59	74799	27	49/0
21	19	STONE SOUR Inhale (Roadrunner/IDJMG)	719	+23	58983	8	51/1
22	20	(HED) PLANET EARTH Blackout (Volcano/Jive)	706	+18	61236	9	52/1
20	21	RED HOT CHILI PEPPERS Can't Stop (Warner Bros.)	615	-89	54739	14	38/0
25	22	SALIVA Rest In Pieces (Island/IDJMG)	603	+126	49180	4	49/1
24	23	REVIS Caught In The Rain (Epic)	572	+91	43385	5	48/2
23	24	OLEANDER Hands Off The Wheel (Sanctuary/SRG)	501	+11	37098	9	36/1
30	25	COLD Stupid Girl (Flip/Geffen/Interscope)	481	+92	46017	4	41/3
27	26	BLINDSIDE Sleepwalking (Elektra/EEG)	472	+34	38167	10	49/1
29	27	BREAKING BENJAMIN Skin (Hollywood)	439	+43	30850	5	43/1
33	28	EVANESCENCE Bring Me To Life (Wind-up)	430	+129	27483	7	27/4
28	29	STEREOMUO Breathing (Columbia)	427	-11	32582	12	36/0
31	30	FINCH What It Is To Burn (Drive-Thru/MCA)	374	+21	29729	9	33/1
26	31	OUTSPOKEN Farther (Lava)	368	-107	27048	12	33/0
32	32	PROJECT 86 Hollow Again (Atlantic)	355	+24	26036	9	33/0
36	33	SEETHER Driven Under (Wind-up)	338	+109	27918	7	38/1
34	34	UNLOCO Failure (Maverick/Reprise)	317	+39	19568	3	37/1
41	35	TAPROOT Mine (Velvet Hammer/Atlantic)	312	+117	24368	2	41/2
40	36	AFI Girl's Not Grey (DreamWorks)	282	+70	25511	6	27/2
39	37	HOT ACTION COP Fever For The Flava (Lava)	240	+26	13262	4	19/1
45	38	DOUBLEDRIVE Imprint (Roadrunner/IDJMG)	209	+68	18916	2	26/3
-	39	3 DOORS DOWN The Road I'm On (Republic/Universal)	191	+86	16943	2	31/17
37	40	SYSTEM OF A DOWN Inner Vision (American/Columbia)	171	-52	15388	18	18/1
43	41	LIMP BIZKIT Just Drop Dead (Flip/Interscope)	169	-2	9933	4	2/0
35	42	PACIFIER Bulletproof (Arista)	152	-106	12942	19	22/0
Debut	43	FROM ZERO Sorry (Arista)	149	+48	11702	1	18/3
44	44	CREED Weathered (Wind-up)	146	-20	7801	18	12/0
Debut	45	GRADE 8 Brick By Brick (Lava)	136	+74	7784	1	17/4
38	46	FUEL Won't Back Down (Wind-up)	135	-86	13902	12	15/0
46	47	DROWNING POOL F/ROB ZOMBIE The Man Without Fear (Wind-up)	126	-4	11786	6	5/0
Debut	48	POWERMAN 5000 Free (DreamWorks)	115	+71	11827	1	26/16
47	49	DONNAS Take It Off (Lookout/Atlantic)	103	-22	7402	14	12/0
42	50	30 SECONDS TO MARS Edge Of The Earth (Immortal/Virgin)	101	-70	7515	7	16/0

58 Active Rock reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/9-3/15. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2003, The Arbitron Company). © 2003, R&R, Inc.

## Most Added®

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ARTIST TITLE LABEL(S)	ADDS
3 DOORS DOWN The Road I'm On (Republic/Universal)	17
POWERMAN 5000 Free (DreamWorks)	16
SYSTEMATIC Leaving Only Scars (Elektra/EEG)	14
PRESENCE Tonz Of Fun (Curb)	14
SHINEDOWN Fly From The Inside (Atlantic)	7
FORTY FOOT ECHO Save Me (Hollywood)	6
EVANESCENCE Bring Me To Life (Wind-up)	4
GRADE 8 Brick By Brick (Lava)	4
COLD Stupid Girl (Flip/Geffen/Interscope)	3
DOUBLEDRIVE Imprint (Roadrunner/IDJMG)	3
FROM ZERO Sorry (Arista)	3

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
TRAPT Headstrong (Warner Bros.)	+137
EVANESCENCE Bring Me To Life (Wind-up)	+129
SALIVA Rest In Pieces (Island/IDJMG)	+126
TAPROOT Mine (Velvet Hammer/Atlantic)	+117
LINKIN PARK Somewhere I Belong (Warner Bros.)	+113
SEETHER Driven Under (Wind-up)	+109
COLO Stupid Girl (Flip/Geffen/Interscope)	+92
REVIS Caught In The Rain (Epic)	+91
3 DOORS DOWN The Road I'm On (Republic/Universal)	+86
AUDIOSLAVE Like A Stone (Interscope/Epic)	+84

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
SYSTEM OF A DOWN Aerials (American/Columbia)	695
RA Do You Call My Name (Republic/Universal)	580
STONE SOUR Bother (Roadrunner/IDJMG)	564
PUDDLE OF MUDD She Hates Me (Flawless/Geffen/Interscope)	480
STAIN'D For You (Flip/Elektra/EEG)	445
GODSMACK I Stand Alone (Republic/Universal)	435
SYSTEM OF A DOWN Toxicity (American/Columbia)	421
AUDIOSLAVE Cochise (Interscope/Epic)	420
NICKELBACK Never Again (Roadrunner/IDJMG)	378
TOOL Schism (Volcano)	375
PUDDLE OF MUDD Drift & Die (Flawless/Geffen/Interscope)	372
NIRVANA You Know You're Right (Geffen/Interscope)	372
PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	363
KORN Here To Stay (Immortal/Epic)	363
PUDDLE OF MUDD Control (Flawless/Geffen/Interscope)	350
DISTURBED Down With The Sick (Giant/Reprise)	345
P.O.D. Youth Of The Nation (Atlantic)	344
SYSTEM OF A DOWN Chop Suey (American/Columbia)	321
DROWNING POOL Bodies (Wind-up)	313
P.O.D. Alive (Atlantic)	313

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America's Best Testing Active Rock Songs 12+  
 For The Week Ending 3/21/03

Artist Title (Label)	TW	LW	Familiarity	Burn	TD	Familiarity	Burn
<b>DISTURBED</b> Remember (Reprise)	4.22	4.17	90%	13%	4.18	92%	14%
<b>DISTURBED</b> Prayer (Reprise)	4.18	4.14	95%	28%	4.13	96%	33%
<b>MUDVAYNE</b> Not Falling (Epic)	4.13	4.17	84%	16%	4.19	88%	17%
<b>TRAPT</b> Headstrong (Warner Bros.)	4.10	4.06	84%	13%	4.02	82%	18%
<b>TAPROOT</b> Poem (Velvet Hammer/Atlantic)	4.08	4.09	91%	26%	3.98	92%	33%
<b>CHEVELLE</b> The Red (Epic)	4.06	4.04	95%	38%	3.99	97%	46%
<b>SEETHER</b> Fine Again (Wind-up)	4.04	3.98	91%	29%	3.92	92%	35%
<b>STONE SOUR</b> Inhale (Roadrunner/IDJMG)	4.04	4.03	66%	7%	4.04	68%	7%
<b>CHEVELLE</b> Send The Pain Below (Epic)	4.02	3.97	75%	9%	3.98	76%	9%
<b>GODSMACK</b> Straight Out Of Line (Universal)	4.01	3.99	89%	13%	4.09	93%	11%
<b>RA</b> Do You Call My Name (Republic/Universal)	3.99	3.91	71%	16%	4.02	72%	19%
<b>AUDIOSLAVE</b> Like A Stone (Interscope/Epic)	3.97	3.99	88%	17%	3.91	93%	21%
<b>SALIVA</b> Always (Island/IDJMG)	3.92	3.93	96%	38%	3.69	97%	45%
<b>LINKIN PARK</b> Somewhere I Belong (Warner Bros.)	3.92	3.81	86%	15%	3.70	89%	20%
<b>SOCIAL BURN</b> Down (Elektra/EEG)	3.89	3.83	75%	14%	3.81	76%	16%
<b>FOO FIGHTERS</b> All My Life (Roswell/RCA)	3.80	3.81	95%	40%	3.94	96%	39%
<b>OUTSPOKEN</b> Farther (Lava)	3.80	3.71	43%	5%	3.70	44%	7%
<b>3 DOORS DOWN</b> When I'm Gone (Republic/Universal)	3.79	3.75	98%	41%	3.69	98%	46%
<b>THEORY OF A DEAD MAN</b> Make Up Your Mind (Roadrunner/IDJMG)	3.79	3.70	66%	11%	3.66	69%	15%
<b>SALIVA</b> Rest In Pieces (Island/IDJMG)	3.77	-	59%	8%	3.54	62%	10%
<b>OLEANDER</b> Hands Off The Wheel (Sanctuary/SRG)	3.75	3.72	49%	5%	3.57	50%	7%
<b>BREAKING BENJAMIN</b> Skin (Hollywood)	3.74	-	38%	6%	3.69	38%	7%
<b>BLINDSIDE</b> Sleepwalking (Elektra/EEG)	3.73	3.76	40%	5%	3.77	42%	4%
<b>QUEENS OF THE STONE AGE</b> No One Knows (Interscope)	3.70	3.73	93%	41%	3.71	94%	43%
<b>COLD</b> Stupid Girl (Geffen/Interscope)	3.63	-	47%	7%	3.56	49%	9%
<b>(HED) PLANET EARTH</b> Blackout (Volcano/Jive)	3.62	3.71	60%	11%	3.62	62%	11%
<b>REVIS</b> Caught In The Rain (Epic)	3.60	-	29%	3%	3.47	31%	4%
<b>FOO FIGHTERS</b> Times Like These (Roswell/RCA)	3.59	3.67	86%	24%	3.60	88%	24%
<b>RED HOT CHILI PEPPERS</b> Can't Stop (Warner Bros.)	3.33	3.37	94%	41%	3.33	94%	40%

Total sample size is 605 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Sample composition is based on persons 12+. TD = Target Demo (Males 18-34). Persons are screened via the Internet. Once passed, they can take the music test based on their format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system is available for local radio stations by calling 407-523-7272. RateTheMusic.com data is provided by Mediabase Research, A division of Premiere Radio Networks.

**New & Active**

- STAGE I** Will Be Something (Maverick/WB)  
Total Plays: 84, Total Stations: 9, Adds: 0
- MUSIC** Take The Long Road And Walk It (Capitol)  
Total Plays: 71, Total Stations: 11, Adds: 2
- SYSTEMATIC** Leaving Only Scars (Elektra/EEG)  
Total Plays: 62, Total Stations: 20, Adds: 14
- SLUR** Who I Am (Tarpit)  
Total Plays: 62, Total Stations: 7, Adds: 0
- SHINEDOWN** Fly From The Inside (Atlantic)  
Total Plays: 48, Total Stations: 11, Adds: 7
- PRESENCE** Tonz Of Fun (Curb)  
Total Plays: 27, Total Stations: 17, Adds: 14
- FORTY FOOT ECHO** Save Me (Hollywood)  
Total Plays: 3, Total Stations: 6, Adds: 6

Songs ranked by total plays

**Scrutinizing The Fall Swoon**

Continued from Page 63

But while it may sound like we're letting Rock stations off the hook, some of this data places the responsibility for fighting these major forces back in the laps of Rock programmers. If it was just about sampling and playing the Arbitron game, you might feel justified in thinking you got screwed by the system.

But if you buy into all or part of this analysis, the onus is on Rock programmers to more effectively compete in this difficult season by creating compelling and memorable programming and promotional content.

The short-term future is complicated by America's impending war with Iraq. As we have seen in the past, many Rockers suffer during these events. You can theorize about this all you want, but from what we're seeing, following the war on TV may not be all that different from following your favorite NFL team. Replace the head coach with General Tommy Franks, and you can see how war dynamics appeal to the same types of guys who are living and dying with football every Sunday.

Thanks to John Snyder of Arbitron for his investigative work and his generous time and use of Arbitron's software.

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**Reporters**

<p><b>WQAB/Albany, NY *</b>                  PD/M: Chili Walker                  3 DOORS DOWN "Road"                  FORTY FOOT ECHO "Save"                  PRESENCE "Fun"</p>	<p><b>KRQR/Chicago, CA</b>                  PD/M: Dan Sandovat                  9 3 DOORS DOWN "Road"                  6 QUEENS OF "Flow"                  2 POWERMAN 5000 "Free"                  2 SUNK "Save"                  2 SYSTEMATIC "Scars"                  1 DOWNAS "Invest"</p>	<p><b>WWBN/Flint, MI *</b>                  OMP/D: Brian Beddow                  MD: Tony LaBrie                  POWERMAN 5000 "Free"                  SYSTEMATIC "Scars"</p>	<p><b>WQXA/Harrisburg, PA *</b>                  PD: Claudine DeLorenzo                  MD: Nixon                  1 SYSTEMATIC "Scars"                  3 DOORS DOWN "Road"</p>	<p><b>KOMP/Las Vegas, NV *</b>                  PD: John Griffin                  MD: Big Marty                  3 DOORS DOWN "Road"</p>	<p><b>KXXR/Minneapolis, MN *</b>                  OM: Dave Hamilton                  PD: Wade Linder                  MD: Pablo                  1 PRESENCE "Fun"                  BLACK LABEL/ZZY "Stilborn"                  GRADE 8 "Brick"</p>	<p><b>WYSP/Philadelphia, PA *</b>                  OMP/D: Tim Sabean                  AP/D: Miki Hunter                  Interim MD: Rich DeSisto                  No Adds</p>	<p><b>WZBH/Salisbury, MD</b>                  PD: Shawn Murphy                  AP/D: Miki Hunter                  3 DOORS DOWN "Road"                  PRESENCE "Fun"                  SYSTEMATIC "Scars"</p>	<p><b>WOLZ/Springfield, IL</b>                  PD: Ray Lytle                  AP/D: The Blatch                  MD: Rocky                  3 PRESENCE "Fun"                  3 SYSTEMATIC "Scars"</p>
<p><b>KZBK/Amarillo, TX</b>                  PD/M: Eric Slayter                  3 DOORS DOWN "Road"                  3 SYSTEMATIC "Scars"</p>	<p><b>WMMS/Cleveland, OH *</b>                  MD: Slati                  2 "AR" "Grey"                  DOUBLEDRIEVE "Impert"</p>	<p><b>KRZR/Fresno, CA *</b>                  OMP/D: E. Curtis Johnson                  MD: Rick Roddam                  SHINEDOWN "Inside"</p>	<p><b>WCCC/Hartford, CT *</b>                  PD: Michael Picozzi                  AP/D: Mike Karolyi                  1 QUEENS OF "Flow"                  3 DOORS DOWN "Road"                  FORTY FOOT ECHO "Save"                  MUSIC "Road"                  POWERMAN 5000 "Free"</p>	<p><b>WXZZ/Lexington-Fayette, KY *</b>                  OMP/D: Clyde Bass                  MD: Suzy Boe                  No Adds</p>	<p><b>KMRQ/Modesto, CA *</b>                  PD/M: Jack Paper                  AP/D: Matt Foley                  2 SYSTEMATIC "Scars"                  1 FROM ZERO "Sory"                  POWERMAN 5000 "Free"                  PRESENCE "Fun"</p>	<p><b>KISS/San Antonio, TX *</b>                  OM: Virgil Thompson                  MD: Kevin Vargas                  MD: C.J. Cruz                  GOLD "Tilt"                  POWERMAN 5000 "Free"                  SALIVA "Rest"</p>	<p><b>WLXZ/Springfield, MA *</b>                  PD: J.J. Jeffries                  MD: Larry McFeele                  CLOSURE "Look"                  MUSIC "Road"                  UNLOCK "Future"</p>	<p><b>WLRZ/Springfield, MA *</b>                  PD: Scott Laudani                  MD: Becky Pohotsky                  3 DOORS DOWN "Road"                  PRESENCE "Fun"</p>
<p><b>WMMX/WAXW/Aqueduct-Green Bay, WI *</b>                  PD/M: Guy Dark                  1 POWERMAN 5000 "Free"                  1 EVANESCENCE "Live"                  3 DOORS DOWN "Road"</p>	<p><b>KILO/Colorado Springs, CO *</b>                  PD: Ross Ford                  AP/D: Matt Gentry                  GRADE 8 "Brick"                  SHINEDOWN "Inside"</p>	<p><b>WRQC/Fl. Myers, FL *</b>                  PD/M: Fritz                  POWERMAN 5000 "Free"                  SYSTEMATIC "Scars"</p>	<p><b>KPII/Honolulu, HI *</b>                  PD: J.J. Michaels                  AP/D: Fil Slash                  3 DOORS DOWN "Road"                  POWERMAN 5000 "Free"                  PRESENCE "Fun"</p>	<p><b>KIBZ/Lincoln, NE</b>                  OM: Julie Gade                  PD: E.J. Marshall                  AP/D: Sparty                  MD: Samantha Knight                  3 DOORS DOWN "Road"                  GRADE 8 "Brick"                  POWERMAN 5000 "Free"                  PRESENCE "Fun"                  SYSTEMATIC "Scars"</p>	<p><b>WRAT/Monmouth-Ocean, NJ *</b>                  OMP/D: Carl Craft                  AP/D: Robyn Lane                  No Adds</p>	<p><b>KUFO/Portland, OR *</b>                  OM: Dave Numme                  AP/D: Al Scott                  No Adds</p>	<p><b>KISS/San Antonio, TX *</b>                  OM: Dave DeFranzo                  MD: Shauna Moran-Brown                  2 BREAKING BENJAMIN "Skin"</p>	<p><b>KZRQ/Springfield, MO</b>                  OM: Dave DeFranzo                  MD: George Spankmeister                  1 3 DOORS DOWN "Road"                  1 SYSTEMATIC "Scars"</p>
<p><b>WCHZ/Augusta, GA *</b>                  OM: Harley Drew                  PD/M: Chuck Williams                  2 FINCH "Burn"</p>	<p><b>WBZC/Columbus, OH *</b>                  PD: Hal Fish                  AP/D: Ronni Hunter                  No Adds</p>	<p><b>WBFR/Fl. Wayne, IN *</b>                  OM: Jim Fox                  4 SHINEDOWN "Inside"                  "AR" "Ting"                  SYSTEMATIC "Scars"                  TAPROOT "Mine"</p>	<p><b>WTFX/Louisville, KY *</b>                  OM: Michael Lee                  MD: Frank Webb                  COLD "Tilt"                  PRESENCE "Fun"                  TAPROOT "Mine"</p>	<p><b>WTFX/Louisville, KY *</b>                  OM: Michael Lee                  MD: Frank Webb                  COLD "Tilt"                  PRESENCE "Fun"                  TAPROOT "Mine"</p>	<p><b>WRAT/Monmouth-Ocean, NJ *</b>                  OMP/D: Carl Craft                  AP/D: Robyn Lane                  No Adds</p>	<p><b>KORB/Quad Cities, IA-IL *</b>                  OM: Danny Sullivan                  PD: Darren Pitra                  MD: Dave Levora                  EVANESCENCE "Live"</p>	<p><b>KISS/San Antonio, TX *</b>                  OM: Dave DeFranzo                  MD: Shauna Moran-Brown                  2 BREAKING BENJAMIN "Skin"</p>	<p><b>WXTB/Tampa, FL *</b>                  OM: Brad Hardin                  PD: Rick Schmidt                  AP/D: Carl Harris                  MD: Laura Phillips                  No Adds</p>
<p><b>KRAB/Bakersfield, CA *</b>                  PD/M: Darryl Spinks                  3 DOORS DOWN "Road"                  3 REVIS "Rain"</p>	<p><b>KEGL/Dallas-Ft. Worth, TX *</b>                  PD: Max Dugan                  AP/D: Chris Ryan                  MD: Cindy Scull                  No Adds</p>	<p><b>WRUF/Gainesville-Ocala, FL *</b>                  PD: Harry Guscott                  MD: Ryan North                  1 SHINEDOWN "Inside"                  DOUBLEDRIEVE "Impert"</p>	<p><b>WAMX/Huntington, WV</b>                  PD/M: Paul Ostlund                  4 SYSTEMATIC "Scars"                  3 12 STONES "Crash"                  3 FINCH "Burn"</p>	<p><b>KFMX/Lubbock, TX</b>                  OM: Wes Nessmann                  PRESENCE "Fun"                  SOUTH FM "Candy"                  SYSTEMATIC "Scars"</p>	<p><b>WRAT/Monmouth-Ocean, NJ *</b>                  OMP/D: Carl Craft                  AP/D: Robyn Lane                  No Adds</p>	<p><b>WRAT/Monmouth-Ocean, NJ *</b>                  OMP/D: Carl Craft                  AP/D: Robyn Lane                  No Adds</p>	<p><b>KISS/San Antonio, TX *</b>                  OM: Dave DeFranzo                  MD: Shauna Moran-Brown                  2 BREAKING BENJAMIN "Skin"</p>	<p><b>KURQ/San Luis Obispo, CA</b>                  PD/M: Adam Burnes                  No Adds</p>
<p><b>WYY/Baltimore, MD *</b>                  OM: Kerry Plackmeyer                  PD: Dave Hill                  AP/D: Rob Heckman                  3 DOORS DOWN "Road"                  SHINEDOWN "Inside"</p>	<p><b>KBPI/Denver-Boulder, CO *</b>                  PD: Bob Richards                  AP/D: Willie B.                  COLD "Tilt"</p>	<p><b>WRTT/Huntsville, AL *</b>                  OMP/D: Jimbo Wood                  AP/D: Joe Kuner                  1 SYSTEMATIC "Scars"                  3 DOORS DOWN "Road"                  FORTY FOOT ECHO "Save"                  PRESENCE "Fun"</p>	<p><b>WJJO/Madison, WI *</b>                  AP/D: Blake Patton                  9 POWERMAN 5000 "Free"                  SYSTEMATIC "Scars"                  1 FORTY FOOT ECHO "Save"</p>	<p><b>WJJO/Madison, WI *</b>                  AP/D: Blake Patton                  9 POWERMAN 5000 "Free"                  SYSTEMATIC "Scars"                  1 FORTY FOOT ECHO "Save"</p>	<p><b>WRAT/Monmouth-Ocean, NJ *</b>                  OMP/D: Carl Craft                  AP/D: Robyn Lane                  No Adds</p>	<p><b>WRAT/Monmouth-Ocean, NJ *</b>                  OMP/D: Carl Craft                  AP/D: Robyn Lane                  No Adds</p>	<p><b>KISS/San Antonio, TX *</b>                  OM: Dave DeFranzo                  MD: Shauna Moran-Brown                  2 BREAKING BENJAMIN "Skin"</p>	<p><b>KURQ/San Luis Obispo, CA</b>                  PD/M: Adam Burnes                  No Adds</p>
<p><b>WCPR/Biloxi-Gulport, MS *</b>                  OM: Wayne Watkins                  PD: Scot Fox                  MD: Mitch Cry                  4 3 DOORS DOWN "Road"                  1 PRESENCE "Fun"                  1 SYSTEMATIC "Scars"                  FORTY FOOT ECHO "Save"                  GRADE 8 "Brick"</p>	<p><b>KAZR/Des Moines, IA *</b>                  PD: Sean Elliott                  MD: Jo Michaels                  3 DOORS DOWN "Road"</p>	<p><b>WZOR/Green Bay, WI</b>                  PD/M: Roxanne Steele                  3 DOORS DOWN "Road"                  EVANESCENCE "Live"</p>	<p><b>KQRC/Kansas City, MO *</b>                  OMP/D: Bob Edwards                  AP/D: Don Jantzen                  6 BLACK LABEL/ZZY "Stilborn"                  1 SHINEDOWN "Inside"                  3 DOORS DOWN "Road"</p>	<p><b>WZOR/Green Bay, WI</b>                  PD/M: Roxanne Steele                  3 DOORS DOWN "Road"                  EVANESCENCE "Live"</p>	<p><b>WRAT/Monmouth-Ocean, NJ *</b>                  OMP/D: Carl Craft                  AP/D: Robyn Lane                  No Adds</p>	<p><b>WRAT/Monmouth-Ocean, NJ *</b>                  OMP/D: Carl Craft                  AP/D: Robyn Lane                  No Adds</p>	<p><b>KISS/San Antonio, TX *</b>                  OM: Dave DeFranzo                  MD: Shauna Moran-Brown                  2 BREAKING BENJAMIN "Skin"</p>	<p><b>KURQ/San Luis Obispo, CA</b>                  PD/M: Adam Burnes                  No Adds</p>
<p><b>WAAF/Boston, MA *</b>                  PD: Keith Hastings                  Interim MD: Mistress Carrie                  POWERMAN 5000 "Free"                  PRESENCE "Fun"</p>	<p><b>WRIF/Detroit, MI *</b>                  OMP/D: Doug Podell                  AP/D: Mark Pennington                  1 SYSTEMATIC "Scars"                  3 DOORS DOWN "Road"</p>	<p><b>WXQR/Greenville, NC *</b>                  PD: Brian Rickman                  AP/D: Lu Valentino                  POWERMAN 5000 "Free"                  PRESENCE "Fun"</p>	<p><b>KLFX/Killeen-Temple, TX</b>                  PD/M: Bob Fonda                  No Adds</p>	<p><b>WRAT/Monmouth-Ocean, NJ *</b>                  OMP/D: Carl Craft                  AP/D: Robyn Lane                  No Adds</p>	<p><b>WRAT/Monmouth-Ocean, NJ *</b>                  OMP/D: Carl Craft                  AP/D: Robyn Lane                  No Adds</p>	<p><b>WRAT/Monmouth-Ocean, NJ *</b>                  OMP/D: Carl Craft                  AP/D: Robyn Lane                  No Adds</p>	<p><b>KISS/San Antonio, TX *</b>                  OM: Dave DeFranzo                  MD: Shauna Moran-Brown                  2 BREAKING BENJAMIN "Skin"</p>	<p><b>KURQ/San Luis Obispo, CA</b>                  PD/M: Adam Burnes                  No Adds</p>
<p><b>WRXR/Chattanooga, TN *</b>                  PD: Boner                  MD: Dave Spain                  2 PRESENCE "Fun"                  1 SYSTEMATIC "Scars"                  3 DOORS DOWN "Road"</p>	<p><b>WGBF/Evansville, IN</b>                  PD: Fatboy                  AP/D: Slick Nick                  3 DOORS DOWN "Road"</p>	<p><b>WTPT/Greenville, SC *</b>                  PD: Mark Hendrix                  MD: Smack Taylor                  FORTY FOOT ECHO "Save"                  POWERMAN 5000 "Free"                  PRESENCE "Fun"                  SYSTEMATIC "Scars"</p>	<p><b>WJXQ/Lansing, MI *</b>                  OM: Bob Olson                  MD: Kevin Conrad                  No Adds</p>	<p><b>WRAT/Monmouth-Ocean, NJ *</b>                  OMP/D: Carl Craft                  AP/D: Robyn Lane                  No Adds</p>	<p><b>WRAT/Monmouth-Ocean, NJ *</b>                  OMP/D: Carl Craft                  AP/D: Robyn Lane                  No Adds</p>	<p><b>WRAT/Monmouth-Ocean, NJ *</b>                  OMP/D: Carl Craft                  AP/D: Robyn Lane                  No Adds</p>	<p><b>KISS/San Antonio, TX *</b>                  OM: Dave DeFranzo                  MD: Shauna Moran-Brown                  2 BREAKING BENJAMIN "Skin"</p>	<p><b>KURQ/San Luis Obispo, CA</b>                  PD/M: Adam Burnes                  No Adds</p>
<p><b>WIXO/Peoria, IL</b>                  PD/M: Matt Bahan                  3 DOORS DOWN "Road"                  POWERMAN 5000 "Free"                  PRESENCE "Fun"</p>	<p><b>WKQZ/Saginaw, MI *</b>                  PD: Hunter Scott                  AP/D: Sean Kelly                  1 SYSTEMATIC "Scars"                  3 DOORS DOWN "Road"                  POWERMAN 5000 "Free"                  PRESENCE "Fun"</p>	<p><b>WIXO/Peoria, IL</b>                  PD/M: Matt Bahan                  3 DOORS DOWN "Road"                  POWERMAN 5000 "Free"                  PRESENCE "Fun"</p>	<p><b>WJXQ/Lansing, MI *</b>                  OM: Bob Olson                  MD: Kevin Conrad                  No Adds</p>	<p><b>WRAT/Monmouth-Ocean, NJ *</b>                  OMP/D: Carl Craft                  AP/D: Robyn Lane                  No Adds</p>	<p><b>WRAT/Monmouth-Ocean, NJ *</b>                  OMP/D: Carl Craft                  AP/D: Robyn Lane                  No Adds</p>	<p><b>WRAT/Monmouth-Ocean, NJ *</b>                  OMP/D: Carl Craft                  AP/D: Robyn Lane                  No Adds</p>	<p><b>KISS/San Antonio, TX *</b>                  OM: Dave DeFranzo                  MD: Shauna Moran-Brown                  2 BREAKING BENJAMIN "Skin"</p>	<p><b>KURQ/San Luis Obispo, CA</b>                  PD/M: Adam Burnes                  No Adds</p>

\* Monitored Reporters

74 Total Reporters

58 Total Monitored

16 Total Indicator





**ON THE RECORD**

With

**Chili Walker**  
PD/MD, WQBJ &  
WQBK/Albany, NY



Is it just me, or does it seem like the singles are coming slower this year? I realize it is still very early in the year, but I have to say I like it this way. It gives me more time to spend with the singles I believe in, instead of trying to find room for every label's next priority. ● One example is the new band Stage. If my playlist was full and I had every label on my ass for whatever, this album might be swept away. If you haven't already, go back and listen to it. Better yet, see the band live! Their record has a feel like Live's *Throwing Copper*, as does their live show. I saw Stage a few weeks ago, and, as I always do with new bands, I watched the crowd. I saw my listeners fall in love with a band they had barely heard of. By the time the set was over, Stage had the crowd entranced! The next day I bumped up the spins. ● I am so psyched about the year 2003 and all the rock we will introduce to the world. Make sure to give bands like Blindsight, Pacifier and Trapt a chance. Watch out for Cold, Chevelle and Saliva, as they will prove to be format mainstays this year. Plus, we have big tracks from Metallica, Staind and Deftones in the wings. Now if we could only get the Red Sox to win the Series, life would be grand. ● Let's band together, my Rock brethren, and stomp out the path for the next century. Long live Rock!

**3 Doors Down** find 28 stations (17 Active, 11 Rock) to join "The Road I'm On" and land No. 1 Most Added ... Another great before-the-box week for **Powerman 5000**, as "Free" loads up 23 more stations (16 Actives, seven Rock) ... **Curb** expands to Active Rock radio with the launch of **Presence** this week; 14 stations, including WAAF/Boston and KXXR/Minneapolis, add "Tonz of Fun" ...

**Systematic** also pick up 14 adds on "Leaving Only Scars" from the likes of WRIF/Detroit, WNOR/Norfolk and WJJO/Madison ... **Forty Foot Echo** also get 14 adds (eight Rock, six Active) on "Save Me" — a nice start for the first week ... It was cool seeing the video for **Finch's** "What It Is to Burn" on my computer. Hats off to Kim Langbecker at MCA (you can call her "birthday girl" today) for getting the video included on the EPK ... Another great EPK is the one for **Grade 8's** "Brick by Brick." In similarly smart fashion, Lava's Tommy Daley included a link to the band's bio, saving us all the trouble of digging for the thing ... Last week **R&R Music Editor Frank Correia** went to SXSW, and when he came back, he told me his favorite of the 3,000 bands who played was **The Datsuns**. Here's Frank: "Dangerous, dirty and destructive, The Datsuns are everything rock 'n' roll should be about. I turned into a front-row headbanger again when they took the stage at midnight at La Zona Rosa. Full-on guitar solos, catchy lyrics and undeniable stage presence — what more can I say? Spend some time with the entire album and become a fan again." Back at home I was listening to the advance of "In Love." I love the Deep Purple-esque, unapologetic salute to '70s rock. My only gripe is that the song should be three minutes longer. I was tempted to think, "Oh good, a pure rock song that Active won't have to fight Alt for." I discovered I was wrong when I checked on the tracking. Don't say I didn't warn you: If you're in any kind of battle with Alt, don't assume they'll be uninterested ... **MAX PIX: POWERMAN 5000 "Free" (DreamWorks)**

— Cyndee Maxwell, Active Rock/Rock Editor

**Rock/Active Rock**  
**ON THE RADIO**

**Record Of The Week**

**ARTIST:** Various Artists  
**TITLE:** *The Heart of Roadrunner Records*  
**LABEL:** Roadrunner/IDJMG



Any headbanger worth his weight in Flying V's knows that Roadrunner Records is the premiere label for metal. From King Diamond's 1987 effort *Abigail* to the latest unreleased track from Stone Sour, *The Heart of Roadrunner Records* covers the label's heavier-than-hell history. Classic songs like Type O Negative's "Christian Woman" share space with new-school tracks (check out the galloping metalcore of Killswitch Engage's "In the Unblind"). Hidden gem: "Wasting Away" from the short-lived Sepultura-Fudge Tunnel side project, Nailbomb. There's unreleased material from Slipknot, Glassjaw, Murderdolls and more. Covers include Machine Head's take on Nirvana's "Negative Creep" and Chimaira's version of The Cure's "Fascination Street." It's a great 20-track compilation from a label that's always bled metal.

— Frank Correia, Rock Specialty Editor

active  
**INSIGHT**

**ARTIST:** From Zero

**LABEL:** Arista

By **FRANK CORREIA** / ROCK SPECIALTY EDITOR



Remember sophomore year? One year wiser, one year cooler and one year closer to that driver's license. It was a time to come of age, for some. For others, it was a second chance where — depending on their magnitude — one could leave past mistakes behind. Memories of panties or underwear on flagpoles fade slowly, after all.

Bands often go through growing pains worse than an atomic wedgie when it comes to that sophomore release. It's a classic sink-or-swim scenario: You either get better or drown in the flood of new bands willing to take your deal. Arista act **From Zero** have stepped up to the plate with *My So-Called Life*, the followup to their 2001 debut, *One Nation Under*.

The lead single, "Sorry," has picked up support from Actives like WJJO/Madison and WCCC/Hartford, and the rest of *My So-Called Life* shows the Chicago-based four-piece exhibiting even more confidence. The musicality in From Zero's sound has some deep roots. Back when he was but a 5-year-old lad, singer Jett began taking piano and stand-up bass lessons from his grandfather, a bass player in big bands. Following high school, Jett moved to Hollywood to study bass at the Musicians Institute of Technology (the other M.I.T.). From there he traveled to Australia, where he played in a prog-rock band before returning to Chicago.

Guitarist Joe Pettinato also began

studying music when he was 5, picking up jazz trumpet. As an adult he teamed up with drummer Kid, and they began playing the Chicago scene in a variety of bands. Meanwhile, Jett, back from Down Under, joined up with guitarist Pete Capizzi via a classified ad. Eventually, the two duos merged to form From Zero.

The band made their initial impact with *One Nation Under*, which infiltrated Active and Alternative airwaves with tracks like "Check Ya" and "The Other Side." *My So-Called Life* opens with the clean crunch of "Myself" before moving into the hook-laden groove of "Lines." Jett's conversational tone on "Sorry" has an Eminem flavoring combined with nu-metal acrobatics.

"Time of Day" is a polyrhythmic crusher, pulsing with industrial beats, infectious melodies and chugging guitars, while the verses of "Fleeting Glimpse" tap into some of the soundscapes mined by Incubus and the like. Pettinato and Capizzi seem to have an innate ability to communicate on dolphin-pitch frequencies with their leads (check out the alien-sounding end to the album, "Believe"). For good measure, From Zero added a cover of Phil Collins' "I Don't Care Anymore." Watch out, freshmen.

R&R **TOP 20 SPECIALTY ARTISTS**

1. **MINISTRY** (*Sanctuary/SRG*) "Animosity"
2. **GRADE 8** (*Lava*) "Brick By Brick"
3. **BOY SETS FIRE** (*Wind-up*) "Eviction Article"
4. **HAUNTED** (*Earache*) "Bloodletting"
5. **40 GRIT** (*Metal Blade*) "Bomb Bottom"
6. **VOIVOD** (*Chophouse/Surfdog*) "Gasmask Revival"
7. **AMON AMARTH** (*Metal Blade*) "Death In Fire"
8. **E-TOWN CONCRETE** (*Razor & Tie*) "Baptism"
9. **MACHINE HEAD** (*Roadrunner/IDJMG*) "Take My Scars (Live)"
10. **SWORN ENEMY** (*Elektra/EEG*) "As Real As It Gets"
11. **STRAPPING YOUNG LAD** (*Century Media*) "Devour"
12. **MUDVAYNE** (*Epic*) "Silenced"
13. **WE'RE A HAPPY FAMILY: A TRIBUTE TO THE RAMONES** (*DV8/Columbia*) "Blitzkrieg Bop"
14. **HEART OF ROADRUNNER** (*Roadrunner/IDJMG*) "Wasting Away"
15. **BIOHAZARD** (*Sanctuary/SRG*) "Kill Or Be Killed"
16. **CALIBAN** (*Prosthetic*) "Between The Worlds"
17. **DOWN FACTOR** (*Scourge*) "13 Crosses"
18. **CORPORATION 187** (*Earache*) "My Life To Kill"
19. **STEREOMUD** (*Columbia*) "Breathing"
20. **CLOSER THAN KIN** (*Punkuation*) "When Toys Are Traded For Tears"

Ranked by total number of shows reporting artist.





# Winds Of Change Sequel

I see a tall dark stranger....

A few weeks ago we had a *Winds of Change* prequel. Now comes the sequel. Or, if you're truly fortunate, a host of sequels so numerous that Halloween X will start to look good to you. First in this series is a piece I commissioned from my old friend Dred Scott.

Dred has always been funny. Very dry, very droll, always on target. That's why I hired him at XTRA-FM (91X)/San Diego many moons ago. For the *Winds of Change* special I asked Dred to take a humorous look into radio's future. Dred's radio background also includes on-air stints at KITS (Live 105)/San Francisco and KMXN/Anaheim, CA. He is currently the Sr. Editor for Morning Prep Services at Westwood One in Los Angeles. He has never been in jail.



Dred Scott

By the time you finish reading this sentence, you will be in the future. Though it's sometimes hard to see beyond these gritty days of thong-wearing garage rock trios from Detroit with stand-up female drummers, alternative music, radio and records must stumble gamely into the great unknown that is tomorrow.

Let's keep three things in mind:

1. Over the past 25 years, the punk/New Wave/alternative/modern rock genre has produced some of the most amazing popular music ever to dissolve an eardrum, and it will continue to do so.

2. This is not just another format. It combines music and lifestyle like a Vulcan mind meld, creating a special bond with the listener. These true believers should be rewarded by never allowing our precious jewel to lose its luster and become homogenized.

3. There will never be another Joe Strummer.

We now gaze into our crystal ball (digital version available) and offer some insights.

## The Internet Thing

Have you heard about this Internet thing? It's entirely possible that it could affect the future. Since the dawn of the Shawn Fanning era, file sharing has become ingrained in the consumer DNA code, and the cat is so far out of the bag that it's left a trail of hairballs for the majors to sidestep.

Sadly, human nature dictates that you can't always rely on the honor system to prevent illegal activity, so the industry must come together to develop an appealing, practical and

affordable model that requires fans to pay for their digital fix while still feeling good about (or at least not violated by) the process. Either that, or take everyone to strip clubs.

Meanwhile, the spirit of Marilyn (Monroe, not Manson) has pervaded the guitars-and-drums crowd, because everyone seems to have developed a bad case of the seven-year contract itch. With lawsuits flying around like trash at an Off-spring concert, the delicate mating dance between artist and record company must be re-examined so that a more open-ended approach can emerge, butterflylike, from the cocoon of mistrust and re-creation.

In other words, shit must be gotten together. The short-term, mobile approach of something like iMusic could become more feasible. Think of it as the music-biz version of *Elimidate*.

## Art Vs. Commerce?

(The following does not necessarily reflect the views of the author, who is, of course, open-minded to a fault.) Hope you're sitting down: There are those who would argue that deregulation has been very ... um ... bad for the industry. Admittedly, not many of those people are high-level execs or sit on boards of directors, but if they happen to be reading this article, we'd just like to say ... hello!

Consolidating hundreds of stations into the hands of just a few companies was like leaving a big plate of Jell-O out overnight: They became much harder to penetrate and lost all their jiggle.

Many bemoan the lack of standout format personalities, but corporate-think has been known to stifle creativity and discourage risk-taking. When all decisions are made by committee, that shiny new PD can't follow his or her gut, and a gut is a terrible thing to waste. It's hard to think out of the box when you might get your head chopped off just for sneaking a peek.

Perhaps we should put good people in place and trust their judgment. The art vs. commerce debate that pits career development against immedi-

ate results could be ratcheted higher than Marlon Brando's cholesterol level.

On the bright side, there will be an abundance of material for those "One-Hit Wonders of the 21st Century" compilations (hello, Harvey Danger).

There is an urban myth that this joke has been making the rounds:

Q: How many indie record promoters does it take to screw in a light bulb?

A: Can you repeat the question? I couldn't hear you over the roar of my speedboat.

However, careful investigation has shown this not only to be untrue, but grossly unfair to the numerous phone-and-fax-weary soldiers slugging it out in the indie trenches.

Since the dawn of the Shawn Fanning era, file sharing has become ingrained in the consumer DNA code, and the cat is so far out of the bag that it's left a trail of hairballs for the majors to sidestep.

Still, the amount of dollars and influence being bartered makes consumers (and those darn Feds) suspicious. They know a funky fish when they smell one. No one wants the ugly specter of the "P" word (sounds like "granola") rising from the depths, so all involved may need to wash and dry a bit. Hey, you clean up nice.

## Coming To A Theater Near You

Since motion pictures are the campfire stories of the modern age, we offer those in the radio and record biz a sneak preview of industry-related films in the Hollywood pipeline.

Please turn off your cell phones before viewing.

*About Shtick:* While reading liners on an Omaha Alternative station whose slogan is "Less Talk Than Your Dead Grandma," a morning jock's life is forever altered when his sidekick is disabled after her bellybutton piercing gets caught in the station's postage metering machine.

Converting an RV (acquired via trade-out) into a traveling studio, he takes to the road, encountering a farmer's daughter-turned-goth who calls herself Diamanda and dresses her favorite cow like Twiggy Ramirez. Although the jock's RV adventure doesn't lead to any job offers, his faith is rewarded with an autographed photo of Gwen Stefani.

*Gangs of New Media:* Rival gangs (known as The Dead Boys, Dead Can Dance, The Dead Kennedys, Dead Or Alive and The Dead Milkmen) battle for control of neighborhoods in New York City that converge near CBGB's in an area known as "the five ratings points." Despite all the bloodshed, the gangs become mere footnotes in alternative history, their only legacy being the knowledge that black leather jackets look really cool.

*Lost in Legal La Mancha:* A promo VP, yearning for the days of eight-tracks, decides to embark on a one-man crusade against illegal downloads. In a fantasy sequence brought on by repeated listenings to a Mars Volta CD, he's pictured as a digital Don Quixote tilting at windmills with a lance fashioned from rolled-up cease-and-desist orders.

DJ Don-Q (as he's known) is rescued by his faithful sidekick, Smasho Pumpka, and, believing his mission to be accomplished, he retires to a small cottage at the edge of Zwan Lake.

*Confessions of a Deregulated Mind:* A scrappy radio producer becomes the most successful name in syndication by developing three hit programs: a dinosaur rock quiz show called *The Carbon-Dating Game*, a Fred Durst romantic advice feature dubbed *Newlywed and in My Bed* and a how-to gardening guide for Dave Matthews fans known as *The Bong Show*. He spends his nights working as an assassin for the FCC, knocking off small station clusters and mom-and-pop ownership.

*Chic-a-Go-Go:* A musical about a new dance format whose kooky good times are knocked askew by parental concern over miniskirt-induced rashes.

*Fees From Heaven:* A shy music director's assistant falls for a sensitive indie promoter, but their forbidden love can never be consummated, and she tearfully leaves him at the airport for a flyaway to the Rolling Rock Town Faire.

*Scan Me If You Can:* Satellite radio begins to attract a significant number of listeners, but increased interactivity (including a Wes Scantlin hologram that teaches drivers the chord progression for "Blurry") leads to several large interstate pileups.

*How to Lose an Audience in 10 Days:* In a last-ditch effort to save his gig, a PD holds a séance and conjures the

The art vs. commerce debate that pits career development against immediate results could be ratcheted higher than Marlon Brando's cholesterol level.

spirit of Rick Carroll. Though skeptical, he follows the ghostly apparition's advice and flips to an all hip-hop/klezmer format and is stunned when the station vaults to No. 3 in the market.

His feel-good story is short-lived, however, when corporate headquarters pulls the plug after a violent series of promo-rep turf wars in the station's lobby.

*The Recurrent:* Al Pacino stars as a program director who's crazy like a fox. He employs Draconian measures to increase jock efficiency, like installing pay toilets in the office, complete with timers to eliminate any unnecessary loitering with glossy Paula Rubino ads.

He announces a promotional scavenger hunt in which listeners believe they can win a free piercing but discover that they've actually been tricked into driving to the beach for a mass "pier sing." He is evil ... but we like him because he's Al Pacino.

*Y Tu License Tambien:* Changes in audience demographics result in a new "Alt en Español" format and a resurgence in the career of the man known only as "Señor Morrissey."

Also in development:

*Harry Programmer and the*

*Chamber of Research*

*My Big Fat MP3 Collection*

*Adapt-a-Station*

*The Lord of the Ratings: The Two Books*

*The Quarter-Hours*

*Cume of God*

*A&R Fisher*

*Disc Devil*

*Played in Manhattan*

*Bowling for Combines*

## TALK BACK TO R&R!

Do you have questions, comments or feedback regarding this column or other issues?

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Fax: 310-788-1673

Or post your comments now.

Go to

www.radioandrecords.com and click on Message Boards.



# R&R ALTERNATIVE TOP 50

March 21, 2003

Powered By



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
2	1	LINKIN PARK Somewhere I Belong (Warner Bros.)	2988	+114	360259	3	77/0
4	2	EVANESCENCE Bring Me To Life (Wind-up)	2984	+275	350095	11	75/0
1	3	RED HOT CHILI PEPPERS Can't Stop (Warner Bros.)	2944	-89	347535	15	78/0
5	4	AUDIOSLAVE Like A Stone (Interscope/Epic)	2759	+63	315503	11	78/0
6	5	FOO FIGHTERS Times Like These (Roswell/RCA)	2538	+56	253487	10	77/0
3	6	QUEENS OF THE STONE AGE No One Knows (Interscope)	2422	-290	292380	26	76/0
9	7	TRAPT Headstrong (Warner Bros.)	1975	+165	186237	20	73/3
7	8	3 DOORS DOWN When I'm Gone (Republic/Universal)	1888	-257	176226	23	64/0
8	9	ALL-AMERICAN REJECTS Swing Swing (DreamWorks)	1862	-23	188475	14	70/1
13	10	GOOD CHARLOTTE The Anthem (Epic)	1737	+49	188868	10	70/0
14	11	GODSMACK Straight Out Of Line (Republic/Universal)	1721	+37	167227	7	70/1
16	12	AFI Girl's Not Grey (DreamWorks)	1642	+110	199039	8	75/2
11	13	CHEVELLE The Red (Epic)	1639	-128	192245	36	67/0
10	14	SALIVA Always (Island/IDJMG)	1603	-207	172746	25	68/0
12	15	SEETHER Fine Again (Wind-up)	1576	-122	163273	35	68/0
15	16	COLDPLAY Clocks (Capitol)	1544	-70	212697	17	62/0
18	17	CHEVELLE Send The Pain Below (Epic)	1541	+80	155311	8	73/1
17	18	FOO FIGHTERS All My Life (Roswell/RCA)	1384	-97	171638	27	74/0
21	19	WHITE STRIPES Seven Nation Army (Third Man/V2)	1376	+57	172819	5	60/1
19	20	SOCIALBURN Down (Elektra/EEG)	1355	-28	111061	14	66/0
23	21	USED Buried Myself Alive (Reprise)	1307	+59	134843	8	69/1
22	22	DISTURBED Remember (Reprise)	1229	-24	106178	11	53/0
24	23	FINCH What It Is To Burn (Drive-Thru/MCA)	1095	+47	119539	9	59/1
25	24	ATARIS In This Diary (Columbia)	994	+53	119410	6	61/2
27	25	MUDVAYNE Not Falling (Epic)	897	-1	81679	19	45/0
29	26	SUM 41 The Hell Song (Island/IDJMG)	763	+144	92574	3	60/5
33	27	SALIVA Rest In Pieces (Island/IDJMG)	755	+227	57189	2	52/3
40	28	SEETHER Driven Under (Wind-up)	718	+274	67064	2	52/3
32	29	(HED) PLANET EARTH Blackout (Volcano/Jive)	629	+77	47998	5	48/2
30	30	BURNING BRIDES Arctic Snow (V2)	625	+15	52525	7	41/0
28	31	ZWAN Honestly (Reprise)	602	-222	85180	14	52/0
35	32	REVIS Caught In The Rain (Epic)	590	+84	37810	3	47/3
26	33	DONNAS Take It Off (Lookout/Atlantic)	576	-349	59939	15	54/0
Debut	34	BLUR Crazy Beat (Virgin)	543	+348	99815	1	56/13
31	35	JOHNNY CASH Hurt (American/Lost Highway/IDJMG)	541	-56	56572	5	35/0
36	36	HOT ACTION COP Fever For The Flava (Lava)	526	+34	34614	6	33/1
39	37	THEORY OF A DEADMAN Make Up Your Mind (Roadrunner/IDJMG)	517	+39	42540	7	34/0
37	38	D4 Get Loose (Flying Nun/Hollywood)	508	+20	41277	7	38/0
45	39	COLD Stupid Girl (Flip/Geffen/Interscope)	501	+143	51101	3	45/8
46	40	LIAM LYNCH United States Of Whatever (S-Curve/Astralwerks)	456	+103	70343	2	28/4
Debut	41	TAPROOT Mine (Velvet Hammer/Atlantic)	417	+175	32189	1	44/8
50	42	BREAKING BENJAMIN Skin (Hollywood)	363	+72	26556	2	30/2
Debut	43	BEASTIE BOYS In A World Gone Mad (Capitol)	362	+362	70070	1	2/2
34	44	UNWRITTEN LAW Rest Of My Life (Lava)	351	-176	26542	12	23/0
41	45	BECK Lost Cause (Geffen/Interscope)	346	-62	46141	6	25/0
47	46	STONE SOUR Inhale (Roadrunner/IDJMG)	337	-5	22158	4	25/1
44	47	SYSTEM OF A DOWN Inner Vision (American/Columbia)	311	-54	38265	18	29/0
38	48	TRANSPLANTS Diamonds & Guns (Epitaph)	307	-181	29024	16	26/0
Debut	49	MUSIC Take The Long Road And Walk It (Capitol)	306	+54	31268	1	27/1
Debut	50	JACK JOHNSON The Horizon Has Been Defeated (Moonshine Conspiracy/Universal)	304	+144	39596	1	24/3

## Most Added®

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
3 DOORS DOWN The Road I'm On (Republic/Universal)	25
QUEENS OF THE STONE AGE Go With The Flow (Interscope)	17
BLUR Crazy Beat (Virgin)	13
DONNAS Who Invited You (Atlantic)	12
THIRD EYE BLIND Blinded (When I See You) (Elektra/EEG)	10
HOT HOT HEAT Bandages (Sub Pop/Sire)	9
COLD Stupid Girl (Flip/Geffen/Interscope)	8
TAPROOT Mine (Velvet Hammer/Atlantic)	8
POWERMAN 5000 Free (DreamWorks)	8
PETE YORN Come Back Home (Columbia)	7
SUM 41 The Hell Song (Island/IDJMG)	5

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BEASTIE BOYS In A World Gone Mad (Capitol)	+362
BLUR Crazy Beat (Virgin)	+348
EVANESCENCE Bring Me To Life (Wind-up)	+275
SEETHER Driven Under (Wind-up)	+274
SALIVA Rest In Pieces (Island/IDJMG)	+227
TAPROOT Mine (Velvet Hammer/Atlantic)	+175
TRAPT Headstrong (Warner Bros.)	+165
SUM 41 The Hell Song (Island/IDJMG)	+144
JACK JOHNSON The Horizon... (Moonshine Conspiracy/Universal)	+144
COLD Stupid Girl (Flip/Geffen/Interscope)	+143

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
SUM 41 Still Waiting (Island/IDJMG)	1179
TAPROOT Poem (Velvet Hammer/Atlantic)	1134
NIRVANA You Know You're Right (Geffen/Interscope)	1002
SYSTEM OF A DOWN Aerials (American/Columbia)	881
DISTURBED Prayer (Reprise)	817
STONE SOUR Bother (Roadrunner/IDJMG)	757
PUDDLE OF MUDD She Hates Me (Flawless/Geffen/Interscope)	708
RED HOT CHILI PEPPERS By The Way (Warner Bros.)	627
HOOBASTANK Crawling In The Dark (Island/IDJMG)	610
INCUBUS I Wish You Were Here (Immortal/Epic)	556
TRUSTCOMPANY Downfall (Geffen/Interscope)	547
HOOBASTANK Running Away (Island/IDJMG)	545
JIMMY EAT WORLD The Middle (DreamWorks)	529
SYSTEM OF A DOWN Chop Suey (American/Columbia)	520
JIMMY EAT WORLD Sweetness (DreamWorks)	512
PUDDLE OF MUDD Blurry (Flawless/Geffen/Interscope)	510

R&R Station Playlists have moved to the web. See all of our monitored reporters at [www.radioandrecords.com](http://www.radioandrecords.com).

78 Alternative reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/9-3/15. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2003, The Arbitron Company). © 2003, R&R, Inc.

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## IMPACTING MODERN ROCK 3/24

Couldn't wait until next week:

KTBZ KENZ WLUM  
 KCNL KDGE WBRU  
 KEDJ WRAX WHTG  
 WEQX WARQ WCYY

WLIR  
 KWOD  
 WZZI  
 WRRV

Album  
 In-Stores  
 5/13



## ON THE RECORD

With  
**Don Kelley**  
MD, KTZO/Albuquerque



Max said he was desperate for someone to go on the record. I was the 16th call he made and the only one who answered the phone. He really flattered me with that story. I still blush when I think about it. • All is wonderful in Albuquerque, and the response to our flip about three

months ago has been huge! Now, if I could only get that '70s guy, PD Scott Souhrada, to rewrite my bonus structure. • What's working here? Evanescence. Shock! Phones are off the hook, and first-week sales landed them at No. 5 in the market. Are people listening? We were the only ones playing "Bring Me to Life." • 3 Doors Down's "When I'm Gone" is our No. 1-testing current. Other big phone records are All-American Rejects' "Swing, Swing," Audioslave's "Like a Stone," Good Charlotte's "The Anthem" and Chevelle's "Send the Pain Below." Blur sound fantastic with what we are doing, as do the latest from The White Stripes and Transplants. Thanks, Max.

**N**ot a lot o' room this week, so we must be brief. The WB still holds on to the top slot with **Linkin Park** ... **Evanescence** make it to No. 2! They tried harder. Who'd a thunk they'd get so far? Wind-up does it again ... **Audioslave** fight for No. 4; they won't quit ... **Foo Fighters** move smartly to No. 5 ... So, Goldklang can nurse and nurse a track up the chart — **Trapt** go 9 to 7 ... The rest of the action this week is down in the twenties as fresh meat makes a run for the top of the pile: **Finch, The Ataris, The White Stripes, The Used, Sum 41, Saliva, Seether, (Hed) Planet Earth, Burning Brides** and **Revis** ... **Blur** get more adds this week and pop into the chart at No. 34 ... The much downloaded new **Beastie Boys** track hops right into No. 43 ... **Taproot** crack in at No. 41 ... Capitol takes **The Music** for a spin, who arrive on our doorstep at a nice round No. 50. Based on buzz and word of mouth, however, they won't be sitting there long ... Most Added: **3 Doors Down, Queens Of The Stone Age, Blur, The Donnas** and **Third Eye Blind** (look for lots more adds on them next week).

— Max Talkoff, Alternative Editor



## COMING RIGHT UP

ARTIST: **Raveonettes**

LABEL: **Columbia**

By **FRANK CORREIA** / ROCK SPECIALTY EDITOR



It goes something like this.... Sune Rose Wagner and Sharin Foo, collectively known as **The Raveonettes**, are the Bonnie & Clyde of the Alternative underground. While many of the new school are locking themselves in the garage, slowly asphyxiating on the fumes from their dirty denim and copycat riffage, Wagner and Foo are plowing through the scene with their sinister debut, *Whip It On*, creatively mowing down all in their path.

So who exactly are The Raveonettes? Hailing from Denmark, the dangerous duo first created music out of disdain for their homeland's music scene. (Ironically, *Whip It On* just won Best Rock Album at the Danish Music Awards.) Mostly written on a four-track with a drum machine, the album was recorded under strict rules. The band's modus operandi was songs in the key of B-flat minor with no more than three chords. Furthermore, each track had to be under three minutes, and no high-hat or ride cymbals were allowed.

Surprisingly, working within a self-imposed box has resulted in one of the freshest-sounding albums to hit U.S. shores recently. A cacophonous collision of everything from '50s pop acts to bands like the Jesus & Mary Chain, *Whip It On* brings some much-needed depth to the new-garage scene. The dual vocals of Sune and Foo have a strange, hypnotic drone that works perfectly within the B-movie context that inspires them both visually and lyrically.

"Bowels of the Beast," written about Sune's initial trips to the fringes of Las

Vegas, sounds like Hunter S. Thompson dosed The Everly Brothers and sent them on tour through the desert with Black Sabbath in tow. Sleigh bells have never sounded so sinister. The whip-cracking sex attack of "Veronica Fever" is dizzy with delicious dissonance, while "Chains" does a death-row roll call of female prisoners like "Alcoholic Ann."

The frantic pacing of "Cops on Our Tail" sounds like a getaway in progress, and the duo tap into the dark side with the nihilistic groove of "Beat City," where they sing, "Wanna die in beat city and run, run, run/Wanna hang with girls and shoot my girls and shoot my gun/Wanna catch the rays off the sun/Wanna drink and drive and have some fun."

Of course, we can't forget the lead single, "Attack of the Ghost Riders," which not only brings its B-movie trash to life with a cool-ass video that's spinning on MTV, but is also picking up some quality spins on WWCD/Columbus, OH. The specialty cats are hip to The Raveonettes' greatness, and, with the sinister grooves found on *Whip It On*, you best get on board before this duo views you as an obstacle.

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### America's Best Testing Alternative Songs 12+ For The Week Ending 3/21/03

Artist Title (Label)	TW	LW	Familiarity	Burn	TD	Familiarity	Burn
EVANESCENCE Bring Me To Life (Wind-up)	4.20	4.18	78%	13%	4.18	80%	14%
TRAPT Headstrong (Warner Bros.)	4.12	4.02	81%	14%	4.07	83%	14%
FINCH What It Is To Burn (Drive-Thru/MCA)	4.11	4.05	60%	6%	4.02	58%	6%
ALL-AMERICAN REJECTS Swing Swing (DreamWorks)	4.08	4.00	82%	16%	3.97	80%	16%
CHEVELLE The Red (Epic)	4.05	4.07	96%	39%	4.04	96%	41%
LINKIN PARK Somewhere I Belong (Warner Bros.)	4.05	3.93	84%	11%	4.03	84%	11%
ATARIS In This Diary (Columbia)	4.04		54%	5%	3.89	52%	6%
CHEVELLE Send The Pain Below (Epic)	4.00	4.01	69%	8%	3.93	70%	9%
TAPROOT Poem (Velvet Hammer/Atlantic)	3.99	3.95	88%	26%	3.92	88%	28%
SUM 41 Still Waiting (Island/IDJMG)	3.97	3.91	97%	32%	3.92	97%	32%
SEETHER Fine Again (Wind-up)	3.97	3.97	93%	32%	3.99	94%	31%
FOO FIGHTERS Times Like These (Roswell/RCA)	3.95	3.94	81%	14%	3.84	83%	16%
SOCIALBURN Down (Elektra/EEG)	3.94	3.90	76%	13%	3.91	79%	13%
FOO FIGHTERS All My Life (Roswell/RCA)	3.93	4.06	97%	42%	3.93	97%	42%
USED Buried Myself Alive (Reprise)	3.91	3.90	66%	9%	3.76	65%	11%
QUEENS OF THE STONE AGE No One Knows (Interscope)	3.89	3.87	96%	42%	3.89	95%	41%
AFI Girl's Not Grey (DreamWorks)	3.89	3.93	60%	8%	3.72	61%	9%
DISTURBED Remember (Reprise)	3.88	3.86	81%	16%	3.85	83%	17%
GOOD CHARLOTTE The Anthem (Epic)	3.87	3.86	92%	28%	3.84	90%	27%
AUDISLAVE Like A Stone (Interscope/Epic)	3.83	3.83	84%	18%	3.82	87%	17%
SALIVA Always (Island/IDJMG)	3.82	3.90	95%	41%	3.81	94%	42%
3 DOORS DOWN When I'm Gone (Republic/Universal)	3.78	3.85	98%	40%	3.77	99%	42%
RED HOT CHILI PEPPERS Can't Stop (Warner Bros.)	3.74	3.73	96%	34%	3.76	96%	34%
BURNING BRIDES Artic Snow (V2)	3.66		29%	4%	3.65	31%	4%
MUDVAYNE Not Falling (Epic)	3.62	3.62	63%	13%	3.64	64%	14%
COLDPLAY Clocks (Capitol)	3.52	3.49	90%	33%	3.62	89%	31%
GODSMACK Straight Out Of Line (Universal)	3.51	3.45	73%	16%	3.48	77%	17%
ZWAN Honestly (Reprise)	3.42	3.51	83%	30%	3.51	86%	30%
THE DANNAS Take It Off (Atlantic)	3.41	3.46	89%	31%	3.38	90%	32%
WHITE STRIPES Seven Nation Army (Third Man/V2)	3.37	3.17	51%	14%	3.32	55%	16%

Total sample size is 648 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Sample composition is based on persons 12+. TD = Target Demo (Persons 18-34). Persons are screened via the Internet. Once passed, they can take the music test based on their format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, A division of Premiere Radio Networks.

### R&R TOP 20 SPECIALTY ARTISTS

1. TAKING BACK SUNDAY (Victory) "Cute Without The E"
2. RAVEONETTES (Columbia) "Attack Of The Ghost Riders"
3. SUPERGRASS (Island/IDJMG) "Rush Hour Soul"
4. LIBERTINES (Rough Trade) "I Get Along"
5. CAVE IN (RCA) "Anchor"
6. NADA SURF (Barsuk) "Hi-Speed Soul"
7. LONGWAVE (RCA) "Everywhere You Turn"
8. POWERMAN 5000 (DreamWorks) "Free"
9. FICTION PLANE (MCA) "Everything Will Never Be OK"
10. SWITCHFOOT (Columbia) "Meant To Live"
11. COUNT THE STARS (Victory) "Taking It All Back"
12. GREENHORNS (Telstar) "Satisfy My Mind"
13. MINISTRY (Sanctuary/SRG) "The Light Pours Out Of Me"
14. BLANK THEORY (New Line) "Sour Times"
15. WHITE LIGHT MOTORCADE (Octone) "It's Happening"
16. WHITE STRIPES (V2) "Seven Nation Army"
17. BOY SETS FIRE (Wind-up) "Eviction Article"
18. FIRETRUCS (Unsigned) "Hats Off (To Rivers Cuomo)"
19. FISCHERSPOONER (Capitol) "Emerge"
20. CHAOTIC LYNK (Unsigned) "Status Quo"

Ranked by total number of shows reporting artist.

### Record Of The Week

ARTIST: Swingin' Utters  
TITLE: *Dead Flowers, Bottles, Bluegrass and Bones*  
LABEL: Fat Wreck Chords



Admit it: There's nothing even remotely "punk" about the majority of pop-punkers clogging up Warped tour stages nowadays. All the more reason to hit it hard with Fat Wreck Chords' *Swingin' Utters*, who have delivered the best album of their storied career with *Dead Flowers, Bottles, Bluegrass and Bones*. Churning out 17 tracks in 35 minutes, this San Francisco foursome bring late '70s English punk into the pub for a drink and a sing-along. Vocalist Johnny Bonnel taps his inner Mike Ness and, especially, Shane MacGowan on tracks like "Hopeless Vows." For the people, by the people, the album is a delicious concoction of breakneck punkers ("Elation") and solid acoustic foot-tappers ("If You Want Me"). In a scene growing increasingly rancid, the Utters prove they aren't milking it.

— Frank Correia, Rock Specialty Editor

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**Stations and their adds listed alphabetically by market**

**Reporters**

**WHRL/Albany, NY \***  
OM/PD/APD/MD: Lisa Biello  
QUEENS OF... "Flow"  
TAPROOT "Mine"

**KTEG/Albuquerque, NM \***  
PD: Ellen Flaherty  
MD: Marc Young  
No Adds

**KTZO/Albuquerque, NM \***  
PD: Scott Souhrada  
MD: Don Kelley  
2 TAPROOT "Mine"  
1 COLD "Girl"  
1 3 DOORS DOWN "Road"

**WNNX/Atlanta, GA \***  
PD: Leslie Fram  
APD: Chris Williams  
MD: Jay Harren  
1 SALIVA "Rest"  
STREETS "Forward"

**WJSE/Atlantic City, NJ \***  
OM: Lou Romanni  
PD: Al Parinello  
MD: Jason Ulanet  
1 POWERMAN 5000 "Free"  
1 BLUR "Beat"  
3 DOORS DOWN "Road"  
DONNAS "Invited"  
LIAM LYNCH "Whatever"  
PETE YORN "Back"

**KROX/Austin, TX \***  
PD: Melody Lee  
MD: Toby Ryan  
QUEENS OF... "Flow"

**KNXX/Baton Rouge, LA \***  
PD/MD: Randy Chase  
APD: Bill Jackson  
12 STONES "Crash"  
DONNAS "Invited"  
PETE YORN "Back"  
POWERMAN 5000 "Free"  
QUEENS OF... "Flow"  
RAVEONETTES "Riders"

**WRAX/Birmingham, AL \***  
PD: Susan Groves  
APD: Hurricane Shane  
MD: Mark Lindsey  
1 DONNAS "Invited"  
3 DOORS DOWN "Road"  
HOT HOT HEAT "Bandages"  
QUEENS OF... "Flow"  
THIRD EYE BLIND "Blinded"

**KQXR/Boise, ID \***  
PD: Jacent Jackson  
APD/MD: Kallao  
No Adds

**WBCN/Boston, MA \***  
DM: Tony Berardini  
VP/Programming: Dedipus  
APD/MD: Steven Strick  
1 BEN HARPER "Hands"  
1 SUM 41 "Song"  
DONNAS "Invited"

**WFNX/Boston, MA \***  
PD: Cruze  
APD/MD: Kevin Mays  
No Adds

**WEDG/Buffalo, NY \***  
PD: Lenny Diana  
MD: Ryan Patrick  
4 QUEENS OF... "Flow"  
1 TAPROOT "Mine"  
3 DOORS DOWN "Road"

**WAVF/Charleston, SC \***  
PD: Greg Patrick  
APD/MD: Danny Villalobos  
4 POWERMAN 5000 "Free"  
3 DOORS DOWN "Road"  
SOUTH FM "Claudia"

**WEND/Charlotte, NC \***  
PD: Jack Daniel  
APD/MD: Kristel Honeycutt  
3 DOORS DOWN "Road"  
BLUR "Beat"  
COLD "Girl"  
DONNAS "Invited"

**WKQX/Chicago, IL \***  
PD: Tim Richards  
APD/MD: Mary Shuminas  
AMD: Nicole Chuminato  
1 ZWAN "Lyric"  
SEETHER "Under"

**WZZN/Chicago, IL \***  
PD: Bill Gamble  
APD: Steve Levy  
MD: James VanOsdel  
JACK JOHNSON "Defeated"  
SEETHER "Under"

**WAQZ/Cincinnati, OH \***  
PD: John Michael  
APD/MD: Shaggy  
13 HOT HOT HEAT "Bandages"  
REVIS "Rain"

**WXTM/Cleveland, OH \***  
PD: Kim Monroe  
APD: Dom Nardella  
MD: Pete Schiecke  
1 LIAM LYNCH "Whatever"  
UNLOCO "Failure"

**WARD/Columbia, SC \***  
OM/PD: Gina Juliano  
MD: Dave Farra  
1 POWERMAN 5000 "Free"  
QUEENS OF... "Flow"  
STONE SOUR "Inhale"  
THIRD EYE BLIND "Blinded"

**WWCD/Columbus, OH \***  
PD: Andy Davis  
MD: Jack DeVoss  
AFI "Grey"  
ALL-AMERICAN REJECTS "Swing"  
DONNAS "Invited"  
HOT HOT HEAT "Bandages"  
TRANSPLANTS "DJ"

**KDGE/Dallas-Ft. Worth, TX \***  
PD: Duane Doherty  
APD/MD: Alan Ayo  
2 THIRD EYE BLIND "Blinded"  
1 BLUR "Beat"  
BLUE OCTOBER "Calling"  
TRAPT "Headstrong"

**WXEG/Dayton, OH \***  
PD: Steve Kramer  
MD: Boomer  
8 POWERMAN 5000 "Free"  
8 SHINEDOWN "Inside"  
4 QUEENS OF... "Flow"  
2 SUM 41 "Song"  
3 DOORS DOWN "Road"

**KTCL/Denver-Boulder, CO \***  
PD: Mike O'Connor  
MD: Sabrina Saunders  
1 CHEVELLE "Pain"

**CIMX/Detroit, MI \***  
PD: Murray Brookshaw  
APD: Vince Cannova  
MD: Matt Franklin  
1 BLUR "Beat"  
ARI "Grey"

**KNRQ/Eugene-Springfield, OR**  
PD: Chris Crowley  
APD/MD: Stu Allen  
3 3 DOORS DOWN "Road"  
3. REVIS "Rain"

**KXNA/Fayetteville, AR**  
PD: Dave Jackson  
18 BLUR "Beat"  
15 USED "Myself"  
13 FINCH "Burn"  
12 MUDVAYNE "Falling"

**WJBX/Ft. Myers, FL \***  
PD: John Rozz  
APD: Fitz Madrid  
MD: Jeff Zilo  
6 BLUR "Beat"  
1 3 DOORS DOWN "Road"

**KFRR/Fresno, CA \***  
PD: Chris Squires  
MD: Reverend  
QUEENS OF... "Flow"

**WGRD/Grand Rapids, MI \***  
PD: Bobby Duncan  
MD: Michael Grey  
3 DOORS DOWN "Road"  
BLUR "Beat"

**WXNR/Greenville, NC \***  
PD: Jeff Sanders  
APD: Turner Watson  
BREAKING BENJAMIN "Skin"  
TAPROOT "Mine"

**WEEQ/Hagerstown, MD**  
PD: Brad Hunter  
APD: Dave Roberts  
1 QUEENS OF... "Flow"  
1 TAPROOT "Mine"

**WMRQ/Hartford, CT \***  
PD: Todd Thomas  
MD: Chaz Kelly  
BLUR "Beat"  
RIDDLIN' KIDS "Again"  
TAPROOT "Mine"

**KUCD/Honolulu, HI \***  
PD: Jamie Hyatt  
MD: Ryan Sean  
TAPROOT "Mine"

**KTZV/Houston-Galveston, TX \***  
PD: Vince Richards  
APD: Eric Schmidt  
10 LIAM LYNCH "Whatever"  
3 BEASTIE BOYS "Mad"  
MUSIC "Road"  
POWERMAN 5000 "Free"  
THIRD EYE BLIND "Blinded"

**WRXZ/Indianapolis, IN \***  
PD: Scott Jameson  
MD: Michael Young  
1 REVIS "Rain"

**WPLA/Jacksonville, FL \***  
PD: Bo Matthews  
APD/MD: Chad Chumley  
1 BLUR "Beat"  
3 DOORS DOWN "Road"

**WRXZ/Johnson City, TN \***  
VP/Prog. Dps.: Mark E. McKinn  
3 DOORS DOWN "Road"  
BLUR "Beat"  
DONNAS "Invited"

**KRBZ/Kansas City, KS \***  
OM/PD: Mike Kaplan  
MD: Todd Violette  
9 HOT HOT HEAT "Bandages"  
5 TAKING BACK SUNDAY "Cute"  
QUEENS OF... "Flow"

**WNFZ/Knoxville, TN \***  
PD: Dan Bozyk  
APD/MD: Anthony Proffitt  
AMD: Opie Hines  
1 UNLOCO "Failure"  
EMINEM "Moment"  
SHINEDOWN "Inside"

**KFTL/Lafayette, LA \***  
PD: Scott Perrin  
MD: Chris Olivier  
3 DOORS DOWN "Road"  
REVIS "Rain"

**WWDX/Lansing, MI \***  
PD: John Boyle  
MD: Kelly Bradley  
1 SUM 41 "Song"  
(HED) PLANET EARTH "Blackout"

**KXTE/Las Vegas, NV \***  
PD: Dave Wellington  
APD/MD: Chris Ripley  
QUEENS OF... "Flow"

**KLEC/Little Rock, AR \***  
PD: Marty Oehlhof  
MD: Adroq  
3 DOORS DOWN "Road"  
HOT ACTION COP "Fever"  
SIMPLE PLAN "Addicted"  
TAKING BACK SUNDAY "Cute"  
TRANSPLANTS "DJ"

**KROQ/Los Angeles, CA \***  
VP/Prog.: Kevin Weatherly  
APD: Gene Sandbloom  
MD: Lisa Worden  
8 COLDPLAY "Blood"  
1 PETE YORN "Back"  
COLD "Girl"  
TRAPT "Headstrong"

**WLRS/Louisville, KY \***  
Dir/Prog.: J.D. Kunes  
MD: Lance  
MD: Anrae Fitzgerald  
1 FINCH "Burn"  
BLUR "Beat"

**WMFS/Memphis, TN \***  
PD: Rob Cressman  
MD: Mike Killabrew  
3 DOORS DOWN "Road"  
SUM 41 "Song"

**WZTA/Miami, FL \***  
PD: Troy Hanson  
APD/MD: Ryan Castle  
10 SKINDRED "Oh"  
3 DOORS DOWN "Road"  
POWERMAN 5000 "Free"

**WLUM/Milwaukee, WI \***  
PD: Tommy Wilde  
MD: Kenny Neumann  
1 DONNAS "Invited"  
3 DOORS DOWN "Road"  
THIRD EYE BLIND "Blinded"

**WHTG/Monmouth-Ocean, NJ \***  
PD: Darrin Smith  
MD: Brian Zanyor  
4 THIRD EYE BLIND "Blinded"  
SIMPLE PLAN "Addicted"

**KMBY/Monterey-Salinas, CA \***  
PD: Kenny Allen  
APD/MD: Opie Taylor  
9 HOT HOT HEAT "Bandages"  
3 DOORS DOWN "Road"  
BLUR "Beat"  
DONNAS "Invited"  
QUEENS OF... "Flow"

**WBUZ/Nashville, TN \***  
OM: Jim Patrick  
PD/MD: Russ Schenck  
1 DONNAS "Invited"  
1 QUEENS OF... "Flow"  
BEFORE BRAILLE "Spine"  
UNLOCO "Failure"

**WRRV/Newburgh, NY**  
PD/MD: Andrew Boris  
BLUR "Beat"  
THIRD EYE BLIND "Blinded"

**KKND/New Orleans, LA \***  
OM/PD: Rob Summers  
APD/MD: Sig  
1 (HED) PLANET EARTH "Blackout"  
3 DOORS DOWN "Road"

**WXRK/New York, NY \***  
PD: Steve Kingston  
MD: Mike Peer  
14 EMINEM "Moment"  
8 RED HOT CHILI "Dosed"  
7 COLDPLAY "Blood"  
2 COLD "Girl"

**WROX/Norfolk, VA \***  
PD: Michele Diamond  
MD: Mike Powers  
No Adds

**KQRX/Odessa-Midland, TX**  
PD: Michael Todd Mobley  
17 SOUTH FM "Claudia"  
7 3 DOORS DOWN "Road"  
7 PETE YORN "Back"  
7 TAKING BACK SUNDAY "Cute"

**WJRR/Orlando, FL \***  
PD: Pat Lynch  
MD: Dickerman  
1 POWERMAN 5000 "Free"  
3 DOORS DOWN "Road"

**WOCL/Orlando, FL \***  
PD: Alan Amith  
APD/MD: Bobby Smith  
No Adds

**KEDJ/Phoenix, AZ \***  
PD: Nancy Stevens  
APD: Dead Air Dave  
MD: Robin Nash  
COLD "Girl"  
TAPROOT "Mine"  
THIRD EYE BLIND "Blinded"

**KZON/Phoenix, AZ \***  
OM/PD: Tim Maranville  
APD/MD: Kevin Marnion  
2 SOUTH FM "Claudia"  
3 DOORS DOWN "Road"  
WHITE STRIPES "Seven"  
PETE YORN "Back"

**WXDX/Pittsburgh, PA \***  
PD: John Moschitta  
MD: Vinnie  
1 SEETHER "Under"

**WCYY/Portland, ME**  
PD: Herb Ivy  
MD: Brian James  
3 DOORS DOWN "Road"  
BLACK APPLE "Sunday"  
DONNAS "Invited"  
RAVEONETTES "Riders"  
THIRD EYE BLIND "Blinded"

**KNRK/Portland, OR \***  
PD: Mark Hamilton  
APD/MD: Jayn  
1 RAVEONETTES "Riders"

**WBRU/Providence, RI \***  
PD: Tim Schiavelli  
MD: Alicia Mullin  
21 BEASTIE BOYS "Mad"  
8 THIRD EYE BLIND "Blinded"  
2 QUEENS OF... "Flow"  
1 ATARIS "Diary"  
3 DOORS DOWN "Road"  
COLD "Girl"  
IDLEWILD "World"  
SALIVA "Rest"

**KRZO/Reno, NV \***  
OM: Rob Blaze Brooks  
APD: Jeremy Smith  
MD: Matt Diabolo  
5 JACK JOHNSON "Defeated"  
2 HOT HOT HEAT "Bandages"  
1 QUEENS OF... "Flow"

**WDYL/Richmond, VA \***  
PD: Mike Murphy  
MD: Keith Dakin  
10 STREETS "Forward"  
6 PETE YORN "Back"  
2 QUEENS OF... "Flow"

**KCXX/Riverside, CA \***  
OM/PD: Kelli Cluque  
APD/MD: Daryl James  
1 3 DOORS DOWN "Road"  
ATARIS "Diary"

**WZZI/Rockville-Lynchburg, VA \***  
GM/PD: Bob Travis  
APD/MD: Greg Travis  
3 DOORS DOWN "Road"  
DONNAS "Invited"  
1 DONNAS "Invited"  
QUEENS OF... "Flow"  
RAVEONETTES "Riders"  
SIMPLE PLAN "Addicted"

**WZNE/Rochester, NY \***  
OM/PD: Mike Danger  
MD: Violet  
COLD "Girl"  
SUM 41 "Song"

**KWOD/Sacramento, CA \***  
PD: Ron Bunce  
APD: Boomer  
PETE YORN "Back"  
THIRD EYE BLIND "Blinded"

**KPNT/St. Louis, MO \***  
PD: Tommy Mattem  
MD: Jeff Frisse  
APD: Jeff "Woody" File  
No Adds

**KXRK/Salt Lake City, UT \***  
PD/VP/Ops. & Prog.: Mike Summ  
APD/MD: Artie Furkin  
AMD: Corey O'Brien  
No Adds

**XTRA/San Diego, CA \***  
PD: Bryan Schock  
MD: Chris Muckley  
No Adds

**KITS/San Francisco, CA \***  
PD: Sean Demery  
MD: Aaron Axelsen  
5 HOT HOT HEAT "Bandages"  
1 BLUR "Beat"  
AFI "Song"

**KJEE/Santa Barbara, CA**  
GM/PD: Eddie Gutierrez  
MD: Dakota  
BLUR "Beat"  
DONNAS "Invited"  
GOOSMACK "Straight"  
HOT HOT HEAT "Bandages"  
SLIGHTLY STOOPID "Honey"  
UNLOCO "Failure"

**KNDD/Seattle-Tacoma, WA \***  
APD: Phil Manning  
APD: Jim Keller  
EVANESCENCE "Under"

**KSYR/Shreveport, LA \***  
Acting PD: Rod The Human Rip  
19 3 DOORS DOWN "Road"  
LIAM LYNCH "Whatever"  
TRANSPLANTS "DJ"  
UNLOCO "Failure"

**WKRL/Syracuse, NY \***  
OM/PD: Mimi Griswold  
APD/MD: Abbie Weber  
1 3 DOORS DOWN "Road"  
1 DONNAS "Invited"  
QUEENS OF... "Flow"  
RAVEONETTES "Riders"  
SIMPLE PLAN "Addicted"

**WZNE/Rochester, NY \***  
OM/PD: Mike Danger  
MD: Violet  
COLD "Girl"  
SUM 41 "Song"

**KWOD/Sacramento, CA \***  
PD: Ron Bunce  
APD: Boomer  
PETE YORN "Back"  
THIRD EYE BLIND "Blinded"

**WXSX/Tallahassee, FL**  
PD: Steve King  
MD: Meathead  
1 3 DOORS DOWN "Road"  
1 DONNAS "Invited"  
1 FINCH "Burn"

**WSUN/Tampa, FL \***  
OM: Chuck Beck  
PD: Shark  
APD: Pat Largo  
1 SIMPLE PLAN "Addicted"  
BLUR "Beat"  
CAVE IN "Anchor"

**KFMA/Tucson, AZ \***  
OM: Matt Spry  
2 HOT HOT HEAT "Bandages"  
TRAPT "Headstrong"

**KMYZ/Tulsa, OK \***  
PD: Lynn Barstow  
MD: Corbin Pierce  
1 QUEENS OF... "Flow"  
1 SALIVA "Rest"  
HOT HOT HEAT "Bandages"

**WHFS/Washington, DC \***  
PD: Robert Benjamin  
APD: Bob Waugh  
MD: Pat Ferrise  
No Adds

**WWDC/Washington, DC \***  
PD: Buddy Rizer  
MD: LeeAnn Curtis  
GOOSMACK "Straight"  
USED "Myself"

**WPBZ/West Palm Beach, FL \***  
OM/PD: John O'Connell  
MD: Eric Kristensen  
1 JACK JOHNSON "Defeated"  
BREAKING BENJAMIN "Skin"  
COLD "Girl"  
TAPROOT "Mine"

**WFSM/Wilmington, NC**  
PD: Knothead  
3 SALIVA "Rest"  
2 3 DOORS DOWN "Road"  
1 QUEENS OF... "Flow"  
1 BLUR "Beat"

**\* Monitored Reporters**  
**87 Total Reporters**  
**78 Total Monitored**  
**9 Total Indicator**



**New & Active**

**SIMPLE PLAN Addicted (Lava)**  
Total Plays: 284, Total Stations: 28, Adds: 4

**BLINDSIDE Sleepwalking (Elektra/EEG)**  
Total Plays: 243, Total Stations: 23, Adds: 0

**INTERPOL PDA (Matador)**  
Total Plays: 225, Total Stations: 18, Adds: 0

**QUEENS OF THE STONE AGE Go With The Flow (Interscope)**  
Total Plays: 177, Total Stations: 27, Adds: 17

**TRANSPLANTS DJ DJ (Epitaph)**  
Total Plays: 150, Total Stations: 19, Adds: 3

**TAKING BACK SUNDAY Cute Without The E (Cut...) (Victory)**  
Total Plays: 149, Total Stations: 14, Adds: 2

**UNLOCO Failure (Maverick/Reprise)**  
Total Plays: 116, Total Stations: 18, Adds: 4

**STREETS Let's Push Things Forward (Atlantic)**  
Total Plays: 114, Total Stations: 11, Adds: 3

**POWERMAN 5000 Free (DreamWorks)**  
Total Plays: 107, Total Stations: 11, Adds: 8

**3 DOORS DOWN The Road I'm On (Republic/Universal)**  
Total Plays: 104, Total Stations: 30, Adds: 25

Songs ranked by total plays

**Indicator**

**Most Added\***

**3 DOORS DOWN The Road I'm On (Republic/Universal)**

**BLUR Crazy Beat (Virgin)**

**DONNAS Who Invited You (Atlantic)**

**FINCH What It Is To Burn (Drive-Thru/MCA)**

**QUEENS OF THE STONE AGE Go With The Flow (Interscope)**

**THIRD EYE BLIND Blinded (When I See You) (Elektra/EEG)**

**GODSMACK Straight Out Of Line (Republic/Universal)**

**USED Buried Myself Alive (Reprise)**

**REVIS Caught In The Rain (Epic)**

**TAPROOT Mine (Velvet Hammer/Atlantic)**

**MUDVAYNE Not Falling (Epic)**

**SALIVA Rest In Pieces (Island/IDJMG)**

**UNLOCO Failure (Maverick/Reprise)**

**RAVEONETTES Attack Of The Ghost Riders (Columbia)**

**TAKING BACK SUNDAY Cute Without The E (Cut...) (Victory)**

**BLACK APPLE Sunday (Independent)**

**HOT HOT HEAT Bandages (Sub Pop/Sire)**

**SLIGHTLY STOOPID Sweet Honey (Skunk)**

**SOUTH FM Dear Claudia (MCA)**

**PETE YORN Come Back Home (Columbia)**

**Please Send Your Photos**

R&R wants your best snapshots (color or black & white). Please include the names and titles of all pictured and send them to:  
**R&R, c/o Mike Davis: 10100 Santa Monica Blvd., 3rd Floor, Los Angeles, CA 90067**  
Email: mdavis@radioandrecords.com





**JOHN SCHOENBERGER**  
jschoenberger@radioandrecords.com

# Take Risks To Succeed

WKOC/Norfolk has always been a station that takes chances

In the 12 years it has been on the air, Triple A WKOC (The Coast)/Norfolk has gone through a lot of changes, and it has always been known in the market as the station that was willing to be more musically adventurous than its counterparts. Since PD Paul Shugrue joined the station 3 1/2 years ago, his goal has been to minimize dramatic programming shifts at the station while preserving its experimental persona.

WKOC is privately owned by Sinclair Telecable. However, The Coast is not a standalone in the market: Sinclair owns four stations in Norfolk — WKOC, two News/Talk AMs and Alternative WROX (96X) on the FM dial. The company also owns a group of stations in Austin, including Triple A KGSR (although it is in the process of selling its share of the cluster to Emmis Broadcasting), and a handful of stations in Santa Rosa, CA, including Triple A KRSH.

Thus, the stations owned by Sinclair experience many of the same day-to-day operational challenges that stations in any corporately owned broadcast cluster do, but the setup also allows Bob Sinclair, principal owner of the company, to be intimately involved in the programming of his stations.

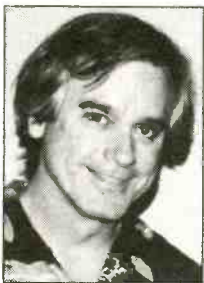
This is especially true for those in the Norfolk market, where Bob Sinclair is based. WKOC and its sister stations have the ability to adapt, change and experiment more quickly than most stations owned by larger broadcasting companies.

Sinclair is very hands-on and is often described as compulsive when he comes up with a new idea for one of his stations. Because of his passion for radio, he attends the music meetings, has input in the rotations of songs and is involved in many other programming decisions.

Shugrue acts as a counterbalance to Sinclair's ideas. Through a collaborative process, the two often find a compromise for WKOC that gives it a consistent sound yet allows it to remain exciting and fresh.

Shugrue's entire radio career has been spent in Virginia. He went to col-

lege at Virginia Tech, where he started in radio at the student station. His first major gig was in Charlottesville. Next, he programmed Rocker WRXL/Richmond for 12 years and was PD of then-Triple A WVGO in the same market. He joined WKOC in September 1999.



**Paul Shugrue**

The station's fall 2002 Arbitron numbers were very respectable, with a 2.5 12+, a 3.7 in its target of 25-44, a 3.4 25-54 and a surprising 3.0 18-34. With some recent programming adjustments, Shugrue hopes to fine-tune the station's image while making its mix and presentation more consistent.

**R&R:** You recently made some pretty dramatic programming adjustments at The Coast.

**PS:** The Coast has always had an acoustic-oriented, modern rock sound with a generous mix of promising new artists. Last year we decided to capitalize on that image, and we moved in a much more current direction. At this time we are about 50/50 currents to library, and much of our library is from the late '80s until today. Much of this has to do with the make-up of our competition in the Norfolk-Virginia Beach market.

Since we do share quite a bit of music with our Alternative sister, 96X, I make every effort to differentiate us in other areas. We clearly have different target audiences — ours is 25+, and 96X's is at that and below. The mix and the presentation are what align us with those 25-44 folks. We're using older music to satisfy the more mature listener, but we are also using new music to attract younger adults, as well as to bring back certain disenfran-

chised adults who still want to learn about new music.

We also have to be concerned with the Hot AC in town, WPTE (The Point), which is very close to what we do. Since both of those stations are current-driven, we feel it's the right thing for us to be as well. But we try to be more adventurous in the new music we add. We add most of the obvious artists for Triple A and then cherry-pick some pop alternative stuff to be competitive. We'll also dabble a bit in the Americana side to add a unique flavor to the station.

**R&R:** With the adjustment, you also changed the positioning statement for WKOC.

**PS:** By the nature of the way Bob Sinclair has run this radio station and The Coast's heritage in the market, we felt we needed to be a little clearer in the way we describe ourselves on the air. For many years we tried to drive home the word *variety* in our positioning statements, but we felt that it had gotten old and was no longer perceived as meaning anything to our listeners.

We realized the personality and the sound of the station leaned in what we would call a progressive direction, so we call ourselves that now. With the more current and varied sound we have recently instituted, with the unusual mix of music we present, the term *progressive* seems to fit well with our listeners' perception of the station.

**R&R:** Do you have the advantage of research in helping to make decisions about the music?

**PS:** We are fortunate that — even though we are a privately owned company — we have access to all the right research tools, such as callout and auditorium testing. We certainly have an atmosphere of adventure around here, and gut feeling is taken seriously. But, ultimately, research is what will decide a record's long-term fate. We add a lot of songs early in their lives, but we have also been known to be one of the last to add to certain tunes.

Since Bob has stations in other markets, he may discover something that is researching well at another station and decide to give it a shot at The Coast. At first it may seem a little left of center, but his batting average isn't bad. If something doesn't work out for us, he'll honor the fact that we gave it a shot and move on.

The library is regularly reviewed as well. Over the past few years we have dramatically changed the library contents. We are focused less on classic rock songs now. This happened hand in hand with our decision to move to a more current-based sound.

**R&R:** The market you program to is kind of unusual, isn't it?

## Adventure On The Air

Below are some samples hours from WKOC.

### Morning Drive

- LUCINDA WILLIAMS Righteously
- SMITHEREENS A Girl Like You
- CRANBERRIES Linger
- JACK JOHNSON The Horizon Has Been Defeated
- TALKING HEADS Take Me To The River
- DAVE MATTHEWS BAND Grey Street
- NO DOUBT Underneath It All



### Afternoon Drive

- BRUCE SPRINGSTEEN Backstreets (live)
- JOHN MAYER Your Body Is A Wonderland (live)
- R.E.M. Orange Crush (live)
- MATCHBOX TWENTY Unwell
- NICKEL CREEK This Side
- INXS Need You Tonight
- TORI AMOS A Sorta Fairytale
- 3 DOORS DOWN When I'm Gone
- COUNTING CROWS Hangin'around
- U2 I Still Haven't Found What I'm Looking For

### Lights Out

- ACCADIA Into The Dawn
- ENERGY 52 Cafe Del Mar
- THE THRILLSEEKERS Escape
- SOLAR STONE Jabberwock
- RAPID EYE Circa Forever
- HUMATE 3.2 Bedrock
- ART OF TRANCE Madagascar
- LIBRA Calling Your Name

### Sunrise On The Coast

- JONI MITCHELL How Do You Stop
- BEN HARPER Sexual Healing
- PRETENDERS My Baby
- NICKEL CREEK The Smoothie Song
- JOHN MAYER 3x5
- NATALIE MERCHANT Kind And Generous
- ELTON JOHN Come Down In Time
- LIZA NIMZO Goodbye To You
- DAVID WILCOX Last One Gone
- JULIE CLARK One Of These Days
- VAN MORRISON Into The Mystic

**PS:** We feel we are very tuned in to the marketplace, but, unlike Austin or Santa Rosa, for example, the Norfolk-Virginia Beach area — or Hampton Roads, which is what the locals in this area call it — is less defined. The main component of this market is the Navy, and much of the community revolves around its presence.

In addition, this is a beautiful area of the country, with the mountains and the coastline close by. It is a fast-growing market, attracting younger

couples looking for a different kind of lifestyle than the big Eastern cities offer. This area is actually a collection of smaller communities; if you combined them, this would be like the fifth-largest market in the country. Arbitron and other services don't slice it up that way, but, in terms of our listenership, we do reach all of those communities.

**R&R:** Tell us about some of your specialty programming.

Continued on Page 75

**"For many years we tried to drive home the word variety in our positioning statements, but we felt that it gotten old and was no longer perceived as meaning anything to our listeners."**

Razor and Tie is proud to present the Debut record from

# Marty Lloyd "Justified"

Impacting March 24

Marty Lloyd - Former leader of the Freddy Jones Band  
The Album "Marigold" in stores May 6



Contact Jeff Appleton or Maryelizabeth Carter @ 212.473.9173  
jappleton@razorandtie.com mcarter@razorandtie.com



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LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+ / - PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
	<b>1</b>	<b>COLDPLAY</b> Clocks ( <i>Capitol</i> )	641	+1	42378	16	26/0
	<b>2</b>	<b>COUNTING CROWS</b> Big Yellow Taxi ( <i>Geffen/Interscope</i> )	519	-8	39075	10	23/0
	<b>3</b>	<b>WALLFLOWERS</b> How Good It Can Get ( <i>Interscope</i> )	481	-12	29724	11	25/0
	<b>4</b>	<b>JASON MRAZ</b> The Remedy (I Won't Worry) ( <i>Elektra/EEG</i> )	472	+13	31916	7	24/0
	<b>5</b>	<b>JOHN MAYER</b> Why Georgia ( <i>Aware/Columbia</i> )	457	+43	25578	7	24/0
	<b>6</b>	<b>DAVE MATTHEWS BAND</b> Grey Street ( <i>RCA</i> )	397	-45	19484	12	16/0
	<b>7</b>	<b>DAVID GRAY</b> Be Mine ( <i>ATO/RCA</i> )	388	+1	25186	8	25/0
	<b>8</b>	<b>RHETT MILLER</b> Come Around ( <i>Elektra/EEG</i> )	365	-13	24053	12	20/0
	<b>9</b>	<b>PAUL SIMON</b> Father And Daughter ( <i>Nick/Jive</i> )	348	-22	29031	13	18/0
16	<b>10</b>	<b>JACK JOHNSON</b> The Horizon... ( <i>Moonshine Conspiracy/Universal</i> )	316	+67	25882	3	26/3
13	<b>11</b>	<b>NORAH JONES</b> Come Away With Me ( <i>Blue Note/Virgin</i> )	288	-2	19790	19	21/0
11	<b>12</b>	<b>BECK</b> Lost Cause ( <i>Geffen/Interscope</i> )	282	-53	13542	16	21/0
15	<b>13</b>	<b>JAYHAWKS</b> Save It For A Rainy Day ( <i>American/Lost Highway/IDJMG</i> )	279	+15	17829	4	18/0
10	<b>14</b>	<b>SUSAN TEDESCHI</b> Alone ( <i>Tone-Cool/Artemis</i> )	277	-59	19692	17	19/0
12	<b>15</b>	<b>TORI AMOS</b> A Sorta Fairytale ( <i>Epic</i> )	276	-30	20430	26	21/0
30	<b>16</b>	<b>FLEETWOOD MAC</b> Peacekeeper ( <i>Reprise</i> )	274	+146	28526	2	22/4
17	<b>17</b>	<b>LUCINDA WILLIAMS</b> Righteously ( <i>Lost Highway</i> )	265	+18	12606	3	16/0
14	<b>18</b>	<b>SOUNDTRACK OF OUR LIVES</b> Sister Surround ( <i>Republic/Universal</i> )	263	-16	12570	10	18/0
22	<b>19</b>	<b>TORI AMOS</b> Taxi Ride ( <i>Epic</i> )	242	+52	9619	3	17/1
18	<b>20</b>	<b>SHERYL CROW</b> C'mon, C'mon ( <i>A&amp;M/Interscope</i> )	225	-9	12381	11	17/0
21	<b>21</b>	<b>BEN HARPER</b> With My Own Two Hands ( <i>Virgin</i> )	222	+32	16602	2	20/3
19	<b>22</b>	<b>MATCHBOX TWENTY</b> Unwell ( <i>Melisma/Atlantic</i> )	215	+6	14498	5	11/0
20	<b>23</b>	<b>MAROON 5</b> Harder To Breathe ( <i>JJ</i> )	208	+1	6235	11	12/0
23	<b>24</b>	<b>JOHNNY MARR</b> Down On The Corner ( <i>iMusic</i> )	181	+16	9511	3	17/2
25	<b>25</b>	<b>KATHLEEN EDWARDS</b> Six O'Clock News ( <i>Zoe/Rounder</i> )	176	+33	13726	5	16/1
27	<b>26</b>	<b>TOM PETTY &amp; THE HEARTBREAKERS</b> Have Love Will Travel ( <i>Warner Bros.</i> )	148	+12	11093	3	13/1
<b>Debut</b>	<b>27</b>	<b>FEEL</b> Got Your Name On It ( <i>Curb</i> )	143	+42	4349	1	12/0
<b>Debut</b>	<b>28</b>	<b>ALLMAN BROTHERS</b> Firing Line ( <i>Sanctuary/SRG</i> )	142	+76	8913	1	13/2
24	<b>29</b>	<b>BRUCE SPRINGSTEEN</b> Waitin' On A Sunny Day ( <i>Columbia</i> )	142	-3	14108	4	13/0
28	<b>30</b>	<b>DAR WILLIAMS</b> I Saw A Bird Fly Away ( <i>Razor &amp; Tie</i> )	141	+5	5780	4	13/0

26 Triple A reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/9-3/15. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Gross Impressions equals Average Quarter Hour Persons times number of plays (times 100). Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2003, The Arbitron Company). © 2003, R&R, Inc.

## New & Active

**THORNS** I Can't Remember (*Aware/Columbia*)  
Total Plays: 136, Total Stations: 13, Adds: 1

**SISTER HAZEL** Your Mistake (*Sixth Man*)  
Total Plays: 130, Total Stations: 8, Adds: 1

**STONE SOUR** Bother (*Roadrunner/IDJMG*)  
Total Plays: 126, Total Stations: 8, Adds: 0

**NICKEL CREEK** Spit On A Stranger (*Sugar Hill*)  
Total Plays: 113, Total Stations: 13, Adds: 0

**PETE YORN** Come Back Home (*Columbia*)  
Total Plays: 111, Total Stations: 18, Adds: 15

**WILL HOGE** Be The One (*Atlantic*)  
Total Plays: 99, Total Stations: 11, Adds: 1

**RED HOT CHILI PEPPERS** Can't Stop (*Warner Bros.*)  
Total Plays: 95, Total Stations: 6, Adds: 0

**JOHNNY CASH** Hurt (*American/Lost Highway/IDJMG*)  
Total Plays: 93, Total Stations: 9, Adds: 1

**EDWIN MCCAIN** I Want It All (*ATC/Red Ink*)  
Total Plays: 87, Total Stations: 9, Adds: 0

**JOSH KELLEY** Amazing (*Hollywood*)  
Total Plays: 79, Total Stations: 8, Adds: 1

Songs ranked by total plays

## Most Added®

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ARTIST TITLE LABEL(S)	ADDS
<b>PETE YORN</b> Come Back Home ( <i>Columbia</i> )	15
<b>ZIGGY MARLEY &amp; THE MELODY...</b> True To Myself ( <i>Private Music/RCA Victor</i> )	13
<b>JOSEPH ARTHUR</b> Honey & The Moon ( <i>Enjoy/Universal</i> )	5
<b>FLEETWOOD MAC</b> Peacekeeper ( <i>Reprise</i> )	4
<b>JACK JOHNSON</b> The Horizon... ( <i>Moonshine Conspiracy/Universal</i> )	3
<b>BEN HARPER</b> With My Own Two Hands ( <i>Virgin</i> )	3
<b>FRANKY PEREZ</b> Something Crazy ( <i>Lava</i> )	3
<b>JOHNNY MARR</b> Down On The Corner ( <i>iMusic</i> )	2
<b>ALLMAN BROTHERS</b> Firing Line ( <i>Sanctuary/SRG</i> )	2
<b>JESSE MALIN</b> Queen Of The Underworld ( <i>Artemis</i> )	2

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
<b>FLEETWOOD MAC</b> Peacekeeper ( <i>Reprise</i> )	+146
<b>ALLMAN BROTHERS</b> Firing Line ( <i>Sanctuary/SRG</i> )	+76
<b>THORNS</b> I Can't Remember ( <i>Aware/Columbia</i> )	+68
<b>JACK JOHNSON</b> The Horizon... ( <i>Moonshine Conspiracy/Universal</i> )	+67
<b>TORI AMOS</b> Taxi Ride ( <i>Epic</i> )	+52
<b>JOHN MAYER</b> Why Georgia ( <i>Aware/Columbia</i> )	+43
<b>FEEL</b> Got Your Name On It ( <i>Curb</i> )	+42
<b>EDWIN MCCAIN</b> I Want It All ( <i>ATC/Red Ink</i> )	+36
<b>KATHLEEN EDWARDS</b> Six O'Clock News ( <i>Zoe/Rounder</i> )	+33
<b>BEN HARPER</b> With My Own Two Hands ( <i>Virgin</i> )	+32
<b>JOSH KELLEY</b> Amazing ( <i>Hollywood</i> )	+32
<b>EVANESCENCE</b> Bring Me To Life ( <i>Wind-up</i> )	+32

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
<b>JOHN MAYER</b> Your Body Is A Wonderland ( <i>Aware/Columbia</i> )	233
<b>JACK JOHNSON</b> Flake ( <i>Enjoy/Universal</i> )	221
<b>MATCHBOX TWENTY</b> Disease ( <i>Atlantic</i> )	203
<b>NORAH JONES</b> Don't Know Why ( <i>Blue Note/Virgin</i> )	196
<b>DAVE MATTHEWS BAND</b> Where Are You Going ( <i>RCA</i> )	169
<b>RED HOT CHILI PEPPERS</b> Zephyr Song ( <i>Warner Bros.</i> )	166
<b>TRACY CHAPMAN</b> You're The One ( <i>Elektra/EEG</i> )	165
<b>DAVE MATTHEWS BAND</b> Grace Is Gone ( <i>RCA</i> )	158
<b>COLDPLAY</b> In My Place ( <i>Capitol</i> )	158
<b>JACK JOHNSON</b> Bubble Toes ( <i>Enjoy/Universal</i> )	156
<b>JIMMY EAT WORLD</b> The Middle ( <i>DreamWorks</i> )	131
<b>SANTANA FIMICHELLE BRANCH</b> The Game Of Love ( <i>Arista</i> )	127
<b>JOHN MAYER</b> No Such Thing ( <i>Aware/Columbia</i> )	123
<b>SHERYL CROW</b> Soak Up The Sun ( <i>A&amp;M/Interscope</i> )	107
<b>U2</b> Beautiful Day ( <i>Interscope</i> )	104

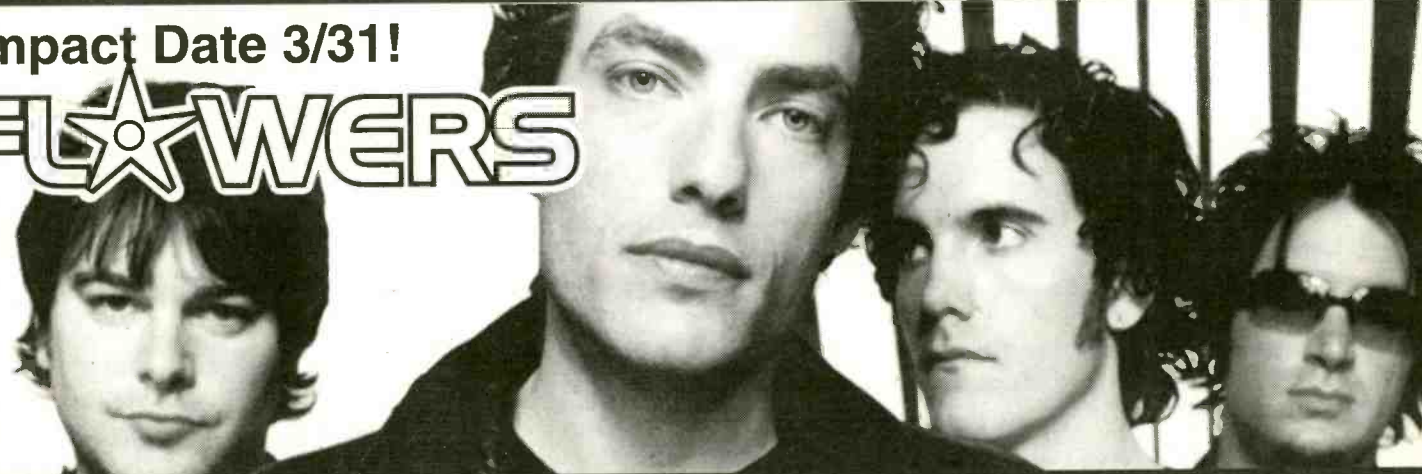
R&R Station Playlists have moved to the web. See all of our monitored reporters at [www.radioandrecords.com](http://www.radioandrecords.com).

**BDS Monitor 3\***    **WFUV**    **WXRT**    **KFOG**    **WXPN**    **WXRV**    **WBOS**  
**R&R Tracks 3**    **WDET**    **KMTT**    **KTCZ**    **WGVX**    **KPRI**    **WRNR**  
**KBCO**    **KINK**    **KTBG**    **KENZ**    **WKOC**    **& more**

# the Hot AC Impact Date 3/31! WALLFLOWERS

**"How Good It Can Get"**

The follow up to the #1 song "When You're On Top"



From the album **RED LETTER DAYS**  
In Stores Now

Written by Jakob Dylan  
Produced & Recorded by Tobias Miller & Bill Appleberry  
Mixed by Tom Lord-Alge  
Management: Pat Magnarella at Atlas/Third Rail

On Tour in April

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March 21, 2003

## R&R'S EXCLUSIVE REPORTED OVERVIEW OF NATIONAL AIRPLAY

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	GROSS IMPRESSIONS (00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	DAVID GRAY Be Mine (ATO/RCA)	275	-12	6726	9	18/0
5	2	LUCINDA WILLIAMS Righteously (Lost Highway)	260	+18	7465	3	20/0
2	3	COLDPLAY Clocks (Capitol)	253	-14	6017	16	17/0
7	4	JASON MRAZ The Remedy (I Won't Worry) (Elektra/EEG)	247	+10	6468	7	17/1
6	5	JOHNNY MARR Down On The Corner (iMusic)	243	+4	5763	9	19/0
3	6	WALLFLOWERS How Good It Can Get (Interscope)	243	-7	4627	11	17/0
4	7	KATHLEEN EDWARDS Six O'Clock News (Zoe/Rounder)	234	-9	7209	9	20/0
8	8	DAR WILLIAMS I Saw A Bird Fly Away (Razor & Tie)	231	-1	7098	8	20/0
10	9	JAYHAWKS Save It For A Rainy Day (American/Lost Highway/IDJMG)	220	+3	6760	4	19/0
11	10	JOE JACKSON Awkward Age (Rykodisc)	194	+11	9350	4	16/0
<b>Debut</b>	11	JACK JOHNSON The Horizon... (Moonshine Conspiracy/Universal)	189	+85	5317	1	19/0
23	12	BEN HARPER With My Own Two Hands (Virgin)	188	+60	6553	2	18/1
9	13	SUSAN TEDESCHI Alone (Tone-Cool/Artemis)	188	-43	4713	18	15/0
12	14	JOHN MAYER Why Georgia (Aware/Columbia)	187	+11	2713	7	11/0
13	15	SOUNDTRACK OF OUR LIVES Sister Surround (Republic/Universal)	172	0	2533	10	11/0
16	16	ROSANNE CASH Rules Of Travel (Capitol)	163	+22	6347	5	15/0
15	17	TORI AMOS Taxi Ride (Epic)	158	+8	4121	4	14/0
14	18	SONNY LANDRETH Hell At Home (Sugar Hill/Vanguard)	155	-8	5144	6	16/0
<b>Debut</b>	19	THORNS I Can't Remember (Aware/Columbia)	139	+36	4569	1	16/1
<b>Debut</b>	20	BETH ORTON Thinking About Tomorrow (Astralwerks/Heavenly/Capitol)	137	+34	4013	1	17/1
19	21	PATTY LARKIN Different World (Vanguard)	137	0	5648	6	13/0
<b>Debut</b>	22	FLEETWOOD MAC Peacekeeper (Reprise)	135	+97	4861	1	15/2
22	23	1 GIANT LEAP F/M. STIPE... The Way You Dream (Palm Pictures/Reprise)	134	+4	3752	4	16/0
20	24	JOAN OSBORNE Only You Know & I Know (Compendia)	132	0	3595	8	12/0
21	25	COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)	128	-4	2110	8	8/0
17	26	PHISH 46 Days (Elektra/EEG)	126	-15	2544	11	11/0
<b>Debut</b>	27	ALLMAN BROTHERS Firing Line (Sanctuary/SRG)	121	+26	4122	1	15/0
25	28	JOHNNY CASH Hurt (American/Lost Highway/IDJMG)	120	-2	4560	4	15/1
29	29	RICHARD ASHCROFT Science Of Silence (Hut/Virgin)	115	+6	2920	5	11/0
26	30	JESSE MALIN Queen Of The Underworld (Artemis)	115	+1	4211	6	15/1

20 Triple A Indicator Reports. Songs ranked by total plays for the airplay week of Sunday 3/9-Saturday 3/15. © 2003, R&R Inc.

## Most Added®

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ARTIST TITLE LABEL(S)	ADDS
ZIGGY MARLEY & THE MELODY... True To Myself (Private Music/RCA Victor)	17
PETE YORN Come Back Home (Columbia)	11
JOSEPH ARTHUR Honey & The Moon (Enjoy/Universal)	4
SUPERGRASS Rush Hour Soul (Island/IDJMG)	4
JOAN ARMATRADING Lover's Speak (Denon)	3
FLEETWOOD MAC Peacekeeper (Reprise)	2
FEEL Got Your Name On It (Curb)	2
BEN TAYLOR Island (Iris)	2
ANI DIFRANCO Evolve (Righteous Babe)	2
KINGS OF LEON California Waiting (RCA)	2
NICKEL CREEK Smoothie Song (Sugar Hill)	2
PHIL ROY Undeniably Human (Ear Pictures)	2
BEN HARPER With My Own Two Hands (Virgin)	1
JASON MRAZ The Remedy (I Won't Worry) (Elektra/EEG)	1
BETH ORTON Thinking About Tomorrow (Astralwerks/Heavenly/Capitol)	1
THORNS I Can't Remember (Aware/Columbia)	1
JOHNNY CASH Hurt (American/Lost Highway/IDJMG)	1
JESSE MALIN Queen Of The Underworld (Artemis)	1
RINGO STARR Never Without You (Koch)	1
MARK KNOPFLER Devil Baby (Warner Bros.)	1

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
FLEETWOOD MAC Peacekeeper (Reprise)	+97
JACK JOHNSON The Horizon... (Moonshine Conspiracy/Universal)	+85
BEN HARPER With My Own Two Hands (Virgin)	+60
ZIGGY MARLEY & THE MELODY... True To Myself (Private Music/RCA Victor)	+50
PETE YORN Come Back Home (Columbia)	+46
JOAN ARMATRADING Lover's Speak (Denon)	+37
THORNS I Can't Remember (Aware/Columbia)	+36
BETH ORTON Thinking About Tomorrow (Astralwerks/Heavenly/Capitol)	+34
RINGO STARR Never Without You (Koch)	+30
ALLMAN BROTHERS Firing Line (Sanctuary/SRG)	+26
ROSANNE CASH Rules Of Travel (Capitol)	+22
PRETENDERS The Losing (Artemis)	+22
JOSEPH ARTHUR Honey & The Moon (Enjoy/Universal)	+20

## Reporters

WAPS/Akron, OH  
 PD/MD: Bill Gruber  
 4 FRANKY PEREZ "Something"  
 1 PETE YORN "Back"  
 1 SUPERGRASS "Rush"  
 1 ZIGGY MARLEY "Myself"

KGSR/Austin, TX \*  
 OM: Jeff Carroll  
 PD: Jody Denberg  
 APD: Jyl Hershman-Ross  
 MD: Susan Castle  
 10 THORNS "Remember"  
 6 FLEETWOOD MAC "Peace"  
 6 JACK JOHNSON "Defeated"  
 6 DANIEL LANOIS "Feet"  
 3 JOHNNY CASH "Hurt"

WRNR/Baltimore, MD  
 OM: Jon Peterson  
 PD: Alex Cortright  
 MD: Damian Einstein  
 2 SUPERGRASS "Rush"  
 1 ZIGGY MARLEY "Myself"

KRVB/Boise, ID \*  
 OM/PD: Dan McCally  
 BEN TAYLOR BAND "Island"  
 WILL HOGE "One"  
 ZIGGY MARLEY "Myself"

WBOS/Boston, MA \*  
 PD: Chris Herrmann  
 APD/MD: Michele Williams  
 2 PETE YORN "Back"  
 2 JESSE MALIN "Queen"  
 1 SISTER HAZEL "Mistake"

WXRW/Boston, MA \*  
 PD: Joanne Doody  
 MD: Dana Marshall  
 1 PETE YORN "Back"  
 1 JOSEPH ARTHUR "Honey"  
 TOM PETTY & HIS "Live"  
 ZIGGY MARLEY "Myself"

WNCS/Burlington, VT  
 PD/MD: Mark Abuzzahab  
 5 ZIGGY MARLEY "Myself"  
 2 PETE YORN "Back"  
 2 MARK KNOPFLER "Devil"

WMVY/Cape Cod, MA  
 PD/MD: Barbara Dacey  
 1 BEN HARPER "Hands"  
 1 JESSE MALIN "Queen"  
 1 CODDIE & GALBAN "Drums"  
 1 THORNS "Remember"  
 1 ZIGGY MARLEY "Myself"

WDDO/Chattanooga, TN \*  
 OM/PD/MD: Danny Howard  
 8 PETE YORN "Back"  
 ALLMAN BROTHERS "Firing"  
 BEN HARPER "Hands"  
 JACK JOHNSON "Defeated"

WXRT/Chicago, IL \*  
 PD: Norm Winer  
 APD/MD: John Farneda  
 7 JESSE MALIN "Queen"  
 2 ANI DIFRANCO "Evolve"  
 2 ZIGGY MARLEY "Myself"

KBYR/Columbia, MO  
 PD/MD: Lana Tretzke  
 13 JOSEPH ARTHUR "Honey"  
 13 PETE YORN "Back"  
 1 JESSE MALIN "Queen"

KBCO/Denver-Boulder, CO \*  
 PD: Scott Arbough  
 MD: Keeler  
 9 PETE YORN "Back"  
 1 ZIGGY MARLEY "Myself"

WDET/Detroit, MI  
 PD: Judy Adams  
 MD: Martin Bandyke  
 AMD: Chuck Horn  
 3 PETE YORN "Back"  
 3 ZIGGY MARLEY "Myself"

WVOD/Elizabeth City, NC  
 PD: Matt Cooper  
 MD: Tad Abbey  
 No Adds

WNCW/Greenville, SC  
 PD: Mark Keeler  
 APD/MD: Kim Clark  
 ALEX MURDOCH "Sky"  
 BETH ORTON "Tomorrow"  
 JENNIFER JACKSON "Power"  
 JOAN ARMATRADING "Speak"  
 ZIGGY MARLEY "Myself"  
 IGUARIAS "You"

WTTN/Indianapolis, IN \*  
 PD: Brad Holtz  
 MD: Todd Berryman  
 No Adds

WKXI/Knoxville, TN \*  
 PD: Shane Cox  
 MD: Sarah McClune  
 1 FLEETWOOD MAC "Peace"  
 1 JOHNNY MARR/REHEARSERS "Corner"  
 BEN HARPER "Hands"

KMTN/Jackson, WY  
 PD/MD: Mark Fishman  
 7 ZIGGY MARLEY "Myself"  
 1 ANI DIFRANCO "Evolve"  
 1 FLEETWOOD MAC "Peace"  
 1 ROGER GLOVER "England"  
 1 SISTER HAZEL "Mistake"

WFPK/Louisville, KY  
 PD: Dan Reed  
 APD: Stacy Owen  
 ANI DIFRANCO "Evolve"  
 FEEL "Name"  
 PETE YORN "Back"  
 ZIGGY MARLEY "Myself"  
 KINGS OF LEON "California"

KTBG/Kansas City, MO  
 PD: Jan Hari  
 MD: Byron Johnson  
 10 PRETENDERS "Losing"  
 10 ZIGGY MARLEY "Myself"  
 7 PETE YORN "Back"  
 FEEL "Name"  
 JOSEPH ARTHUR "Honey"  
 RINGO STARR "Never"

WMMM/Madison, WI \*  
 PD: Tom Teuber  
 MD: Gabby Parsons  
 6 PETE YORN "Back"  
 ZIGGY MARLEY "Myself"

WMPS/Memphis, TN \*  
 PD: Steve Richards  
 MD: Alexandra Imer  
 3 PETE YORN "Back"  
 2 JOSEPH ARTHUR "Honey"

KTCZ/Minneapolis, MN \*  
 PD: Judy Adams  
 PD: Lauren MacLeash  
 APD/MD: Mike Wolf  
 2 PETE YORN "Back"

WGVX/Minneapolis, MN \*  
 OM: Dave Hamilton  
 PD: Jeff Collins  
 24 PETE YORN "Back"

WZEW/Mobile, AL \*  
 PD: Brian Hart  
 MD: Lee Ann Konik  
 BEN HARPER "Hands"  
 FLEETWOOD MAC "Peace"

KPIG/Monterey, CA  
 PD/MD: Laura Ellen Hopper  
 12 PETER GREEN "Gonna"

WRLT/Nashville, TN \*  
 OM/PD: David Hall  
 APD/MD: Keith Coes  
 5 ZIGGY MARLEY "Myself"

WFUV/New York, NY  
 PD: Chuck Singleton  
 MD: Rita Houston  
 AMD: Russ Borris  
 8 JASON MRAZ "Remedy"  
 2 JENNIFER JACKSON "Power"  
 BEN TAYLOR BAND "Island"  
 JOAN ARMATRADING "Speak"  
 ZIGGY MARLEY "Myself"  
 SOOZIE TYRELL "Clouds"  
 TOWNHALL "They"

WKOC/Norfolk, VA \*  
 PD: Paul Shugrue  
 MD: Kristen Crook  
 3 FLEETWOOD MAC "Peace"  
 FRANKY PEREZ "Something"  
 ZIGGY MARLEY "Myself"

KCTY/Omaha, NE \*  
 PD: Brian Burns  
 MD: Ryan Morton  
 22 COLDPLAY "Scorist"  
 4 PETE YORN "Back"  
 SUPERGRASS "Rush"

WXPW/Philadelphia, PA  
 PD: Bruce Warren  
 APD/MD: Helen Leitch  
 7 ZIGGY MARLEY "Myself"  
 1 DANIEL LANOIS "Feet"  
 KINGS OF LEON "California"  
 1 NICK CAVE/BAD SEEDS "Bring"  
 1 SUPERGRASS "Rush"  
 1 PHIL ROY "Human"

WYEP/Pittsburgh, PA  
 PD: Rosemary Welsch  
 PETE YORN "Back"  
 ZIGGY MARLEY "Myself"  
 1 TURIN BRAKES "Average"  
 1 JOAN ARMATRADING "Speak"  
 1 JOSEPH ARTHUR "Honey"  
 1 SUPERGRASS "Rush"  
 1 PHIL ROY "Human"

WCLZ/Portland, ME  
 PD: Herb Ivy  
 MD: Brian James  
 BEN TAYLOR BAND "Island"  
 PHIL ROY "Human"  
 PETE YORN "Back"  
 ZIGGY MARLEY "Myself"  
 ROCKTODOS "Peace"

KINK/Portland, OR \*  
 PD: Dennis Constantine  
 MD: Kevin Welch  
 1 TORI AMOS "Ride"  
 ZIGGY MARLEY "Myself"

WDST/Poughkeepsie, NY  
 PD: Greg Gattine  
 APD: Christine Martinez  
 MD: Lee Ann Konik  
 PETE YORN "Back"  
 ZIGGY MARLEY "Myself"

KTHX/Reno, NV \*  
 PD: Harry Reynolds  
 MD: Dave Herold  
 2 ZIGGY MARLEY "Myself"  
 JOSEPH ARTHUR "Honey"  
 JOSH KELLEY "Amazing"  
 PETE YORN "Back"

KENZ/Salt Lake City, UT \*  
 OM/PD: Bruce Jones  
 MD: Kari Bushman  
 1 PETE YORN "Back"  
 JOHNNY MARR/REHEARSERS "Corner"  
 THIRDO EYE BLIND "Bridged"

KPRI/San Diego, CA \*  
 PD/MD: Dana Shaieb  
 2 PETE YORN "Back"  
 2 ALLMAN BROTHERS "Firing"  
 KATHLEEN EDWARDS "News"  
 ZIGGY MARLEY "Myself"

KFOG/San Francisco, CA \*  
 PD: Dave Benson  
 APD/MD: Haley Jones  
 No Adds

KOTR/San Luis Obispo, CA  
 PD: Drew Ross  
 4 NICKEL CREEK "Smoothie"  
 4 ZIGGY MARLEY "Myself"  
 4 STRING CHEESE "Brokland"

KBAC/Santa Fe, NM  
 GM/PD: Ira Gordon  
 APD: Sam Ferrara  
 12 FLEETWOOD MAC "Peace"  
 12 PETE YORN "Back"  
 11 NICKEL CREEK "Smoothie"  
 10 ROOMFUL OF BLUES "Right"  
 3 ZIGGY MARLEY "Myself"

KTAO/Santa Fe, NM  
 PD: Brad Hockmeyer  
 APD/MD: Michael Dean  
 5 LADYSMITH BLACK "Sunshine"  
 6 ZIGGY MARLEY "Myself"  
 6 JOHNNY CASH "Hurt"  
 5 JOSEPH ARTHUR "Honey"  
 5 LYLE LOVETT "Smile"  
 5 PETE YORN "Back"  
 5 TURIN BRAKES "Paint"

KRSH/Santa Rosa, CA \*  
 PD: Sean Kattari  
 MD: Pam Long  
 1 ZIGGY MARLEY "Myself"  
 ALICE PEACOCK "Bliss"  
 JOSEPH ARTHUR "Honey"  
 PETE YORN "Back"

KMTT/Seattle-Tacoma, WA \*  
 GM/PD: Chris Mays  
 APD/MD: Shawn Stewart  
 2 PETE YORN "Back"  
 1 ZIGGY MARLEY "Myself"

KAEP/Spokane, WA \*  
 PD: Tim Coffey  
 MD: Kari Bushman  
 2 FRANKY PEREZ "Something"  
 3 DOORS DOWN "Road"  
 JACK JOHNSON "Defeated"

WRNX/Springfield, MA \*  
 GM/PD: Tom Davis  
 APD: Donnie Moorhouse  
 MD: Les Whelan  
 FRANKY PEREZ "Something"  
 JOSEPH ARTHUR "Honey"  
 PETE YORN "Back"  
 ZIGGY MARLEY "Myself"

## Take Risks To Succeed

Continued from Page 73

PS: We started a new feature this past September: It's a two-hour, Monday-Friday, 10pm-midnight show called *Lights Out*. The show is instrumentally oriented, and offers a totally different choice on the dial for late-night listening. We basically got the idea from the long-running show of the same name at KINK/Portland, OR. But, unlike the one they do, ours has an electronic and chill-out flavor. It's a high-end kind of show that's doing well for us.

We also have an acoustic-oriented show on Sunday morning called *Sunrise on the Coast* that has performed really well for us for a long time. Both shows help us to define the progressive aspect of the station and allow us to spread out musically. They are designed to appeal to the regular Coast listener and help entice new listeners to try out the station.

R&R: *What's it like dealing with such hands-on owners?*  
 PS: Sinclairs are everywhere! Bob is very involved, as we've discussed, and his role is basically GM with a strong interest in the programming. Lisa Sinclair is our Business & Sales manager, and Bob pretty much leaves that area of the station up to her. As the owner, Bob has the final programming decision. If it turns out to be a mistake, he has to own up to it. Whenever we're talking about music for the station, I am usually the more conventional guy. I may be more willing to give a core artist with a new song a shot simply because of who they are, while Bob may question the strength of that new song.

He'd rather add songs he thinks are good, regardless of who the artist is. We usually find some kind of balance between our two positions. Besides, constant rethinking and fine-tuning can only lead to a better-sounding radio station.

You can contact Paul Shugrue at 757-640-8500. Check out the station's website at www.thecoast.com.

\*Monitored Reporters  
 46 Total Reporters  
 26 Total Monitored  
 20 Total Indicator





## ON THE RECORD

With  
**Kristen Croot**  
MD, WKOC/Norfolk



Johnny Marr hasn't always been the guy at the center of attention. As a founding member of The Smiths, he is certainly no stranger to the industry. With his help, artists like Eddie Vedder, Neil Finn, Beth Orton, The The, The Pretenders, Oasis and, of course, Morrissey have enjoyed acclaim. We knew Marr's guitar was making it happen for his rock buds — we just didn't see much of Marr himself. That's changing. • Joined by accomplished musicians Zak Starkey and Alonza Bevan, Marr has a band of his own — and a darn good one at that. No one denies that Johnny Marr + The Healers have amazing collective credentials. Starkey plays drums for The Who, and Bevan is Kula Shaker's former bassist. • Resumes aside, Johnny Marr + The Healers are cool. Fresh and unique, they are everything (and nothing) that you'd expect from artists you thought you already knew. "Down on the Corner" sounds great on WKOC/Norfolk, and the listeners dig it. We find it amusing to talk to callers who wonder, "Who sings that song?" Marr's name is familiar and a bit unfamiliar at the same time. They've heard of him, but not by his own voice. • We can't wait to try out other tracks from the full-length, *Boomslang*, on the air. Personally, I like the album's name. I'll admit I didn't know what it meant until I consulted my online encyclopedia. For the record (pun intended), it's a venomous snake with the ability to camouflage itself. Nice try, Johnny. There's simply no hiding talent like yours.

**O**n the monitored airplay chart, **Coldplay** hold at 1\* for an amazing 11th week, **Jason Mraz** stands at 4\*, **John Mayer** is now up to 5\*, **David Gray** remains at 7\*, and **Jack Johnson** jumps from 16\*-10\* ... **The Jayhawks** are close to the top 10 at 13\*, **Fleetwood Mac** leap 30\*-16\*, **Lucinda Williams** holds at 17\*, **Tori Amos** moves 22\*-19\*, and **Ben Harper** is 21\* with good spin gains ...

The bottom part of the chart is very active with **Matchbox Twenty**, **Maroon 5**, **Johnny Marr + The Healers**, **Kathleen Edwards**, **Tom Petty & The Heartbreakers** and **Dar Williams** ... **Feel** and **The Allman Brothers Band** debut ... On the Indicator chart, Gray holds the top slot, with Lucinda Williams coming on strong at 2\* ... Mraz and Marr are now top 5, The Jayhawks move 10\*-9\*, and **Joe Jackson** is now top 10 at 10\* ... Harper catapults 23\*-12\*, and we have a ton o' debuts: Johnson (11\*), **The Thorns** (19\*), **Beth Orton** (20\*), the Mac (22\*) and the Allmans (27\*) ... In the Most Added category, **Ziggy Marley** grabs 30 total adds (No. 1 Indicator, No. 2 monitored), and **Pete Yorn** gets 26 total adds (No. 1 monitored, No. 2 Indicator) ... Also having a good first week were **Joseph Arthur**, **Supergrass** and **Franky Perez** ... **Joan Armatrading**, **Jesse Malin**, **Josh Kelley**, **Ben Taylor**, **Ani DiFranco**, **Ringo Starr** and **Johnny Cash** close some important holes this week.



— John Schoenberger, Triple A Editor

# AAA ARTIST

## OF THE WEEK

ARTIST: **The Jayhawks**

LABEL: **American/Lost Highway/IDJMG**

By **JOHN SCHOENBERGER** / TRIPLE A EDITOR



**A**fter 12 years and four critically acclaimed albums — *The Jayhawks*, *Blue Earth*, *Hollywood Town Hall* and *Tomorrow the Green Grass* — The Jayhawks' creative partners, Gary Louris and Mark Olson, parted ways in the mid-'90s. Olson decided to step out on his own so he could spend more time with his wife, Victoria Williams, but Louris and the four remaining members of the band forged ahead. They kept themselves firmly planted in the alternative country tradition, but Olson's departure allowed each of the members to add more to the creative process and expand the band's musical horizon. This led to 1997's *Sound of Lies* and 2000's *Smile*. Since then, the core of the band has slimmed down to Louris (vocals, guitars), Marc Perlman (bass, guitar, mandolin, backing vocals) and Tim O'Reagan (drums).

*Rainy Day Music* marks the return of The Jayhawks with what may be the most consistent and satisfying record of their career. As a trio, they were forced to get back to the basics. Produced by Ethan Johns, the album features stellar songs and an equally stellar lineup of guest musicians, including Matthew Sweet and Jakob Dylan on vocals, Bernie Leadon playing banjo, Richard Causon adding keys and Steve McCarthy's contributions on guitar and pedal steel.

"I hate to overuse the term *rootsy*," says Louris, "but that's basically what we are now as a band, and the songs have therefore begun to drift back that way. As things stand now, it felt right to make the new album stripped down and straightforward. With this record, I think all of

us really went into it thinking we could walk away from the music business after making it. And if 10 people liked the album, or 10 million, it wouldn't make a difference. We wanted to make a great record that wasn't trying to impress anyone or get on the cover of *Spin* magazine. We just wanted to make a record that sounds great to us."

The key to this album's magic is the fact that it preserves all that has made The Jayhawks a great band over the years: excellent songwriting, angelic harmonies and honest playing. Songs such as "Save It for a Rainy Day," "Stumbling Through the Dark," "The Eyes of Sarah Jones," "Come to the River" and "Tampa to Tulsa" represent a mature insight into life and are presented in a subdued, yet emotional, manner.

After a relatively serious illness forced Louris to take The Jayhawks off the road for a while, they returned to the stage as a full band during the Lost Highway night at the recent SXSW confab in Austin. They have a month of dates booked in the U.S. before they head over to Europe for two weeks. Look for them to appear on *The Late Show With David Letterman* on May 15.

With the release of *Rainy Day Music*, Lost Highway will also be issuing deluxe CD and vinyl versions with eight bonus tracks of demos, acoustic versions of the songs on the album and a couple of unreleased tracks.



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FEATURING MUNDY

from their new release SEED  
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CONTACT: Sue Schrader • Real World Records  
414-961-8350 • suesch@narada.com

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LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	THIS WEEK PLAYS	+/- PLAYS	CUMULATIVE PLAYS
2	1	KATHLEEN EDWARDS <i>Failer (Zoe/Rounder)</i>	553	+54	3704
1	2	BILLY JOE SHAVER <i>Freedoms Child (Compadre)</i>	493	-18	9855
4	3	BE GOOD TANYAS <i>Chinatown (Netzwerk America)</i>	478	+39	1902
3	4	JOHNNY CASH <i>The Man... (American/Lost Highway/IDJMG)</i>	454	-26	9515
8	5	JOHN HAMMOND <i>Ready For Love (Back Porch/Virgin)</i>	411	+34	1846
5	6	SONNY LANDRETH <i>The Road Were On (Sugar Hill)</i>	405	0	3088
13	7	ROSANNE CASH <i>Rules Of Travel (Capitol)</i>	390	+50	1515
7	8	DELBERT MCCLINTON <i>Room to Breathe (New West)</i>	384	-1	13480
11	9	JEANNIE KENDALL <i>Jeannie Kendall (Rounder)</i>	373	+31	1211
15	10	DAVID OLNEY <i>The Wheel (Loud House)</i>	362	+38	999
10	11	TIM EASTON <i>Break Your Mothers Heart (New West/Red Ink)</i>	358	+3	3221
9	12	ALISON KRAUSS & UNION STATION <i>Live (Rounder)</i>	343	-25	7129
14	13	ROCKHOUSE RAMBLERS <i>Torch This... (Haydens Ferry Rustic)</i>	335	+11	1978
6	14	NITTY GRITTY DIRT BAND <i>Will The Circle III (Capitol)</i>	334	-64	9693
17	15	HOUSTON MARCHMAN... <i>Desperate Man (Independent)</i>	317	+5	1667
12	16	BIG JOHN MILLS <i>Honky Tonks &amp; Neon Lights (Independent)</i>	309	-31	4110
16	17	STEVE RIPLEY <i>Ripley (Audium)</i>	285	-36	3701
29	18	JEFF BLACK <i>B Sides And Confessions Volume One (Dualtone)</i>	283	+67	777
18	19	BUDDY MILLER <i>Midnight and Lonesome (Hightone)</i>	267	-32	12630
22	20	LUCINDA WILLIAMS <i>World Without Tears (Lost Highway)</i>	266	+12	1000
24	21	PINERS <i>Nashville Pine (Brick House)</i>	263	+18	1339
23	22	STEPHEN FEARING <i>Thats How I Walk (Philo)</i>	250	+1	1543
31	23	JAYHAWKS <i>Rainy Day Music (American/Lost Highway/IDJMG)</i>	241	+32	892
20	24	RONNIE BOWMAN <i>Starting Over (Sugar Hill)</i>	240	-22	4714
21	25	SUSAN TEDESCHI <i>Wait For Me (Artemis)</i>	239	-15	4095
25	26	WILLIE NELSON <i>Crazy-Demo Sessions (Sugar Hill)</i>	234	-10	1440
27	27	BURRITO DELUXE <i>Georgia Peach (Lamon Records)</i>	233	0	2573
19	28	WILLIE NELSON <i>Stars &amp; Guitars (Lost Highway)</i>	221	-41	5816
Debut	29	MARTY RAYBON <i>Full Circle (Doobie Shea)</i>	219	+66	475
30	30	DAR WILLIAMS <i>The Beauty Of The Rain (Razor &amp; Tie)</i>	207	-4	1312

The Americana Airplay chart represents the reported play of terrestrial radio stations, nationally syndicated radio shows, satellite radio and internet stations that have agreed to submit weekly spin counts. For more information please visit [www.americanamusic.org](http://www.americanamusic.org). © 2003 Americana Music Association.

## Americana Spotlight

by John Schoenberger

Artist: Jeff Black

Label: Dualtone

Singer, songwriter and multi-instrumentalist Jeff Black returns with his second solo effort, *B-Sides and Confessions: Volume One*. Unlike his fully produced debut of a few years back, *Birmingham Road*, this collection features Black in a more stripped-down and direct setting. Black accompanies himself on guitar, piano, harmonica and banjo, with occasional backup.

Hailing from Kansas City, Black began to establish a name for himself in Nashville as a songwriter, and soon his songs were being covered by such diverse acts as Waylon Jennings and Blackhawk. What has set him apart from a town full of songwriters is that he writes alone. This fits in well with Black's assertion that he is a performer first, and he has made sure that dimension of his career stayed active. Check out the tunes "Slip" and "Holy Roller."

## Americana News

- Rolling Stones guitarist Keith Richards has taken the movie option on the book *Hickory Wind: The Life and Times of Gram Parsons* by Ben Fong Torres. Another Parsons project, based on a book by Parson's longtime road manager, Phil Kaufman, is already underway. That movie is set to star Johnny Knoxville.
- Dualtone Records is readying a Waylon Jennings tribute album called *Lonesome, On'ry and Mean*. It will include recordings by such diverse artists as Kris Kristofferson, John Doe, Norah Jones and even Jennings' former bandmates, The Crickets.
- The Dixie Chicks recently enjoyed the biggest one-day ticket sales in music history, selling an astounding 867,000 tickets and generating \$49 million.

Note: If you have Americana news, please forward it to [jschoenberger@radioandrecords.com](mailto:jschoenberger@radioandrecords.com)

## Most Added

ARTIST TITLE LABEL(S)	ADDS
Gibson Brothers <i>Bona Fide (Sugar Hill)</i>	11
Dan Bern <i>Fleeting Days (Messenger)</i>	9
Lynn Morris Band <i>Shape Of A Tear (Rounder)</i>	7
Marty Raybon <i>Full Circle (Doobie Shea)</i>	6
Ray Wylie Hubbard <i>Growl (Philo)</i>	6
Rosanne Cash <i>Rules Of Travel (Capitol)</i>	5
Various Artists <i>The Slaughter Rule Soundtrack (Bloodshot)</i>	5

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PART ONE OF A THREE-PART SERIES

# Why Christians Don't Listen To Christian Radio

## An eye-opening survey jolts the industry

By Alan Mason

Christians listen to Christian radio, right? Not as much as you may think. As a matter of fact, they listen much less than is widely believed. Audience Development Group, along with Troy Research, surveyed more than 5,000 people to get to the bottom of a fundamental question: Why don't Christians listen to Christian radio? Here are the startling results.

What format in your city has the most Christian listeners? Chances are, it's the Country station. In fact, our research has shown that the chances are good that the Country station has more Christian listeners than all the Christian stations in your market combined.

This study examines that interesting group of people who are Christians but don't listen to Christian radio. Audience Development Group had the opportunity to present our findings at a seminar at the National Religious Broadcasters Convention in February.

As the room filled, I knew there would be a sharp, collective intake of breath at the results, and there would also be quite a bit of resistance to what the people we surveyed had to say about Christian radio. I wasn't disap-

pointed: There were several questions about "lowering the bar" and how the listeners "need to hear what they don't want to hear."

I think the findings were especially upsetting because the information in the study is presented in the Christian listeners' own words, not mine. From talking to some of the leadership of the Christian Music Broadcasters and the NRB, I heard there was a lot of grumbling and rationalizing after the presentation, especially about the need to tell the truth, regardless of whether people want to hear it.

There seems to be a clear line separating Christian radio stations and radio stations for Christians. The former feel it is their mission to hold the listeners' collective noses while they take their medicine, like what happened to most of us as children.

Unfortunately, these stations may be missing the most important aspect of our findings: The people they say they are trying to reach are not hearing the message because they aren't listening.

### To Grow Or Not To Grow

It's up to every individual Christian station to determine whether to apply the findings of this study. There is nothing wrong with programming to the already saved or to those who fit your definition of a Christian, if that's written into your mission. The only mistake would be to misinterpret the findings and think you don't have to pay attention to the study and can still grow your audience.

If growth of any measure is important to you or if you have a heart for your station to spread God's word to as many people as possible, you're going to need to consider what this study brings to light.

The people in this study are Christians by most measures. They believe in most of the same things you do, and they attend church on a regular basis. This is not a study of nonbelievers or people who have fallen away from the church.

The study's findings are organized into five broad areas:

- Misperceptions about the music
- The general lack of awareness of a new type of radio station for Christians
- An inability to relate to the traditional type of Christian radio station
- Misperceptions about the nature of the new type of radio station for Christians
- A general preference for music over talk programming

Let's look at these points one by one and examine why they are roadblocks to growth for Christian radio.

### Listeners Prefer Music

Today's lead baby boomers are 57 this year, and they've never been presented with a viable Talk format that wasn't either shockingly blue, a la Howard Stern, or political, a la Rush Limbaugh. They've never developed an appetite for Talk as their older siblings and parents have, so most talk programming has little appeal to them.

In addition, so much of the teaching and preaching they find on Chris-

**If growth of any measure is important to you or if you have a heart for your station to spread God's word to as many people as possible, you're going to need to consider what this study brings to light.**

tian radio is so irrelevant and presented in such an antiquated way that they'll never become fans of it. Many Christian stations are running programs that were developed for radio and audiences of 30 years ago or more — including programs by people who have been dead for several years.

In their own words, respondents see Christian radio stations as being mostly:

- "Preaching and children's bedtime stories"
- "Talk or preaching that is dull, inane and uninteresting"
- "Too much talk"
- "Bad programs that cause headaches"

One respondent summed up the situation very well when she said, "My friends make fun of the talk on Station X. It's not real-world; it's hard to relate to."

Interestingly, not all talk programming is painted with that brush. This study, along with other research, shows that some programs, such as *Focus on the Family*, are received extremely well. *Focus* has a habit of testing as well as a strong song.

Most of the time *Focus* is extremely well written and relatable, and it's delivered by a master communicator. Dr. James Dobson understands that to be understood, you have to relate to the listeners instead of expecting them to relate to you. Of course, it helps that the content of *Focus* is most often about something very important to the 25+ female: her family.

But even this show will occasionally fail its fans. There is a strong negative response from listeners when the show becomes political or graphic in nature.

If Christian radio stations wish to reach more Christian listeners, there will have to be a fundamental switch

in focus. The talk has to be extremely relatable and important to the audience they are targeting. People 18-54 aren't going to simply "take their medicine" if the programming doesn't meet their expectations.

### Misperceptions About Christian Radio

It was fascinating to hear people ages 12 to 54 describing Christian radio as something designed for their parents. The sense among these listeners is that Christian radio is completely outdated and has no relevance to them at all. It is seen as:

- "Old-style or old-fashioned, with low integrity"
- "Boring and slow, for my parents — their style of radio or music"
- "Boring, repetitive, outdated and all sounds the same"
- "Hymns, organs, blue hair, big eyelashes and tears"
- "Lame music my parents used to listen to that does nothing for my walk with God"

Some Christian radio stations do fit these descriptions, and that's part of the challenge. Every time one of these nonlistening Christians tunes in to a traditional Christian radio station, their beliefs are reinforced. They become more convinced there's no Christian radio station designed for them. As long as Christian radio is seen as anchored to the past, you won't convince these people to listen.

*In our next installment we'll examine the misperceptions about Christian music and the unfortunate reality that most Christians simply don't know your station exists.*

*Alan Mason is Managing Partner of Audience Development Group. He can be reached at alan@goodratings.com.*

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**WILL THEY ALL FIT IN THE VAN?** Curb artist Natalie Grant poses with lucky KFIS (The Fish)/Portland, OR listeners who won the chance to have lunch with the singer during a recent promotional visit. Pictured with Grant (fifth from right) are Fish listeners and KFIS MD Dave Arthur (third from right) and PD Andy West (far right).



# The CCM Update

Christian Retail, Radio & Records Newsweekly

## The CCM Update

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## George Jones Offers Gospel Collection

New album inspired by tragedy and transformation

To critics and fans, he's a legend. To friends and admirers, he's simply "The Possum." Now country music stalwart George Jones, known for his distinctive baritone and a 50-plus-year career that has mirrored the honky-tonk songs he sings, adds "gospel singer" to his repertoire.

Jones says he underwent a change of heart following a 1999 accident that nearly claimed his life when he crashed into a bridge near Nashville while driving under the influence. While the wreck prompted him to give up his longtime affection for cigarettes and liquor, Jones says it was also the catalyst for spiritual renewal in his life.

Four years later the result is a new album of gospel classics produced by Jones' longtime friend and producer Billy Sherrill. *George Jones: The Gospel Collection*, due out April 1 on Bandid/BNA Records, will be marketed to both the general and faith-based markets, but Jones says commercial success is not his goal.

"I don't know if there's an audience out there for my type of gospel. It's not that I care to make a living doing it, it's just what I want to do," Jones says from his sprawling Franklin, TN home. "I love gospel songs and always did. If I could have made a living singing it, I would have, and I probably would have lived a lot longer! I think a person that's put in full-time like I have should have the right to finish his career the way he wants to."

THE CCM UPDATE Editor Lizza Connor and *Homecoming Magazine* Editor Chris Well had the opportunity to visit with Jones recently about his history, his personal transformation and his love of gospel music.

**CCM:** What prompted you to record a collection of gospel songs?

**GJ:** When I woke up in the hospital [after the 1999 wreck], I wanted to hear gospel music. My wife,

Nancy, went to get a CD player and played gospel. Ever since I came out of the hospital, I've laid the cigarettes down; I smoked for 50-something years. I quit drinking, and I don't even want it around me anymore. There's no chance I'd go back to any of it, because I'm enjoying this real life that I've got now.

**CCM:** You say you woke up wanting gospel music. Were there specific artists or songs you were thinking of?

**GJ:** When I came out of that haze, they said I woke up singing all kinds of gospel songs. First thing I told my wife was that I wanted to see [gospel music legend] Vestal Goodman. I'd never met her but one brief time, and she hadn't been on my mind those last few months at all, but the first person I wanted was Vestal.

**CCM:** Your press materials say that *Vestal and Nancy* were instrumental in helping you recover not only physically, but emotionally and spiritually. Can you talk about that journey? What was it about gospel music that drew you?

**GJ:** I tell everybody this, because I know that God answers prayers. A few weeks or months before my wreck, I drove out to the backwoods on my property and I did a little praying. I prayed that the good Lord would find some way to help me or hit me with a sledgehammer or whatever He had to do to wake me up so I could straighten my life up.

Well, I hit that bridge, and it straightened my life out. It put the fear of God in me. It made me see things altogether different. I know He answers prayers, 'cause that's what He did. He didn't take my life.

He almost did. I know God kept me here for a purpose, and if it's to finish my life doing gospel music, then I'll be very happy doing it.

**CCM:** People throw around the term born-again Christian. How does that play out in your life?

**GJ:** From time to time in life, after those bad days, I would want my life to be different. I prayed from time to time, back then in those bad days, but I never knew quite the right way to go about getting it straightened up. Sometimes it takes that bridge to do those things.

I think you're a Christian when you accept God as your Savior, which I have. People change. It'd be hard for a lot of people to believe the way I'm talking now, with a past like I've had, but it doesn't matter and doesn't affect the way I feel now. It's almost like Ripley's *Believe It or Not*.

**CCM:** Is this album a statement to your longtime fans, or are you reaching out to new audiences with this record?

**GJ:** At this point in my life, I'm not getting any younger, and I've got a whole new lease on life. I'm into gospel music and always was. When I was a small fry, we sang those old gospel songs in church every Sunday, and we didn't miss a weekend of going. But this other type of country music that I got involved with put me on a different path.

I am obligated to do one more, I call it, "worldly" album. I'd like to continue recording, but I'd like to do it in the gospel field. I don't know if it's the type of Christian music that's selling today — that's more modern. I'm more country gospel, with songs like "Peace in the Valley" and "I'll Fly Away."

These young Christian musicians are doing such big things now in the contemporary Christian market. I don't think I'll ever be able to get that far along into it. I don't know if there's an audience out there for my type of gospel other than the fans I have in country music, but there are a lot of Christians in the

country crowd. Country fans and country music really have been associated with gospel music to a large extent.

**CCM:** You've released other gospel albums. What's different about this collection?

**GJ:** I've never done a gospel album before. On past albums I always included a gospel song as the last cut, because I felt it made an album complete. Through the years the labels accumulated the songs and put them into collections; they just switched pictures on the albums. Any way to make a dollar with those people. I didn't actually go in and cut a gospel album, but I'd always wanted to.

**CCM:** Billy Sherrill came out of retirement to help you with this record. Was it important to you to work with him on this project?

**"I know God kept me here for a purpose, and if it's to finish my life doing gospel music, then I'll be very happy doing it."**

**GJ:** It was important for both of us. He was pretty much sold on being retired, but Nancy asked him. He probably said, "I won't do it for that ol' thing, but I'd do it for you, Nancy." I think he felt good getting into the studio after all those years. He's still got the touch. He hadn't lost nothing.

**CCM:** You said there were some physical challenges to making the record. Could you touch on the journey from the wreck to today? There was a point where you said you didn't know if you could sing again.

**GJ:** When I was waking up in the hospital after about seven days

being out, I developed double pneumonia, and they rushed those ventilator tubes back there so fast that they hit my vocal cords on one side.

I went to this doctor that everybody in the business goes to, and I took medicine for a few months. He said I should be all right in six months. Four years later I'm a lot better, but I can be in the studio and my voice will be clear, but by the time I get to the second song or so, I start having trouble.

And I don't know [how to factor in] the fact that I put my voice in shock from no drinking and smoking. I tried to sing, and I couldn't hit my low notes since I quit smoking. My voice got higher, like when I was in my 30s.

**CCM:** If there is one thing people can learn from your life or your career, what would that be?

**GJ:** God knows it's nothing good, except maybe what people learned from me through songs they enjoyed. People have got to know about the drinking and cocaine that I went through, and they've got to know all the people who've died through that stuff. These things cause your downfall, and fans should see that.

I've met people who've said [about getting sober], "If old George can do it, then I can do it." I never realized that I had an influence like that on fans. I just thought they came out to have a good time. When I realized that, it felt good, and I try to do it as often as possible.

**CCM:** The rumor is that you got that famous nickname thanks to radio. Can you explain?

**GJ:** It came from a disk jockey here in Nashville. I came out with "White Lightning," and on the album cover there was a side view of me in a flattop. Back then my nose looked a little bit turned up. I looked skinned, like a possum, I guess. He started calling me "Possum" on his radio show, and everybody picked it up. Next thing you know, it was all over the country.



George Jones



**CHR TOP 30**

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
2	1	NEWSBOYS He Reigns (Sparrow)	959	+52	9	25/0
1	2	SWITCHFOOT More Than Fine (Sparrow)	952	-1	10	26/0
4	3	PLUMB Sink-n-Swim (Curb)	822	0	9	25/0
3	4	JARS OF CLAY Revolution (Essential)	777	-54	13	23/0
6	5	KUTLESS Run (BEC)	772	+77	12	19/0
7	6	SHAUN GROVES Should I Tell Them? (Rocketown)	769	+88	10	19/1
5	7	JEREMY CAMP Understand (BEC)	741	-73	21	22/0
8	8	STEVEN CURTIS CHAPMAN All About Love (Sparrow)	692	+24	8	21/0
11	9	SWIFT Under The Sun (Flicker)	610	+37	10	19/1
14	10	STACIE ORRICO Security (ForeFront)	598	+62	5	22/3
9	11	AUDIO ADRENALINE Dirty (ForeFront)	577	-57	6	20/0
13	12	MERCY ME Spoken For (IND)	551	+13	19	14/0
10	13	DELIRIOUS? Touch (Furious?)	518	-71	15	16/0
19	14	LARUE Tonight (Reunion)	479	+78	4	21/2
12	15	PAUL COLMAN TRIO Run (Essential)	456	-113	20	14/0
18	16	TRUE VIBE Supernatural (Essential)	431	+23	8	17/1
Debut	17	THIRD DAY You Are So Good To Me (Essential)	414	+158	1	18/5
17	18	CHRIS RICE The Other Side Of The Radio (Rocketown)	412	-4	10	15/0
25	19	JENNIFER KNAPP By And By (Gotee)	397	+103	2	17/3
15	20	DAILY PLANET Everything Revolves (Reunion)	391	-90	11	13/0
22	21	SARAH SADLER Running Into You (Essential)	371	+23	3	13/0
16	22	BIG DADDY WEAVE Audience Of One (Fervent)	368	-90	10	10/0
Debut	23	SOULJAHZ True Love Waits (Squint/Curb/Warner Bros.)	315	+93	1	13/2
26	24	RACHAEL LAMPA Brand New Life (Word/Curb/Warner Bros.)	309	+16	3	11/1
20	25	JOY WILLIAMS Surrender (Reunion)	293	-75	25	8/0
24	26	BEBO NORMAN Great Light Of The World (Essential)	292	-4	26	7/0
28	27	12 STONES The Way I Feel (Wind-up)	289	+16	4	9/1
21	28	NICHOLE NORDEMAN Holy (Sparrow)	288	-63	26	7/0
29	29	NATALIE GRANT I Will Be (Curb)	285	+16	2	9/0
Debut	30	RELIENT K Getting Into You (Gotee)	275	+43	1	9/0

28 CHR reporters. Songs ranked by total plays for the airplay week of Sunday 3/9-Saturday 3/15. © 2003 Radio & Records.

**New & Active**

- BEBO NORMAN** Falling Down (Essential)  
Total Plays: 232, Total Stations: 10, Adds: 2
- SKILLET** Will You Be There (Ardent)  
Total Plays: 230, Total Stations: 7, Adds: 0
- ZOEGIRL** Plain (Sparrow)  
Total Plays: 225, Total Stations: 7, Adds: 1
- SUPERCHICK** Hero (Inpop)  
Total Plays: 207, Total Stations: 10, Adds: 1
- JACI VELASQUEZ** You're My God (Word/Curb/Warner Bros.)  
Total Plays: 193, Total Stations: 9, Adds: 2

- REBECCA ST. JAMES** I Thank You (ForeFront)  
Total Plays: 179, Total Stations: 10, Adds: 1
- SARA GROVES** All Right Here (IND)  
Total Plays: 164, Total Stations: 9, Adds: 2
- SEVENTH DAY SLUMBER** I Know (Crowne)  
Total Plays: 158, Total Stations: 7, Adds: 2
- SONICFLOOD** Famous One (IND)  
Total Plays: 156, Total Stations: 7, Adds: 1
- GINNY OWENS** Something More (Rocketown)  
Total Plays: 125, Total Stations: 6, Adds: 1

**ROCK TOP 30**

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
2	1	SWITCHFOOT Meant To Live (Sparrow)	369	+12	6	35/2
1	2	38TH PARALLEL Hear My Cry (Squint/Curb/Warner Bros.)357	344	-7	9	35/0
3	3	RELIENT K I Am Understood? (Gotee)	344	+9	5	34/2
5	4	EVANESCENCE Bring Me To Life (Wind-up)	326	+7	6	31/2
4	5	SEVENTH DAY SLUMBER I Know (Crowne)	322	+1	5	35/2
7	6	12 STONES Crash (Wind-up)	306	+9	5	32/3
6	7	KUTLESS Run (BEC)	282	-21	18	29/0
8	8	PILLAR A Shame (Flicker)	279	+8	4	36/4
10	9	SUPERCHICK Hero (Inpop)	267	+27	3	33/4
9	10	PIVITPLEX You Know (Sonic Fish)	257	-5	8	30/1
11	11	HOLLAND I'm Not Backing Down (Tooth & Nail)	231	-9	6	31/2
22	12	EVERYDAY SUNDAY Wait (Flicker)	219	+63	4	24/4
13	13	JUSTIFIDE To Live (Ardent)	197	0	17	23/0
12	14	JARS OF CLAY Revolution (Essential)	197	-4	14	20/1
16	15	JEREMY CAMP Understand (BEC)	196	+20	4	12/1
18	16	SLINGSHOT57 Better Idea (Independent)	190	+24	2	18/3
14	17	DOGWOOD Faith (BEC)	188	+1	3	17/3
17	18	TOO BAD EUGENE Soli Deo Gloria (Tooth & Nail)	173	+4	7	13/1
28	19	COOL HAND LUKE Heroes Will Be Heroes (Floodgate)	159	+26	2	14/3
21	20	BILLIONS Never Felt This Way Before (Northern)	158	0	10	13/0
15	21	POOR OLD LU Revolve (Tooth & Nail)	155	-30	11	22/1
23	22	DENISON MARRS Send Me An Angel (Floodgate)	150	0	4	17/2
Debut	23	EAST WEST Blame (Floodgate)	145	+17	1	12/2
29	24	TREE63 It's All About To Change (Inpop)	141	+9	2	23/5
	25	LAST TUESDAY Right Here (DUG)	135	+15	10	14/0
25	26	DELIRIOUS? Fire (Furious?)	133	-11	10	18/1
27	27	MONDAY MORNING Blind (Independent)	132	-6	2	14/4
24	28	STAVESACRE If Not Now (Nitro)	131	-13	14	13/0
Debut	29	DISCIPLE Back Again (Slain)	127	+48	1	15/3
Debut	30	AUDIO ADRENALINE Church Punks (ForeFront)	125	+26	1	21/2

43 Rock reporters. Songs ranked by total plays for the airplay week of Sunday 3/9-Saturday 3/15. © 2003 Radio & Records.

**New & Active**

- HALO FRIENDLIES** Sellout (Tooth & Nail)  
Total Plays: 125, Total Stations: 8, Adds: 0
- MIKE STAND** Bound To The Unknown (Galaxy 21)  
Total Plays: 106, Total Stations: 18, Adds: 1
- PLANKEYE** Down To The Altar (BEC)  
Total Plays: 103, Total Stations: 12, Adds: 1
- PEACE OF MIND** I Am (Independent)  
Total Plays: 99, Total Stations: 14, Adds: 6
- BLEACH** Baseline (BEC)  
Total Plays: 96, Total Stations: 10, Adds: 3

- JUSTIN FOX BAND** Can't Bring Me Down (Independent)  
Total Plays: 81, Total Stations: 9, Adds: 0
- ELMS** Burn And Shine (Sparrow)  
Total Plays: 79, Total Stations: 11, Adds: 1
- BIG DISMAL** Remember (Wind-up)  
Total Plays: 75, Total Stations: 11, Adds: 1
- RADIAL ANGEL** She (Squint/Curb/Warner Bros.)  
Total Plays: 67, Total Stations: 10, Adds: 2
- SWITCHFOOT** More Than Fine (Sparrow)  
Total Plays: 41, Total Stations: 6, Adds: 1

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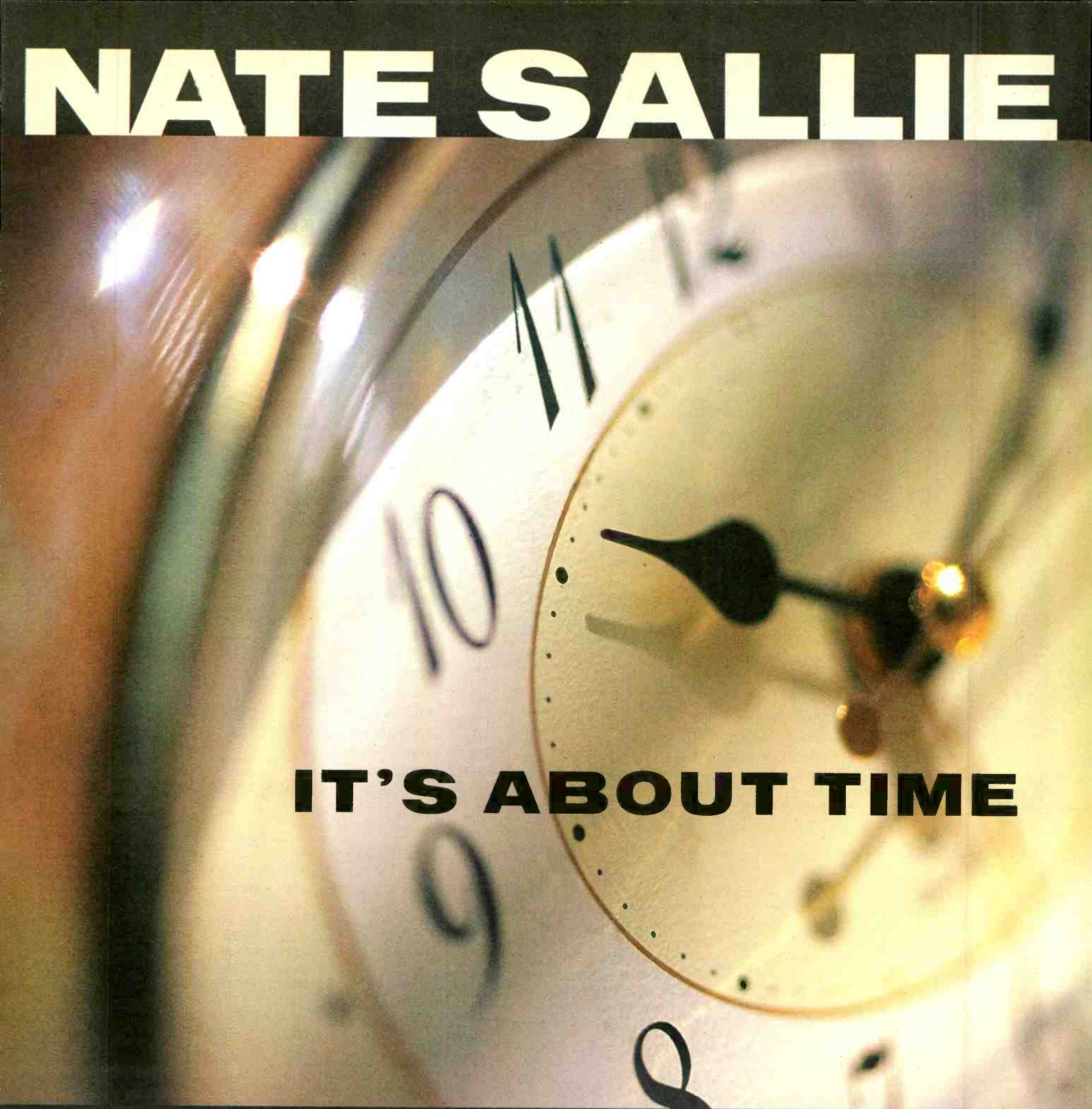
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LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
2	1	NEWSBOYS He Reigns (Sparrow)	1868	+28	9	58/0
1	2	STEVEN CURTIS CHAPMAN All About Love (Sparrow)	1736	-116	11	55/0
4	3	JACI VELASQUEZ You're My God (Word/Curb/Warner Bros.)	1682	+78	7	60/0
3	4	NATALIE GRANT I Will Be (Curb)	1634	+12	12	54/1
5	5	CAEDMON'S CALL Only Hope (Essential)	1443	+14	11	51/0
7	6	PHILLIPS, CRAIG & DEAN My Praise (Sparrow)	1423	+117	10	52/3
6	7	FFH You Found Me (Essential)	1399	+67	6	54/2
8	8	JARS OF CLAY The Valley Song (Essential)	1244	-53	11	46/0
11	9	AVALON Everything To Me (Sparrow)	1227	+128	6	49/0
10	10	MERCY ME Spoken For (INO)	1060	-135	25	34/0
9	11	CHRIS RICE The Other Side Of The Radio (Rocketown)	1055	-171	18	38/0
12	12	AUDIO ADRENALINE Pierced (ForeFront)	945	+71	8	38/4
14	13	RACHAEL LAMPA Brand New Life (Word/Curb/Warner Bros.)	833	-6	8	30/0
13	14	BIG DADDY WEAVE Audience Of One (Fervent)	710	-152	15	26/0
18	15	SONICFLOOD Famous One (INO)	686	+56	3	35/3
19	16	REBECCA ST. JAMES I Thank You (ForeFront)	680	+79	3	31/2
20	17	THIRD DAY You Are So Good To Me (Essential)	646	+80	2	32/2
15	18	MICHAEL W. SMITH Lord Have Mercy (Reunion)	636	-76	17	27/0
17	19	THIRD DAY Nothing Compares (Essential)	596	-38	23	21/0
22	20	4HIM I Know You Now (Word/Curb/Warner Bros.)	498	-59	23	18/0
16	21	JANNA LONG Greater Is He (Sparrow)	496	-173	21	19/0
26	22	JOEL HANSON Broken (Shiver)	477	+37	3	18/1
21	23	JODY MCBRAYER To Ever Live Without Me (Sparrow)	469	-91	25	18/0
28	24	STACIE ORRICO Strong Enough (ForeFront)	460	+32	2	22/1
Debut	25	NICHOLE NORDEMAN Legacy (Sparrow)	449	+345	1	22/11
	26	SALVADOR Worthy (Word/Curb/Warner Bros.)	442	+50	2	20/2
24	27	NICHOLE NORDEMAN Holy (Sparrow)	414	-68	30	17/0
29	28	BEBO NORMAN Great Light Of The World (Essential)	406	+4	28	13/0
Debut	29	SARA GROVES Less Like Scars (INO)	395	+111	1	19/3
23	30	MARK SCHULTZ Think Of Me (Word/Curb/Warner Bros.)	390	-106	22	15/0

60 AC reporters. Songs ranked by total plays for the airplay week of Sunday 3/9-Saturday 3/15.  
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## New & Active

**BEBO NORMAN** Falling Down (Essential)  
Total Plays: 355, Total Stations: 19, Adds: 4

**JEREMY CAMP** I Still Believe (BEC)  
Total Plays: 339, Total Stations: 18, Adds: 3

**DEREK WEBB** She Must And Shall Go Free (INO)  
Total Plays: 330, Total Stations: 15, Adds: 0

**SCOTT KRIPPAYNE** Long Before The Sun (Spring Hill)  
Total Plays: 311, Total Stations: 15, Adds: 2

**ANDREW PETERSON** Just As I Am (Watershed/Essential)  
Total Plays: 284, Total Stations: 13, Adds: 0

**SOULJAHZ** True Love Waits (Squint/Curb/Warner Bros.)  
Total Plays: 251, Total Stations: 12, Adds: 2

**PLUMB** Sink-n-Swim (Curb)  
Total Plays: 236, Total Stations: 10, Adds: 1

**PHIL JOEL** The Man You Want Me To Be (Inpop)  
Total Plays: 227, Total Stations: 10, Adds: 2

**GLASSBYRD** I Stand Amazed (Word/Curb/Warner Bros.)  
Total Plays: 200, Total Stations: 11, Adds: 1

**TWILA PARIS** We Bow Down (Sparrow)  
Total Plays: 167, Total Stations: 7, Adds: 1

Songs ranked by total plays

## Most Added®

www.rindicator.com

ARTIST TITLE LABEL(S)	ADDS
NICHOLE NORDEMAN Legacy (Sparrow)	11
VARIOUS ARTISTS Friends 2003 (Reunion)	5
AUDIO ADRENALINE Pierced (ForeFront)	4
BEBO NORMAN Falling Down (Essential)	4
JOY WILLIAMS Every Moment (Reunion)	4
PHILLIPS, CRAIG & DEAN My Praise (Sparrow)	3
SONICFLOOD Famous One (INO)	3
SARA GROVES Less Like Scars (INO)	3
JEREMY CAMP I Still Believe (BEC)	3
FFH You Found Me (Essential)	2
REBECCA ST. JAMES I Thank You (ForeFront)	2
THIRD DAY You Are So Good To Me (Essential)	2
SALVADOR Worthy (Word/Curb/Warner Bros.)	2
SCOTT KRIPPAYNE Long Before The Sun (Spring Hill)	2
SOULJAHZ True Love Waits (Squint/Curb/Warner Bros.)	2
PHIL JOEL The Man You Want Me To Be (Inpop)	2

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
NICHOLE NORDEMAN Legacy (Sparrow)	+345
AVALON Everything To Me (Sparrow)	+128
BEBO NORMAN Falling Down (Essential)	+120
PHILLIPS, CRAIG & DEAN My Praise (Sparrow)	+117
SARA GROVES Less Like Scars (INO)	+111
THIRD DAY You Are So Good To Me (Essential)	+80
REBECCA ST. JAMES I Thank You (ForeFront)	+79
JACI VELASQUEZ You're My God (Word/Curb/Warner Bros.)	+78
AUDIO ADRENALINE Pierced (ForeFront)	+71
FFH You Found Me (Essential)	+67

## Christian Activity

by Rick Welke

### 'He Reigns' Double Time

"He Reigns," Newsboys' first single from their new worship project, jumps up to claim the top position at the AC and CHR formats this week. The move at AC bumps labelmate Steven Curtis Chapman from the No. 1 perch after a five-week run.

Jaci Velasquez leapfrogs Natalie Grant for the No. 3 position, while both gain plays. Velasquez is still the only artist on the chart with 100% stations on her tune.

Debuts this week include Nichole Nordeman's "Legacy," which doubles its stations on numbers, and Sara Groves' "Less Like Scars." But Nordeman will have a difficult time equaling the momentum posted by her smash No. 1 "Holy"; some stations have opted to add another track instead of the label-worked "Legacy."



## Point of Grace {Day by Day}

THE SINGLE TO ADD FRIDAY, MARCH 28TH!

From "24", the definitive Point of Grace collection featuring 24 consecutive #1 hits!

For more information contact Christianradio@wbr.com

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**INSPO TOP 20**

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
2	1	PHILLIPS, CRAIG & DEAN My Praise (Sparrow)	327	+2	9	18/0
3	2	GO FISH Savior (Inpop)	317	-6	11	19/0
5	3	ALLEN ASBURY In The Light Of That City (Doxology)	314	+15	13	18/0
4	4	SHANNON WEXELBERG From The Rising (Doxology)	314	+11	9	18/0
6	5	TWILA PARIS We Bow Down (Sparrow)	252	+7	7	17/0
9	6	AVALON Everything To Me (Sparrow)	245	+28	5	18/0
1	7	MICHAEL W. SMITH Lord Have Mercy (Reunion)	236	-95	16	17/0
7	8	RAY BOLTZ In Your Name (Spindust)	223	-19	11	14/1
10	9	WAYNE WATSON Cry Of My Heart (Spring Hill)	219	+10	10	16/0
8	10	AL DENSON Holy Is The Lord/He Is Exalted (Spring Hill)	200	-24	14	12/0
12	11	SCOTT KRIPPAYNE Live To Worship (Spring Hill)	196	+26	4	16/0
11	12	CAEDMON'S CALL Only Hope (Essential)	187	+7	5	13/2
16	13	GREG LONG I Cannot Hide From You (Discovery House)	170	+19	2	15/0
19	14	JACI VELASQUEZ You're My God (Word/Curb/Warner Bros.)	164	+30	2	14/2
14	15	SALVADOR Worthy (Word/Curb/Warner Bros.)	160	+5	2	11/0
17	16	MICHAEL CARD I Left Everything To Follow You (M2.0)	159	+16	3	14/0
15	17	SANDI PATTY Fields Of Mercy (Word/Curb/Warner Bros.)	142	-12	5	12/0
13	18	KATINAS Eagle's Wings (Gotee)	142	-16	20	10/0
	19	KATHY TROCCOLI You're The Heart Of Me (Reunion)	129	+13	2	12/1
20	20	JARS OF CLAY The Valley Song (Essential)	127	+10	2	8/0

20 Inspo reporters. Songs ranked by total plays for the airplay week of Sunday 3/9-Saturday 3/15. © 2003 Radio & Records.

**Rhythmic Specialty Programming**

RANK	ARTIST TITLE LABEL(S)
1	JOHN REUBEN Doin' (Gotee)
2	PLAYDOUGH Seeds Of Abraham (Uprok)
3	PEACE 586 Love's Still There (Uprok)
4	ROYAL RUCKUS A Wink And A Nudge (Flicker)
5	T-BONE Blazing Microphones (Flicker)
6	KJ-52 Sunshine (Uprok)
7	KNOWDAVERBS What You Rock Now (Gotee)
8	TRIN-I-TEE 5:7 Dance Like Sunday (B-Rite/Jive)
9	DJ MAJ Street Credibility (Gotee)
10	RIGHTEOUS RIDERS Me & You (Tyscot)

**CHR Most Added**

www.rrindicator.com

ARTIST TITLE LABEL(S)	ADDS
SIXPENCE NONE THE RICHER Don't Dream It's Over (Squint/Curb/Reprise)	6
THIRD DAY You Are So Good To Me (Essential)	5
STACIE ORRICO Security (ForeFront)	3
JENNIFER KNAPP By And By (Gotee)	3
ELMS Burn And Shine (Sparrow)	3
LARUE Tonight (Reunion)	2
SOULJAHZ True Love Waits (Squint/Curb/Warner Bros.)	2
BEBO NORMAN Falling Down (Essential)	2
JACI VELASQUEZ You're My God (Word/Curb/Warner Bros.)	2
SARA GROVES All Right Here (INO)	2
SEVENTH DAY SLUMBER I Know (Crown)	2
TAIT Talk About Jesus (ForeFront)	2
EVERYONE Everyone (Furious?)	2
LINCOLN BREWSTER Let The Praises Ring (Vertical)	2

**Rock Most Added**

www.rrindicator.com

ARTIST TITLE LABEL(S)	ADDS
PEACE OF MIND I Am (Independent)	6
TREE63 It's All About To Change (Inpop)	5
PILLAR A Shame (Flicker)	4
SUPERCHICK Hero (Inpop)	4
EVERYDAY SUNDAY Wait (Flicker)	4
MONDAY MORNING Blind (Independent)	4
12 STONES Crash (Wind-up)	3
SLINGSHOT57 Better Idea (Independent)	3
DOGWOOD Faith (BEC)	3
COOL HAND LUKE Heroes Will Be Heroes (Floodgate)	3
DISCIPLE Back Again (Slain)	3
BLEACH Baseline (BEC)	3
KEN TAMPLIN The Man With The Plan (Song Haus)	3

**Inspo Most Added**

www.rrindicator.com

ARTIST TITLE LABEL(S)	ADDS
4HIM Walk On (Word/Curb/Warner Bros.)	4
COREY EMERSON Calvary Calls (Discovery House)	3
VARIOUS ARTISTS Friends 2003 (Reunion)	3
NICHOLE NORDEMAN Legacy (Sparrow)	3
CAEDMON'S CALL Only Hope (Essential)	2
JACI VELASQUEZ You're My God (Word/Curb/Warner Bros.)	2
RAY BOLTZ In Your Name (Spindust)	1
KATHY TROCCOLI You're The Heart Of Me (Reunion)	1
NATALIE GRANT I Will Be (Curb)	1
PARACHUTE BAND All The Earth (Here To Him/Worship Extreme)	1
SARA GROVES Remember Surrender (INO)	1
BEST OF FRIENDS Even Greater (Independent)	1
BELIEF Do You Remember Me (Independent)	1
FFH You Found Me (Essential)	1

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U. S. Only





# 'The Law' Comes To North Carolina

GM John Hernández speaks about Raleigh's new FM, 'La Ley'

**A**s the Hispanic population in the United States increases, so does the number of services that target them. In the case of radio, not only are the larger Hispanic radio companies in a constant buying frenzy, but now we see other radio groups buying Spanish-language stations. And they seem to be targeting cities we don't normally consider as having a large Hispanic population.

According to the latest population estimates, Raleigh, Greensboro and Charlotte, NC have three of the fastest-growing Hispanic populations in the country, with Raleigh leading the way. Because of this, it seemed only natural that the city would soon want — and get — a Spanish-language FM station.

In March, Curtis Media Group launched 100,000-watt 96.9 La Ley (call letters still to be determined), a soft Regional Mexican station. I recently spoke with GM John Hernández about how and why La Ley came to be.

**R&R:** Can you describe the station's format for us?

**JH:** This is a station that we are deeming Regional Mexican for media and trade purposes. Since this is the first Spanish-Language FM with massive power and cov-

erage in this area, we are going to include a percentage of rhythms other than Mexican. For example, 30% of our music library will be crossover pop, soft tropical, etc.

**R&R:** So it's a softer version of a Regional Mexican format?

**JH:** Yes. Hard corridos, for example, are one thing we're going to get away from, because there are a bunch of AMs that play them. As a matter of fact, I came from an AM that set up here a couple of years ago and did exceptionally well. We had to do the hard corridos and the harsh banda.

At La Ley we'll do some corridos — the ones that are clean and have a good story behind them. Corridos are good stories, ballads, but nowadays many of them — bands like Los Razos and Los Originales de San Juan — have

been using a lot of bad words. That's something you will not hear on La Ley.

**R&R:** Why did Curtis Media decide to invest in a Spanish-Language FM station?

**"Having lived in the area for quite a while, I can safely say we have well over 500,000 Hispanics living in our coverage area."**

**JH:** They own 20-something stations, and they had been thinking about it for a while. I approached them with the idea right before I moved to Texas, because that was my intention. I spoke with Mr. Curtis about the growth of the Hispanic population and the revenue potential. At the time the thought of going ahead with the station had reached maturity. This conversation happened the last week of January, and we kicked it off March 7.

**R&R:** This city is not thought of as having a large Hispanic population. How are Hispanics responding to the idea of an FM?

**JH:** As an example, I can tell you that the people from the Raleigh Soccer League, which is local but very large, came over and thanked us. They said, "Thank you for giving us an FM. We really needed it." People are really excited.

As far as the city not being thought of as Hispanic-populated, things have changed. A lot of congressional and media reports have indicated that this is the fastest-growing Hispanic area in the country. Raleigh, in particular, is No. 1 in Hispanic growth in the entire country.

**R&R:** And this has to do with the job opportunities?

**JH:** Absolutely. There is a combination of job opportunities, contrary to the stigma. People think Hispanics will only come for the tobacco harvest. That's not really so. In fact, that makes up the smallest percentage of the working class. Construction is the biggest, then other types of services and mainstream blue-collar jobs. There are also a lot of meat-processing plants.

The station's coverage will encompass, on the census side, about 400,000 Hispanics. However, research on Hispanics, particularly in the area we're in, is maybe 25%-30% credible. For me, having lived in the area for quite a while and having done a lot of studies in small towns and counting people and knowing what the movement is like, I can safely say we have well over 500,000 Hispanics living in our coverage area — that's not to say the entire state of North Carolina — and I'd say 80% are Mexican.

**R&R:** The presence of regional Mexican music on the East Coast has grown tremendously. Why is that?

**JH:** The Central Americans, who are also a large migrant group, have been assimilated as Mexicans. A Honduran becomes a Mexican in the crowd. He jams just as well to Los Tigres del Norte as to La Banda Blanca. Although the Colombians have been here longer and are usually better educated, they have not grown. Their numbers are the same. The Mexicans came and have multiplied times 10.

**R&R:** Hispanics must have enormous buying power. Has the station started to benefit from it?

**JH:** Just as an example, I can tell you that we weren't even on the air and we had already made our budget for the month of March — and it's a pretty hefty one, because it is very expensive to run an FM in a city like Durham.

**R&R:** Are most spots sold to national companies?

**"The Hispanic population is here to stay. They aren't going anywhere. Sept. 11, 2001 changed history for Hispanic groups in the United States."**

**JH:** Yes. McDonald's was the first one. We also have General Motors, Ford, Dodge and other fast-food places.

**R&R:** What about local business?

**JH:** Hispanic businesses are not really players in the revenue aspect, because, somehow or another, they have not been educated in using radio or media for the nourishment of their businesses. I found that to be true when working with a smaller AM in the area. Our job now is to educate them so they do advertise.

**"Up to this point we haven't heard any negative comments. That's not to say we won't get them. Unfortunately, there are still a lot of divisions between races."**

**R&R:** What kinds of comments have you heard from the rest of the community in Raleigh?

**JH:** Up to this point we haven't heard any negative comments. That's not to say we won't get them, especially in the area we're in, because, unfortunately, there are still a lot of divisions between races. The Hispanic population is here to stay; they aren't going anywhere. Sept. 11, 2001 changed history for Hispanic groups in the United States. Hispanics are not going back home anymore. One way or another, they are going to stay here and be productive.

**R&R:** Will you be getting involved with any special events or promotions any time soon — Cinco de Mayo, for example?

**JH:** Because of the time element we're working with, it's hard to think about Cinco de Mayo. We may join forces with another entity that is putting together a Cinco de Mayo celebration that is mostly soccer- or sports-oriented. If we don't participate in Cinco de Mayo this year, we look forward to next year.

We do have 16 de Septiembre (Mexican Independence Day) to focus on. That's going to be the biggest event for us, and we're going to do a prelude with the Fourth of July. Despite the fact that it's an American holiday, it's a good excuse for Hispanics to get into the party scene.



**HOT LIKE FUEGO!** Rabanes heated up the airwaves at WRTO/Miami's Fuego Rock with Kike Posada (in the sunglasses).



# RADIO MÚSICA®

## This Week In Spanish-Language Music



**RECORD BREAKERS** On March 9 Intocable broke the attendance record at the Houston Livestock Show and Rodeo at Reliant Stadium in Houston. The Mexican band brought in 70,405 fans.



**KING IN MAZATLAN** El Coyote was named Rey de la Alegría (King of Joy) at this year's Mazatlán Carnival in Mexico. Together with his band Tierra Santa, he performed many of his hits, including those from his latest album, El Amor No Tiene Edad. Seen here (l-r) are El Coyote and TV host and model Vica Andrade.

## See Them Live

### March

- 21 Si Se, Caté, New York
- 22 Ricardo Montaner, Oscar D'León, Alejandro Montaner, Frank Quintero, Servando y Florentino, Cardenales del Éxito, Reynaldo Armas, Luis Silva, Miami Arena, Miami
- 23 Chavela Vargas & Lila Downs, Kennedy Center, Washington, DC
- 24 Juanes, Kennedy Center, Washington, DC

### April

- 4 Volumen Cero & Rabanes, Dekalb Atlanta Center, Atlanta
- 4 Líbido, Oveja Negra, Queens, NY
- 4 El Guapo, Hard Rock Cafe, Chicago
- 11 King Chango, Kennedy Center, Washington, DC
- 11 Niño Planeta, Tarima X, Ponce, PR
- 12 Niño Planeta, Lupita's, Ponce, PR
- 12 Niño Planeta, Tarima La Mega, Ponce, PR
- 15 El Guapo & Pleasing Betty, Hard Rock Cafe, Chicago
- 17 Antibalas, SOB's, New York
- 25 Antibajas, The Palace, Gainesville
- 26 Quetzal, Houston
- 27 Coachella Music & Arts Festival 2003 (f/Café Tacuba), Indio, CA
- 27 Antibalas, The Social, Orlando
- 28 Lila Downs, Hot House, Chicago
- 28 Antibalas, Culture Room, Ft. Lauderdale, FL
- 30 Antibalas, Jack Rabbit, Jacksonville

### May

- 1 Lila Downs, George Washington University, Washington, DC
- 2 Carlos Vives, Dekalb Atlanta Center, Atlanta
- 3 Carlos Vives, House of Blues, New Orleans
- 6 Vicentico, House of Blues, Anaheim, CA
- 16 Ozomatli, House of Blues, Anaheim, CA
- 17 Ozomatli, House of Blues, Anaheim, CA
- 22 Antibalas, Columbia Mayfest '03, Chicago
- 23 Antibalas, Hot House, Chicago
- 31 Quetzal, John Anson Ford Amphitheatre, Los Angeles

## Rock/Alternative

- | TW | ARTIST           | Title                      | Label(s)      |
|----|------------------|----------------------------|---------------|
| 1  | MOLOTOV          | Frijolero                  | (Universal)   |
| 2  | ATERCIOPELADOS   | Mi Vida Brilla             | (BMG)         |
| 3  | RESORTE          | Alcohol                    | (Warner M.L.) |
| 4  | CAFE TACUBA      | Déjate Caer                | (MCA)         |
| 5  | INSPECTOR        | Amargo Adiós               | (Universal)   |
| 6  | GUSTAVO CERATI   | Cosas Imposibles           | (BMG)         |
| 7  | JAGUALES         | Te Lo Pido Por Favor       | (BMG)         |
| 8  | JUANES           | Es Por Ti                  | (Universal)   |
| 9  | CATUPECU MACHU   | Origen Extremo             | (EMI Latin)   |
| 10 | ENANITOS VERDES  | Cuánto Poder               | (Universal)   |
| 11 | JUANES           | Mala Gente                 | (Universal)   |
| 12 | VOLUMEN CERO     | Tortugas Y Sumos           | (Warner M.L.) |
| 13 | EL GRAN SILENCIO | Super Riddim Internacional | (EMI Latin)   |
| 14 | ENANITOS VERDES  | Amores Lejanos             | (Universal)   |
| 15 | MANU CHAO        | Bienvenido A Tijuana       | (EMI Latin)   |

Songs ranked by total number of points. 14 Rock/Alternative reporters.

## Record Pool

- | TW | ARTIST                  | Title                        | Label(s)        |
|----|-------------------------|------------------------------|-----------------|
| 1  | VICTOR MANUELLE         | El Tonto Que No Te Olvidó    | (Sony Discos)   |
| 2  | TITO ROJAS              | Después De Dios, Las Mujeres | (MP)            |
| 3  | SON DE CALI             | Tan Buena                    | (Univision)     |
| 4  | THALIA                  | A Quién Le Importa           | (EMI Latin)     |
| 5  | CHARLIE VALENS          | Disco Malo                   | (MP)            |
| 6  | GILBERTO S. ROSA        | Si Te Dijeron                | (Sony Discos)   |
| 7  | EL GRINGO DE LA BACHATA | A Esos Hombres               | (Sony Discos)   |
| 8  | JON SECADA              | Si No Fuera Por Ti           | (Crescent Moon) |
| 9  | TITANES                 | Dejará Todo                  | (Fuentes)       |
| 10 | MONCHY & ALEXANDRA      | Poló Opuesto                 | (J&N)           |
| 11 | TAINO                   | Festival                     | (MP)            |
| 12 | MIMI IBARRA             | A Una Mujer Como Yo          | (MP)            |
| 13 | SONORA CARRUSELES       | El Baile Del Boogaloo        | (Fuentes)       |
| 14 | FRANKIE NEGRON          | Mi Mulata                    | (Warner M.L.)   |
| 15 | LATINXPRESS             | Miregwotimbo (Find A Cure)   | (Angel Eyes)    |

Songs ranked by total number of points. 21 Record Pool reporters.



## CONTEMPORARY TOP 25

THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS
1	SHAKIRA Que Me Quedes Tú (Sony Discos)	168
2	RICARDO ARJONA El Problema (Sony Discos)	154
3	THALIA A Quién Le Importa (EMI Latin)	121
4	JUANES Es Por Ti (Universal)	111
5	MILLIE CORRETT En Cuerpo Y Alma (BMG)	109
6	INDIA Sedúceme (Sony Discos)	107
7	MANA Eres Mi Religión (Warner M.L.)	103
8	THALIA No Me Enseñaste (EMI Latin)	100
9	JUANES A Dios Le Pido (Universal)	87
10	SIN BANDERA Kilómetro (Sony Discos)	76
11	SIN BANDERA Entra En Mi Vida (Sony Discos)	72
12	OLGA TAÑÓN Así Es La Vida (Warner M.L.)	72
13	DAVID BISBAL Dígale (Universal)	69
14	BACILOS Mi Primer Millón (Warner M.L.)	69
15	JUANES Mala Gente (Universal)	67
16	CHAYANNE Y Tú Te Vas (Sony Discos)	64
17	ENRIQUE IGLESIAS Quizás (Universal)	62
18	LIMITE Papacito (Universal)	61
19	TEMERARIOS Comer A Besos (Fonovisa)	61
20	MARCO A. SOLIS Dónde Estará Mi Primavera (Fonovisa)	60
21	LUIS MIGUEL Hasta Que Vuelvas (Warner M.L.)	52
22	KUMBIA KINGS No Tengo Dinero (EMI Latin)	51
23	SIN BANDERA Sirena (Sony Discos)	48
24	RICARDO ARJONA Dame (Sony Discos)	48
25	ALEJANDRO FERNANDEZ Niña Amada Mía (Sony Discos)	48

Data is compiled from the airplay week of March 9-15, and based on a point system.  
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### Going For Adds

JULIO Los Demás (Warner M.L.)  
 RICARDO MONTANER Suma (Warner M.L.)  
 LOS ILEGALES Siento (EMI Latin)  
 BENNY Cielo (Warner M.L.)  
 BACILOS Sólo Un Segundo (Warner M.L.)  
 KABAH Por Ti (Warner M.L.)  
 TIZIANO FERRO Alucinando (EMI Latin)  
 MANA Mariposa (Warner M.L.)

## TROPICAL TOP 25

THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS
1	INDIA Sedúceme (Sony Discos)	181
2	VICTOR MANUELLE El Tonto Que No Te Olvidó (Sony Discos)	118
3	JERRY RIVERA Herida Mortal (BMG)	107
4	MARC ANTHONY Barco A La Deriva (Sony Discos)	97
5	OLGA TAÑÓN Así Es La Vida (Warner M.L.)	88
6	NUEVA ERA Amor Eterno (J&N)	79
7	EL GRAN COMBO Se Nos Perdió El Amor (Combo)	72
8	THALIA A Quién Le Importa (EMI Latin)	68
9	TITO NIEVES Dime Que Sí (Warner M.L.)	68
10	TITO ROJAS Después De Dios, Las Mujeres (MP)	66
11	JUANES Mala Gente (Universal)	62
12	GILBERTO S. ROSA Un Montón De Estrellas (Sony Discos)	60
13	BACILOS Mi Primer Millón (Warner M.L.)	58
14	MANNY MANUEL Mal De Amores (Universal)	57
15	GILBERTO S. ROSA Si Te Dijeron (Sony Discos)	58
16	DOMINGO QUIÑÓNEZ A Que No Te Atreves (Universal)	53
17	ILEGALES Siento (EMI Latin)	48
18	NOELIA Clávame Tu Amor (Fonovisa)	43
19	JOSEPH FONSECA Que Levante La Mano (Karen)	42
20	FRANKIE NEGRON Mi Mulata (Warner M.L.)	41
21	DANIEL RENE No Me Tortures (Univision)	41
22	GRUPO MANIA Tu Manía Y La Mía (Universal)	40
23	SHAKIRA Que Me Quedes Tú (Sony Discos)	38
24	BANDA GORDA La Cura (MP)	36
25	ALEX BUENO Pídeme (J&N)	35

Data is compiled from the airplay week of March 9-15, and based on a point system.  
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### Going For Adds

LIMI-T 21 Perdóname (EMI Latin)  
 LOS ILEGALES Siento (EMI Latin)  
 TOÑO ROSARIO Yerba Mala (Warner M.L.)

## Don't Miss The One Great Industry Event Of 2003!



# R&R convention: 2003

The Beverly Hilton Hotel  
 ★ Beverly Hills, California ★

## June 19-21



**REGIONAL MEXICAN TOP 25**

THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS
1	LIMITE Papacito (Universal)	390
2	CONJUNTO PRIMAVERA Una Vez Más (Fonovisa)	354
3	KUMBIA KINGS f/ JUAN GABRIEL & EL GRAN SILENCIO No Tengo Dinero (EMI Latin)	332
4	PALOMO De Uno Y De Todo Los Modos (Disa)	331
5	JOAN SEBASTIAN Afortunado (Balboa)	307
6	TIGRES DEL NORTE Mi Soldado (Fonovisa)	287
7	INTOCABLE Sueña (EMI Latin)	185
8	FABIAN GOMEZ Y Cómo Quieres Que Te Quiera (Sony Discos)	175
9	COYOTE Y SU BANDA TIERRA SANTA Te Vas Amor (EMI Latin)	160
10	LUPILLO RIVERA Sin Fortuna (Sony Discos)	157
11	TEMERARIOS Comer A Besos (Fonovisa)	157
12	BANDA EL RECODO Las Vías Del Amor (Fonovisa)	157
13	TUCANES DE TIJUANA Quiero Que Seamos Novios (Universal)	155
14	JOEL HIGUERA El Baile De La Toallita (Disa)	151
15	PESADO No Valgo Nada (Warner M.L.)	139
16	TRINI Y LA LEYENDA El Amor De Mi Vida (Universal)	137
17	INTOCABLE Muy A Tu Manera (EMI Latin)	133
18	GERMAN LIZARRAGA Donde Vayas (Disa)	121
19	CUISILLOS Eres Imposible De Olvidar (Balboa)	111
20	TEMERARIOS No Sé Vivir Sin Ti (Fonovisa)	103
21	CUISILLOS No Voy A Llorar (Balboa)	97
22	ORIGINALES DE SAN JUAN Las Mujeres Más Bellas (EMI Latin)	96
23	BANDA MACHOS La Suegra (Warner M.L.)	90
24	REYES DEL CAMINO Para Olvidarme De Ti (Disa)	88
25	ADOLFO URIAS Corazón Chiquito (Fonovisa)	67

Data is compiled from the airplay week of March 9-15, and based on a point system.  
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**Going For Adds**

- CONTROL Pequeña Y Frágil (EMI Latin)
- COSTUMBRE Cómo Olvidarte (Warner M.L.)
- LOS TERRIBLES La Tercera Es La Vencida (Freddie)
- BANDA MACHOS Por Encima De Todo (Warner M.L.)
- JUAN ACUÑA 100% Mexicano (Freddie)
- TIGRILLOS Por Encima De Todo (Warner M.L.)
- INVASORES DE NUEVO LEON Ni Que Tuvieras Tanta Suerte (EMI Latin)
- PRESIZZO Entre Tu Corazón Y El Mío (Warner M.L.)
- LOS TRAILEROS DEL NORTE Los Ojos De Pancha (EMI Latin)

**TEJANO TOP 25**

THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS
1	KUMBIA KINGS f/ JUAN GABRIEL & EL GRAN SILENCIO No Tengo Dinero (EMI Latin)	258
2	LIMITE Papacito (Universal)	176
3	JENNIFER PEÑA Entre El Delirio Y La Locura (Univision)	169
4	JIMMY GONZALEZ Y GRUPO MAZZ Dame Un Minuto (Freddie)	169
5	INTOCABLE Muy A Tu Manera (EMI Latin)	147
6	IMAN Qué Mala Onda (Univision)	125
7	PALOMO De Uno Y De Todos Los Modos (Disa)	106
8	CONTROL Carita De Angel (EMI Latin)	90
9	INTOCABLE Sueña (EMI Latin)	88
10	BIG CIRCO La Maquinita (EMI Latin)	86
11	DUELO Qué Hubiera Sido (Univision)	85
12	MARCOS OROZCO El Parrandero (Catalina)	80
13	SIGGNO Es Que Te Quiero (Crown)	75
14	JAY PEREZ Quiero Ser Viejo (Sony Discos)	71
15	JIMMY GONZALEZ Y GRUPO MAZZ Yo Te Voy A Amar (Freddie)	65
16	PESADO No Valgo Nada (Warner M.L.)	53
17	EMILIO NAVAIRA A Medias De La Noche (BMG)	47
18	DEYA Prueba Con Un Beso (Catalina)	44
19	BOBBY PULIDO Se Me Olvidó Otra Vez (EMI Latin)	41
20	HOMETOWN BOYS Por Un Amor (Tejas)	41
21	DUELO El Amor No Acaba (Univision)	41
22	ZULY No Te Voy A Olvidar (EMI Latin)	40
23	DESPERADOZ La Bailadora (Tejas)	39
24	ALAZAN Contigo D Sin Ti (Freddie)	38
25	GARY HOBBS Ella Se Fue (AMMX)	37

Data is compiled from the airplay week of March 9-15, and based on a point system.  
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**Going For Adds**

- GRUPO TRUENO Cuando Vas Al Baile (Seven Rivers)
- CLAUDIA LOPEZ Abrázame (MP)
- ATRAPADO La Ladróna (Freddie)
- LOS CHAMACOS Rubén Vela Special (Freddie)

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**SOUTH**



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Produce "Charlotte's Morning News!" Send T&R and writing samples: Marshall Adams, WBT-AM, One Julian Price Place, Charlotte, N.C. 28208. EOE. (3/21)

**WEST**

**SEARCHING FOR THE RIGHT FEMALE PARTNER!!**

Here is a great opportunity for a female morning show co-host for a large market, adult-targeted station. We're looking for a female who is independent; feisty and have a good work ethic. This person must have a good sense of humor and ability to "play along" with both her morning partner and listeners. If you've got a "fresh" approach, believe in strong show prep and know how to have "fun" on the radio, please send us yesterday's unscaped aircheck and resume...no demo tapes.

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**Attention PD's:** If there is a good female morning talent that you would like to get out of the market, feel free to submit a tape of her work.

Tapes and resumes (no calls please) to:  
 Terry Patrick  
 7649 120th Place SE  
 Newcastle, WA. 98056  
 EOE.

**WEST**

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Infinity Broadcasting searching for LSM w/ proven radio sales success. Apply by 3/31/03, Mark Walen, 2040 SW First, Portland, OR 97201. EOE. (3/21)

**MIDWEST**

Large Midwest Market has opportunity for experienced Urban AC Program Director/ On-air Talent. Send your resume, tape and brief programming philosophy. Please send tapes & resumes to: Radio & Records @ 10100 Santa Monica Blvd., 3rd Floor #1080, Los Angeles, CA 90067. EOE.

Morning Co-host needed by June. Experience working with a strong lead is a must. Upbeat, mature, pro. Upper Mid West. Send tapes and resumes to: Radio & Records @ 10100 Santa Monica Blvd., 3rd Floor #1081, Los Angeles, CA 90067. EOE.

**POSITIONS SOUGHT**

**20 year Vet** looking for a change. KIMN/ Denver, KVIL/Dallas. Contact John Walker for package. 214-522-1087, [Jonywahkr@aol.com](mailto:Jonywahkr@aol.com). (3/21)

**WKKG seeks morning show host.** Contact Scott at 812-372-4448 or [scottmichaels@wkkg.com](mailto:scottmichaels@wkkg.com). (3/21)

**WKKG seeks on-air host.** Contact Scott at 812-372-4448 or [scottmichaels@wkkg.com](mailto:scottmichaels@wkkg.com). (3/21)

**R&R Opportunities Free Advertising**

Radio & Records provides free (20 words maximum) listings to radio stations ON A SPACE AVAILABLE BASIS in Opportunities. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought.

**Deadline**

To appear in the following week's issue, your ad must be received by **Thursday noon (PST)**, eight days prior to issue date. Free Opportunities listings should be typewritten or printed on 8 1/2" X 11" company/station letterhead and are accepted only by mail or fax: 310-203-8727. Only free positions sought ads are accepted by e-mail to: [llinares@radioandrecords.com](mailto:llinares@radioandrecords.com) Address all 20-word ads to R&R Free Opportunities, 10100 Santa Monica Blvd., Third Floor, Los Angeles, CA 90067.

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**Deadline**

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10100 Santa Monica Blvd., Third Floor, Los Angeles, CA 90067

R&R is published weekly, except the week of December 25. Subscriptions are available for \$325.00 per year (plus applicable sales tax) in the United States, \$320.00 in Canada and Mexico, and \$495.00 overseas (U.S. funds only) from Radio & Records Inc., at 10100 Santa Monica Blvd., 3rd Floor, Los Angeles, California 90067. Annual subscription plan includes the weekly newspaper plus two R&R Directories issues and other special publications. Refunds are prorated based on the actual value of issue received prior to cancellation. Nonrefundable quarterly rates available. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication reproduction and may therefore be used for this purpose. Letters may be edited for space and clarity and may appear in the electronic versions of R&R. The writer assumes all liability regarding the content of the letter and its publication in R&R. Nothing may be reproduced in whole or in part without written permission from the Publisher.

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<b>ADVERTISING/SALES:</b>	310-553-4330	310-203-8450	<a href="mailto:hmowry@radioandrecords.com">hmowry@radioandrecords.com</a>	<b>NASHVILLE BUREAU:</b>	615-244-8822	615-248-6655 <a href="mailto:lhelton@radioandrecords.com">lhelton@radioandrecords.com</a>



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**CHR/POP**

LW	TW	
1	1	JENNIFER LOPEZ F/LL COOL J All I Have (Epic)
4	2	50 CENT In Da Club (Shady/Aftermath/Interscope)
2	3	AVRIL LAVIGNE I'm With You (Arista)
3	4	JA RULE F/ASHANTI Mesmerize (Murder Inc./IDJMG)
5	5	KID ROCK W/SHERYL CROW Picture (Lava/Atlantic)
10	6	3 DOORS DOWN When I'm Gone (Republic/Universal)
12	7	AMANDA PEREZ Angel (Powerhouse/Virgin)
6	8	B2K AND P. DIDDY Bump, Bump, Bump (Epic)
7	9	CHRISTINA AGUILERA Beautiful (RCA)
8	10	T.A.T.U. All The Things She Said (Interscope)
11	11	EMINEM Superman (Shady/Aftermath/Interscope)
9	12	JUSTIN TIMBERLAKE Cry Me A River (Jive)
15	13	MISSY ELLIOTT Gossip Folks (Gold Mind/Elektra/EEG)
13	14	NIVEA Don't Mess With My Man (Jive)
14	15	DIXIE CHICKS Landslide (Monument/Columbia)
17	16	AALIYAH Miss You (BlackGround/Universal)
16	17	SIMPLE PLAN I'd Do Anything (Lava)
23	18	BOWLING FOR SOUP Girl All The Bad Guys Want (Silvertone/Jive)
30	19	R. KELLY Ignition (Jive)
34	20	JUSTIN TIMBERLAKE Rock Your Body (Jive)
20	21	SMILEZ AND SOUTSTAR Tell Me (ARTISTdirect)
27	22	DANIEL BEDINGFIELD If You're Not The One (Island/IDJMG)
29	23	TLC Damaged (Arista)
24	24	NO DOUBT Running (Interscope)
18	25	JC CHASEZ Blowin' Me Up (With Her Love) (Jive)
21	26	JAY-Z F/BEYONCE '03 Bonnie & Clyde (Roc-A-Fella/IDJMG)
28	27	CELINE DION I Drove All Night (Epic)
22	28	PUDDLE OF MUDD She Hates Me (Flawless/Geffen/Interscope)
31	29	STACIE ORRICO Stuck (Forefront/Virgin)
19	30	DFDUB Country Girl (Columbia)

**#1 MOST ADDED**

EMINEM Sing For The Moment (Shady/Aftermath/Interscope)

**#1 MOST INCREASED PLAYS**

JUSTIN TIMBERLAKE Rock Your Body (Jive)

**TOP 5 NEW & ACTIVE**

- TYRESE How You Gonna Act Like That (J)
- WAYNE WONDER No Letting Go (VP/Atlantic)
- GOO GOO DOLLS Sympathy (Warner Bros.)
- SNOOP DOGG Beautiful (Doggy Style/Priority/Capitol)
- SEAN PAUL Get Busy (40/40/VP/Atlantic)

CHR/POP begins on Page 27.

**CHR/RHYTHMIC**

LW	TW	
1	1	50 CENT In Da Club (Shady/Aftermath/Interscope)
5	2	R. KELLY Ignition (Jive)
2	3	JENNIFER LOPEZ F/LL COOL J All I Have (Epic)
4	4	MISSY ELLIOTT Gossip Folks (Gold Mind/Elektra/EEG)
3	5	JA RULE F/ASHANTI Mesmerize (Murder Inc./IDJMG)
7	6	AALIYAH Miss You (BlackGround/Universal)
6	7	50 CENT Wanksta (Shady/Interscope)
10	8	JAY-Z Excuse Me Miss (Roc-A-Fella/IDJMG)
8	9	TYRESE How You Gonna Act Like That (J)
14	10	FABOLOUS F/LIL' MO Can't Let You Go (Elektra/EEG)
15	11	SEAN PAUL Get Busy (40/40/VP/Atlantic)
12	12	SNOOP DOGG Beautiful (Doggy Style/Priority/Capitol)
18	13	BUSTA RHYMES & MARIAH CAREY I Know What You Want (J)
9	14	EMINEM Superman (Shady/Aftermath/Interscope)
16	15	NAS I Can (Columbia)
17	16	LIL' KIM The Jump Off (Queen Bee/Atlantic)
11	17	FIELD MOB Sick Of Being Lonely (MCA)
19	18	GINUWINE Hell Yeah (Epic)
13	19	B2K AND P. DIDDY Bump, Bump, Bump (Epic)
23	20	B2K Girlfriend (Epic)
29	21	FRANKIE J. Don't Wanna Try (Columbia)
26	22	2PAC F/TRICK DADDY Still Ballin' (Amaru/Death Row/Interscope)
21	23	JUSTIN TIMBERLAKE Cry Me A River (Jive)
22	24	2PAC Thugz Mansion (Amaru/Death Row/Interscope)
27	25	BABY F/CLIPSE What Happened To That Boy? (Cash Money/Universal)
30	26	DMX X Gon Give It To Ya (Ruff Ryders/IDJMG)
32	27	MARQUES HOUSTON That Girl (Interscope)
24	28	KILLER MIKE A.D.I.D.A.S. (Aquemini/Columbia)
28	29	TRINA F/LUDACRIS B R Right (Slip 'N Slide/Atlantic)
33	30	STAGGA LEE Roll Wit M.V.P. (ARTISTdirect)

**#1 MOST ADDED**

RATED R In Here Ta Nite (2-4-1/Universal)

**#1 MOST INCREASED PLAYS**

R. KELLY Ignition (Jive)

**TOP 5 NEW & ACTIVE**

- BONE THUGS-N-HARMONY Home (Ruthless/Epic)
- FAT JOE All I Need (Terror Squad/Atlantic)
- JAHEIM Put That Woman First (Divine Mill/WB)
- DJ KAY SLAY Too Much For Me (Columbia)
- DAVID BANNER Get Down (Like A Pimp) (Universal)

CHR/RHYTHMIC begins on Page 35.

**URBAN**

LW	TW	
1	1	50 CENT In Da Club (Shady/Aftermath/Interscope)
2	2	R. KELLY Ignition (Jive)
4	3	JAY-Z Excuse Me Miss (Roc-A-Fella/IDJMG)
3	4	TYRESE How You Gonna Act Like That (J)
5	5	MISSY ELLIOTT Gossip Folks (Gold Mind/Elektra/EEG)
7	6	AALIYAH Miss You (BlackGround/Universal)
10	7	SNOOP DOGG Beautiful (Doggy Style/Priority/Capitol)
6	8	JENNIFER LOPEZ F/LL COOL J All I Have (Epic)
8	9	LIL' KIM The Jump Off (Queen Bee/Atlantic)
9	10	JUSTIN TIMBERLAKE Cry Me A River (Jive)
18	11	BUSTA RHYMES & MARIAH CAREY I Know What You Want (J)
17	12	SEAN PAUL Get Busy (40/40/VP/Atlantic)
15	13	NAS I Can (Columbia)
14	14	BABY F/CLIPSE What Happened To That Boy? (Cash Money/Universal)
12	15	NIVEA Laundromat (Jive)
16	16	GINUWINE Hell Yeah (Epic)
13	17	JA RULE F/ASHANTI Mesmerize (Murder Inc./IDJMG)
11	18	FIELD MOB Sick Of Being Lonely (MCA)
19	19	MARQUES HOUSTON That Girl (Interscope)
21	20	WAYNE WONDER No Letting Go (VP/Atlantic)
22	21	B2K Girlfriend (Epic)
24	22	FABOLOUS F/LIL' MO Can't Let You Go (Elektra/EEG)
23	23	VIVIAN GREEN Emotional Rollercoaster (Columbia)
31	24	JAHEIM Put That Woman First (Divine Mill/WB)
26	25	FLOETRY Say Yes (DreamWorks)
20	26	50 CENT Wanksta (Shady/Interscope)
29	27	KILLER MIKE A.D.I.D.A.S. (Aquemini/Columbia)
28	28	SYLEENA JOHNSON Guess What (Jive)
38	29	RON ISLEY F/R. KELLY What Would You Do? (DreamWorks)
32	30	CHOPPA Choppa Style (No Limit/Universal)

**#1 MOST ADDED**

LYRIC Hot & Topsy (J)

**#1 MOST INCREASED PLAYS**

SNOOP DOGG Beautiful (Doggy Style/Priority/Capitol)

**TOP 5 NEW & ACTIVE**

- 702 I Still Love You (Motown)
- BEEBIE MAN F/LADY SAW... Bossman (Virgin)
- KELLY PRICE He Proposed (Def Soul/IDJMG)
- BRIAN MCKNIGHT Shoulda, Woulda, Coulda (Motown)
- FREEWAY Alright (Roc-A-Fella/IDJMG)

URBAN begins on Page 41.

**AC**

LW	TW	
1	1	DIXIE CHICKS Landslide (Monument/Columbia)
2	2	SANTANA F/MICHELLE BRANCH The Game Of Love (Arista)
3	3	PHIL COLLINS Can't Stop Loving You (Atlantic)
5	4	CHRISTINA AGUILERA Beautiful (RCA)
4	5	FAITH HILL Cry (Warner Bros.)
6	6	VANESSA CARLTON A Thousand Miles (A&M/Interscope)
7	7	DARYL HALL & JOHN OATES Forever For You (U-Watch)
10	8	CELINE DION I Drove All Night (Epic)
8	9	SHERYL CROW Soak Up The Sun (A&M/Interscope)
9	10	JOSH GROBAN You're Still You (143/Reprise)
12	11	NORAH JONES Don't Know Why (Blue Note/Virgin)
11	12	KELLY CLARKSON A Moment Like This (RCA)
15	13	WHITNEY HOUSTON Try It On My Own (Arista)
13	14	ROD STEWART These Foolish Things (J)
14	15	SHANIA TWAIN I'm Gonna Getcha Good! (Mercury/IDJMG)
18	16	SIXPENCE NONE THE RICHER Don't Dream... (Squint/Curb/Reprise)
16	17	DANA GLOVER Thinking Over (DreamWorks)
19	18	JOHN MAYER Your Body Is A Wonderland (Aware/Columbia)
22	19	PHIL COLLINS Come With Me (Lullaby) (Face Value/Atlantic)
17	20	REGIE HAMM Babies (Refugee/Universal South)
20	21	AVRIL LAVIGNE I'm With You (Arista)
21	22	KID ROCK W/SHERYL CROW Picture (Lava/Atlantic)
23	23	FLEETWOOD MAC Peacekeeper (Reprise)
23	24	HOOTIE & THE BLOWFISH Innocence (Atlantic)
24	25	JAMES TAYLOR September Grass (Columbia)
26	26	UNCLE KRACKER Drift Away (Top Dog/Lava/Atlantic)
25	27	BONNIE RAITT Time Of Our Lives (Capitol)
29	28	NATALIE GRANT No Sign Of It (Curb)
27	29	YONOA SHEPARD Rainy Days (Jacket)
28	30	UNCLE KRACKER In A Little While (Lava)

**#1 MOST ADDED**

FLEETWOOD MAC Peacekeeper (Reprise)

**#1 MOST INCREASED PLAYS**

FLEETWOOD MAC Peacekeeper (Reprise)

**TOP NEW & ACTIVE**

- CHRIS EMERSON Broken Heart (Monomy)
- BRIAN MCKNIGHT Shoulda, Woulda, Coulda (Motown/Universal)
- BEN GREEN Without You (ASRC)
- RIC SANDLER I'll Let Ya Know (Rich ID)
- DANIEL BEDINGFIELD If You're Not The One (Island/IDJMG)

AC begins on Page 54.

**HOT AC**

LW	TW	
1	1	AVRIL LAVIGNE I'm With You (Arista)
3	2	KID ROCK W/SHERYL CROW Picture (Lava/Atlantic)
2	3	DIXIE CHICKS Landslide (Monument/Columbia)
5	4	JOHN MAYER Your Body Is A Wonderland (Aware/Columbia)
4	5	SANTANA F/MICHELLE BRANCH The Game Of Love (Arista)
6	6	3 DOORS DOWN When I'm Gone (Republic/Universal)
10	7	MATCHBOX TWENTY Unwell (Melisma/Atlantic)
7	8	NO DOUBT F/LADY SAW Underneath It All (Interscope)
12	9	COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)
13	10	UNCLE KRACKER Drift Away (Top Dog/Lava/Atlantic)
9	11	SIXPENCE NONE THE RICHER Don't Dream... (Squint/Curb/Reprise)
8	12	NORAH JONES Don't Know Why (Blue Note/Virgin)
11	13	CHRISTINA AGUILERA Beautiful (RCA)
15	14	COLDPLAY Clocks (Capitol)
14	15	UNCLE KRACKER In A Little While (Lava)
16	16	BON JOVI Misunderstood (Island/IDJMG)
18	17	JASON MRAZ The Remedy (I Won't Worry) (Elektra/EEG)
17	18	JOHN MAYER Why Georgia (Aware/Columbia)
19	19	GOO GOO DOLLS Sympathy (Warner Bros.)
20	20	NO DOUBT Running (Interscope)
22	21	MACY GRAY When I See You (Epic)
21	22	LUCY WOODWARD Dumb Girls (Atlantic)
24	23	CELINE DION I Drove All Night (Epic)
25	24	LISA MARIE PRESLEY Lights Out (Capitol)
28	25	CHANTAL KREVIUZUK In This Life (Columbia)
23	26	PAY THE GIRL Freeze (TVT)
29	27	SISTER HAZEL Your Mistake (Sixth Man)
32	28	HOOTIE & THE BLOWFISH Innocence (Atlantic)
26	29	STEREO FUSE Everything (EQ/Wind-up)
30	30	NORAH JONES Come Away With Me (Blue Note/Virgin)

**#1 MOST ADDED**

FLEETWOOD MAC Peacekeeper (Reprise)

**#1 MOST INCREASED PLAYS**

FLEETWOOD MAC Peacekeeper (Reprise)

**TOP 5 NEW & ACTIVE**

- KELLIE COFFEY When You Lie Next To Me (BNA)
- THEORY OF A DEADMAN Make Up Your Mind (Roadrunner/IDJMG)
- LIFEHOUSE Take Me Away (DreamWorks)
- RED HOT CHILI PEPPERS Can't Stop (Warner Bros.)
- JOSH KELLEY Amazing (Hollywood)

AC begins on Page 54.

**ROCK**

LW	TW	
1	1	3 DOORS DOWN When I'm Gone (Republic/Universal)
2	2	SALIVA Always (Island/IDJMG)
3	3	AUDIOSLAVE Like A Stone (Interscope/Epic)
5	4	GODSMACK Straight Out Of Line (Republic/Universal)
6	5	FOO FIGHTERS Times Like These (Roswell/RCA)
8	6	THEORY OF A DEADMAN Make Up Your Mind (Roadrunner/IDJMG)
4	7	SEETHER Fine Again (Wind-up)
7	8	QUEENS OF THE STONE AGE No One Knows (Interscope)
10	9	LINKIN PARK Somewhere I Belong (Warner Bros.)
9	10	SOCIALBURN Down (Elektra/EEG)
11	11	CREED Weathered (Wind-up)
16	12	TRAPT Headstrong (Warner Bros.)
15	13	CHEVELLE Send The Pain Below (Epic)
14	14	DISTURBED Remember (Reprise)
12	15	PUDDLE OF MUDD She Hates Me (Flawless/Geffen/Interscope)
18	16	RED HOT CHILI PEPPERS Can't Stop (Warner Bros.)
20	17	MUOVAYNE Not Falling (Epic)
19	18	OUTSPOKEN Farther (Lava)
23	19	REVIS Caught In The Rain (Epic)
22	20	OLEANDER Hands Off The Wheel (Sanctuary/SRG)
24	21	STONE SOUR Inhale (Roadrunner/IDJMG)
29	22	ALLMAN BROTHERS Firing Line (Sanctuary/SRG)
25	23	STYX Waiting For Our Time (CMC/SRG)
30	24	SALIVA Rest In Pieces (Island/IDJMG)
21	25	SEETHER Driven Under (Wind-up)
21	26	BON JOVI Bounce (Island/IDJMG)
26	27	RA Do You Call My Name (Republic/Universal)
28	28	TOM PETTY & THE HEARTBREAKERS Have Love Will Travel (Warner Bros.)
29	29	BREAKING BENJAMIN Skin (Hollywood)
30	30	AFI Girl's Not Grey (DreamWorks)

**#1 MOST ADDED**

3 DOORS DOWN The Road I'm On (Republic/Universal)

**#1 MOST INCREASED PLAYS**

DOUBLEDRIE Imprint (Roadrunner/IDJMG)

**TOP 5 NEW & ACTIVE**

- DOUBLEDRIE Imprint (Roadrunner/IDJMG)
- 3 DOORS DOWN The Road I'm On (Republic/Universal)
- (HED) PLANET EARTH Blackout (Volcano/Jive)
- UNLOCO Failure (Maverick/Reprise)
- BLINDSIDE Steepwalking (Elektra/EEG)

ROCK begins on Page 63.



## URBAN AC

LW	TW	ARTIST	SON	Label
1	1	SYLEENA JOHNSON	Guess What (Jive)	
2	2	TYRESE	How You Gonna Act Like That (J)	
4	3	VIVIAN GREEN	Emotional Rollercoaster (Columbia)	
3	4	JAHEIM	Fabulous (Divine Mill/WB)	
5	5	MUSIQ	Oontchange (Def Soul/IDJMG)	
9	6	FLOETRY	Say Yes (DreamWorks)	
7	7	GERALD LEVERT	Closure (Elektra/EEG)	
11	8	RDN ISLEY F/R. KELLY	What Would You Do? (DreamWorks)	
8	9	ERYKAH BADU F/COMMON	Love Of My Life (Magic Johnson/MCA)	
10	10	HEATHER HEADLEY	He Is (RCA)	
6	11	WHITNEY HOUSTON	One Of Those Days (Arista)	
13	12	BRIAN MCKNIGHT	Shoulda, Woulda, Coulda (Motown)	
12	13	K-CI & JOJO	This Very Moment (MCA)	
15	14	GERALD LEVERT	Funny (Elektra/EEG)	
14	15	LUTHER VANDROSS	I'd Rather (J)	
17	16	KEM	Love Calls (Motown/Universal)	
16	17	DRU HILL	I Should Be... (Def Soul/IDJMG)	
18	18	AALIYAH	Miss You (BlackGround/Universal)	
21	19	JOE F/MR. CHEEKS	That Girl (Motown/Universal)	
19	20	TONY TERRY	In My Heart (Golden Boy)	
-	21	HEATHER HEADLEY	I Wish I Wasn't (J)	
24	22	KINDRED THE FAMILY SOUL	Far Away (Epic)	
23	23	R. KELLY	Ignition (Jive)	
20	24	BLACKSTREET	Deep (DreamWorks)	
25	25	JAHEIM	Put That Woman First (Divine Mill/WB)	
28	26	CHICO DEBARGE	Not Together (In The Paint/Koch)	
27	27	JEFF MAJORS	Somebody Bigger (Music One)	
-	28	KELLY PRICE	He Proposed (Def Soul/IDJMG)	
26	29	DEBORAH COX	The Morning After (J)	
29	30	KIM WATERS	You Know That I Love You (Shanachie)	

### #1 MOST ADDED

JAHEIM Put That Woman First (Divine Mill/WB)

### #1 MOST INCREASED PLAYS

RON ISLEY F/R. KELLY What Would You Do? (DreamWorks)

### TOP 5 NEW & ACTIVE

INDIA ARIE The Truth (Motown)

CRAIG DAVID Personal (Wildstar/Atlantic)

SANTANA FMUSIQ Nothing At All (Arista)

DAVE HOLLISTER Tell Me Why (Motown/Universal)

TOM SCOTT FIANN NESBY You Are My Everything (Higher Octave)

URBAN begins on Page 41.

## COUNTRY

LW	TW	ARTIST	SON	Label
3	1	JOE NICHOLS	Brokenheartsville (Universal South)	
1	2	DIXIE CHICKS	Travelin' Soldier (Monument)	
2	3	GARY ALLAN	Man To Man (MCA)	
6	4	DARRYL WORLEY	Have You Forgotten (DreamWorks)	
5	5	KENNY CHESNEY	Big Star (BNA)	
4	6	ALAN JACKSON	That'd Be Alright (Arista)	
8	7	TIM MCGRAW	She's My Kind Of Rain (Curb)	
9	8	MARTINA MCBRIDE	Concrete Angel (RCA)	
10	9	KEITH URBAN	Raining On Sunday (Capitol)	
13	10	DIAMOND RIO	I Believe (Arista)	
12	11	TOBY KEITH	Rock You Baby (DreamWorks)	
14	12	CHRIS CAGLE	What A Beautiful Day (Capitol)	
15	13	RASCAL FLATTS	Love You Out Loud (Lyric Street)	
16	14	DEANA CARTER	There's No Limit (Arista)	
20	15	RANDY TRAVIS	Three Wooden Crosses (Word/Curb/Warner Christian)	
18	16	PHIL VASSAR	This Is God (Arista)	
21	17	JEFF BATES	The Love Song (RCA)	
23	18	MONTGOMERY GENTRY	Speed (Columbia)	
24	19	JESSICA ANDREWS	There's More To Me Than You (DreamWorks)	
25	20	JO DEE MESSINA	Was That My Life (Curb)	
27	21	JIMMY WAYNE	Stay Gone (DreamWorks)	
26	22	CRAIG MORGAN	Almost Home (Broken Bow)	
28	23	TRAVIS TRITT	Country Ain't Country (Columbia)	
30	24	KID ROCK W/SHERRY L CROW	Picture (Lava/Atlantic)	
32	25	LONESTAR	My Front Porch Looking In (BNA)	
31	26	GARTH BROOKS	Why Ain't I Running (Capitol)	
29	27	TAMMY COCHRAN	Love Won't Let Me (Epic)	
33	28	SAMMY KERSHAW	I Want My Money Back (Audiom)	
35	29	TRACY BYRD	The Truth About Men (RCA)	
36	30	A. TIPPIN F/T. TIPPIN	Love Like There's No Tomorrow (Lyric Street)	

### #1 MOST ADDED

VINCE GILL Someday (MCA)

### #1 MOST INCREASED PLAYS

DARRYL WORLEY Have You Forgotten (DreamWorks)

### TOP NEW & ACTIVE

LEANN RIMES Suddenly (Asylum/Curb)

VINCE GILL Someday (MCA)

CHAD BROCK That Was Us (Broken Bow)

EMERSON DRIVE Only God (DreamWorks)

COUNTRY begins on Page 47.

## SMOOTH JAZZ

LW	TW	ARTIST	SON	Label
1	1	BONEY JAMES	Grand Central (Warner Bros.)	
2	2	STEVE COLE	Off Broadway (Warner Bros.)	
3	3	MINDI ABAIR	Lucy's (GRP/VMG)	
4	4	DAVE KOZ & JEFF KOZ	Blackbird (Rendezvous/WB)	
5	5	MICHAEL LINGTON	Still Thinking Of You (3 Keys)	
8	6	KENNY G	Paradise (Arista)	
9	7	BOB BALDWIN	The Way She Looked At Me (Narada)	
12	8	KIM WATERS	Waterfall (Shanachie)	
11	9	PETER WHITE	Who's That Lady? (Columbia)	
6	10	BWB	Groovin' (Warner Bros.)	
10	11	STEVE OLIVER	High Noon (Native Language)	
7	12	BOB JAMES	Morning, Noon & Night (Warner Bros.)	
13	13	DIANA KRALL	Just The Way You Are (Verve/VMG)	
14	14	JOAN OSBORNE	I'll Be Around (Compendia)	
15	15	SPYRO GYRA	Getaway (Heads Up)	
17	16	NDRAH JONES	Come Away With Me (Blue Note/Virgin)	
16	17	GREG ADAMS	'Sup With That (Ripa/Blue Note)	
24	18	EUGE GROOVE	Rewind (Warner Bros.)	
22	19	CHIELI MINUCCI	Kickin' It Hard (Shanachie)	
18	20	CRUSADERS	Viva De Funk (Verve/VMG)	
21	21	GREGG KARUKAS	Your Sweet Smile (N-Coded)	
20	22	NATALIE COLE F/DIANA KRALL	Better Than Anything (GRP/VMG)	
19	23	CRAIG CHAQUICO	Afterglow (Higher Octave)	
23	24	N. BROWN & M. MCDONALD	I Still Believe (Warner Bros.)	
27	25	PIECES OF A DREAM	Loves Silhouette (Heads Up)	
25	26	NESTOR TORRES	Watermelon Man (Shanachie)	
28	27	JONATHAN BUTLER	Pata Pata (Warner Bros.)	
30	28	PAUL HARDCASTLE	Desire (Trippin' n Rhythm)	
-	29	J. THOMPSON	Tell Me The Truth (AMH)	
-	30	FOURPLAY	Ju-Ju (Bluebird/RCA Victor)	

### #1 MOST ADDED

JEFF LORBER Gigabyte (Narada)

### #1 MOST INCREASED PLAYS

EUGE GROOVE Rewind (Warner Bros.)

### TOP 5 NEW & ACTIVE

JEFF LORBER Gigabyte (Narada)

DAVID LANZ Romantica (Decca)

BLAKE AARON One Moment With You (Innervision)

NELSON RANGELL Look Again (A440 Music Group)

GERALD ALBRIGHT Old School Jam (GRP/VMG)

Smooth Jazz begins on Page 60.

## ACTIVE ROCK

LW	TW	ARTIST	SON	Label
1	1	GODSMACK	Straight Out Of Line (Republic/Universal)	
2	2	LINKIN PARK	Somewhere I Belong (Warner Bros.)	
3	3	SEETHER	Fine Again (Wind-up)	
6	4	TRAPT	Headstrong (Warner Bros.)	
9	5	AUDIOSLAVE	Like A Stone (Interscope/Epic)	
5	6	DISTURBED	Remember (Reprise)	
8	7	MUDVAYNE	Not Falling (Epic)	
4	8	SALIVA	Always (Island/IDJMG)	
7	9	3 DOORS DOWN	When I'm Gone (Republic/Universal)	
10	10	QUEENS OF THE STONE AGE	No One Knows (Interscope)	
12	11	SOCIALBURN	Down (Elektra/EEG)	
11	12	CHEVELLE	The Red (Epic)	
13	13	FOO FIGHTERS	Times Like These (Roswell/RCA)	
15	14	DISTURBED	Prayer (Reprise)	
14	15	TAPROOT	Poem (Velvet Hammer/Atlantic)	
16	16	CHEVELLE	Send The Pain Below (Epic)	
18	17	THEORY OF A DEADMAN	Make Up Your Mind (Roadrunner/IDJMG)	
17	18	FOO FIGHTERS	All My Life (Roswell/RCA)	
21	19	STONE SOUR	Inhale (Roadrunner/IDJMG)	
22	20	(HED) PLANET EARTH	Blackout (Volcano/Jive)	
20	21	RED HOT CHILI PEPPERS	Can't Stop (Warner Bros.)	
25	22	SALIVA	Rest In Pieces (Island/IDJMG)	
24	23	REVIS	Caught In The Rain (Epic)	
23	24	OLEANDER	Hands Off The Wheel (Sanctuary/SRG)	
30	25	COLD	Stupid Girl (Flip/Geffen/Interscope)	
27	26	BLINDSIDE	Sleepwalking (Elektra/EEG)	
29	27	BREAKING BENJAMIN	Skin (Hollywood)	
33	28	EVANESCENCE	Bring Me To Life (Wind-up)	
28	29	STEREOMUD	Breathing (Columbia)	
31	30	FINCH	What It Is To Burn (Drive-Thru/MCA)	

### #1 MOST ADDED

3 DOORS DOWN The Road I'm On (Republic/Universal)

### #1 MOST INCREASED PLAYS

TRAPT Headstrong (Warner Bros.)

### TOP 5 NEW & ACTIVE

STAGE I Will Be Something (Maverick/WB)

MUSIC Take The Long Road And Walk It Take The Long... (Capitol)

SYSTEMATIC Leaving Only Scars (Elektra/EEG)

SLUR Who I Am (Tarpit)

SHINEDOWN Fly From The Inside (Atlantic)

ROCK begins on Page 63.

## ALTERNATIVE

LW	TW	ARTIST	SON	Label
2	1	LINKIN PARK	Somewhere I Belong (Warner Bros.)	
4	2	EVANESCENCE	Bring Me To Life (Wind-up)	
1	3	RED HOT CHILI PEPPERS	Can't Stop (Warner Bros.)	
5	4	AUDIOSLAVE	Like A Stone (Interscope/Epic)	
6	5	FOO FIGHTERS	Times Like These (Roswell/RCA)	
3	6	QUEENS OF THE STONE AGE	No One Knows (Interscope)	
9	7	TRAPT	Headstrong (Warner Bros.)	
7	8	3 DOORS DOWN	When I'm Gone (Republic/Universal)	
8	9	ALL-AMERICAN REJECTS	Swing Swing (DreamWorks)	
13	10	GOOD CHARLOTTE	The Anthem (Epic)	
14	11	GODSMACK	Straight Out Of Line (Republic/Universal)	
16	12	AFI	Girl's Not Grey (DreamWorks)	
11	13	CHEVELLE	The Red (Epic)	
10	14	SALIVA	Always (Island/IDJMG)	
12	15	SEETHER	Fine Again (Wind-up)	
15	16	COLOPLAY	Clocks (Capitol)	
18	17	CHEVELLE	Send The Pain Below (Epic)	
17	18	FOO FIGHTERS	All My Life (Roswell/RCA)	
21	19	WHITE STRIPES	Seven Nation Army (Third Man/V2)	
19	20	SOCIALBURN	Down (Elektra/EEG)	
23	21	USED	Buried Myself Alive (Reprise)	
22	22	DISTURBED	Remember (Reprise)	
24	23	FINCH	What It Is To Burn (Drive-Thru/MCA)	
25	24	ATARIS	In This Diary (Columbia)	
27	25	MUDVAYNE	Not Falling (Epic)	
29	26	SUM 41	The Hell Song (Island/IDJMG)	
33	27	SALIVA	Rest In Pieces (Island/IDJMG)	
40	28	SEETHER	Driven Under (Wind-up)	
32	29	(HED) PLANET EARTH	Blackout (Volcano/Jive)	
30	30	BURNING BRIDES	Arctic Snow (V2)	

### #1 MOST ADDED

3 DOORS DOWN The Road I'm On (Republic/Universal)

### #1 MOST INCREASED PLAYS

BEASTIE BOYS In A World Gone Mad (Capitol)

### TOP 5 NEW & ACTIVE

SIMPLE PLAN Addicted (Lava)

BLINDSIDE Sleepwalking (Elektra/EEG)

INTERPOL PDA (Matador)

QUEENS OF THE STONE AGE Go With The Flow (Interscope)

TRANSPLANTS DJ DJ (Epitaph)

ALTERNATIVE begins on Page 68.

## TRIPLE A

LW	TW	ARTIST	SON	Label
1	1	COLDPLAY	Clocks (Capitol)	
2	2	COUNTING CROWS	Big Yellow Taxi (Geffen/Interscope)	
3	3	WALLFLOWERS	How Good It Can Get (Interscope)	
4	4	JASON MRAZ	The Remedy (I Won't Worry) (Elektra/EEG)	
6	5	JOHN MAYER	Why Georgia (Aware/Columbia)	
5	6	DAVE MATTHEWS BAND	Grey Street (RCA)	
7	7	DAVID GRAY	Be Mine (ATO/RCA)	
8	8	RHETT MILLER	Come Around (Elektra/EEG)	
9	9	PAUL SIMON	Father And Daughter (Nick/Jive)	
16	10	JACK JOHNSON	The Horizon... (Moonshine Conspiracy/Universal)	
13	11	NORAH JONES	Come Away With Me (Blue Note/Virgin)	
11	12	BECK	Lost Cause (Geffen/Interscope)	
15	13	JAYHAWKS	Save It For A Rainy Day (American/Lost Highway/IDJMG)	
10	14	SUSAN TEDESCHI	Alone (Tone Cool/Artemis)	
12	15	TORI AMOS	A Sorta Fairytale (Epic)	
30	16	FLEETWOOD MAC	Peacekeeper (Reprise)	
17	17	LUCINDA WILLIAMS	Righteously (Lost Highway)	
14	18	SOUNDTRACK OF OUR LIVES	Sister Surround (Republic/Universal)	
22	19	TORI AMOS	Taxi Ride (Epic)	
18	20	SHERYL CROW	C'mon, C'mon (A&M/Interscope)	
21	21	BEN HARPER	With My Own Two Hands (Virgin)	
19	22	MATCHBOX TWENTY	Unwell (Merisima/Atlantic)	
20	23	MAROON 5	Harder To Breathe (J)	
23	24	JOHNNY MARR	Down On The Corner (iMusic)	
25	25	KATHLEEN EDWARDS	Six O'Clock News (Zoe/Rounder)	
27	26	TOM PETTY & THE HEARTBREAKERS	Have Love Will Travel (Warner Bros.)	
-	27	FEEL	Got Your Name On It (Curb)	
-	28	ALLMAN BROTHERS	Firing Line (Sanctuary/SRG)	
24	29	BRUCE SPRINGSTEEN	Waitin' On A Sunny Day (Columbia)	
28	30	DAR WILLIAMS	I Saw A Bird Fly Away (Razor & Tie)	

### #1 MOST ADDED

PETE YORN Come Back Home (Columbia)

### #1 MOST INCREASED PLAYS

FLEETWOOD MAC Peacekeeper (Reprise)

### TOP 5 NEW & ACTIVE

THORNS I Can't Remember (Aware/Columbia)

SISTER HAZEL Your Mistake (Sixth Man)

STONE SOUR Bothers (Roadrunner/IDJMG)

NICKEL CREEK Spit On A Stranger (Sugar Hill)

PETE YORN Come Back Home (Columbia)

TRIPLE A begins on Page 73.



# Publisher's Profile

By Erica Farber



## BONNIE PRESS

President, Katz Dimensions

**B**onnie Press always knew she was going to be a teacher, but after her first year in the classroom, she found herself out of a job. Where did she end up? In radio. Nearly 26 years later Press has established herself as one of the most respected women in the business.

As President of Katz Dimensions, she is responsible for overseeing all the operations of this strategic sales and marketing company, which is an important division of the Katz Media Group. Under her direction the division has become a leader in integrated multimedia sales and marketing.

**Getting into the business:** "I was an out-of-work New York City high school math teacher. From the time I was old enough to know what I wanted to do, I wanted to teach. I applied for a license to teach in New York City and was appointed to teach at the same high school where I had gone to school. I was in my first year. New York City was where we are now, in very bad financial shape, so — last in, first out — I was laid off after the term.

"I took the summer off and started job hunting in the fall. I was sent to the Christal Company. I was so uninitiated as far as this business was concerned that I truly thought it was a glass company or something. I interviewed with the then-vice president of research. She liked that I had a math background and could write and hired me as a research analyst. Here I am, 26 years later."

**Describe Katz Dimensions:** "Dimensions is a strategic sales and marketing company that looks at economic and social issues and the new approaches required in order to connect consumers and audiences to products. On the sales side we have our Unwired Radio Network, our sports sales unit and our direct response radio unit. On the marketing side we have our business development team, our urban business team and our agriculture marketing team. We have units that support those two general areas with promotions and research.

"We problem-solve with advertisers and agencies, making sure that radio is on the radar screen. We have access to all 2,400 radio stations represented by the sister radio companies within the Katz organizations and the 400 television stations we represent. Through Clear Channel, our corporate owners, if we need to tap into resources in the form of outdoor or entertainment, we have the ability to integrate any of those elements into a program that might suit a given advertiser's needs. We're truly the most customer-focused aspect of the Katz organization."

**Biggest challenge:** "Explaining what we are to everybody. The second challenge is the uniqueness of the environment that we work in and the constant change in that landscape. Years ago when we said, 'We can do more than just spots,' everybody was growing in double-digits, and they didn't need some of these other services. When

the business hit the skids in the late '80s and early '90s, all of a sudden everybody was saying, 'What are you doing to grow business?'

"The challenge is explaining what we do, keeping it fresh and being far enough ahead of the curve to be able to forecast where the business is going but not so far ahead that people ask what the heck we are doing or say, 'That doesn't apply to my business.'"

"Another challenge is people. We have about 80-85 employees, but the challenge is getting people who are out-of-the-box enough to understand what we do so we can bring them on board and have them help us spread the gospel, so to speak. It's hiring them, training them, retaining them and growing them."

**State of radio:** "Radio has been and still is underestimated and undervalued by the community. Everybody loves the allure of television and seeing their stuff as opposed to simply hearing it. The creativity of radio today is probably greater than it has ever been. When you look at all the promotions — and I'm not just talking about value-added or old-fashioned merchandising, but truly strategic sales promotions designed to get real results for the advertiser — radio is probably the single most creative medium, and stations understand that more. What they allow you to do to position the medium and the things it can offer to the advertiser are far better than they have ever been in the past."

**State of national sales:** "Right now they're great, but, as good as it is, it can always be better. Last year Dimensions had a really good year. We've always tended to outpace: If the industry is up, we're up more; if the industry is down, we're down less. People are feeling better. Of course, the probability of a war in Iraq has some people concerned. Our Unwired Network avails and paces are strong, and we have more things in the fire in business development than we had last year at this time.

"We're getting a lot more interest in terms of our Hispanic and African-American capabilities. We just closed a first-time advertiser who has used Hispanic media but has never used Hispanic radio. We put together a radio and event-marketing program specifically targeted to the Hispanic marketplace. That's more than a million bucks. It's going to kick off in about a month. There are a lot of good things happening."

**On Katz sponsoring a Women's Summit:** "When I started, there was one female salesperson in the New York office, probably three or four female salespeople throughout the whole company and no female sales managers. We did an analysis at the end of last year and realized that about 57% of the work force of Katz Media Group is female. We looked at the numbers broken down by job title, and we wanted to do something that put more of a focus on it.

"Initially, it was going to be something internal. As we were talking about it, though, we decided to make it broader than just Katz and created the Women's Career Summit. It's really meant for middle- to senior-type people. It's being held in New York this week, and we anticipate it's going to be the first year of what will become an annual event."

**Goals of the summit:** "Certainly, raising awareness at many companies — and not just about women, but men too. I have a number of guys on my staff, all of whom are in their 'childbearing years.' When their wives give birth, they are interested in taking time off to spend with their wives and new children. The whole idea of work-family balance is an issue, particularly with women as they move up the ladder.

"Women are under-represented on corporate boards. We're going to have a panel that will talk about that from a company that does identification and placement for corporate boards. Hopefully, we'll be able to provide people with information they can walk out the door with

and use in their personal lives, their professional lives and their companies to create a more favorable environment for both men and women."

**Career highlight:** "The creation of Dimensions, from the standpoint of the opportunities it has afforded not only me, but a lot of really talented people. I've been very lucky to be able to identify and hire some tremendous talent. My two Sr. VPs have been with me for 15 years, my assistant has been with me for 15, and my Systems Manager has been with me for 24 1/2. A lot of my office managers have been here for eight to 10 years. People come and go and stations come and go, but the people you surround yourself with and who you're lucky to be surrounded by are what makes it worthwhile. Some days they're the only thing that makes it worthwhile."

**Career disappointment:** "I can't identify any off the top of my head, but you never get everything you want. I'm sure there have been days and events that I might have looked at as setbacks or disappointments, but I really can't think of one that stands out, because, in hindsight, even if there were setbacks, it's what you do with them."

**Most influential individual:** "My folks, both of whom were first-generation Americans born of European immigrant parents. My mom was an elementary school teacher; my dad was in the automobile business. They instilled in me that you have to work for everything you get; nothing is given to you. If you work hard and catch a little luck along the way, things will generally work out, and it's best and better appreciated when it's earned.

"I remember doing a term paper in junior high on Eleanor Roosevelt. She was a woman very much ahead of her time who didn't get a lot of the credit I think she deserved, certainly in her role as first lady. She went into the coal mines to observe the conditions the miners worked in. When they asked her why she did it, after she came up all covered with soot, she said, 'I am my husband's legs.' He couldn't do it because of his polio condition. Even when he passed away and she was no longer first lady, I admire a lot of the work she did with the UN and ambassadorships and things like that. It was very uncharacteristic of women in that time."

**Favorite radio format:** "In the morning and evening, News. For entertainment, AC and a little bit of Classical."

**Favorite television show:** "I try to watch *The West Wing*. When I get home early enough, I like to watch *Jeopardy* to see how much meaningless trivia is in my head."

**Favorite book:** "*The Grapes of Wrath* by John Steinbeck."

**Favorite movie:** "*Reds*, *10 Days That Shook the World* and *The Big Chill*."

**Favorite restaurant:** "Longhi's on Front Street on Maui."

**Beverage of choice:** "Diet Coke and lime."

**Hobbies:** "Tennis, traveling, photography and the *New York Times* crossword puzzle."

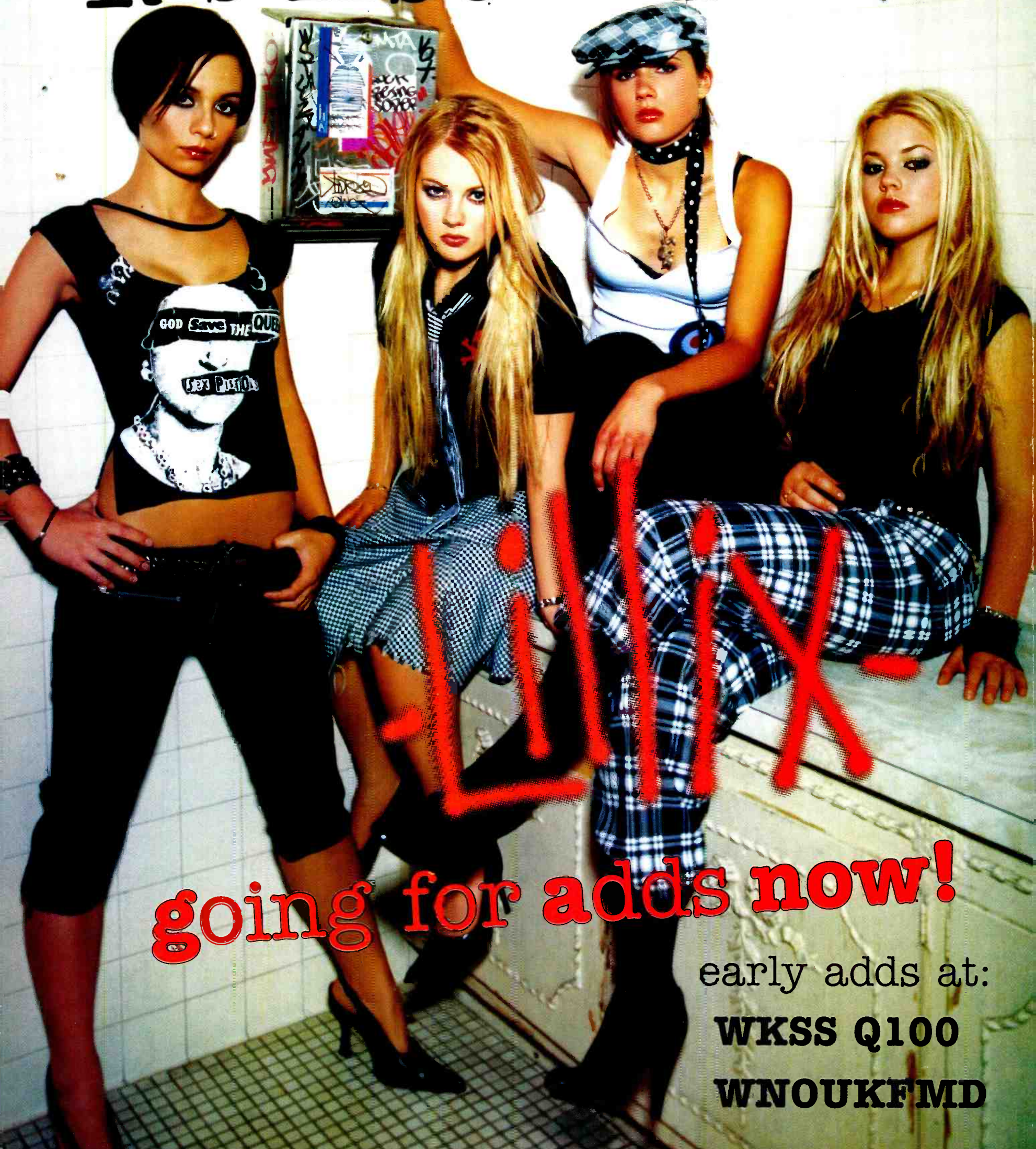
**E-mail address:** "bonnie.press@katz-media.com."

**Advice for broadcasters:** "Be open to new ideas; bring them to the table. Radio is the most creative medium out there. It has basic intrinsic value. The flexibility and creativity it brings are second to none. You must find new approaches to get to people without discounting and forgetting the basic values of the medium.

"Also, remember the people aspect. That's the single most important thing. As a rep, you don't produce anything; you don't have a product; you don't have any widgets to sell. The only entity you've got is your people. Your stations come and go; the people you represent at those stations come and go. The only real value you bring are the people you put on the streets. There's a lot of good young talent. Give people the chance to break in, and accept some of the new ideas they bring."



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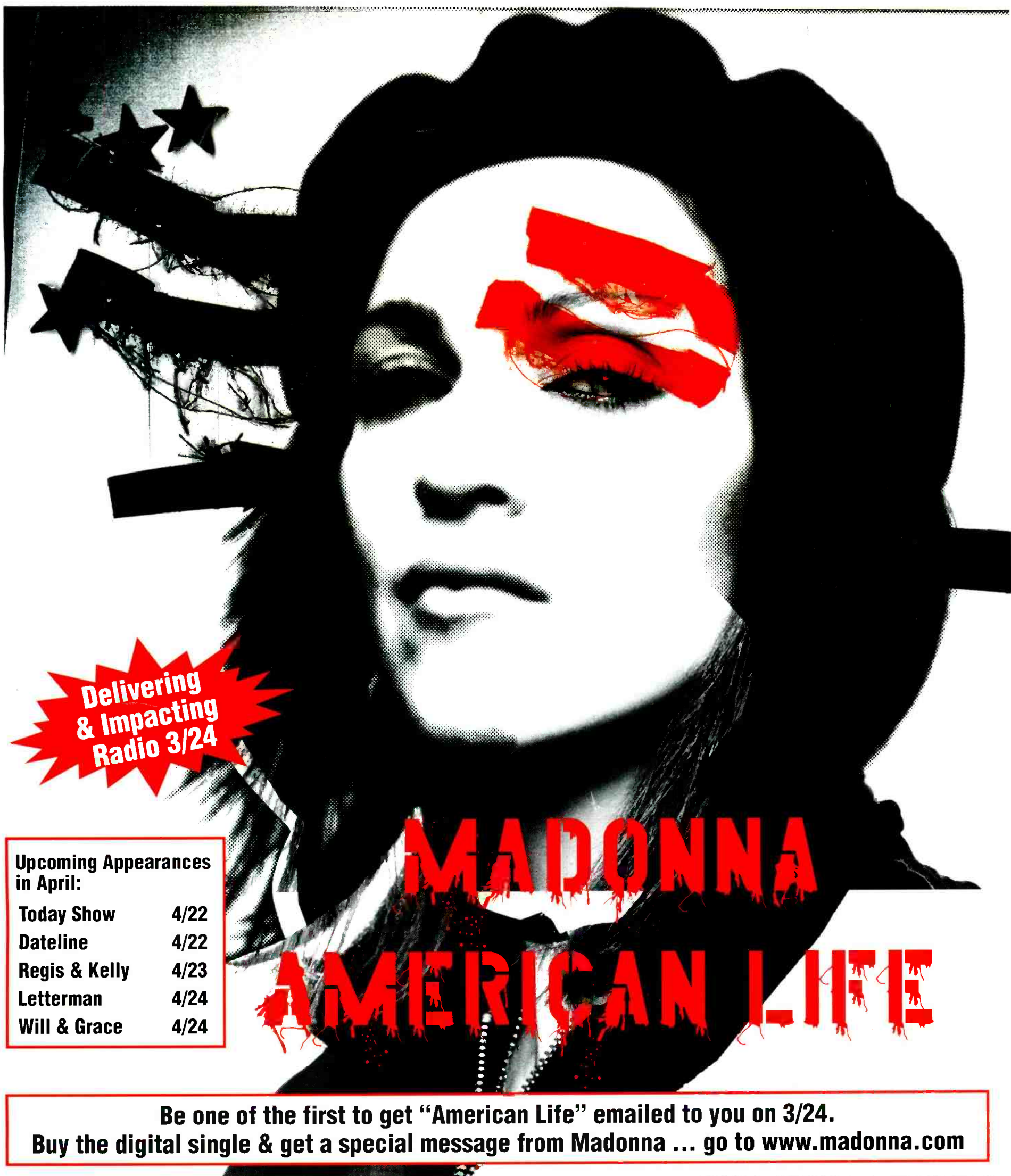
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<b>Regis &amp; Kelly</b>	<b>4/23</b>
<b>Letterman</b>	<b>4/24</b>
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