

BAREILLES BARRELS TO NO. 1

Newcomer Sara Bareilles Ascends To CHR/Top 40 Summit With 'Love Song,' Becoming The First Solo Female To Climb To The Format's Top Rung With A Debut Single Since 2004 p.15



PERSEVERANCE PAYS

New Capitol Nashville Artist Emily West Puts Goals In Motion p.20

R&R

RADIO & RECORDS



APRIL 4, 2008 NO. 1756 \$6.50

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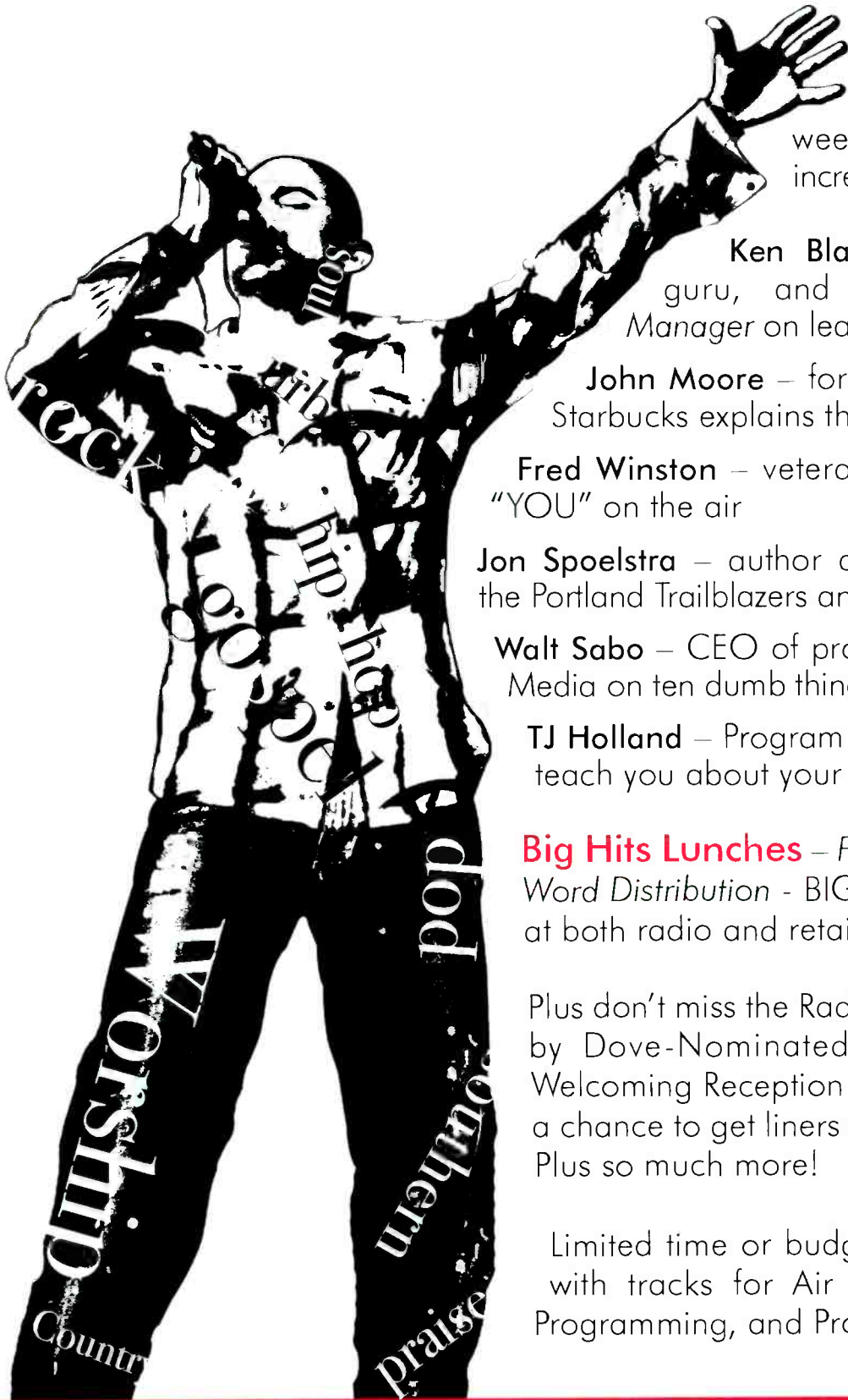
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CMB @ GMA Music Week

Christian Music Broadcasters



CMB at GMA Music Week is for professionals in Christian radio, regardless of format! The week is full of showcases, networking, and incredible seminars and speakers including:

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John Moore – former long-term marketing executive for Starbucks explains the concept of “tribal knowledge”

Fred Winston – veteran Chicago radio personality on how to get “YOU” on the air

Jon Spoelstra – author and successful sports marketer of teams like the Portland Trailblazers and New Jersey Nets on marketing outrageously

Walt Sabo – CEO of programming and management company Sabo Media on ten dumb things radio people do

TJ Holland – Program Director from AC Warm 98 in Cincinnati will teach you about your station from a competitor's point of view.

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R&R News Focus

**April 29:
Localism Deadline**

Broadcasters must file comments with the FCC by April 29 on proposed new localism regulations governing playlists, creating ascertainment panels, re-enacting main studio rules and more. Reference MB Docket No. 04-233.

Scarborough Expands Into Small Markets

After completing a pilot project in 15 small markets, Scarborough is positioning to extend its qualitative research service to additional markets. The expansion beyond 81 markets in the company's Top Tier service grew out of a small-market operators' caucus chaired by former RAB CEO Gary



Bouvard

Fries and commissioned by Arbitron, which operates Scarborough in a joint venture with R&R parent Nielsen.

"One of the clear messages from the caucus meetings is that

small-market operators need better local retail selling tools," Arbitron president of sales and marketing Pierre Bouvard says.

Scarborough's new Mid Tier service promises research on the products consumers buy, where they shop and the media they use in small markets, where the majority of radio business is local direct.—Mike Boyle and Paul Heine

CBS Stations Roll Out To Last.fm

As expected, Last.fm and its owner CBS Radio announced a strategic partnership to expand their audience reach. Beginning this spring, online streams of CBS Radio's 140 stations will be available on the music and social networking site. Online listeners of any CBS station can shift seamlessly to Last.fm, where they can also play individual songs free.

The deal between the companies is part of the radio group's strategy to distribute station content across as many channels as possible. In March, CBS Radio, which has about 1 million weekly online listeners, agreed to combine online forces with AOL Radio's online streams, making CBS Radio's content available to an additional 1.36 million listeners.—Katy Bachman

Legal Pingpong Begins In Clear Channel Privatization

Suits and countersuits have begun bounding into courts in Texas and New York. Bain Capital and Thomas H. Lee Partners filed lawsuits in both states March 26 to force six New York banks to the settlement table in an effort to close the \$19.5 billion privatization of Clear Channel. The broadcaster joined the private equity groups in their Texas suit, adding well-known lawyer Joe Jamail to its legal team. Within hours of the filing, presiding District Court Judge John D. Gabriel of Bexar County, Texas, granted a temporary restraining order directing the banks to not "interfere with or thwart consummation of the merger agreement" by refusing to fund it, to act in good faith in the drafting of definitive loan documents, and not to insist on terms inconsistent with the commitment letter.



Mays

The banks responded March 31, asking the New York State Supreme Court to hear their request to dismiss the claims. "Plaintiffs have presented no basis for litigation, much less proceeding in an expedited manner," the banks claimed, with a spokesman adding that there is "sufficient time" for Bain and THL to return to the negotiating table to work toward an agreement on final documentation.

In a March 31 e-mail to employees, Clear Channel CEO Mark Mays expressed disappointment that the deal had not yet closed, adding, "It is my expectation that the merger will close."—Jeffrey Yorke

NUMBER CRUNCH

<h1 style="font-size: 48px; margin: 0;">6</h1> <p style="font-size: 10px; color: white; margin: 0;">The number of banks Clear Channel and equity partners Thomas H. Lee and Bain Capital are suing for allegedly failing to fund a takeover as promised. The banks include Citigroup, Morgan Stanley, Credit Suisse, the Royal Bank of Scotland, Deutsche Bank and Wachovia.</p>	<h1 style="font-size: 48px; margin: 0;">\$2.7</h1> <p style="font-size: 10px; color: white; margin: 0;">The amount in billions of dollars that the banks stand to lose if the \$39.20-per-share, \$19.5 billion buyout deal goes through as currently written. Clear Channel stock has traded for less than \$30 in recent weeks.</p>	<h1 style="font-size: 48px; margin: 0;">82</h1> <p style="font-size: 10px; color: white; margin: 0;">The age of attorney Joe Jamail, whom Clear Channel hired to represent it in the suit against the banks. Known as the "King of Torts," Jamail represented Pennzoil in a lawsuit against Texaco in 1985. When Pennzoil won, Jamail got a reported \$400 million payout.</p>
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New HD Marketing Message Targets Consumer Conversion

The HD Digital Radio Alliance, the joint radio broadcaster initiative formed to accelerate consumer adoption of HD radio, has rolled out the next stage of its marketing and broadcaster-support efforts, shifting focus to consumer conversion. The refocused marketing includes a new messaging campaign, logos and radio ads in 100 markets on more than 700 stations. The campaign's new tagline is "HD Radio: It's Time to Upgrade." Says HD Digital Radio Alliance president/CEO Peter Ferrara, "This year will see unparalleled numbers of receivers in cars and at retail, totally new data applications and new investments in HD2 and HD3 programming from broadcasters.



Ferrara

Now is the time to convert consumer awareness into purchasing action."

Meanwhile, according to a report by venturebeat.com, HD radio developer iBiquity Digital is in its fourth round of raising venture capital and hopes to raise \$15 million. iBiquity raised \$115 million in the three previous rounds of fund-raising. Consumer adoption of HD radio has generally been slow. While 1,500 HD radio stations are on the air and about \$900 million is spent annually on after-market systems, the HD audience remains small. iBiquity's latest campaign hopes to reinvigorate interest in the service.—Mike Boyle and Jeffrey Yorke

ON THE WEB

Tierney PD For New York's K-Rock

CBS Radio rocker WXRK (K-Rock)/New York APD/MD Mike Tierney, who has been overseeing the station's programming since Tracy Cloherty was zapped in a company-wide downsizing in February, has officially received the title of PD; he will retain MD duties. Tierney joined the relaunched K-Rock in August 2007 from the PD post at sister rocker KUFO/Portland, Ore., and was previously PD at KUBE/Seattle and MD at KPLZ/Seattle. He also ran his own artist management company, served as label manager for ATO Records, senior VP of Epic Records and VP of music programming for VH1.—Mike Boyle

Radio One/Detroit Names PDs

Radio One/Detroit has realigned programming duties at urban WHTD (Hot 102.7) and urban AC WDMK (105.9 Kiss FM). OM Al Payne, who retains his role as PD at gospel/talk WCHB, fills the PD opening at WHTD created by the December departure of Spudd. After being promoted to WHTD MD in December, late night personality Ms. Smiley has been elevated to APD of WHTD and PD of WDMK. She has assisted Payne with WDMK programming since January. Smiley will continue to handle all previously assigned duties at WHTD.—Darnella Dunham

RAB Establishes New Biz Units

The RAB has made a structural change to its marketing division, breaking it into two separate groups: a business development unit dedicated to advertiser focus and a marketing/communications department led by senior VP of marketing and communications Leah Kamon. In her new position, Kamon will also be involved with the Radio 2020 initiative, a collaborative undertaking from the RAB, NAB and HD Digital Radio Alliance. As part the restructuring, 12-year RAB veteran Mary Bennett, most recently executive VP of national marketing, exits.—Mike Boyle

NEWS UPDATES AROUND THE CLOCK:
www.RadioandRecords.com

Interrep Restructures \$99 Million Debt

Interrep reached an agreement with its two main financial backers—Oaktree Capital Management and Silver Point Capital—that refinances its \$99 million debt and gives the national rep firm an additional \$25 million in new capital for growth and expansion, Interrep vice chairman/CEO David Kennedy said March 31. “We are exceptionally pleased to have worked this thing out, especially with what is happening in the credit markets,” Kennedy said. “This shows the confidence in Interrep on the part of the capital companies.”

The Chapter 11 bankruptcy restructuring came 90 days before Interrep’s maturity date of June 30 for its old debt with the same financial backers and gives the long-financially troubled operation breathing room. “This not only serves to put those fears to rest but Interrep will be around and will be healthy for quite some time,” Kennedy said, forecasting growth within radio and new media.

Kennedy also stressed that the timing of Citadel’s announcement just hours before, that it would move the 22 former ABC stations it acquired last year from Interrep to rival Katz Media, was “unfortunate. We are disappointed that they decided to end the relationship, but we are proud of the work we did and look forward to working with them in the future.”—Jeffrey Yorke



David Kennedy

Howse Appointed PD At WERQ/Baltimore

Radio One urban WERQ (92Q)/Baltimore promotes APD/MD/middayer Neke Howse to PD. She became interim PD after Victor Starr exited in December, and will continue in middays. Radio One/Baltimore VP/GM Howard Mazer says, “After an extensive search and interview process, we were happy to find the most qualified candidate from in-house.” Howse joined 92Q 10 years ago as night show host and has picked up additional responsibilities throughout her years with the station.—Darnella Dunham

MOVERS & SHAKERS

Marty Gottesman is upped to director of licensing and administration for Razor & Tie Entertainment. He was most recently manager of licensing and royalty administration . . . Clear Channel Radio appoints two account executives in Tucson to local sales manager positions. At Spanish oldies KTZR (La Preciosa) and Tejano KXEW, the position goes to Steve Nuñez, while at CHR/top 40 KRQQ and rhythmic KOHT, Chris Apostalides will head local sales efforts. Before joining CCR in 2006, Nuñez was general sales manager at Multicultural regional Mexican KEVT. Apostalides started his career with CCR in Phoenix and transferred to Tucson in 2002.

Business Briefing By Jeffrey Yorke

NAB, RAB, TV Group Band Against Advertising Dictates

In a letter to some 4,200 advertising agencies, the RAB, NAB and Television Bureau of Advertising are asking for ad industry support to end discrimination against formats typically targeting black and Hispanic audiences. The trade groups asked for backing “on an issue of fundamental fairness for both of our industries—eradicating discrimination based on racial, gender or ethnic stereotypes. We oppose such discriminatory practices and urge you to join us in working toward free and fair competition in the market for broadcast advertising time.” In February, the FCC adopted a plan forbidding advertisers from issuing “no urban” and “no Hispanic” dictates. The FCC plan was crafted chiefly by Minority Media & Telecommunications Council executive director David Honig, National Assn. of Black Owned Broadcasters executive director James Winston and Interrep senior VP/director of urban radio Sherman Kizart.

Eleven States Want Conditions On Satellite Merger

Ohio Attorney General Marc Dann and the attorneys general in 10 other states are urging FCC chairman Kevin Martin to place conditions on the proposed Sirius and XM merger in hopes of “protecting consumer interests.” The top lawyers wrote, “We are disappointed that the Department of Justice Antitrust Division would permit this merger to proceed unchallenged,” complaining of its “anti-competitive impact. We urge the FCC to address these important issues and give due consideration to the many concerns of the states.”

Tidbits . . .

Acting in response to a request by would-be buyers Bain Capital and Thomas H. Lee Partners, Clear Channel’s board of directors on March 28 said it will defer the company’s first-quarter dividend payment to shareholders. Clear Channel last paid a dividend of 18.8 cents per share Jan. 15 . . . Uno Radio Group and Spanish Broadcasting System have settled their dispute over the rights to the name “El Circo” in Puerto Rico.

Transactions at a Glance

Sale of stock of San Joaquin Broadcasting, licensee of KSTN-AM & FM/Stockton, Calif., from the LaRue family to Independence Media of California for \$24.3 million . . . Public Broadcasting of Colorado assigns right to purchase KFDN-FM/Lakewood, Colo., from Educational Media Foundation to Public Radio Capital’s PRC Denver. PRC assumes \$8.2 million purchase price payable to EMF . . . South Georgia Broadcasters’ WBYZ-FM & WUFE-AM/Baxley, Ga., to Go Media Group for \$4 million . . . Elkins Radio Corp.’s WBTV-FM/Buckhannon, W.Va., to West Virginia Radio Corp. of Elkins for \$1.3 million . . . Elkins Radio Corp.’s WELK-FM/Elkins, W.Va., to West Virginia Radio Corp. of Elkins for \$1.05 million . . . Tschudy Communications’ WZST-FM/Westover, W.Va., to Fantasia Broadcasting for \$750,000 . . . Red Beacon Communications’ KTCH-AM & KCTY-FM/Wayne, Neb., to Wayne Radio Works for \$450,000 . . . The Last Bastion Station Trust’s WYLZ-FM/Pinconning, Mich., to Michigan Radio Communications for \$325,000.

Deal of the Week

California KRBV-FM/Los Angeles

PRICE: \$137.5 million TERMS: Asset sale for cash

BUYER: Bonneville International, headed by president/CEO Bruce Reese. Phone: 801-575-7500. It owns 28 other stations. This represents its entry into this market.

SELLER: Radio One, headed by president/CEO/COO Alfred Liggins. Phone: 301-306-1111

FORMAT: Urban AC BROKER: Star Media Group

COMMENT: Radio One’s KRBV-FM/Los Angeles to Bonneville International for \$137.5 million, payable in cash at closing with an \$11 million escrow deposit.

2008 Deals to Date

Dollars to Date:	\$339,290,928	(Last Year: \$319,749,132)
Dollars This Quarter:	\$339,290,928	(Last Year: \$319,749,132)
Stations Traded This Year:	159	(Last Year: 262)
Stations Traded This Quarter:	159	(Last Year: 262)

R&R 35 PIVOTAL RADIO EVENTS IN R&R HISTORY
 RADIO & RECORDS Aug. 2, 1983

Worst To First For Z100/New York

At 6:08 a.m. Aug. 2, 1983, PD/morning personality Scott Shannon cranked up his headphones and punched the button on the cart machine, launching Survivor’s “Eye of the Tiger” out of the speakers. With that move, a legendary radio station was born, as Malrite Communications created a new chapter of top 40 radio on FM with the launch of Z100, designed to fill the void created when legendary AM powerhouse WABC flushed the format for talk some two months earlier. Like Babe Ruth calling his

home run shot, Shannon boldly predicted that Z100 would quickly dominate the market, and he was right: Just 74 days later, WHTZ rocketed from last place to first in the New York Arbitron book.

Z100’s success led to a modern-day top 40 renaissance that continues to this day—a quarter-century later, Z100 remains the most-listened-to radio station in America, with the latest Arbitron showing an astounding 2.5 million weekly listeners, for the No. 1 come in New York.—Kevin Carter



KENNY G TRULY EMBODIES THE SPIRIT OF "RADIO & RECORDS": HE CONTINUES TO HOST HIS SUCCESSFUL WEEKEND AIRSHIFT ON BROADCAST ARCHITECTURE'S SMOOTH JAZZ NETWORK, WHILE "SAX-O-LOCO" LEADS THE FORMAT'S CHART FOR A SECOND WEEK.

R&R NO.1

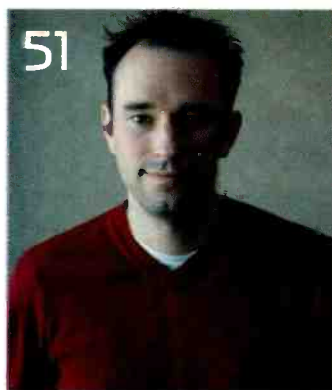
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CHRISTIAN AC	34	Matthew West / You Are Everything
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KFI/Los Angeles PD Robin Bertolucci started by "goofing around" in college radio. Today she presides over one of talk radio's most successful brands.

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Sara Bareilles ascends to the CHR/Top 40 summit with "Love Song." The newcomer becomes the first solo female to reach No. 1 with a debut single since 2004 and one of only nine this decade.

20 SOUND DECISIONS
Perseverance pays off for new Capitol Nashville artist Emily West, while rockers Atreyu serve up the new CDVU+ format and duc Middle Class Rut is not only new, but it's been there, done that.

'It's a lot cheaper in the long run to spend \$30,000 on a perceptual study to ensure that you're in the right place, or risk losing \$150,000 in a smaller market because you have a crap format that you stuck with too long.' p.22



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PUERTO RICO'S **NC2** RETURNS FOR A THIRD NONCONSECUTIVE WEEK ATOP TROPICAL WITH "ELLA MENEÁ." THE SONG IS THE DUO'S BIGGEST, BESTING THE NO. 2 PEAK OF ITS FIRST CHART ENTRY, "QUITEMONGS LA ROPA," IN 2003.



Radio and Records is published weekly, except the last week of December and the first week of January. Subscriptions are available for \$325.00 per year (plus applicable sales tax) in the United States, \$330.00 in Canada and Mexico, and \$495.00 overseas U.S. funds only from Radio & Records Inc., PO Box 16555, North Hollywood, California 91615-9338. 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 issues received prior to cancellation. Nonrefundable quarterly rates available. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication 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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POSTMASTER: Send address changes to R&R, PO Box 16555, North Hollywood, California 91615-9338 Under Canadian Publication Mail Agreement No. 877859 returned undeliverable Canadian addresses to DHL Global Mail, 7496 Bath Road Unit 2, Mississauga, ON M4T 1L2

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What's New This Week Online

M

April 7
Phase 2 winter Arbitrends roll out for Portland, Ore.; Salt Lake City; and Phoenix, among others.
▶ [Click on Ratings](#)

T

April 8
More phase 2 winter Arbitrends arrive. Catch San Antonio, Syracuse and Toledo among today's batch.
▶ [Click on Ratings](#)

W

April 9
Discover tomorrow's hits today with HitPredictor.
▶ [Click on Charts](#)

T

April 10
Deeper as-it-happens news coverage, more exclusives.
▶ [Click on News](#)

F

April 11
Connect yourself with the whole industry: Get listed in the R&R Directory.
▶ [Click on R&R Directory](#)

Does your team have the skills to sell to the four distinct types of decision-makers?

How To Sell To Anyone



Kelley Robertson
kelley@robertsontraininggroup.com

'Modifying your approach and style, even briefly, will help you better connect with your customers and prospects, which means you will generate better sales.'

—Kelley Robertson

Let's face it: We all have those difficult customers to whom we are required to sell. From the demanding, abrasive buyer to the individual who never seems to make a buying decision, we encounter challenging people on a regular basis. But does your team know that part of their selling frustration is the result of conflicting personalities? Four key types of people, to be exact, each of whom requires a different set of selling skills.

The Fantastic Four

1. Direct Donna: Donna is very straightforward in her approach. She tends to be forceful and always wants to dominate or control the sales call. Her behavior is aggressive: She points at you while she talks, interrupts your presentation to challenge you and seldom cares about hearing the details of your new product or service. Instead, she demands that you cut to the chase and get to the bottom line. Donna is very results-focused, goal-oriented and hates wasting time.

To achieve the best sales results with this individual, you need to be more direct and assertive. Tell her at the beginning of the sales call or meeting that you know how busy she is and how you

value her time. Tell her that you will get right to the point and focus your conversation on the results she will achieve by using your product or service. Resist the temptation to back down if she confronts you, because you will lose her respect. To Donna, it's not personal. It's just business.

2. Talkative Tim: Tim is a gregarious and outgoing person but very egocentric. He is often late for your meetings and his constant interruptions and long stories cause your sales calls to go beyond the scheduled time. He appears to be more concerned with listening to himself talk, which is frustrating because you don't always get enough time to discuss your solution.

Relationships are very important to Talkative Tim, so invest more time in social conversation. Even if you don't see the point in this, he will appreciate the gesture and will like you more. This person often makes buying decisions on intuition and how he feels about the salesperson. But be careful not to challenge Tim or he will feel rejected. When this happens, he will shut down and become unresponsive.

During your sales presentation, tell him how good your solution will make him look to others in the company or how his status or image will improve. In other words, appeal to his ego.

3. Steady Eddie: Soft-spoken Eddie is a nice fellow who seems more focused on his team and co-workers than on his personal results. He is very quiet compared to some of your other prospects and can be difficult to read. What's most frustrating though is his reluctance to make a buying decision. Eddie's mantra seems to be, "I'm still thinking about it, but thanks for following up."

Structure and security are important to these types, so it is difficult for Eddie to make changes. He often contemplates how the decision will affect other people within the organization. That means you need to slow down the sales process, demonstrate how your solution will benefit the team and remove as much risk from the decision-making process as possible. Soften your voice and make sure your sales presentation flows in a logical manner. Use words like "fair," "logical" and "your team" in your presentation.

4. Analytical Alice: Alice reads every point and specification about your product or service. And regardless of how much information you give her, she always wants more—including written guarantees and back-up documentation. Alice is tough to read, and it is extremely difficult to get her engaged in an open conversation because personal feelings and emotions do not enter the picture when she makes her decision.

Whenever possible, give Alice a written, bullet-point agenda of your meeting beforehand. Ideally, e-mail it to her a few days in advance so she can prepare herself. Make sure it is free of typos, spelling mistakes and punctuation errors. Follow the agenda in perfect order and, if you make any type of claim, have supporting documentation available for her to read.

While the approach to use with each of these people may not make sense to you or seem completely rational, it is critical to recognize that how you naturally and instinctively sell may not be the best way to get results with someone else. Modifying your approach and style, even briefly, will help you better connect with your customers and prospects, which means you will generate better sales.

Kelley Robertson is author of "The Secrets of Power Selling" and an online columnist for Sales & Marketing Management. This article originally appeared at managesmarter.com.

THE 60-SECOND COPYWRITER

Slice Of Lifestyle

By Jeffrey Hedquist

Unfortunately, most of the commercials we hear sound, well, like commercials. The most effective spots are stories about your audience that make the listener say to themselves, "Yeah, that's what it's like," or "Hey, that's me!" Your story can be humorous, informative or emotional, but it has to be relevant to them.

Your audience isn't there to listen to the commercials. They're listening to the radio to be entertained, informed, tickled in some way. Do this and you've overcome a major hurdle on your way to forming a brief pact with your audience.

Too many commercials ignore what's going on in your audience's psyche and try to sell them without first establishing rapport. If you know your audience is frustrated by a problem that your product or service can solve, then address that problem, dramatize it, make it come to life.

One of the most powerful ways to differentiate yourself from your competitors is simply to let the audience know that you understand their problems, desires, wishes and frustrations.

Time spent in your commercial building that rapport is often more productive than listing items, prices or benefits. Of the more than 3,000 daily advertising messages people are exposed to, the ones that provide a sense of understanding are the ones most likely to be listened to.

Hedquist Productions founder Jeffrey Hedquist can be reached at 641-472-6708 or jeffrey@hedquist.com.

WHEN'S THE LAST TIME SOMEONE FROM THE AUDIENCE SAID, "I'LL NEVER FORGET YOU GUYS AS LONG AS I LIVE."?

Five Star Iris on tour for Armed Forces Entertainment in Southwest Asia



"After our show in Ramadi, Iraq, a soldier told us that it had been seven months since he had gotten his last 'fix' of live music. Although he had never heard of our music, he said our show had taken his mind off things and let him just relax – he clears roadside bombs every day. After another show a soldier told us, 'I'll never forget you guys as long as I live.' As a performer, you don't often get to hear things like that, but on an Armed Forces Entertainment tour you hear it a lot and it's humbling. Until you've done it, it's hard to comprehend how just playing your music can have such a profound effect on these people."

– ALAN SCHAEFER, LEAD SINGER – FIVE STAR IRIS



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FORCES
ENTERTAINMENT.**

WHERE STARS EARN THEIR STRIPES

TO FIND OUT IF YOU HAVE WHAT IT TAKES TO TOUR GO TO ARMEDFORCESENTERTAINMENT.COM

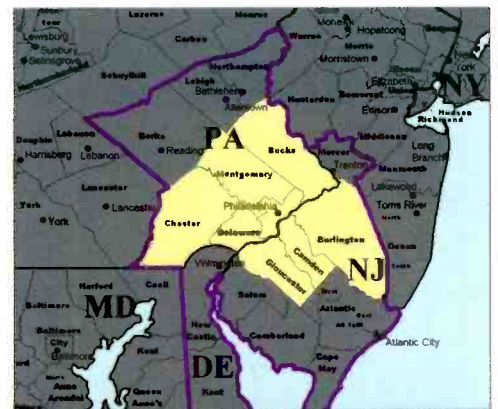
Philadelphia

Philadelphia may be a commute away from New York, but make no mistake: Philly is no N.Y. suburb. It's big and diverse, but with a small-market feel characterized by an enormous sense of community pride. ■ The Philadelphia radio market is still adjusting to the industry's first electronic ratings via Arbitron's PPM service, which became the currency one year ago. Radio cost per points, down 15% to 20% compared with the diary service, have begun to rise versus a year ago. While ratings are generally lower under the PPM, weekly cumes are soaring. Eight stations have weekly audiences of about 1 million. The leader, Jerry Lee's AC WBEB (B101), probably the biggest indie station in the business, has a cume of more than 1.8 million, followed by CBS Radio's news KYW.

Earlier this month, the TV market got its first Spanish-language local newscast when Univision Communications launched Las Noticias Univision at 6 and 11 p.m. on owned-and-operated WUVP-TV. In the past few months, Fox's WTXF added newscasts middays at 11 a.m., weekdays at 5 p.m. and weekends at 6 p.m. WTXF's 10 p.m. news is No. 2 among all late newscasts, trying to close in on ABC's longtime 11 p.m. leader, WPVI, owner of the market's top-rated local late and early news for 30-plus years. CBS has the only TV duopoly, with CBS

afil KYW-TV and WPSG, the CW affiliate. CBS also has five radio stations (including the No. 2- and No. 3-rated stations) and a strong out-of-home presence concentrated in transit advertising. Philly's other multimedia owner, Clear Channel, has six radio stations and outdoor assets, including a digital outdoor billboard network of eight boards and the airport concession.

Competition is fierce among local media Web sites. The Philadelphia Inquirer's philly.com traffic is up 77%, and recently launched a new local wine show, Philly Uncorked.—Katy Bachman



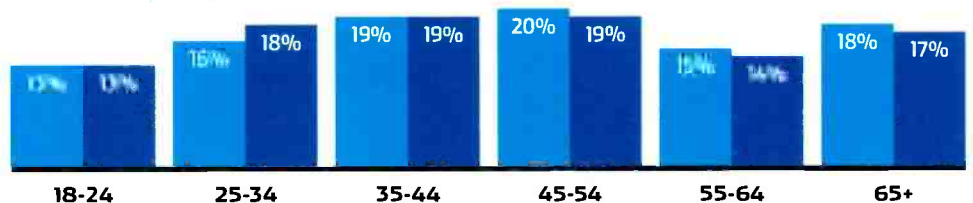
- TV DMA Rank: 4
- Population 2-Plus: 7,416,668
- TV Households: 2,939,950
- No. Of TV Stations (Net./Ind./Public/Loc. Cable): 11/6/5/2
- Radio Metro Rank: 7
- Population 12-Plus: 4,350,000
- No. Of Radio Stations (Rated): 42

WHO THEY ARE

	Philadelphia DMA %	US %
Men	48%	49%
Women	52%	51%
Married	54%	57%
Never Married (Single)	29%	25%
Widowed/Legally Separated/Divorced	17%	18%
White	78%	83%
Black/African-American	17%	12%
Hispanic	7%	13%
Other	3%	3%
Employed Full-Time (35 Hours Or More)	52%	50%
Employed Part-Time (Less Than 35 hours)	15%	15%
Not Employed	33%	35%
No Children In Household (Under 18)	59%	59%
One Or More Children	41%	41%
Two Or More Children	23%	25%
Three Or More Children	9%	10%

SOURCE: SCARBOROUGH USA+, RELEASE 1 2007

Market Demographics (vs. US)



Market Household Income (vs. US)



SOURCE: SCARBOROUGH USA+, RELEASE 1 2007, DMA

MARKETPLACE

Local Ad Revenue (Mil)

	2006	JAN.-SEPT. '06	JAN.-SEPT. '07	YTD %
Spot Television	\$1,119.6M	\$550.9M	\$524.4M	-5%
Newspaper	411.1M	299.8M	291.6M	-3%
Radio	226.9M	110.8M	102.1M	-8%
Outdoor	95.0M	70.8M	72.4M	2%
Local Magazine	24.0M	17.6M	16.2M	-8%
Total	\$1,866.6M	\$1,050.0M	\$1,006.7M	-4%

SOURCE: Nielsen Monitor-Plus, DMA

Local Online Ad Revenue (Mil)

	LOCAL	NATIONAL	TOTAL	SHARE
Pureplay	\$122.3M	\$367.8M	\$490M	67.2%
Newspaper	48.5M	35.2M	83.8M	11.5%
Television	29.5M	32.7M	62.2M	8.5%
Magazines	0.1M	56.2M	56.3M	7.7%
Directories	1.0M	27.4M	28.4M	3.9%
Radio	0.4M	5.4M	5.8M	0.8%
Other Print	0.3M	2.6M	2.9M	0.4%
Total	\$202.2M	\$527.2M	\$729.4M	

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

SQAD Cost Per Point TV Monitor

TELEVISION P25-54	EARLY AM	EARLY NEWS	PRIME	LATE NEWS
February '08	▲\$376	▲\$662	▲\$1,538	▲\$758
January '08	▼375	▼645	▼1,534	▼748
December '07	▲438	▲815	▲1957	▲894
September '07	372	723	1740	791

SOURCE: SQAD Q1 2008, DMA

SQAD Cost Per Point Radio Monitor

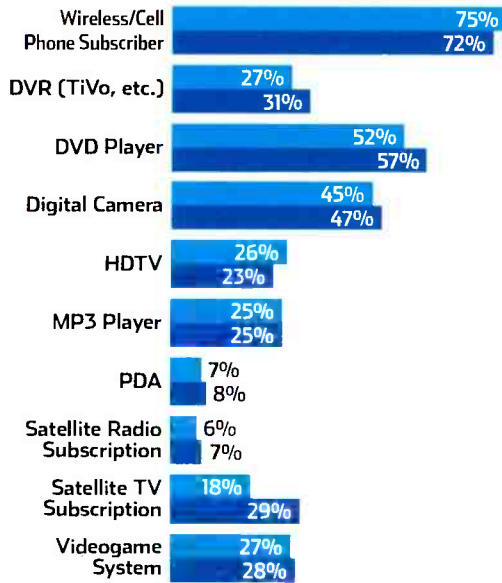
RADIO P18-49	AM DRIVE	MIDDAY	PM DRIVE
February '08	▲\$418	▲\$338	▲\$343
January '08	▲417	▼324	▼331
December '07	▲412	▲345	▲362
September '07	335	300	312

SOURCE: SQAD Q1 2008, METRO

COLOR KEY:
▲ Trending Upward
▼ Trending Downward

MEDIA

Items In Household (vs. US)



SOURCE: Scarborough USA+, Release 1 2007, DMA

Newspaper Readers

Any Daily (Cume)	73%
Any Sunday (Average)	60%
Online (Past 30 Days)	15%

Out-Of-Home COMMUTING TIME

(To Work, One-Way)

< 10 Minutes	11%
10-19 Minutes	15%
20-29 Minutes	14%
30-59 Minutes	19%
60+ Minutes	5%
Don't Commute	4%

MODE OF TRAVEL

Carpool	4%
Drive (Not Carpool)	88%
Public Transportation	22%

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

Web Connection (HHLD)

None	29%
Cable Modem	28%
DSL	25%
Dial-Up	14%
Other Connection	6%

Cable Penetration

Cable, Non ADS	75%
Alternate Delivery Sys.	18%
Digital Cable	47%
Cable With Pay	44%

Television Usage

Early AM (5-9a)	28%
Early Fringe (4-6p)	48%
Early News (6-6:30p)	56%
Prime Access (7-8p)	61%
Prime	68%
Late News (11-11:30p)	53%

Audio/Video Stores Shopped Past 12 Months (HHLD)

Best Buy	30%	RadioShack	8%	Wal-Mart	20%
BJ's Wholesale Club	7%	Sam's Club	6%	Other Store	14%
Bosco's	4%	Sears	8%	Did Not Shop For Audio/Video Item	42%
Circuit City	18%	Target	15%	Any Audio/Video Store Shopped	58%
Kmart	8%	Tweeter	2%		

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

RADIO

Radio Spending, Past Five Months

All amounts are in \$(000's)

ADVERTISER	08-FEB	08-JAN	07-DEC	07-NOV	07-OCT
Verizon	\$538	\$452	\$219	\$262	\$243
Berkshire Hathaway	220	215	149	205	168
Raymour's Furniture	169	175	182	197	127
News Corp	26	166	11	350	93
Toyota Motors	106	151	82	102	95
McDonalds	158	153	91	108	95
National Amusements	216	154	72	161	167
General Motors	117	41	39	94	106
Walt Disney	189	160	107	167	141
Ibiquity Digital	93	99	71	44	40

SOURCE: Nielsen SpotScan, Metro

Radio Ownership

OWNER	NO. OF STATIONS	RATINGS SHARE
CBS Radio	3 AM, 2 FM (5)	22.8
Clear Channel	5 FM, 1 AM (6)	17.8
Greater Media	4 FM, 1 AM (5)	15.6

SOURCE: Arbitron Fall 2007, Metro

Radio Usage

AM Drive (6a-10a)	69%	PM Drive (3p-7p)	77%
Midday (10a-3p)	74%	Evening (7p-Mid)	56%

SOURCE: Arbitron Fall 2007, Persons 12+, Metro

Ratings

PERSONS 6+, JAN. 08-FEB. 08 (RANK)	PERSONS 18-34 FEB. 08 (RANK)	PERSONS 25-54 FEB. 08 (RANK)
WBEB-FM 9.1-9.2 (1)	WBEB-FM (1)	WBEB-FM (1)
KYW-AM 8.1-7.7 (2)	WRDW-FM (2)	WMMR-FM (2)
WOGL-FM 6.0-6.1 (3)	WUSL-FM (3)	WDAS-FM (3)
WDAS-FM 5.8-5.7 (4)	WMMR-FM (4)	WMGK-FM (4)
WMMR-FM 5.2-5.4 (5)	WRFF-FM (5)	KYW-AM (5)

SOURCE: Arbitron PPM, 6+ share, Mon-Sun 6a-mid, Metro

Top-Selling Albums

ARTIST	TITLE	ARTIST	TITLE
1 Danity Kane	Welcome To The Dollhouse	6 Michael Jackson	Thriller 25
2 Various Artists	Now 27	7 Sara Bareilles	Little Voice
3 Rick Ross	Trilla	8 Jonas Brothers	Jonas Brothers
4 Soundtrack	Hannah Montana 2: Meet Miley Cyrus	9 Kidz Bop Kids	Kidz Bop 13
5 Jack Johnson	Sleep Through The Static	10 Flo Rida	Mail On Sunday

SOURCE: Nielsen SoundScan, for week ending: 03/23/2008.

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TIMELINE

1 YEAR AGO David Crace is elevated to senior VP/chief marketing officer at EMI Christian Music Group. ■ Kevin King is crowned WSM-FM/Nashville PD. ■ Jose Promis joins R&R as Latin chart manager.

5 YEARS AGO Tom Curley joins the Associated Press as president/CEO. ■ Jim Weiskopf is named president of IDT Media. ■ Dave Arthur promoted to PD at KFIS/Portland, Ore.

10 YEARS AGO Dave Darus tapped as senior VP of promotion for Restless Records. ■ Vinny Brown accepts WBLS/New York PD chair. ■ Ace & TJ start in mornings at WNKS/Charlotte.



Brown

15 YEARS AGO Sean Phillips becomes WNNX/Atlanta PD. ■ Chris Davis officially appointed PD of KQKS/Denver. ■ Robert John joins KGBY/Sacramento as PD.

20 YEARS AGO Sylvia Rhone advances to senior VP of Atlantic Records. ■ Brian Phillips picked as PD of KDWB-AM & FM/Minneapolis. ■ Robert John rises to operations director/programming for WMC-AM & FM/Memphis.



John

25 YEARS AGO Backstreet Records awards VP stripes to promotion director Dino Barbis. ■ Bob Gould boosted to GM of WMET/Chicago. ■ Chuck Morgan named PD of WKQX/Chicago.

30 YEARS AGO Michael J. Stafford is elevated to VP/GM of KCBQ/San Diego. ■ Rad Messick tapped as PD of WWWV/Charlottesville, N.C. ■ Bruce Vidal joins the airstaff of KOIL/Omaha.



Vidal

Dixon: Started When He Was 5

Our most sincere best wishes go out to one of the good guys, once and forever **WRBQ (Q105)/Tampa** icon **Mason Dixon**, who recently celebrated his third decade in Tampa radio. The occasion was marked locally by a nice piece in the Tampa Tribune.

ST also reached out to Dixon so he could share his thoughts on this auspicious occasion: "Wow! Thirty years in Tampa Bay radio. I was thinking about roasting a pig for the occasion, but . . ." Dixon jokes. "Seriously, though, it seems like a minute

ago that we started here, and it's only when you stop and look at an article like this that you realize what you've done for the last 30 years and what you have accomplished. The best part is, it's still fun! The main thing I miss is breaking new acts like we did so much throughout the years, but, with my HD2 Christian CHR station **the Faith**, I get to sniff out some hits there from time to time. Since I'm only 21 years old now, I still have a lot of time left to enjoy another 30 years in the biz. Let's get it started."

Fullick Uncorks A New Career

After a decade spent doing record promotion in Austin, Chicago and New York, **Dan Fullick** is leaving his Chicago-based regional promo gig at Universal Republic. Hell, he's leaving the industry altogether to accept an incredible opportunity in the wine business with the Cream Wine Co. Lucky bastard.

"This was a very difficult decision to make," Fullick tells ST. "It's funny how life works out: This incredible opportunity presents itself while I'm in the midst of working nothing but hits with the hottest company in the business. I will miss [senior VP

of promotion and artist development] **Joel Klaiman** and the team, my friends at radio, as well as the very talented artists I have come to know here at Universal Republic. But what can I say: The grape called my name and I had no choice but to answer its call. And no, I can't send you any free samples!"

After his move, Fullick will remain on the grid at danfullick@gmail.com and his same cell: 773-251-1340. His exit creates a prime promo opportunity at Universal Republic.

The Programming Dept.

Entercom/Seattle announces several exciting promotions, starting with **Ryan Castle**, who is upped from APD of active rock **KISW** to operations coordinator for the cluster, which also includes alternative **KNDD (107.7 the End)**, country **KKWF (the Wolf)** and triple A **KMTT (the Mountain)**. Concurrently, **KISW** night jock **Jolene** annexes MD stripes for that station.

Tommy BoDean is back in the game as the new PD of Clear Channel top 40 **WNOK/Columbia, S.C.** He replaces **Wes McCain**, who joined the syndicated "Dawson McAllister Show." BoDean had been a free agent since January, when he left the PD chair at Bonneville alternative **WSWD (94.9 the Sound)/Cincinnati**. The Columbia move marks a CC homecoming for BoDean, who, before his Bonneville stint, spent two years across the street in Cincy as OM/PPD of Clear Channel top 40 **WKFS (Kiss 107.1)** and OM of hot AC **WVMX (Mix 94.1)**.

Over at Clear Channel top 40 **WKKF (102.3 Kiss FM)/Albany, N.Y.**, PD **Randy McCarten** wrestles night guy **Corey** to the ground and pins APD stripes on his sleeve. Later, a celebration was held in the jock lounge featuring vending machine coffee and Dunkin' Donuts Munchkins (assorted).

Lots of changes at Service Broadcasting urban **KKDA (K104)** and urban AC **KRNB/Dallas**: First, **KKDA** midday personality **Nate Quick** moves over to **KRNB** as APD/9 a.m.-noon personality, replacing PD **Shay Moore**, who comes off the air to handle promotion and marketing for both stations. Quick will be replaced on **KKDA** by **Julio G**, last heard on **KKSS/Albuquerque**. And there's more—**Sean Andre (ex-KHHT/Los Angeles)** joins **KRNB** to do noon-3 p.m., as **Big Baby Kenny J** moves to weekends.

Clear Channel top 40 **WVKS (Kiss 92.5)/Toledo** hands the PD scepter to only the third PD in the station's history. **Nathan Reed**, inbound from Regent rhythmic **WRCL (Club 93.7)/Flint, Mich.**, will follow in the footsteps of a) **Mike Wheeler** and b) longtime CC/Toledo director of programming ops **Bill Michaels**, who stepped down from the position several weeks ago after 17 years with the station, the last nine as PD. This chain of events was set in motion several weeks ago when **Aaron Roberts** stepped down as PD of rocker **WIOT**. It was then that Michaels made the decision to relinquish **WVKS** duties and take over **WIOT**, creating the rare opening.

Formats You'll Flip Over

Lotus performs what can best be described as a gentle format nudge in Tucson, as **KHYT (Rock 107.5)** gets goosed from classic rock into a kinder, gentler, thousand-points-of-light classic hits direction as **K-HIT 107.5**. Sounds awesome. "The station originally started as K-HIT, and we're now going back to our heritage," PD **Darrin Arriens** says.

Meridian/Fort Myers blows up country on **WUSV (US 92.5)** and flips it to **WNTY (Oldies 92.5)**. **Dave Alexander**, who does afternoons at hot AC sister **WINK/Fort Myers**, will segue over to Oldies 92.5, leaving **WINK** PD **Chad Rufer** with a pretty big hole to fill.

Border Media Partners' jammin' oldies **KTFM**

(**Jammin 94.1**)/**San Antonio** has dropped its gold-based format in favor of this newfangled rhythmic/hot AC hybrid thing brewed up by Border's director of English programming **Mark Landis**, who also programs **KJXK (Jack FM)** across the hall. The station is now called—wait for it—the **New KTFM**, which probably took weeks and eight focus groups to come up with. The station's new positioning statement is, "Music that picks you up and makes you feel good." Core artists include **Rihanna**,

Beyoncé, **Justin Timberlake**, **Shakira**, **Gwen Stefani** and probably some others. Stay tuned for a big-ass TV campaign and other surprises from the laboratory of Dr. Landis.



Jock-O-Rama

Riviera/Las Vegas creative services director **Barry "Funk" Funkhouser** picks up afternoons on alternative **KVGS (Area 107.9)**, filling the gap created by **Dennis Huff's** departure.

Christie Banks is back in radio full-time, as she signs on to do middays on CBS AC **WEAT (Sunny 104.3)/West Palm Beach**. The shift has been vacant since February when **Sunny Quinn** left. Banks most recently did afternoons at **WRXK (96.1 K-Rock)/Fort Myers** before leaving in March 2007 to concentrate on her voice-over business and her other baby, Palm Living Magazine.

It's a homecoming (again) for **Alex Quigley**, who has been brought back (again) to do weekends (again) at Emmis Alternative **WKQX (Q101.1)/Chicago**. Quigley, who had been the cluster's interactive program manager/Q101's lead part-timer, was caught up in companywide budget cuts and terminated back in February. "This is the third time I've been hired by Q101 for weekend work—2000, 2004 and 2008—and I'm the all-time leader in that stat now, surely," Quigley tells ST. "I'm looking forward to my 2012 rehire." Señor Quigley is still seeking full-time work and can be easily accessed at 661-343-2467 or alex_quigley@hotmail.com.

Now that **WLTJ/Pittsburgh** has completed its spring outfit change into **Q92.9**, jocks are beginning to reappear: Say hi to 20-year market vet **John Cline**, who will take over mornings. Cline was last seen across the street at **WZPT (Star 100.7)**, but was swept up in the initial stages of the CBS Budget Unpleasantness back in July 2006.

Mandi Martin makes the delicate in-state move from Regent's Flint, Mich., cluster to Citadel top 40 **WIOG/Saginaw**, where she'll be plugged into "The WIOG Early Shift" with morning dude **Demas**. Here, now, is WIOG PD **Jerry Noble**, who apparently found our number: "Since the news did not involve overrated New England sports franchises, the trademarked phrase 'Ryan Seacrest™' or was not facilitated by my dear friend—and 'Sexiest Man Alive' **Paige Nienaber**—I was unsure if this would be of interest to your otherwise excellent publication."

The porcine sounds of **Hambone** will no longer be heard in nights at CBS alternative **KXTE (X107.5 X-Treme Radio)/Las Vegas**. Why? 'Cause he got the call of his life and is transferring to Los Angeles to do part-time at **KROQ**. X107.5 PD **Chris Ripley** is now drowning in T&Rs and should have some news for us soon.

Crawford urban **WPWX (Power 92)/Chicago** is in need of a morning co-host following the exit of **Kendra G.**, who joined the "Trey the Choklit Jok Morning Jumpoff" three years ago. Before that, she did nights on Regent urban **WBLK/Buffalo**.

A Van Down By The River



Big news comes busting out of the bustling semi-metropolis that is Bloomington, Ill., as **Dave Adams**, benevolent PD of Regent top 40 **WBNQ**, has graciously awarded new APD stripes to MD/afternoon jock **Mason Schreder**. So, how did this swell promotion come about? Adams helpfully shares the play-by-play:

Schreder: "Hey man, the van is really a mess. There's like food wrappers and old Taco Bell sauces everywhere. Somebody should really clean that up."

Adams: "Sounds like a job for the APD."

Schreder: "But we don't have an APD."

Adams: (pause) "We do now. Congratulations!"

Schreder: "Uh, thanks . . . I guess."

Adams: "Well, don't just stand there. The van's not going to clean itself, you know."

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The Media Rating Council and the Radio Advisory Council keep close tabs on audience measurement—but in vastly different ways **By Mike Boyle**

Arbitron

As Arbitron's Portable People Meter continues its earnest attempt to bring radio listening measurement in line with other media, two well-heeled groups are keeping a close watch on the proceedings. Call it a meeting of the acronyms: PPM, say good morning to the MRC and RAC. ■ The Media Rating Council (MRC) and Arbitron's Radio Advisory Council (RAC) play different, yet significant roles in the rollout of PPM, but less has been written about their role in the technology's momentum—in terms of how they function and how their actions affect PPM today and in the future—than many other aspects of the process.

The 'Mysterious' MRC

The MRC is deemed the more mysterious of the two organizations, because its process of PPM accreditation is held in the strictest of confidence—as a nonprofit trade association comprising people and companies that use and rely on audience measurement of all types. In addition to radio, the MRC also conducts audits for TV, multimedia products, Internet and print.

The MRC formed in 1963 at the request of Congress. In the early 1960s, the Harris Com-

mittee Hearings on Broadcast Ratings looked into, among other things, practices surrounding media measurement in the United States. After these hearings, the government determined that there needed to be more transparency and assurance in audience measurement. The feds stopped short of regulating the business itself, instead issuing a recommendation that this highly technical and dynamic area was a bit outside of the government's element, so it called for the industry to self-regulate.

In a nutshell, that is how the MRC was formed. And with that, the industry aligned—agencies, the NAB and others—to form the Media Rating Council, which, in its early days, was called the Broadcast Rating Council and worked exclusively with radio and TV.

Back then, the MRC board set about writing standards for audience measurement, which remain in place today: The "Minimum Standards for Media Rating Research" is still prominently featured on the MRC Web site (mediarating-council.org) as its primary mandate. Such companies as Arbitron and Nielsen (R&R's parent company) comply with those standards to be accredited by the MRC. And that's what audits are all about: Not financials or debits or credits, but the methodology used to conduct research—such as PPM—and the performance and quality of that research.

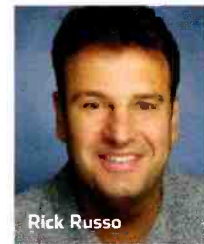
When the MRC formed, the government reviewed its processes and procedures, and signed off on them. The Department of Justice came in to take a look at how the MRC conducted the business of audits. That was important because the 15 original members of the MRC were permit-

ted to see reports and make decisions about accreditation—where that might otherwise be considered a collusive activity subject to certain antitrust laws. After examining the MRC process, the government decided that as long as the MRC pursued its mission of accrediting products and didn't discuss contracts, fees and things of that nature, it had the government's stamp of approval.

In doing so, the government gave the MRC something called the "Railroad Release," which,

A Media Buyer's View Of Accreditation

JL Media director of broadcast services Rich Russo offers an ad agency perspective on the recent MRC accreditation denials for Arbitron's PPM service in New York and Philadelphia: "As agencies, we are disappointed about the non-accreditation, but we also realize that it's an ongoing process and it's not like three strikes and



Rick Russo

out. They can keep trying. At one time, [qualitative research provider] Scarborough wasn't accredited, and we used that," he says.

"I do, however, hope this gets resolved soon, because it seems that the industry keeps shooting itself in the foot and we need a string of positive things to stay relevant."



Watchdogs

current MRC executive director/CEO George Ivie says was unique. "Any other auditing organization you talk to probably doesn't have this," he says. "We're the only organization I know of that has been given permission in this way by the government. Having said that, we're not a government organization; we derive no funding from the government and we are not linked to the government in any way. We are set up as a totally independent, not-for-profit trade association."

As a condition of granting the Railroad Release, the government required the MRC to put in its charter and guarantee that it would employ independent certified public accountants. "We just can't go out and hire a consultant or some other organization to come in and do audits," Ivie says. "They have to be independent and recognized CPA firms. Those audits are reported directly to our membership committee, made up of members of our organization. They will get together with the CPAs to hear from them what the strengths and weaknesses are of the services being audited and how they comply with MRC standards."

From there, the membership makes a recommendation about accreditation, which then goes to the full board for ratification. The MRC board of directors is the only group within the organization that can grant or deny accreditation.

This is the same board that in January denied accreditation to Arbitron's PPM in New York and Philadelphia. The ratings company has begun a re-audit process in those cities. Houston is cur-

rently the only MRC-accredited PPM market, an approval that was granted last year.

'Fail-Safe' Process

As part of its accreditation process, the MRC has audit committees for every product. For example, PPM has an audit committee made up of a subgroup of MRC members interested in that product, including such Arbitron customers as ad agencies and media companies, along with other trade associations, such as the RAB. "It's a large audit committee for the PPM," Ivie says, "around 40 or 50 companies." Recommendations from the audit committee go to the board for ratification.



George Ivie

The complete list of companies represented on the MRC board is posted on the organization's Web site. There are about 115 members, all of whom are eligible to vote on accreditation. Membership is open to any media organization that relies on or uses media research.

Ivie says the reason that companies opt to join the MRC is to have access to the audit information and participate in the process of accreditation. "But when the audit committee meets and makes the initial recommendation, it goes to the full board for ratification, most of which are dispassionate about the product. For them it is strictly about audit results and compliance with standards."

Certainly a fair question is how the same MRC member companies that use the ratings and also get to vote on whether PPM gets accreditation are able

Continued on page 14

Arbitron's Perspective On The Radio Advisory Council's Role

Arbitron senior VP of marketing and business development Bill Rose says that there remains a perception in the industry that the Radio Advisory Council is a bunch of radio executives that get together with Arbitron and talk a little bit about business, play golf and share some nice meals. He adds, "But there is also an old expression that perceptions are slow to form and slow to melt, and I think that's the case here."

Rose says that perhaps the council and the work that it does has been taken more seriously since Arbitron president/CEO Steve Morris, president of sales and marketing Pierre Bouvard and others have been at the company.

"We rely on the feedback that the council gives us to make sure that we are concentrating on the priorities of the radio business and getting it right. But like any company, occasionally we can get off target. What the council does is provides us with honest feedback. They are not shy, either, in terms of making sure that we are pointed in the right direction. And it's never been more important than it is now with the transition to PPM; the council has proven to be a valuable partner in helping us to get the process right."

As an example of the council not being shy, Rose cites the PPM sample guarantee announced late last year, which Arbitron is using "to put our money where our mouth is" when it comes to sample size and to make sure that it is hitting its targets. If Arbitron falls below a prescribed sample threshold, the company has promised to refund money to its clients.

"That guarantee originally was based on our total sample of persons 6+," Rose explains. "The council came back and said that they admired and appreciated the effort, but the overwhelming majority of [its] money is placed in selling demos that fall between the ages of 18-54. We worked hard with the council and had some straightforward and at times tough conversations, and were able to come up with a solution that ends up focusing our guarantee on the 18-54 demo. That would not have happened without the Advisory Council. I give them a lot of credit for keeping us focused on that."

The council is also working with Arbitron to make sure that it doesn't lose sight of the diary markets. Rose says, "We are absolutely committed to keeping focused on the diary markets as we continue to roll out PPM."

ABOVE: NOEL HENDRICKSON/GETTY IMAGES.COM

Continued from page 13

to maintain objectivity when reviewing such a product as PPM.

First, Ivie says, "there is a staff for the MRC, four people including myself. All of us participate in the audits and we don't work for any media company. So one of the first things that happens is we review the audit report and at any audit meeting we make a recommendation to the audit committee. It's up to the committee whether they follow it or not. Anyone that votes has to be exposed to the CPA recitation of the audit report. And then if anything squirrely happens in the voting process—let's say some undue influence—there are fail-safes built into the process to ensure the independence of the decision-making. As an example, the executive director, me, could go directly to the board and say, 'Guess what? This has been influenced by X company.'"

Ivie adds, "The committee is also extremely large, so you have numerous agencies and radio broadcasters of all different types, some of which like PPM from a business perspective, but don't bring that into the room. It would be impossible for one company to influence such a sizable vote. On top of that, it goes to the entire board for ratification. There is no organization on the board of the MRC that controls more than five votes by charter." Each member organization has one seat on the MRC board, which now has 114 directors.

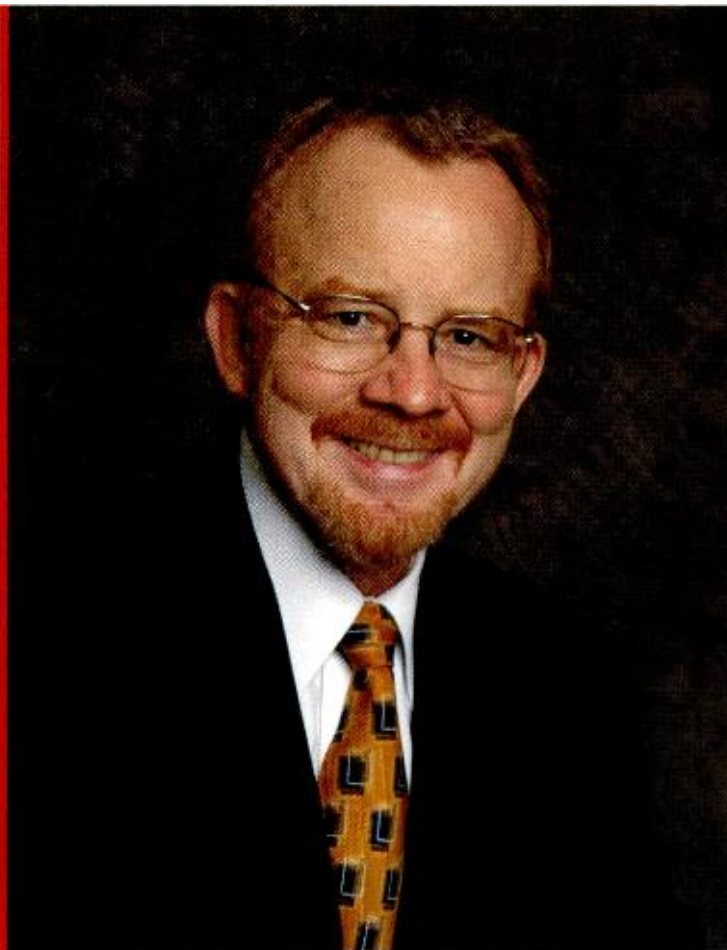
Rigorous Audit

When the MRC first audited PPM, Arbitron walked it through a demo of the product with MRC staff and the CPAs present. Eventually the audit committee participated in the process. The practice calls for the CPA firm to prepare the audit scope and for the MRC to review and approve it before execution. It is then given to the ratings service for review and to make sure it understands it. Then, the rating service has to sign off on it before execution.

"So the audit scope is extremely rigorous," Ivie says. "There are thousands of hours in an evaluation for something like PPM. We tested their equipment in the laboratory, we looked at Arbitron's own testing of the equipment, and we actually went to PPM households and looked to see how the equipment was being used—was it docked and the like. You cannot believe the rigor of this process."

Ivie maintains that the bottom line of the entire accreditation process is all about working with Arbitron to improve measurement. "The details of this process are not meant to be upfront in the public eye, because that would politicize it. For PPM, we're working behind the scenes with Arbitron. We put forward initiatives to improve the issues we see with the service, and it's a cooperative process. Sometimes you have to do audits all over again; it takes time to address issues."

There is no doubt that MRC accreditation is extremely valuable in today's marketplace. "The MRC doesn't withhold accreditation lightly," Ivie stresses. "There is an appeal process. In the Philadelphia and New York PPM denials, Arbitron chose not to do the appeal process. They want to be constructive. They heard all of the stuff we had to say, they are attacking [the problems] and know that it is going to take some time looking to the next audit to move forward." R&R



'Virtually all of the issues we talk about on the council eventually get back to sample size, whether it's in a narrow demographic or a broad demographic, whether it's in PPM or in diary.'

—Chuck DuCoty

COO of NRG Media, spoke with R&R after the council's early March meetings with Arbitron in Orlando about the role of the RAC and its most pressing issues.

Explain your concept of the organization's role.

It is our responsibility to represent the radio industry as our constituents at the table with Arbitron, not in business negotiations but in process negotiations. We also try to work with Arbitron to make sure they are aware of industry concerns and issues and difficulties. In the end, our goals should be exactly the same: to make sure we have the best measurement possible for the radio industry, whether it be diary or electronic, so that we have a gold standard.

There are some out there that [believe] the council should be in an adversarial role, and clearly there are times when Arbitron and the industry may approach a particular issue or problem from two extremely different points of view and we have things to work out—but I don't necessarily think that it's healthy for this to be an adversarial role. I don't think the council members feel that way at all either.

In your role as chairman, what are you most focused on this year?

Two things. One is helping with our advice council—and there are some good heads there—to make sure that with this rollout and restart on PPM, people will have confidence in that currency.

The other thing is to make sure that we keep a solid focus on the diary product while we're going through the PPM conversion. Let's face it—PPM is much more sexy because it's new and looks at some cool stuff, and everyone has a tendency to gravitate toward that. But at the end of the day there are still going to be 252 markets that still have a diary product and will for the foreseeable future. So it's incumbent on the council, as we work through these issues with PPM, to make sure that nobody loses focus on the diary and that we resolve problems there. They all come back to sample. Virtually all of the issues we talk about on the council eventually get back to sample size, whether it's in a narrow demographic or a broad demographic, whether it's in PPM or in diary.

RAC: Radio's Pipeline To Arbitron

Arbitron's Radio Advisory Council (RAC) was established as an advocate and voice for stations subscribing to the ratings service. The council advises Arbitron on issues important to radio and works to improve the ratings company's services and policies. The council also reviews proposed modifications to Arbitron's diary and PPM services, and provides the company with industry feedback.

Comprising 23 members—a combination of elected and appointed positions from the radio and research ranks—the council meets formally three times per year in a different location and is in contact with Arbitron executives throughout the year as needed.

RAC chairman Chuck DuCoty, who also serves as

How much time does being a member of the council take up in your day?

It doesn't take up space every day. Right now I have a bi-weekly call with Lisa Decker [RAC vice chairperson and CBS Radio senior VP of Western and midsize markets]. Other than that, I'm probably on the phone a couple of times a week with [Arbitron senior VP of marketing and business development] Bill Rose or [Arbitron president of sales and marketing] Pierre Bouvard.

My CEO at NRG Media, Mary Quass, was quite accommodating when I wanted to get back on the council. However, my pledge to her was that if I had to do some things outside of the meetings, I wouldn't let it get involved in the everyday priorities of NRG business. Sometimes there are things at night that I will do, but it doesn't take hours out of my day.

Do you take calls from other radio operators with questions and concerns for the RAC?

I do, although in my position now my role as chairman is different and I don't really have a specific constituency. When I had a seat on the council I was representing 100-plus markets. That expired at the end of last year. Remarkably, I hear less from the broadcasters now than I did when I was representing them. Every member on the council has a representative and generally that is the person broadcasters will go through with questions and concerns.

When you hear from radio broadcasters, what is their No. 1 concern?

Sample, particularly that there is not enough on the young end across the board. The corollary to that is the difficulty that not only Arbitron has, but the difficulty every researcher has in reaching cell phone-only households.

Learn more about the Arbitron Radio Advisory Council at arbitron.com.

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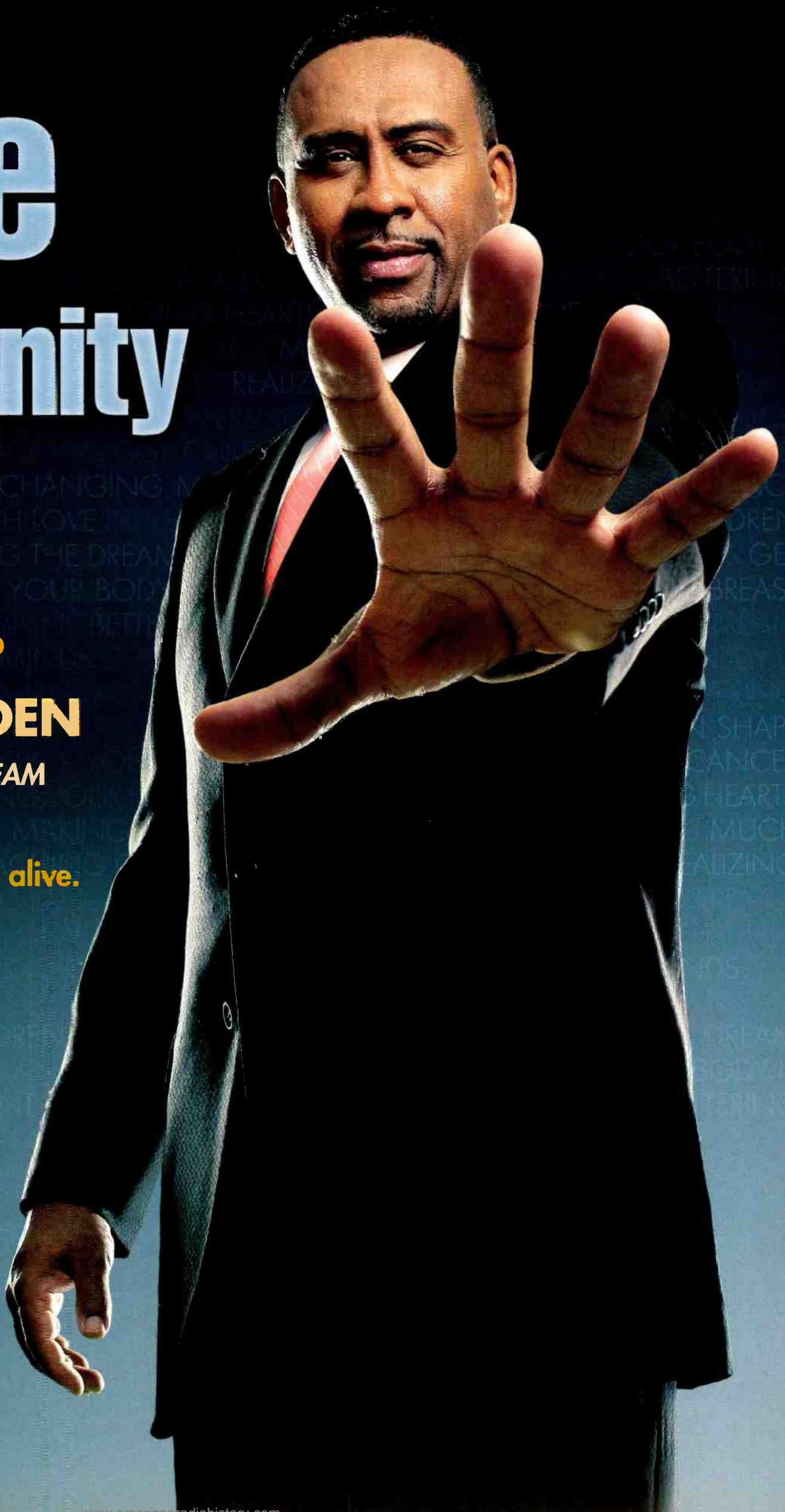
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Exit polls show Limbaugh is rushing the vote

Operation Chaos

Mike Stern
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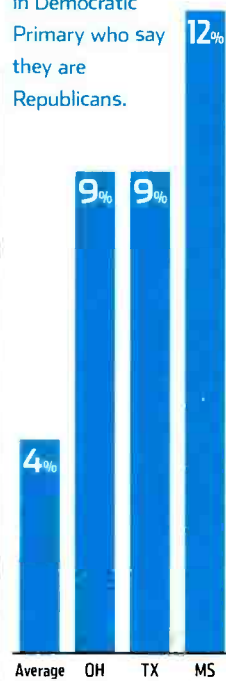
Operation Chaos is the code name for Rush Limbaugh's plan to keep the Democratic Party in disarray and push a Republican victory in the 2008 presidential election. The operation has seven mission objectives, the first being, "Cross over to vote in Democratic primaries," which Limbaugh loudly advocates on his daily radio show. Just how much impact the operation could have came to light in new exit poll data from Edison Media Research. ■ Even though almost every media outlet brands exit polls they report as being their own, only one company actually performs such surveys that many media outlets then share. While most people in the industry know Edison Media Research for its radio research, president Larry Rosin explains that his company is also in charge of exit polling for all the major networks and the Associated Press.

Rosin says that recently, the unexpected occurred. "It was like my two worlds collided," he says, describing his surprise when the networks decided to ask questions in exit polls about the influence of talk radio on voters' habits. Just the fact that radio was being included in the polling

is "an expression of the power of talk radio," Rosin says. He is also quick to clarify, "We do not pick the questions to ask, we only execute the polls," demonstrating that talk radio was on the major media outlets' radar as a potentially important force in the election.

Crossover

Percent of voters in Democratic Primary who say they are Republicans.



First Offensive: Support Romney

Discussion of the potential power of conservative talk radio to influence the election started when many conservative talkers threw their support behind Mitt Romney or more notably, openly opposed Arizona Sen. John McCain as the Republican candidate.

Exit poll data from primaries that took place before McCain secured the nomination helped illustrate the limits of talk radio's influence on voting behavior. More than 30% of the 700 Republican voters polled during the Virginia primary said they listen to conservative talk radio frequently. McCain won the state, but more than 50% of frequent talk listeners voted for Mike Huckabee. Those results appear to be contradicted by data from Maryland, where a similar number of Republican voters described themselves as frequent listeners, but Huckabee did poorly, with nearly 50% of frequent talk listeners voting for McCain.

The disparity is explained through the results of follow-up questions from Edison researchers. The voters were asked questions about "attitudes," such as their opinion about the Iraq war or immigration, and about "beliefs," including their views on abortion and attending church services. The results showed the Virginia voters had many beliefs in com-

The Challenges Of Exit Polling

Edison Media Research president Larry Rosin says that voter exit polling is some of the most difficult research to execute effectively. Several factors make it challenging.

Exit polling has to be administered in all parts of the country, often in many states, simultaneously. On Super Tuesday, Rosin's company had to work concurrently in 24 states.

The surveys must be completed in all kinds of weather. In recent primaries, surveys had to be conducted despite tornados and ice storms.

The data has to be compiled and run through enormous computations in nearly real time so that it's available to the networks during their broadcasts.—MS



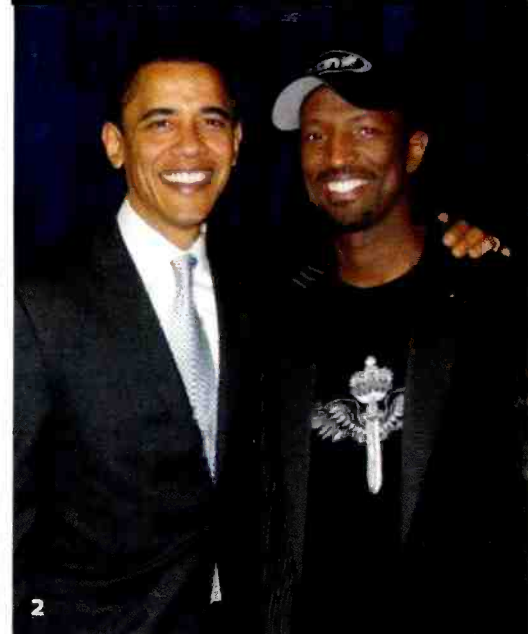
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Compiled by Alexandra Cahill
 ACahill@RadioandRecords.com



Ballroom Blitz

1. German metal legend Doro and her band rocked New York's Highline Ballroom March 23 with a set list that included such classics as "Fight" and "All We Are." Backstage minutes before show time are, from left, Skateboard Marketing president Munsey Ricci, Doro bassist Nick Douglas, Doro, Locomotive Records rock radio and press honcho Dave Cook, Locomotive product manager Ed Fox and producer Joseph Baldassara. Photo: Christa Titus

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

2. The Beat Generation Syndication One morning show personality Rickey Smiley, right, met Sen. Barack Obama, D-III., backstage at the Reunion Arena in Dallas, where the presidential candidate delivered a speech. Obama later called in to the "The Rickey Smiley Morning Show," based at Radio One urban KBFB (97.9 the Beat). **3. Bittersweet Symphony** Geffen recording artist Ashlee Simpson, center, has been on the road promoting her third studio album, "Bittersweet World." She stopped by Sirius Satellite Radio's New York studios to chat with Sirius Hits 1 "Morning Mash Up" hosts Ryan Sampson and Nicole Salpeter. **4. The Cat's Meow** Clear Channel country WKKT (96.9 the Kat)/ Charlotte MD/evening jock Ryan Dokke chatted with Carrie Underwood in the Arista Nashville suite during the Country Radio Seminar last month in Nashville. **5. Fooling Around** Interscope Records artist and "One Tree Hill" guest star Kate Voegele, center, performed "Only Fooling Myself" exclusively for Radio Disney. Flanking her are Interscope regional radio promotions representative Chris Moradi, left, and Radio Disney music director Kelly Edwards. **6. This One Goes To Eleven** Cox Radio hot AC WMXB-FM (Mix 103.7) staffers welcomed Wind-up alternative rockers Finger Eleven to their Richmond studio. From left are afternoon jock Twitch, Finger Eleven's Scott Anderson and James Black, midday jock Angie and PD Mark Fisher. **7. In Her Shoes** BNA/19 Recordings singer/songwriter Kellie Pickler, right, performed her hit "Red High Heels" during a March broadcast of Fox TV's "American Idol." Judge Paula Abdul gave the fifth-season finalist a congratulatory hug.



Formats

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

R&R SPIN SPOTLIGHT



Ladies First

A look at the select list of female artists who have reigned supreme at CHR/Top 40 with a career-opening single this decade. Until this week, none had done so in almost four years:

- Sara Bareilles, "Love Song," 2008
- Ashlee Simpson, "Pieces of Me," 2004
- JoJo, "Leave (Get Out)," 2004
- Beyoncé, "Crazy in Love," 2003
- Avril Lavigne, "Complicated," 2002
- Vanessa Carlton, "A Thousand Miles," 2002
- Alicia Keys, "Fallin'," 2001
- Blu Cantrell, "Hit 'Em Up Style (Oops!)," 2001
- Macy Gray, "I Try," 2000



Top Of The Pop

Maná's bow at No. 3 on Latin Pop is one of just five top five arrivals this decade and the first by a group:

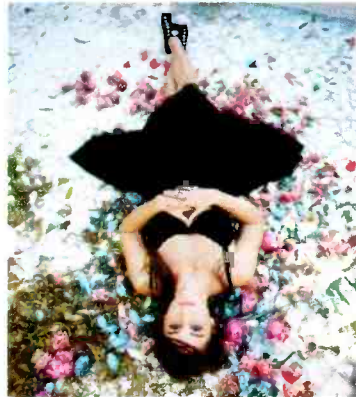
- Maná, "Si No Te Hubieras Ido," April 4, 2008, No. 3
- Juanes, "Volverte A Ver," Jan. 21, 2005, No. 3
- Juanes, "Nada Valgo Sin Tu Amor," Aug. 27, 2004, No. 1
- Ricky Martin, "Tal Vez," April 4, 2003, No. 1
- Ricky Martin, "She Bangs," Sept. 30, 2000, No. 3

THE SPIN



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

Bareilles Barrels To No. 1



Sara Bareilles ascends to the CHR/Top 40 summit, as "Love Song" (Epic) rises 2-1. The newcomer becomes the first solo female to climb to the format's top rung with a debut single since 2004 and one of only nine this decade (see Spin Spotlight, left). "Song" is also the first CHR/Top 40 No. 1 to reach the top five at Triple A (where it peaked at No. 3 in February) since Green Day's "Boulevard of Broken Dreams" in

early 2005 and the first by a woman since Natalie Imbruglia's "Torn" in 1998. The song also leads Hot AC for a fifth frame and rises 9-7 at AC.

Adkins Trumps Country Competition

Although Trace Adkins came up short in the finale of NBC's "The Celebrity Apprentice" during the tracking week, he is victorious at radio, as "You're Gonna Miss This" (Capitol Nashville) becomes his third Country No. 1. Adkins' ballad tops the chart 13 months after he closed a 10-year gap between his first two No. 1s. "Ladies Love Country Boys" topped the chart in March 2007, while he first ruled the Nielsen BDS-driven list in March 1997 with "(This Ain't) No Thinkin' Thing." Besides his three chart-toppers, Adkins has risen to the top 10 with 10 other songs since his debut in 1996, three of which peaked at No. 2.

Usher's 'Club' Is Still Hoppin'

Usher earns his ninth Rhythmic No. 1, extending his lead for most chart-toppers at the format, as "Love in This Club," featuring Young Jeezy (Zomba), bounces 2-1. The singer's latest trip to the top places him further ahead of his closest competitors—50 Cent, Nelly and Mariah Carey—who each have had seven No. 1s since the Nielsen BDS-fed chart began in 1992. Usher last crowned the list as a featured artist with Ludacris on Lil Jon & the East Side Boyz's "Lovers & Friends," the last of his five straight appearances to reach No. 1 in 2004-05. "Club" also spends its second week atop Urban.

Sweet Success For 'Lollipop'

Lil Wayne earns the largest spin increase in the 14-plus-year history of the Rap chart as "Lollipop," featuring Static Major (Universal Motown), rises 13-6 with a surge of 2,356 plays. Scoring its second straight Most Increased Plays trophy, the track's improvement exceeds the previous mark held by "Lovers & Friends" by Lil Jon & the East Boyz, featuring Usher & Ludacris, which gained 2,276 plays on the chart dated Nov. 26, 2004. Lil Wayne's track also grows by 1,167 plays on the Rhythmic chart for that list's largest gain since Eminem's "Just Lose It" added 1,639 spins on the chart dated Oct. 8, 2004.

Maná Launches At Latin Pop

Maná storms the Latin Pop chart at No. 3 with "Si No Te Hubieras Ido" (Warner Latina), the first radio track from "Arde El Cielo," due April 29. The song, originally a top five hit in 2000 for Marco Antonio Solís, scores the chart's highest debut in three years (see Spin Spotlight, left) and also debuts on Latin Rhythm at No. 22, earning Most Increased Plays at both formats. The group has collected 26 Latin Pop chart entries dating to 1995, including six chart-toppers.

Disturbed Relights 'Fire'

Disturbed roars back onto rock radio, as "Inside the Fire" (Reprise) enters Active Rock at No. 6, Rock at No. 13 and Alternative at No. 23, taking Most Increased Plays honors at all three formats. The song's Active Rock arrival is the best since Linkin Park's "What I've Done" opened at No. 3 last April. At Alternative, "Fire" scores the highest debut and best gain since Foo Fighters' "The Pretender" let loose at No. 16 on the Aug. 10, 2007, chart and added 832 spins a week later. Disturbed's fourth studio set, "Indestructible," drops June 3.



Cab Ride

Death Cab for Cutie speeds onto Triple A, as "I Will Possess Your Heart" (Atlantic) opens at a lofty No. 13 with Most Increased Plays (up 195). The lead single from "Narrow Stairs," due May 13, is just the third song to start in the top 15 since the Nielsen BDS-based chart expanded from 20 to 30 positions in August 2006, joining U2 & Green Day's "The Saints Are Coming" (No. 10, October 2006) and Bruce Springsteen's "Radio Nowhere" (No. 13 last September). The track also rolls 33-22 at Alternative (up 264 spins).



Country 'rock,' enhanced rock, Sac rock

Perseverance Pays Off

Ken Tucker

KTucker@RadioandRecords.com

new Capitol Nashville artist Emily West is a woman with a plan. Visit her MySpace page and look under "News and Tour Dates," and you'll see one entry repeated down the length of the page: "October 8, 2009 7:00 p.m. The Grammys Los Angeles, California." "You need goals in life," the 26-year-old Waterloo, Iowa, native says.

Perhaps it's not surprising then that West knew she wanted to be a country star at a very young age. In her early teens, West began visiting Nashville on a regular basis hoping to get her shot. In March 2000, after graduating early from high school, she moved to Music City. A month later she was signed to Warner/Chappell Music as a songwriter. "I basically took it one day at a time and pretended I knew about how the music business worked and developed myself as an artist and wrote songs," she says.

Capitol Nashville signed West in 2004, but success didn't come overnight for the young woman who counts Patsy Cline, Bette Midler and Vince Gill among her influences. It was worth the wait, West says. "I feel like the record has real stuff on it that couldn't have been made in the matter of a year.



You learn a lot from perseverance."

First single "Rocks in Your Shoes," which jumps 50-44-42 on R&R's Country chart, is an amped-up "put on your big-girl panties and deal with it" song. It was inspired by her great-great-grandfather John Baptist Bedard, a religious man who would literally put rocks in his shoes and plow the fields as penance for a night of drinking. "I thought that was sad, but I thought it was a really good song title," she says with a laugh.

Clear Channel country WDTW-FM Detroit PD John Trapane says that while he had already heard her music and liked it, he was further impressed when West came to visit the station. "She had 'it,' whatever 'it' is. She had buckets of it. Stage presence, vocal range and ability, a personality that was honest and genuine."

Atreyu Enhanced

When Hollywood Records rock act Atreyu rereleases its CD "Lead Sails Paper Anchor" April 22, the band will follow in the footsteps of labelmates the Jonas Brothers by offering the disc in a CDVU+ (pronounced "CD view plus") format,



a new way to package music with expanded content that includes unlimited videos, photographs and a digital booklet. The CDVU+ is packaged in a Digipak made from recycled materials and is itself recyclable.

Fans will be able to access all the content through a Web link that is triggered when they put the disc in their computers. Special content will include three bonus tracks, plus one new song, "The Squeeze," and two covers: Faith No More's "Epic" and the Descendents' "Clean Sheets." The disc will also include such exclusive videos as three live performances; five individual band profile pieces; two behind-the-scenes, life-on-the-road videos; and a guitar lesson from the band's "Big" Dan Jacobs.

Hollywood Records GM Abbey Konowitch says content is key. "Our goal with Atreyu's CDVU+ is to enhance the consumer's experience with compelling content. We created content every fan would want and can only get with this release."

Meanwhile, Atreyu's single "Falling Down" is No. 5 on R&R's Active Rock chart and No. 3 at Alternative.—Mike Boyle

'New Low' Class

The energy and power Middle Class Rut creates is impressive, especially considering that it comes from just two guys. Equally impressive is that even in their mid-20s, vocalist/guitarist Zack Lopez and vocalist/drummer Sean Stockham, both Sacramento natives, are industry vets. As teenagers, the twosome was part of DreamWorks band Leisure but struck out on its own in 2003 when that band broke up. "Sean and I have always played music together, but have had to rely on the roles of other people to fill out the band—vocals, bass, etc.," Lopez says. "Once we decided to do everything ourselves,

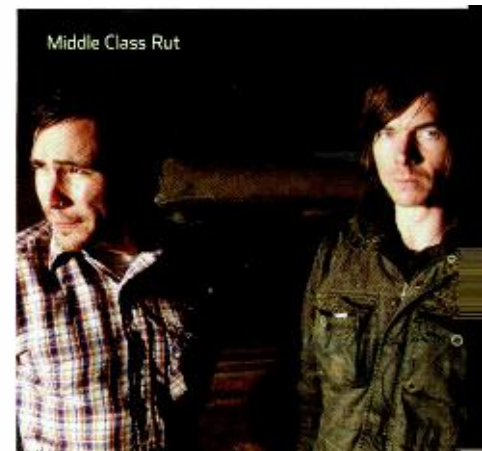
things became easy. We pride ourselves on being a completely self-contained machine."

Lopez and Stockham freely admit that they vent their frustrations through their emotional material. "We're old men in our mid-20s when it comes to experience," Lopez says. "A lot of feeling that way comes out in our music."

The indie duo, which has upcoming tour dates in Los Angeles, Bakersfield and San Francisco, released an EP in 2007. Entercom alternative KWOD/Sacramento MD Andy Hawk heard a demo and began airing "New Low" as part of his "Sounds of Sac" local music

feature. "My promotions director and I both said, 'Holy crap, that's good,'" he says. "It just had this really cool Jane's-Addiction-meets-the-Refused feel to it, and it's probably been the most-requested song on the station since we put it on."

CBS Radio alternative KITS (Live 105)/San Francisco APD/MD Aaron Axelsen says "New Low" is the most-requested song on his new-music show "Soundcheck" and even organized an outing at South by Southwest for several of his industry friends to see the band play.—Keith Berman



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Consultant Steve Davis chats about that endangered species known as research

Hey, Top 40 Radio: Research This!

Kevin Carter

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Research can be a tricky topic these days. Every station certainly wants it in its programming arsenal; most have access to some form of it, but sadly, that number has been reduced of late. In an age of slashed budgets, we've seen this vital component of radio success fall victim to the budget ax as many bottom-line-conscious operators decided it was more important to cut some expensive line items—in some scenarios, that meant the budget for research. Is this a case of short-sighted thinking for a short-term financial gain?

I discussed this and a variety of other research-related topics with my old friend, consultant to the stars Steve Davis, because he's a) a longtime front-line programmer and current senior VP of Zapoleon Media Strategies, and b) the smarter of the two of us.

Davis recalls a recent research project that shows the value of spending a little extra cash: "We knew the station needed a little tweaking, but we didn't really know the exact direction the station needed to be tweaked," he says. "Sure, we had our instincts, but the research study came back and gave us the road map. I said to the guys at the table, 'Look, we're pretty smart guys. We know how to drive, but we need the [Global Positioning System] mechanism of research to get us there.'"

No Guts, No Glory

But what about that other time-tested PD tool: gut instinct? Surely that must play an important role. "Sure, there's still an art to the science," Davis says. "I believe that with any study you do, whether it's music, perceptual or format finder, you also have to have a keen awareness of the market. There are a lot of moving pieces of the puzzle that come into play. At the same time, you need that broad-stroke overview provided by research that will show you the window of opportunity, no matter how big or small that opportunity is. It's really distressing to me to look at some of these legacy stations that are giving up positions that they didn't really need to give up, if only they would spend a few extra pennies on research,

instead of going off on some aimless tangent."

Dragging out the slide show, Davis demonstrates another positive example of a client investing wisely in research and reaping the benefits: "Smart operators like owner Mike Cutchall, GM Elizabeth Hamma, PD Bob Neumann and staff at [hot AC] WRMF/West Palm Beach have made a major commitment to continue to research their position," he says. "They're backing that with ongoing music studies and marketing, and they've been No. 1 in the market 12+. We firmly believe we had the right tools—like a great study from Coleman—that gave us a great road map. We executed that plan and didn't waiver from the mission, and it's paid off in huge dividends."

In an ideal world, successful stations would employ a balanced combination of passive and active research. These days, especially when dealing with a younger-end format like top 40, just locating a couple of suitable passive respondents has become a near-impossible mission. "It's the same challenges that Arbitron now faces: finding younger-end respondents who don't live in cell-phone-only households," Davis says. "Anyone under the age of 30 is generally difficult to reach because they don't have a land line. I'm no research guru, and this is only a guess, but I predict that traditional land-line-based callout will become an extinct animal within the next five years."

At the other end of the spectrum is active-based research, where respondents reach out to the station, often online—a method that usually tracks ahead of the proverbial curve, whereas traditional callout tends to look conservative by comparison. "With

'With online research, you're dealing with the active 20% of your audience who are setting the trends. From a musical perspective, they may be three or four weeks ahead of what the other 80% of your audience is ready for.'

—Steve Davis



'You need that broad-stroke overview provided by research that will show you the window of opportunity, no matter how big or small that opportunity.'

—Steve Davis

online research, you're dealing with the active 20% of your audience who are setting the trends. From a musical perspective, they may be three or four weeks ahead of what the other 80% of your audience is ready for," Davis says. "The trick is to balance both methodologies. This is where PDs must apply the art to the science."

As an example of a station that employed both methods, Davis cites Cumulus CHR/top 40 WWWW (Q100)/Atlanta. The results were, as expected, different. "For one thing, the burn factor varied: Online burn was once again tracking ahead of the curve, while the reverse was true with traditional callout." Davis then created a formula that combined the results of both. "That's what we used to make our music decisions each week, and it worked great," he says. "Each method tempers the other one, so we ended up with a pretty accurate snapshot of where reality was, which was somewhere in the middle."

Look, Ma, No Callout!

Nowhere is that active, ahead-of-the-curve research methodology more on display than in the recent rebirth of the "Hot Hits"—type, ultra-current-based format that CBS Radio launched on KHJZ (Hot 95-7)/Houston. It reminds Davis of his days as MID/morning talent at legendary WBBM-FM (B96)/Chicago, where, as an alum of Mike Joseph's original Hot Hits format, he turned the hottest hits over every hour, much like Hot 95-7 is doing now.

"It's interesting to see what's happening there, with such a forward-moving format that plays the most-requested song every hour," he says. Yup, this beast is all active: The phones and the Web site drive the format.

"I think there's an opportunity for that once again, given the cyclical nature of radio," Davis says. "That's exactly what we did in Chicago—when we made our musical decisions, callout wasn't part of the play. Back then, we took requests and still surveyed record stores, which don't really exist anymore, but today you can certainly survey downloads along with requests." Then, as now, the desires of the Hot Hits audience were immediately reflected in the movement of the songs.

Bottom Line

You still need to invest in some kind, any kind of research, Davis says. "Too many naysayers continue to preach gloom and doom about radio, but I don't buy into that. I still believe that radio has a good future ahead of it. I think we have to get smarter in the way we look at things, and I absolutely believe that there is a return on investment—there are those magic words—in spending a few thousand dollars every year to make sure you have the right product on the air. It's a heck of a lot cheaper in the long run to spend \$30,000 on a perceptual study to ensure that you're in the right place, or risk losing \$150,000 in a smaller market because you have a crap format that you stuck with too long, or you started veering off on some tangent that the audience wasn't ready for. That's my opinion, but hey, I don't own a radio station."

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▶ **LEONA LEWIS' "BLEEDING LOVE" ENTERS THE TOP 10 WITH MOST INCREASED PLAYS HONORS (14-10, UP 1,228).** LAST WEEK, SHE BECAME THE FIRST BRITISH FEMALE TO TOP THE BILLBOARD HOT 100 SINCE KIM WILDE IN 1987 (WITH "YOU KEEP ME HANGIN' ON") AND THE FIRST FEMALE BRIT TO DO SO WITH A DEBUT SINGLE SINCE SHEENA EASTON IN 1981 (WITH "MORNING TRAIN").

WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	2	13	SARA BAREILLES LOVE SONG	NO. 1 (1WK)	11 ☆ EPIC	9640 +211	51.698 2
2	1	15	CHRIS BROWN WITH YOU		11 ² ☆ JIVE/ZOMBA	9499 -125	57.335 1
3	3	21	FLO RIDA FEATURING T-PAIN LOW		11 ³ ☆ POE BOY/ATLANTIC	7905 -623	46.836 3
4	7	10	JORDIN SPARKS DUET WITH CHRIS BROWN NO AIR		☆ 19/JIVE/ZOMBA	7580 +765	43.399 5
5	6	16	MILEY CYRUS SEE YOU AGAIN		☆ HOLLYWOOD	7426 +515	41.327 6
6	4	16	RIHANNA DON'T STOP THE MUSIC		11 ☆ SRP/DEF JAM/IDJMG	7193 -871	45.365 4
7	5	20	BUCKCHERRY SORRY		11 ☆ ELEVEN SEVEN/ATLANTIC	6981 +60	30.182 10
8	9	6	USHER FEATURING YOUNG JEEZY LOVE IN THIS CLUB		☆ LAFACE/ZOMBA	5967 +771	32.604 8
9	8	7	MARIAH CAREY TOUCH MY BODY		☆ ISLAND/IDJMG	5943 +668	31.105 9
10	14	6	LEONA LEWIS BLEEDING LOVE		MOST INCREASED PLAYS SYCO/JRMG	5272 +1228	34.084 7
11	10	17	ONEREPUBLIC STOP AND STARE		☆ MOSLEY/INTERSCOPE	4871 +205	25.014 11
12	13	11	DAUGHTRY FEELS LIKE TONIGHT		☆ RCA/RMG	4339 +258	21.137 14
13	12	22	THREE DAYS GRACE NEVER TOO LATE		11 ² ☆ JIVE/ZOMBA	4198 +68	17.009 20
14	11	29	TIMBALAND FEATURING ONEREPUBLIC APOLOGIZE		11 ⁴ ☆ MOSLEY/BLACKGROUND/INTERSCOPE	3859 -503	22.940 12
15	17	9	LUPE FIASCO FEATURING MATTHEW SANTOS SUPERSTAR		☆ 1ST & 15TH/ATLANTIC	3811 +275	21.194 13
16	16	8	JONAS BROTHERS WHEN YOU LOOK ME IN THE EYES		☆ HOLLYWOOD	3682 +35	17.572 17
17	15	22	SEAN KINGSTON TAKE YOU THERE		11 ☆ BELUGA HEIGHTS/EPIC	3543 -429	19.594 16
18	23	2	MADONNA FEAT. JUSTIN TIMBERLAKE 4 MINUTES		AIRPOWER WARNER BROS.	3370 +1208	20.064 15
19	18	23	ALICIA KEYS NO ONE		11 ⁴ ☆ MBK/JRMG	3238 -138	17.431 18
20	21	21	TAYLOR SWIFT TEARDROPS ON MY GUITAR		11 ³ ☆ BIG MACHINE/UNIVERSAL REPUBLIC	3046 -253	16.479 21
21	22	12	LIFEHOUSE WHATEVER IT TAKES		☆ GEPHEN/INTERSCOPE	2671 +242	8.433 31
22	28	3	RAY J & YUNG BERG SEXY CAN I		☆ KNOCKOUT/DEJA 34/KOCH/EPIC	2576 +791	17.366 19
23	24	6	CHERISH FEATURING YUNG JOC KILLA		☆ SHO'NUFF/CAPITOL	2451 +321	13.860 22
24	26	5	NATASHA BEDINGFIELD POCKETFUL OF SUNSHINE		☆ PHONOGENIC/EPIC	2278 +300	9.623 28
25	25	8	ALICIA KEYS LIKE YOU'LL NEVER SEE ME AGAIN		11 ☆ MBK/JRMG	2155 +64	11.674 24
26	27	7	COLBIE CAILLAT REALIZE		☆ UNIVERSAL REPUBLIC	1990 +178	7.261 34
27	31	4	TAYLOR SWIFT OUR SONG		11 ☆ BIG MACHINE/UNIVERSAL REPUBLIC	1976 +369	6.748 36
28	32	4	WEBBIE, LIL' PHAT & LIL' BOOSIE INDEPENDENT		☆ TRILL/ASYLUM/ATLANTIC	1836 +298	9.621 29
29	34	4	BRITNEY SPEARS BREAK THE ICE		☆ JIVE/ZOMBA	1577 +254	11.803 23
30	33	5	FLYLEAF ALL AROUND ME		☆ A&M/OCTONE/INTERSCOPE	1523 +165	9.970 25
31	NEW	RIHANNA TAKE A BOW		MOST ADDED SRP/DEF JAM/IDJMG	1268 +618	9.723 27	
32	32	11	JESSE MCCARTNEY LEAVIN'		☆ HOLLYWOOD	1151 +332	4.550 -
33	36	3	FERRAS HOLLYWOOD'S NOT AMERICA		☆ CAPITOL	1142 +123	5.194 39
34	29	20	BOYS LIKE GIRLS HERO/HEROINE		☆ COLUMBIA	1074 -637	4.381 -
35	NEW	DANITY KANE DAMAGED		☆ BAD BOY/ATLANTIC	1043 +375	8.569 30	
36	30	11	SNOOP DOGG SENSUAL SEDUCTION		11 ☆ DOGGYSTYLE/GEFFEN/INTERSCOPE	1037 -632	5.465 38
37	38	2	FERGIE FINALLY		☆ WILL.I.AM/A&M/INTERSCOPE	1021 +116	4.454 -
38	35	10	CASCADA WHAT HURTS THE MOST		☆ ROBBINS	920 -363	9.813 26
39	40	19	BRITNEY SPEARS PIECE OF ME		☆ JIVE/ZOMBA	845 0	8.304 32
40	NEW	GAVIN DEGRAW IN LOVE WITH A GIRL		☆ JRMG	828 +171	4.426 -	



ARTIST TITLE / LABEL	NEW STATIONS
RIHANNA Take A Bow (SRP/Def Jam/IDJMG)	19
KBKS, KJYO, KKDM, KKRZ, KSMB, KSPW, WAEV, WAEZ, WBHT, WDJQ, WHKF, WLDI, WNTQ, WPRO, WRVQ, WSNX, WSTW, WVSX, WXXS	
METRO STATION Shake It (Red Ink/RED/Columbia)	17
KBKS, KDWB, KHYS, KIIS, KKPN, KLAL, KQMQ, KSPW, KZHT, WBHT, WBZW, WHBQ, WHYS, WJIM, WNCI, WPRO, WXXS	
RAY J & YUNG BERG Sexy Can I (Knockout/Deja 34/Koch/EPIC)	14
KKOB, WABB, WAKZ, WBHT, WFLZ, WHTZ, WKCI, WKSC, WLDI, WQEN, WRVQ, WXXL, WXYK, WZEE	
MADONNA FEAT. JUSTIN TIMBERLAKE 4 Minutes (Warner Bros.)	13
KBKS, KDND, KHKS, KIIS, KRUF, KXXM, WAEV, WBVD, WDCG, WDJQ, WKZL, WNOK, WPRO	
DANITY KANE Damaged (Bad Boy/Atlantic)	13
KDND, KDWB, KKDM, KSPW, WBZW, WFLZ, WHTZ, WJIM, WKCI, WKGS, WKST, WWHT, WXXL	
BRITNEY SPEARS Break The Ice (Jive/Zomba)	10
KZHT, WAEB, WAPE, WBZW, WDCG, WFBC, WHKF, WHYS, WHIB, WKRZ	
JESSE MCCARTNEY Leavin' (Hollywood)	10
KJYO, KKDM, KQCH, WAPE, WERO, WHTZ, WSNX, WSTR, WXXS, WZEE	
LIL WAYNE FEAT. STATIC MAJOR Lollipop (Cash Money/Universal Motown)	10
CKEY, KHFI, KHYS, KHHT, KKRZ, KSMB, KZCH, WFHN, WWHT, WXXX	
FLO RIDA FEAT. TIMBALAND Elevator (Poe Boy/Atlantic)	9
KJYO, KKMG, KLAL, KZZP, WHKF, WJIM, WKST, WNOU, WRVQ	

NEW AND ACTIVE			
ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
C-SIDE FEAT. KEYSHIA COLE Boyfriend/Girlicious (1720/Universal Republic)	778/187	THE SPILL CANVAS ☆ All Over You (One Eleven/Sire/Reprise)	420/22
TOTAL STATIONS: 54		TOTAL STATIONS: 33	
FLO RIDA FEAT. TIMBALAND Elevator (Poe Boy/Atlantic)	760/198	2 PISTOLS FEAT. T-PAIN & TAY DIZM She Got It (Universal Republic)	407/107
TOTAL STATIONS: 91		TOTAL STATIONS: 61	
METRO STATION Shake It (Red Ink/RED/Columbia)	727/308	COLBY O'DONIS FEAT. AKON What You Got (KonLive/Geffen/Interscope)	400/104
TOTAL STATIONS: 76		TOTAL STATIONS: 59	
JANET Feedback (Island/IDJMG)	725/19	PANIC AT THE DISCO Nine In The Afternoon (Decaydance/Fueled By Ramen/RRP)	369/117
TOTAL STATIONS: 72		TOTAL STATIONS: 57	
SIMPLE PLAN ☆ Your Love Is A Lie (Lava/Atlantic/RRP)	615/73	3 DOORS DOWN It's Not My Time (Universal Republic)	368/84
TOTAL STATIONS: 40		TOTAL STATIONS: 24	

MOST INCREASED PLAYS	
+1228	LEONA LEWIS Bleeding Love (SYCO/JRMG) WIOQ +70, KHKS +65, XT20 +60, KSLZ +39, KDWB +37, KHFI +37, WRVQ +35, WKSC +33, WKFS +32, KXXM +30
+1208	MADONNA FEAT. JUSTIN TIMBERLAKE 4 Minutes (Warner Bros.) KQCH +32, KSAS +31, WIOQ +27, WKCI +26, WWHT +26, WAEZ +25, KIIS +25, WJKT +24, WXYK +23, WXLK +23
+791	RAY J & YUNG BERG Sexy Can I (Knockout/Deja 34/Koch/EPIC) WKGS +41, WIOQ +36, WXXL +31, KKRZ +27, KWYL +24, KQCH +23, WKSC +22, WLDI +22, KSPW +20, WNTQ +20
+771	USHER FEAT. YOUNG JEEZY Love In This Club (LaFace/Zomba) WBZW +49, KRUF +34, WNOU +32, KXMM +32, WAEZ +26, KZHT +24, KWYL +22, WKKT +22, WKCS +20, KKPN +20
+765	☆ JORDIN SPARKS DUET WITH CHRIS BROWN No Air (19/Jive/Zomba) WDCG +60, KHOP +48, WLDI +43, KKDM +42, WKFS +37, WKCS +36, WTRW +33, WHOT +32, WHIB +31, WDJQ +31

ADDED AT... XM TOP 20 ON 20 (top 20 on 20)
Satellite
PD: Michelle Cartier
MD: Priestly
Ryan Cabrera, Say, 13
Saving Jane, Supergirl, 8
Gavin DeGraw, In Love With A Girl, 7
Blake Lewis, How Many Words, 5
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Talent coach Steve Reynolds works on getting personalities to embrace focus groups

Research As Talent Development Tool

Darnella Dunham

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deciphering weekly callout results is a fundamental part of the job for many programmers. While most personalities don't deal with research on a regular basis, it's not unusual for stations to invest in focus group studies for their morning shows. The results typically provide insights into which bits listeners want more or less of and can also reveal how the audience feels about the program's cast of characters.

One talent consultancy that helps personalities interpret and apply focus group results is the Reynolds Group, formed eight years ago when PD/on-air personality Steve Reynolds married his love of radio with his passion for teaching. While most of his clients are morning shows, Reynolds also works with p.m. drive programs and across multiple formats.

Since its formation, Reynolds Group clients have included Emmis KPWR (Power 106)/Los Angeles' "Big Boy's Neighborhood" (before ABC Radio Networks picked up the show for syndication), syndicated shows "The Tom Joyner Morning Show" and "The Yolanda Adams Morning Show," and Lincoln Financial CHR/top 40 WSTR (Star 94.1)/Atlanta's "Cindy & Ray."

Reynolds says it was his own experience as a host who benefited from focus group research that helped prepare him as a talent coach. Working as morning man at WRDU/Raleigh during its run as a rock outlet in the '90s, Reynolds says he was eager to find out what focus groups had to say about his show.

"I enjoyed a great run at WRDU but I was getting bored," he recalls. "As I entered my ninth year doing morning drive I must admit—I just couldn't come up with another thing to do. I needed a bold challenge to grow my skill set."

For the better part of a year Reynolds pleaded with his GM to let him observe focus groups that the station was conducting. "I wanted to watch what listeners said about the show," he says. "What made them tune in? What made them tune out? And how do I get

those worlds in sync as the anchor and executive producer of the show so that they choose us more often?"

Eye-Opening Experience

Keeping the pressure on, management finally agreed, and the result was a transformative experience for Reynolds. "I walked out of an evening of focus groups born again in radio. I got to see what average people said—what we did that they liked and what we did that they didn't like—and it didn't match up completely with my perception of the program."

Armed with that information, Reynolds says he and WRDU's programming department orchestrated changes that caused his morning show ratings to rise.

Applying the research required Reynolds' emotions to take a back seat. "It was absolutely a blow to my ego—completely. In every experience, I always say, 'Where is the growth for Steve?' And the growth for me was in figuring out how I detach my ego. This is business—these are business decisions. I think I rose to the challenge of figuring out how to separate my ego as best I could from the comments. It wasn't about me—it was about the show, and the health of the show was paramount."

It was after he left WRDU to accept a PD position elsewhere in the market that researcher Jon Coleman suggested a career change to Reynolds. Anticipating that consolidation would have an adverse effect on talent coaching as programmers absorbed additional

duties, Coleman suggested that his friend combine his programming, personality and teaching skills. That idea led to the launch of the Reynolds Group.

In its infancy in early 2000 the company didn't have many clients, "but it took off soon after that," Reynolds recalls. While some deride radio for not investing in talent development, Reynolds says he has found that executives understand the value of nurturing their personalities to reach higher levels. Getting decision-makers to recognize this has "never been a hard sell, believe it or not."

Getting Talent Buy-In

Reynolds says it has been a challenge getting high-profile personalities to embrace research results with the same openness he had when he was on-air. Personalities are sometimes reluctant to accept research and question its reliability based on sample-size concerns. "I hear that observation a lot and I tell talent I do believe in research," Reynolds says.

Absent any formal research beyond audience ratings, stations are often forced to rely exclusively on that small, vocal active segment of their audience for feedback. "We'll only hear from 2% of the audience at anytime via e-mail or [telephone], or they'll come to a remote or an appearance. And if listeners regurgitate to me unaided images that they have of the show, there's some validity in that because that's what drives them. We're in the image-building business; denial is a powerful tool—we all have it in us. If I hear it from enough listeners in focus groups from a research company that I trust, I have to put some credence in that. Images are what drive anything."

Reynolds notes how other businesses regularly utilize research. "You think Apple just does stuff because they think it's the right thing? A healthy amount of research goes into understanding the wants and needs of people, the images of Apple and what it is that Apple can make next that will make people's lives better."

While Reynolds places a high value on research, he also strives to build a personal connection with talent. He has two primary objectives: "understanding what motivates them and understanding what their definition of success is," he says. "For some talent it's getting to a major market, for some it's making a million dollars, for some talent it's, 'I want to know how to do this so well so I can stay at this station for the rest of my life because I like living here.' And it's egregious for me not to know that. This is not a one-size-fits-all—I don't manage every talent the same."

Despite what some may believe, talent is still a priority for many companies, even in today's volatile economic climate. "There are stations that you hear [are] cutting budgets, but they're still investing in their morning show because they know what that means to their images and their revenue," Reynolds says.



'It was absolutely a blow to my ego—completely. The growth for me was in figuring out how I detach my ego. It wasn't about me—it was about the show, and the health of the show was paramount.'

—Steve Reynolds



► "TOUCH MY BODY" BY **MARIAH CAREY** CLIMBS 5-3, GIVING THE SINGER HER 12TH JOURNEY TO THE TOP THREE, THE MOST IN CHART HISTORY. SHE HAD BEEN CAUGHT IN A FOUR-WAY TIE WITH NELLY, T-PAIN AND USHER, WHO EACH HAVE 11 TOP THREE RHYTHMIC TRACKS TO THEIR CREDIT.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	2	7	USHER FEATURING YOUNG JEEZY Love In This Club	NO. 1 (1WK)	LAFACE/ZOMBA	5295 +444	38.270	2
2	3	10	RAY J & YUNG BERG Sexy Can I		KNOCKOUT/DEJA 34/KOCH/EPIC	5256 +451	39.087	1
3	5	7	MARIAH CAREY Touch My Body		ISLAND/DJMG	5027 +450	36.402	3
4	1	17	CHRIS BROWN With You		JIVE/ZOMBA	4661 -370	32.134	4
5	6	29	FLO RIDA FEATURING T-PAIN Low		POE BOY/ATLANTIC	4201 -198	30.352	5
6	4	17	WEBBIE, LIL' PHAT & LIL' BOOSIE Independent		TRILL/ASYLUM/ATLANTIC	4163 -459	25.080	7
7	7	11	2 PISTOLS FEATURING T-PAIN & TAY DIZM She Got It		UNIVERSAL REPUBLIC	3583 +399	21.787	8
8	9	8	COLBY O'DONIS FEATURING AKON What You Got		KONLIVE/GEFFEN/INTERSCOPE	3578 +515	27.731	6
9	10	20	J. HOLIDAY Suffocate		MUSIC LINE/CAPITOL	2520 -446	14.631	15
10	16	6	FLO RIDA FEATURING TIMBALAND Elevator		POE BOY/ATLANTIC	2433 +374	14.614	16
11	11	12	LUPE FIASCO FEATURING MATTHEW SANTOS Superstar		1ST & 15TH/ATLANTIC	2402 -288	17.044	10
12	12	12	SHAWTY LO DeY Know		D4L/ASYLUM	2390 +116	13.679	18
13	13	10	MARIO Crying Out For Me		3RD STREET/JRMG	2385 +155	12.184	21
14	8	12	RIHANNA Don't Stop The Music		SRP/DEF JAM/DJMG	2357 -762	17.965	9
15	19	7	JORDAN SPARKS DUET WITH CHRIS BROWN No Air	AIRPOWER	19/JIVE/ZOMBA	2216 +408	13.749	17
16	31	2	LIL WAYNE FEAT. STATIC MAJOR Lollipop	AIRPOWER/MIP/MOST ADDED	CASH MONEY/UNIVERSAL MOTOWN	1971 +1167	15.535	11
17	18	13	THE-DREAM Falsed		RADIO KILLA/DEF JAM/DJMG	1953 -31	11.876	22
18	20	8	CHERISH FEATURING YUNG JOC Killa		SHO'NUFF/CAPITOL	1856 +189	10.529	23
19	15	24	SEAN KINGSTON Take You There		BELUGA HEIGHTS/KOCH/EPIC	1855 -271	13.338	19
20	24	4	RICK ROSS FEAT. T-PAIN The Boss	AIRPOWER	SLIP-N-SLIDE/DEF JAM/DJMG	1816 +395	14.686	14
21	14	18	SNOOP DOGG Sensual Seduction		DOGGYSTYLE/GEFFEN/INTERSCOPE	1804 -420	12.307	20
22	17	19	PITBULL FEATURING LIL JON The Anthem		FAMOUS ARTISTS/TVT	1767 -261	14.932	12
23	22	7	RYAN LESLIE Diamond Girl		NEXTSELECTION/CASABLANCA/UNIVERSAL MOTOWN	1452 -82	9.402	24
24	25	6	LIL MAMA FEATURING CHRIS BROWN & T-PAIN Shawty Get Loose		FAMILIAR FACES/JIVE/ZOMBA	1398 +84	8.086	26
25	23	9	KEYSHIA COLE I Remember		IMANU/GEFFEN/INTERSCOPE	1297 -130	8.623	25
26	26	20	BIG GEMINI Hypnotized		BIG GUN/UPSTAIRS	1235 -43	7.545	27
27	21	18	ALICIA KEYS Like You'll Never See Me Again		MBK/JRMG	1127 -480	5.404	34
28	28	4	LEONA LEWIS Bleeding Love		SYCO/JRMG	1102 +188	6.814	29
29	27	16	FAT JOE FEATURING J. HOLIDAY I Won't Tell		TERROR SQUAD/IMPERIAL/CAPITOL	1085 -132	14.797	13
30	33	3	DANITY KANE Damaged		BAD BOY/ATLANTIC	910 +230	5.790	32
31	30	3	DJ FELLI FEL FEAT. NE-YO, FABOLOUS, KANYE WEST & JERMAINE DUPRI Finer Things		50 SO DEF/DJMG	865 +59	5.180	35
32	29	6	THE DEY Give You The World		EPIC/KOCH	829 -66	3.004	-
33	34	2	C-SIDE FEATURING KEYSHIA COLE Boyfriend/Girlfriend		1720/UNIVERSAL REPUBLIC	703 +60	2.694	-
34	37	2	ROCKO Umma Do Me		ROCKY ROAD/ISLAND URBAN/DJMG	670 +111	3.179	-
35	35	3	SOULJA BOY TELL'EM FEATURING ARAB Yahhh!		COLLIPARK/INTERSCOPE	666 +28	3.771	37
36	36	17	ENUR FEATURING NATASJA Calabria 2008		ULTRA	655 +17	6.494	31
37	32	19	KANYE WEST FEATURING DWELE Flashing Lights		ROC-A-FELLA/DEF JAM/DJMG	637 -128	7.111	28
38	NEW		PLIES FEATURING NE-YO Bust It Baby (Part 2)		BIG GATES/SLIP-N-SLIDE/ATLANTIC	636 +181	3.550	39
39	NEW		LLOYD FEATURING LUDACRIS How We Do It		THE INC./UNIVERSAL MOTOWN	612 +181	2.946	-
40	NEW		WIZ KHALIFA Say Yeah		ROSTRUM/WARNER BROS.	534 +123	3.283	-

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
LIL WAYNE FEAT. STATIC MAJOR Lollipop (Cash Money/Universal Motown) KBOS, KIKI, KKWD, KOHT, KPHW, KPRR, KSEQ, KTBT, KXBT, KYLD, KYZZ, KZON, WBBM, WHZT, WKHT, WMBX, WPOW, WRVZ, XMOR	19
ASHANTI The Way That I Love You (The Inc./Universal Motown) KDDB, KDCS, KHTN, KISV, KKR, KSEQ, KTTB, KXJM, KYZZ, KZZA, WNHT, WRDW, WRFD, WVKX, XHTZ	15

DJ FELLI FEL FEAT. NE-YO, FABOLOUS, KANYE WEST & JERMAINE DUPRI Finer Things (So So Def/DJMG) KBOS, KBMB, KDDB, KEZE, KKR, KZZA, WAJZ, WJFX, WRDW, WRFD, WXIS	11
DAVID BANNER FEAT. CHRIS BROWN Get Like Me (B.I.G.F.A.C.E./SRC/Universal Motown) KBMB, KCAQ, KDDB, KHTN, KISV, KSEQ, KXJM, KYZZ, WRDW, WRVZ	10

WIZ KHALIFA Say Yeah (Rostrum/Warner Bros.) KBDS, KBFM, KHTN, KSEQ, KYZZ, WNHT, WRFD, XHTO	8
LLOYD FEAT. LUDACRIS How We Do It (The Inc./Universal Motown) KOHT, KRKA, KTBT, WBTT, WKHT, WNHT, WZMX	7

DANITY KANE Damaged (Bad Boy/Atlantic) KBOS, KGGI, KLUC, KQKS, WKHT, WPOW	6
LEONA LEWIS Bleeding Love (SYCO/JRMG) KBDS, KEZE, KIBT, KPHW, KZZA, XHTO	6

SEAN KINGSTON FEAT. THE DEY & JUELZ SANTANA There's Nothin (Beluga Heights/Epic/Koch) KBFM, KPRR, KVVY, WAJZ, WJFX, WNHT	6
RIHANNA Take A Bow (SRP/Def Jam/DJMG) KCHZ, KDGS, KPRR, WJQM, WLTO, WWKL	6

ADDED AT... WRED
Portland, ME
PD: Buzz Bradley
MD: DJ Jon
Wiz Khalifa, Say Yeah, 17
Kardinal Offishall, Dangerous, 5
Tiffany Evans Feat. Bow Wow, I'm Grown, 3
Ashanti, The Way That I Love You, 2
DJ Felli Fel, Finer Things, 1

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
BABY BASH FEAT. KEITH SWEAT Don't Stop (Arista/RMG) TOTAL STATIONS: 36	532/60	SEAN KINGSTON FEAT. THE DEY & JUELZ SANTANA There's Nothin (Beluga Heights/Epic) TOTAL STATIONS: 39	345/205
PITBULL FEAT. TRINA & YOUNG BOSS Go Girl (Famous Artists/TVT) TOTAL STATIONS: 30	474/181	ICE CUBE Gangsta Rap Made Me Do It (Lench Mob) TOTAL STATIONS: 28	328/42
NELLY FEAT. FERGIE Party People (Derry/Universal Motown) TOTAL STATIONS: 46	444/271	YING YANG TWINS Drop (TVT) TOTAL STATIONS: 32	314/16
MADONNA FEAT. JUSTIN TIMBERLAKE 4 Minutes (Warner Bros.) TOTAL STATIONS: 25	414/157	RIHANNA Take A Bow (SRP/Def Jam/DJMG) TOTAL STATIONS: 20	301/183
MR. CAPONE-E Let Me Luv You Girl (Hi Power) TOTAL STATIONS: 25	385/19	SNOOP DOGG FEAT. TOO SHORT & MISTAH F.A.B. Life Of Da Party (Doggystyle/Geffen/Interscope) TOTAL STATIONS: 35	301/174

MOST INCREASED PLAYS

+1167

LIL WAYNE FEAT. STATIC MAJOR

Lollipop (Cash Money/Universal Motown) KZZA +57, WKHT +43, KPTY +37, WBTT +36, WXIS +36, KZFM +35, WRCL +33, KXBT +33, KISV +30, WLLD +29

+515

COLBY O'DONIS FEAT. AKON

What You Got (KonLive/Geffen/Interscope) WJMN +40, KDDB +39, KZZA +35, KSRM +33, WBTT +31, WWKL +25, XHTZ +22, KBBT +22, WAJZ +20, KDGS +19

+451

RAY J & YUNG BERG

Sexy Can I (Knockout/Deja 34/Koch/EPIC) KRKA +31, WRDW +27, WJFX +27, KDHT +27, KKWD +26, WBTT +25, KBT +24, XMOR +24, KBTT +22, KIKI +20

+450

★ **MARIAH CAREY**

Touch My Body (Island/DJMG) WNVZ +63, KPRR +45, WPYO +45, WRDW +37, KKWD +28, KUBE +27, WKHT +27, KEZE +23, KCAQ +22, KBDS +22

+444

★ **USHER FEAT. YOUNG JEEZY**

Love In This Club (LaFace/Zomba) KKR +57, WJMN +33, KGGI +31, WKHT +30, WRDW +29, KDGS +28, KHTN +24, KKSS +24, WZMX +23, KIBT +22

FOR WEEK ENDING MARCH 30, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations. 76 rhythmic stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2008 Nielsen Business Media, Inc. All rights reserved.

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Nontraditional research tools help guide a pair of small-market programmers

The Ears Around You

Darnella Dunham

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In the past year, budget cuts have required some programmers to forgo callout research. Others never relied on it in the first place, yet still managed to pull in remarkable ratings. ■ Charles Anthony and Chris Collins oversee two stations apiece in Tuscaloosa, Ala., and Monroe, La., respectively, and win without the aid of callout. ■ Under Anthony's programming guidance, Citadel urban AC WTUG finished first and gospel WTSK-AM second in 12+ listeners in the fall 2007 Arbitron survey. Holladay urban KRVV and urban AC KJMG, the stations under Collins' purview, were also top-rated. KRVV consistently dominates the market, and KJMG placed third overall with listeners in the fall.

Though less scientific than callout, the research methods the pair uses appear to be quite effective. For Collins, "It's always been more of an intuition thing. I also take into account a number of my guys—they DJ out in the clubs and we have a street team, so we can gauge what's going to be underground and what's going to catch on. You look at radio as a whole right now, nobody's trying to break new artists—it's all kind of safe."

Anthony has found a valuable resource in bdsradio.com—he regularly visits the site to look at other stations' playlists. Knowing which songs are working in other markets helps him take calculated risks. "I take the safe route more than most program directors," Anthony says. "I have an old saying: 'If

my listeners don't know the words to it, I don't play it.' So I don't take too many chances on songs."

In addition to looking at stations in markets with similar ethnic compositions to his, he also hones in on outlets ranked top three in their markets or No. 1 in the format.

Collins, too, pays close attention to specific markets, while also keeping an eye on what's happening nationally. "I do look at charts," he says, "but I've got compilation panels that I pull and I build my own pallet of what I consider to be strong stations close to this region: Louisiana, Texas and Mississippi." When he spots a song doing well in one of those areas, Collins says he listens to it immediately.

Tracking Music Sales

In addition to offering numerous ways to dissect radio airplay, bdsradio.com also displays music sales data from Nielsen SoundScan. This channel lists national and local album sales information, including weekly and total unit counts, as well as national digital track sales. The service also provides national song research for urban and eight other formats.

Human Research Resources

Both programmers lean on their airstaff for guidance when making musical selections. "They come to me with songs to watch," Anthony says about WTUG's personalities. Collins recalls, "Years ago when [Mr. C the Slide Man's] 'Cha Cha Slide' came out—my guy that does middays on KJMG—he told me about that song before anyone else did. He said there was this one song bubbling up that he had heard at a party and it was really starting to catch on. He let me hear it—it wasn't

anyone from the label. We started playing that way before it became a hit, and I was surprised it did as well as it did nationally. It actually played on AC before it played on the mainstream, but I was getting so much call volume for it on the mainstream that I didn't have much of a choice but to play it."

On gospel WTSK-AM, Anthony relies heavily on his staff, especially midday talent Fradell Amerson, who's been with the station for 33 years. "I listen to what he tells me—and it works. The numbers prove that he's right."

Having started in radio as a mixer, Collins appreciates the valuable role DJs play in getting an early read on new music. "All my guys do clubs and talk to me about what they play, because you can get a real feel off of people in that environment," Collins says. "Most of my guys do all of the clubs, so I get a lot of good input from them."

KJMG doesn't use mixers and thus employs a different programming philosophy than KRVV. "It is a lot different—especially down here, because there's some blues influence," Collins says. "But one factor does remain the same. I take a lot of input from my guys on the air, too."

Requests don't carry much weight for Anthony. "I pay little attention to requests, especially because I'm in a small market. In a small market, the request line can really fool you."



'I pay little attention to requests. In a small market, the request line can really fool you.'

—Charles Anthony



'I've got compilation [chart] panels that I pull and I build my own pallet of what I consider to be strong stations close to this region.'

—Chris Collins

Trusting Gut Instincts

Despite his conservative programming philosophy, Anthony still listens to his gut. "There are a few songs that I'll play because I know the song will sound good on the radio station," he says. "This radio station has a personality of its own just like any other radio station."

Callout research isn't currently an option for Collins and he likes it that way. It isn't the sometimes small sample sizes that can lead to unreliability that causes him to criticize callout. Collins simply describes the methodology as "intrusive. I think the answers you get if you do callout research aren't necessarily true, because I think people are just trying to get you off the phone. I don't think you get a true result that way."

Collins acknowledges the value he places on the opinions of his personalities and mixers. "I still ultimately make the final decision, but they help me narrow down the focus a lot," he says. "Because if I tried to listen to [everything] that people send me, I'd be listening to music all day. And being in a small market, the way things are now—I program two stations, I do an airshift, I'm the IT director for the building, and we've got seven stations in here."

"I don't use callout," he adds, "but when you really look at it, is what I do any different? I just listen to people."

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▶ **RAY J** INKS HIS BEST SHOWING ON THE URBAN TALLY AS "SEXY CAN I" VAULTS 5-2. HE PREVIOUSLY PEAKED AT NO. 3 WITH "ONE WISH" IN 2005. DUET PARTNER YUNG BERG IS ALSO ENJOYING HIS BEST CHART RUN, WELL SURPASSING HIS NO. 15 PEAK WITH "SEXY LADY" LAST AUGUST.

WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	7	USHER FEATURING YOUNG JEEZY LOVE IN THIS CLUB	NO. 1 (2 WKS)	LAFACE/ZOMBA	4747 +337	42.811	1
2	5	10	RAY J & YUNG BERG SEXY CAN I		KNDOCKOUT/DEJA 34/Epic/Koch	4036 +404	35.898	2
3	6	7	MARIAH CAREY TOUCH MY BODY		ISLAND/IDJMG	3852 +582	29.391	5
4	2	16	THE-DREAM FALSETTO		RADIO KILLA/DEF JAM/IDJMG	3820 -282	33.284	3
5	4	19	SHAWTY LO DEY KNOW		D4/L/ASYLLUM	3267 -442	25.773	9
6	3	17	CHRIS BROWN WITH YOU		JIVE/ZOMBA	3166 -554	27.279	6
7	8	15	FAT JOE FEATURING J. HOLIDAY I WON'T TELL		TERROR SQUAD/IMPERIAL/CAPITOL	3022 -115	22.542	12
8	12	9	RICK ROSS FEATURING T-PAIN THE BOSS		SLIP-N-SLIDE/DEF JAM/IDJMG	2980 +397	24.969	10
9	7	18	KEYSHIA COLE I REMEMBER		IMANI/GEFFEN/INTERSCOPE	2843 -390	26.358	8
10	9	16	ROCKO UMMA DO ME		ROCKY ROAD/ISLAND URBAN/IDJMG	2747 -145	23.063	11
11	10	27	MARIO CRYING OUT FOR ME		3RD STREET/JR/MG	2566 -164	29.613	4
12	11	24	J. HOLIDAY SUFFOCATE		MUSIC LINE/CAPITOL	2454 -248	26.778	7
13	13	22	WEBBIE, LIL' PHAT & LIL' BOOSIE INDEPENDENT		TRILL/ASYLLUM/ATLANTIC	2397 -127	20.743	13
14	29	2	LIL WAYNE FEAT. STATIC MAJOR LOLLIPOP	AIRPOWER/MOST INCREASED PLAYS	CASH MONEY/UNIVERSAL MOTOWN	2239 +1189	19.973	14
15	15	9	2 PISTOLS FEATURING T-PAIN & TAY DIZM SHE GOT IT		UNIVERSAL REPUBLIC	2215 +236	16.108	16
16	14	22	ALICIA KEYS LIKE YOU'LL NEVER SEE ME AGAIN		MBK/JR/MG	1946 -255	16.669	15
17	20	5	ASHANTI THE WAY THAT I LOVE YOU	AIRPOWER	THE INC./UNIVERSAL MOTOWN	1794 +256	15.355	17
18	16	19	SNOOP DOGG SENSUAL SEDUCTION		DOGGYSTYLE/GEFFEN/INTERSCOPE	1759 -173	15.034	18
19	17	11	LUPE FIASCO FEATURING MATTHEW SANTOS SUPERSTAR		1ST & 15TH/ATLANTIC	1619 -301	12.469	22
20	18	25	FLO RIDA FEATURING T-PAIN LOW		POE BOY/ATLANTIC	1596 -257	14.035	19
21	21	9	RAHEEM DEVAUGHN CUSTOMER		JIVE/ZOMBA	1502 +177	13.991	20
22	24	7	TREY SONGZ LAST TIME		SONG BOOK/ATLANTIC	1485 +261	12.761	21
23	28	4	DAY26 GOT ME GOING		BAD BOY/ATLANTIC	1271 +214	8.592	26
24	32	3	PLIES FEATURING NE-YO BUST IT BABY (PART 2)		BIG GATES/SLIP-N-SLIDE/ATLANTIC	1250 +244	9.360	24
25	35	3	JORDIN SPARKS DUET WITH CHRIS BROWN NO AIR		19/JIVE/ZOMBA	1221 +316	9.522	23
26	27	8	MIKE JONES FEATURING HURRICANE CHRIS DROP & GIMME SO		ICE AGE/SWISHHOUSE/ASYLLUM/WARNER BROS.	1211 +81	5.521	39
27	23	9	LYFE JENNINGS NEVER NEVER LAND		COLUMBIA	1199 -30	6.619	33
28	26	8	RYAN LESLIE DIAMOND GIRL		NEXTSELECTION/CASABLANCA/UNIVERSAL MOTOWN	1186 +36	8.115	28
29	33	5	FLO RIDA FEATURING TIMBALAND ELEVATOR		POE BOY/ATLANTIC	1078 +138	4.944	40
30	31	8	LIL' WIL MY DOUGIE		RUDEBWOY/UNAUTHORIZED/ASYLLUM	1026 -7	7.488	29
31	NEW		MARY J. BLIGE STAY DOWN		MATRIARCH/GEFFEN/INTERSCOPE	978 +325	7.454	30
32	22	7	SOULJA BOY TELL'EM FEATURING ARAB YAHHH!		COLLIPARK/INTERSCOPE	974 -278	5.703	36
33	37	3	SEAN GARRETT FEATURING LUDACRIS GRIPPIN'		BET I PENNED IT/INTERSCOPE	961 +137	5.541	38
34	25	10	MISSY ELLIOTT CHING-A-LING		THE GOLD MIND/ATLANTIC	913 -248	8.184	27
35	34	6	LIL MAMA FEATURING CHRIS BROWN & T-PAIN SHAWTY GET LOOSE		FAMILIAR FACES/JIVE/ZOMBA	879 -53	5.671	37
36	30	11	DOLLA FEATURING T-PAIN & TAY DIZM WHO THE F*** IS THAT?		THE GANG/KONVICT/JIVE/ZOMBA	823 -218	5.807	35
37	NEW		WEBBIE FEATURING LETOYA LUCKETT I MISS YOU		TRILL/ASYLLUM/ATLANTIC	782 +169	2.862	-
38	36	19	KANYE WEST FEATURING DWELE FLASHING LIGHTS		ROC-A-FELLA/DEF JAM/IDJMG	777 -110	9.196	25
39	39	8	CHERISH FEATURING YUNG JOC KILLA		SHO'NUFF/CAPITOL	730 -30	3.520	-
40	RE-ENTRY		JAHEIM NEVER		DIVINE MILL/ATLANTIC	718 +46	7.446	31

MOST ADDED

ARTIST TITLE / LABEL NEW STATIONS

DJ FELLI FEL FEAT. NE-YO, FABOLOUS, KANYE WEST & JERMAINE DUPRI 29
Finer Things (So So Def/IDJMG)
KBTT, KHTE, KIPR, KJMM, KKDA, KNDA, KOPW, KPRR, KRRQ, KVSP, WAMO, WBFA, WBLK, WBTF, WDKX, WEMX, WFXA, WFXE, WJBT, WJKS, WJMI, WJTT, WJUC, WJZD, WQBT, WRBJ, WTMG, WWWZ, WZHT, XM The City

MARIO 29
Music For Love (3rd Street/JR/MG)
KBTT, KDAY, KHTE, KIPR, KJMM, KKDA, KOPW, KPRR, KRRQ, KVSP, WAMO, WBFA, WBLK, WBTF, WDKX, WEMX, WEUP, WFXA, WJKS, WJMI, WJTT, WJUC, WJZD, WPWX, WRBJ, WTMG, WWWZ, WZFX, WZHT

RAY LAVENDER 27
Stay (Konlive/Geffen/Interscope)
KBTT, KHTE, KIPR, KJMM, KOPW, KRRQ, KVSP, WAMO, WBFA, WBTF, WDKX, WEDR, WEMX, WEUP, WFXA, WFXE, WJBT, WJKS, WJMI, WJTT, WJUC, WJZD, WPWX, WRBJ, WTMG, WWWZ, WZHT

TIFFANY EVANS FEAT. BOW WOW 25
I'm Grown (Columbia)
KBTT, KIPR, KJMM, KNDA, KOPW, KRRQ, KVSP, Sirius Hot Jamz, WBFA, WBLK, WBTF, WDKX, WEMX, WFXA, WFXE, WJBT, WJKS, WJMI, WJTT, WJUC, WJZD, WRBJ, WTMG, WZFX, WZHT

DAVID BANNER FEAT. CHRIS BROWN 25
Get Like Me (B.I.G.F.A.C.E./SRC/Universal Motown)
KBTT, KHTE, KIPR, KJMM, KNDA, KNDA, KOPW, KRRQ, KVSP, WBLK, WBTF, WDKX, WEMX, WEUP, WFXA, WJKS, WJMI, WJTT, WJUC, WJZD, WJZE, WPEG, WTMG, WWWZ

PLIES FEAT. NE-YO 24
Bust It Baby (Part 2) (Big Gates/Slip-N-Slide/Atlantic)
KBTT, KBXX, KHTE, KJMM, KNDA, KOPW, KPRR, KVSP, WAMO, WBFA, WEMX, WEUP, WFXA, WFXE, WHXT, WJHM, WJMI, WJZD, WJZD, WRBJ, WTMG, WZFX, WZHT, XM The City

C-SIDE FEAT. KEYSHIA COLE 19
Boyfriend/Girlfriend (1720/Universal Republic)
KBTT, KIPR, KJMM, KOPW, KPRR, KVSP, WBFA, WBLK, WDKX, WEMX, WEUP, WFXA, WJKS, WJMI, WJTT, WJUC, WJZD, WRBJ, WWWZ

ADDED AT... WPWX
Chicago, IL
PD: Jay Alan
MD: Barbara McDowell
Ray Lavender, Stay, 16
Phoenix Phenom, Boom Dynamite, 13
Trey Songz, Last Time, 2
Casey, Emotional, 0
Mario, Music For Love, 0
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NEW AND ACTIVE

ARTIST TITLE / LABEL PLAYS /GAIN ARTIST TITLE / LABEL PLAYS /GAIN

LLOYD FEAT. LUDACRIS 655/252
How We Do It (The Inc./Universal Motown)
TOTAL STATIONS: 62

ESTELLE FEAT. KANYE WEST 454/140
American Boy (Home School/Atlantic)
TOTAL STATIONS: 52

CASELY 613/12
Emotional (Diaz Brothers/Epic/Koch)
TOTAL STATIONS: 53

SHEEK LOUCH 443/56
Good Love (D-Block/Koch)
TOTAL STATIONS: 47

SHAWTY LO 575/72
Dunn, Dunn (D4/L/Asylum)
TOTAL STATIONS: 52

ONE CHANCE 423/87
U Cant L/JR/MG
TOTAL STATIONS: 55

SNOOP DOGG FEAT. TOO SHORT & MISTAH F.A.B. 566/249
Life Of Da Party (Doggystyle/Geffen/Interscope)
TOTAL STATIONS: 66

GRIND MODE 384/27
She's So Fly (I'm So High) (GrindMode/DadeTown/Universal Republic)
TOTAL STATIONS: 33

TRINA FEAT. KEYSHIA COLE 523/50
I Gotta Thang For You (Slip-N-Slide)
TOTAL STATIONS: 46

ACE FEAT. T-PAIN & RICK ROSS 351/69
Cash Flow (The Best/Def Jam/IDJMG)
TOTAL STATIONS: 57

MOST INCREASED PLAYS

+1189 **LIL WAYNE FEAT. STATIC MAJOR**
Lollipop (Cash Money/Universal Motown)
KHTE +39, KNDA +39, WHRK +39, WTMG +38, SIJU +37, KOPW +35, KRRQ +29, KBXX +29, KATZ +28, WPEG +28

+582 **MARIAH CAREY**
Touch My Body (Island/IDJMG)
WBTF +31, WCDX +29, WJWZ +28, WQBT +25, WXBT +25, WCKX +25, WFRW +24, WJBT +24, WUSL +19, WWWZ +18

+404 **RAY J & YUNG BERG**
Sexy Can I (Knockout/Deja 34/Epic/Koch)
WOWI +33, KBTT +27, WKCV +27, XCTY +26, WHRK +23, WJMI +23, WJHT +21, WBFA +19, WKYS +18, WQOK +18

+397 **RICK ROSS FEAT. T-PAIN**
The Boss (Slip-N-Slide/Def Jam/IDJMG)
WOWI +38, WHRK +35, WJWZ +26, WBTF +26, WPEG +25, WWWZ +20, WHTA +18, KATZ +15, KJMM +12, KBXX +12

+337 **USHER FEAT. YOUNG JEEZY**
Love In This Club (LaFace/Zomba)
KATZ +32, WJJC +31, WOWI +30, WHRK +25, KBTT +24, WKYS +24, WKCV +22, WBTF +20, SIJU +18, WCKX +16

FOR WEEK ENDING MARCH 30, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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► THE TWO PLAYS SEPARATING "I REMEMBER" BY **KEYSHIA COLE** AND "NEVER" BY **JAHEIM** IS THE SMALLEST MARGIN BETWEEN THE CHART'S TOP TWO SINCE "FLY LIKE A BIRD" BY **MARIAH CAREY** LED THE LIST BY ONE PLAY OVER ANTHONY HAMILTON'S "CAN'T LET GO" IN THE SEPT. 15, 2006, ISSUE.

WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	21	KEYSHIA COLE I REMEMBER	NO. 1 (5 WKS) IMANI/GEFFEN/INTERSCOPE	1941 -154	16.051 2
2	3	24	JAHEIM NEVER	DIVINE MILL/ATLANTIC	1939 -105	15.894 3
3	2	21	ALICIA KEYS LIKE YOU'LL NEVER SEE ME AGAIN	MBK/JRMG	1875 -198	16.751 1
4	4	27	RAHEEM DEVAUGHN WOMAN	JIVE/ZOMBA	1841 +1	15.061 5
5	5	25	MARY J. BLIGE JUST FINE	MATRIARCH/GEFFEN/INTERSCOPE	1592 +62	15.554 4
6	6	19	ERYKAH BADU HDNEY	UNIVERSAL MOTOWN	1480 -2	9.704 7
7	9	7	MARIAH CAREY TOUCH MY BODY	MOST INCREASED PLAYS ISLAND/DJMG	1120 +214	10.074 6
8	7	11	ANGIE STONE SOMETIMES	STAX/CMG	1085 -11	8.117 8
9	8	10	KEITH SWEAT FEATURING PAISLEY BETTIS SUGA SUGA SUGA	KEIA/ATCO/RHINO	993 +32	6.536 9
10	11	23	JILL SCOTT MY LOVE	HIDDEN BEACH	813 +84	6.189 10
11	12	34	JOE MY LOVE	JIVE/ZOMBA	689 -37	4.386 15
12	14	31	ALICIA KEYS NO ONE	MBK/JRMG	624 +22	5.765 11
13	13	17	CHAKA KHAN ONE FOR ALL TIME	BURGUNDY/COLUMBIA	595 -72	4.101 16
14	16	9	CHARLIE WILSON FEATURING T-PAIN SUPA SEXXY	JIVE/ZOMBA	571 +62	3.147 21
15	18	8	LEDISI IN THE MORNING	VERVE FORECAST/VERVE	542 +73	4.916 12
16	20	15	MARVIN SAPP NEVER WOULD HAVE MADE IT	VERITY/ZOMBA	511 +59	4.759 13
17	19	15	J. HOLIDAY SUFFOCATE	MUSIC LINE/CAPITOL	496 +31	4.547 14
18	21	9	LYFE JENNINGS NEVER NEVER LAND	COLUMBIA	357 +40	2.595 23
19	23	5	JANET LUV	ISLAND/DJMG	327 +39	1.301 32
20	30	5	NOEL GOURDIN THE RIVER	AIRPOWER EPIC	323 +146	3.930 17
21	22	6	MARCUS MILLER FEATURING CORINNE BAILEY RAE FREE	3 DEVICES/CMG	301 -9	1.163 33
22	27	14	MARY J. BLIGE WORK THAT	MATRIARCH/GEFFEN/INTERSCOPE	263 +47	3.712 18
23	33	2	CHRISSETTE MICHELE LOVE IS YOU	DEF JAM/DJMG	251 +84	0.729 40
24	29	9	MARY J. BLIGE HURT AGAIN	MATRIARCH/GEFFEN/INTERSCOPE	239 +46	2.610 22
25	24	18	TAMIA ALMOST	PLUS IMAGE	214 -20	3.178 20
26	26	10	CHERI DENNIS FEATURING YUNG JOC & GORILLA ZOE PORTRAIT OF LOVE	BAD BOY/ATLANTIC	201 -19	0.868 38
27	25	6	MINT CONDITION BABY BOY BABY GIRL	CAGED BIRD/IMAGE	182 -44	0.549 -
28	28	8	EMILY KING U & I	LIFEPRINT/JRMG	174 -24	0.936 37
29	32	19	CHRISSETTE MICHELE BE OK	DEF JAM/DJMG	158 -14	0.983 36
30	31	12	MICHAEL McDONALD LOVE T.K.O.	UNIVERSAL MOTOWN	157 -16	0.600 -
31	34	4	RAHEEM DEVAUGHN CUSTOMER	JIVE/ZOMBA	155 -3	1.380 29
32	36	5	BOYZ II MEN JUST MY IMAGINATION (RUNNING AWAY WITH ME)	DECCA	140 +4	1.123 35
33	35	5	LIVIN OUT LOUD LATELY	KIN	136 -10	0.557 -
34	RE-ENTRY	KEYSHIA COLE INTRODUCING AMINA SHOULDA LET YOU GO	IMANI/GEFFEN/INTERSCOPE	125 +39	1.957 27	
35	37	17	TREY SONGZ CAN'T HELP BUT WAIT	SONG BOOK/ATLANTIC	121 -7	2.406 25
36	NEW	RANDY JACKSON FEATURING BARBI ESCO MY R&B	DREAM MERCHANT 21/CMG	111 +38	0.333 -	
37	38	4	ALICE SMITH DREAM	BBE/EPIC	111 +2	0.259 -
38	RE-ENTRY	JOHN TA AUSTIN THE ONE THAT GOT AWAY	SO SO DEF/ISLAND URBAN/DJMG	99 +10	0.423 -	
39	39	10	WILLIE CLAYTON A WOMAN KNOWS	MALACO	89 -19	0.321 -
40	NEW	SNOOP DOGG SENSUAL SEDUCTION	DOGGYSTYLE/GEFFEN/INTERSCOPE	88 +38	1.794 28	

+ MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
AL GREEN FEAT. JOHN LEGEND Stay With Me (By The Sea) (Blue Note/BLG) KDKS, KMEZ, KNEK, KQXL, WAGH, WAKB, WGPR, WHUR, WIMX, WKXI, WLXC, WMGL, WQMG, WSOL, WTLZ, WVBE, WWDW, WXST	18
JAHEIM I've Changed (Divine Mill/Atlantic) KDKS, KMEZ, KNEK, KOKY, KQXL, WAKB, WGPR, WHUR, WKXI, WLXC, WMGL, WMPZ, WSRB, WTLZ, WUHT, WVBE, WWDW, WXST	18
NOEL GOURDIN The River (Epic) WAMJ, WHUR, WKXI, WMGL, WMPZ, WSOL	6
MARIAH CAREY Touch My Body (Island/DJMG) WNEW, WSOL, WVAZ, WXST	4
MARVIN SAPP Never Would Have Made It (Verity/Zomba) WBLS, WHQT, WMOJ, WQNC	4
LEDISI In The Morning (Verve Forecast/Verve) WMOJ, WRNB, WVBE	3
LYFE JENNINGS Never Never Land (Columbia) WAGH, WMPZ, WYLD	3
RANDY JACKSON FEAT. BARBI ESCO My R&B (Dream Merchant 21/CMG) WAGH, WWDW, WYLD	3
MARY J. BLIGE Hurt Again (Matriarch/Geffen/Interscope) WBLS, WNEW, XM Suite 62	3
KEITH SWEAT FEAT. PAISLEY BETTIS Suga Suga Suga (Kela/Atco/Rhino) WMXD, WROU	2

ADDED AT... WLXC
Columbia, SC
PD: Doug Williams
Al Green Feat. John Legend, Stay With Me (By The Sea), 2
Jaheim, I've Changed, 0

FOR REPORTING STATIONS PLAYLISTS GO TO:
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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
BAR-KAYS FEAT. EVELYN KING If Loving You Is Wrong (JEA/Right Now) TOTAL STATIONS: 13	83/2	AL GREEN FEAT. JOHN LEGEND Stay With Me (By The Sea) (Blue Note/BLG) TOTAL STATIONS: 10	60/28
JAHEIM Have You Ever (Divine Mill/Atlantic) TOTAL STATIONS: 20	75/0	CHRIS BROWN With You (Jive/Zomba) TOTAL STATIONS: 7	46/3
NE-YO Go On Girl (Def Jam/DJMG) TOTAL STATIONS: 21	74/3	DORINDA CLARK-COLE Take It Back (Gospo Centric/Zomba) TOTAL STATIONS: 27	41/24
THE-DREAM Falsetto (Radio Killa/Def Jam/DJMG) TOTAL STATIONS: 7	66/6	RICKY DILLARD & "NEW G" (NEW GENERATION CHORALE) The Light (NuSpring) TOTAL STATIONS: 23	33/17
RAHEEM DEVAUGHN FEAT. BIG BOI Energy (Jive/Zomba) TOTAL STATIONS: 31	62/31	RUBEN STUDDARD, DEITRICK HADDON & MARY MARY Love Him Like I Do (Verity/Zomba) TOTAL STATIONS: 18	31/5

↑ MOST INCREASED PLAYS

+214	MARIAH CAREY Touch My Body (Island/DJMG) KMUQ +15, WNEW +15, WFLM +12, WAKB +9, WKXI +8, WVBE +7, WHQT +7, WIMZ +6, WYLD +6, WIMX +6
+146	NOEL GOURDIN The River (Epic) WUHT +15, KMEZ +15, WAMJ +11, SIHS +11, WSOL +9, WKXI +7, WPHR +6, WHUR +6, KQXL +6, WQMG +6
+84	JILL SCOTT My Love (Hidden Beach) WJMR +21, SIHS +11, WKSP +10, XS62 +10, WYLD +8, WXST +7, KSOC +7, KMJQ +6, WLVH +6, WFUN +3
+84	CHRISSETTE MICHELE Love Is You (Def Jam/DJMG) SIHS +12, WXST +8, WAGH +7, WLXC +7, WVBE +7, WTLZ +6, WKXI +6, WHUR +6, WPHR +4, WKSP +4
+73	LEDISI In The Morning (Verve Forecast/Verve) WFLM +8, WTLZ +6, SIHS +6, WRNB +6, WLXC +5, KRNB +4, WMPZ +4, WUHT +3, KDKS +3, WMOJ +3

FOR WEEK ENDING MARCH 30, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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WAMJ/Atlanta, GA* OM: Steve Hegwood PD/MD: Derek Harper	WDZZ/Flint, MI* OM: Jim Kennedy PD: Trey Michaels	WCFB/Orlando, FL* OM: Steve Holbrook PD: Kevin Gardner
WAKB/Augusta, GA* OM/MD: Terry Monday MD: JayTek	WZTF/Florence, SC OM: Randy "Mudflap" Wilcox PD/MD: Denis Davis	WDAS/Philadelphia, PA* OM: Thea Mitchem PD: Joe Tamburro APD/MD: Jo Gamble
WKSP/Augusta, GA* OM: Steve Burke PD/MD: Tim "Fattz" Snell APD: Cher Best	WFLM/Ft. Pierce, FL* PD: Joe Fisher MD: Joseph Jenkins	WRNB/Philadelphia, PA* OM/MD: Elroy Smith APD/MD: MoShay LaRen
WWIN/Baltimore, MD* PD: Tim Watts MD: Keller Wynder	WQMG/Greensboro, NC* PD: Shilayne Cole	WFXC/Raleigh, NC* OM/MD: Cy Young APD/MD: Jodi Berry
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WUHT/Birmingham, AL* PD: John Long	WHRP/Huntsville, AL* OM: Jim Kennedy PD: Mark Raymond APD/MD: Toni Terrell	WTLZ/Saginaw, MI* PD/MD: Eugene Brown
WMGL/Charleston, SC* OM/MD: Terry Base MD: TK Jones	WTLC/Indianapolis, IN* PD: Brian Wallace APD/MD: The First Lady	KBLX/San Francisco, CA* PD: Kevin Brown MD: Kimmie Taylor
WXST/Charleston, SC* OM/MD: Michael Tee	WKXI/Jackson, MS* OM/MD: Stan Branson	Music Choice Smooth R&B/Satellite OM/MD: Damon Williams APD: Mecca Thames MD: Lamonda Williams
WBAV/Charlotte, NC* PD/MD: Terri Avery	WSOL/Jacksonville, FL* OM: Gail Austin PD/MD: KJ Brooks	Sirius Heart & Soul/Satellite* OM/MD: B.J. Stone MD: Sasha Montero
WQNC/Charlotte, NC* PD: Alvin Stowe MD: Chris James	KMJK/Kansas City, MO* OM: Jim Kennedy PD: Jerold Jackson MD: Yvonne Daniels	The Touch/Satellite PD: Stan Boston APD/MD: Hollywood Hernandez
WMPZ/Chattanooga, TN* OM: Keith Landecker PD: Andrea Perry	KNEK/Lafayette, LA* PD: D-Rock	XM Suite 62/Satellite* PD: Vic Clemons MD: Cayman Kelly
WSRB/Chicago, IL* PD/MD: Tracie Reynolds	KOKY/Little Rock, AR* OM/MD: Mark Dylan	WLVH/Savannah, GA* PD/MD: Gary Young
WVAZ/Chicago, IL* PD/MD: Derrick Brown	KJLH/Los Angeles, CA* PD/MD: Aundrea Russell	WTYB/Savannah, GA* OM: Jim Kennedy PD: Yolanda Neely
WMOJ/Cincinnati, OH* PD: Phillip D. March MD: Faith Daniels	WMJM/Louisville, KY* PD/MD: Tim Gerard Girton	KDKS/Shreveport, LA* OM/MD: Quenn Echols
WZAK/Cleveland, OH* OM/MD: Kim Johnson	KJMS/Memphis, TN* PD: Eileen Collier	KVMA/Shreveport, LA* OM: Jim Kennedy
WLXC/Columbia, SC* PD/MD: Doug Williams	WHQT/Miami, FL* PD: Phil Michaels-Trueba APD: Karen Vaughn	KMJM/St. Louis, MO* PD: Darrel Eason
WWDW/Columbia, SC* PD/MD: Mike Love	WMIB/Miami, FL* PD: Nate Bell MD: Vanessa Benedetty Jerome	WFUN/St. Louis, MO* OM/MD: Jowol "Boogie D" Gilchrist APD/MD: Niecy Davis
WAGH/Columbus, GA* OM: Brian Waters PD: Derrick "Lil' D" Greene MD: Edward Lewis	WJMR/Milwaukee, WI* PD/MD: Lauri Jones	WPHR/Syracuse, NY* OM: Rich Lauber PD: Butch Charles APD/MD: Kenny Dees
WKZJ/Columbus, GA OM/MD: Carl Conner, Jr. MD: Brandon Conner	WDLT/Mobile, AL* OM/MD: James Alexander OM: Jim Kennedy MD: Cathy Barlow	WIMX/Toledo, OH* PD: Rockey Love APD/MD: Brandi Brown
WXMG/Columbus, OH* OM: J.D. Kunes PD: Warren Stevens	KJMG/Monroe, LA PD: Chris Collins	WTUG/Tuscaloosa, AL OM: Greg Tomascello PD/MD: Charles Anthony
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► **NELLY PREPS THE UPCOMING RELEASE OF "BRASS KNUCKLES" WITH THE RAF CHART'S HIGHEST DEBUT OF THE YEAR AS "PARTY PEOPLE," FEATURING FERGIE, ENTERS AT NO. 27.**

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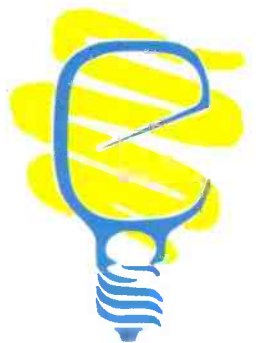
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS		PLAYS TW +/-	AUDIENCE MILLIONS	RANK	
					NO. 1 (5 WKS)	TRILL/ASYLUM/ATLANTIC				
1	1	26	WEBBIE, LIL' PHAT & LIL' BOOSIE SHE GOT IT	INDEPENDENT	11	11	6560	-586	45.823	1
2	4	12	2 PISTOLS FEATURING T-PAIN & TAY DIZM FLO RIDA FEATURING T-PAIN LOW	UNIVERSAL REPUBLIC POE BOY/ATLANTIC		11 ³	5798	+635	37.895	5
3	2	31	FLO RIDA FEATURING T-PAIN LOW	POE BOY/ATLANTIC		11 ³	5797	-455	44.387	2
4	3	22	SHAWTY LO DEV KNOW	D4L/ASYLUM			5657	-326	39.451	4
5	7	10	RICK ROSS FEATURING T-PAIN THE BOSS	SLIP-N-SLIDE/DEF JAM/IDJMG			4796	+792	39.654	3
6	13	3	LIL WAYNE FEAT. STATIC MAJOR LOLLIPOP	CASH MONEY/UNIVERSAL MOTOWN			4210	+2356	35.508	7
7	6	17	FAT JOE FEATURING J. HOLIDAY I WON'T TELL	TERROR SQUAD/IMPERIAL/CAPITOL			4107	-247	37.339	6
8	5	20	LUPE FIASCO FEATURING MATTHEW SANTOS SUPERSTAR	1ST & 15TH/ATLANTIC			4021	-589	29.513	8
9	9	8	FLO RIDA FEATURING TIMBALAND ELEVATOR	POE BOY/ATLANTIC			3511	+512	19.558	10
10	8	18	ROCKO UMMA DO ME	ROCKY ROAD/ISLAND URBAN/IDJMG			3417	-34	26.242	9
11	10	8	LIL MAMA FEATURING CHRIS BROWN & T-PAIN SHAWTY GET LOOSE	FAMILIAR FACES/JIVE/ZOMBA			2277	+31	13.757	13
12	18	4	PLIES FEATURING NE-YO BUST IT BABY (PART 2)	BIG GATES/SLIP-N-SLIDE/ATLANTIC			1886	+425	12.909	14
13	11	19	PITBULL FEATURING LIL JON THE ANTHEM	FAMOUS ARTISTS/TVT			1847	-273	15.274	12
14	12	8	SOULJA BOY TELL'EM FEATURING ARAB YAH!!!	COLLIPARK/INTERSCOPE			1640	-250	9.474	20
15	16	12	LIL' WIL MY DOUGIE	RIDEBOY/UNAUTHORIZED/ASYLUM			1448	-81	9.654	19
16	14	21	KANYE WEST FEATURING DWELE FLASHING LIGHTS	ROC-A-FELLA/DEF JAM/IDJMG			1414	-238	16.308	11
17	15	11	PLIES FEATURING AKON HYPNOTIZED	BIG GATES/SLIP-N-SLIDE/ATLANTIC		11	1371	-172	11.011	17
18	22	11	MIKE JONES FEATURING HURRICANE CHRIS DROP & GIMME SO	ICE AGE/SWING-HOUSE/ASYLUM/WARNER BROS.			1356	+110	6.132	24
19	19	23	BIG GEMINI HYPNOTIZED	BIG GUN/UPSTAIRS			1316	-30	7.635	21
20	20	30	KANYE WEST FEATURING T-PAIN GOOD LIFE	ROC-A-FELLA/DEF JAM/IDJMG		11 ²	1275	-63	10.914	18
21	17	11	MISSY ELLIOTT CHING-A-LING	THE GOLD MIND/ATLANTIC			1198	-288	11.695	16
22	23	8	THE DEY GIVE YOU THE WORLD	EPIC/KOCH			1159	-33	4.059	30
23	21	20	DOLLA FEATURING T-PAIN & TAY DIZM WHO THE F*** IS THAT?	THE GANG/KONVICT/JIVE/ZOMBA			1065	-270	7.019	22
24	24	5	DJ FELLI FEAT. NE-YO, FABOLOUS, KANYE WEST & JERMAINE DUPRI FINER THINGS	SD SO DEF/IDJMG			1016	+141	5.706	25
25	36	2	SNOOP DOGG FEATURING TOO \$HORT & MISTAH F.A.B. LIFE OF DA PARTY	DOGGYSTYLE/GEFFEN/INTERSCOPE			867	+423	4.809	28
26	27	4	WEBBIE FEATURING LETOYA LUCKETT I MISS YOU	TRILL/ASYLUM/ATLANTIC			853	+196	3.362	36
27	NEW		NELLY FEATURING FERGIE PARTY PEOPLE	DERRTY/UNIVERSAL MOTOWN			784	+450	5.069	27
28	26	6	C-SIDE FEATURING KEYSHIA COLE BOYFRIEND/GIRLFRIEND	172D/UNIVERSAL REPUBLIC			755	+84	3.031	39
29	33	2	WIZ KHALIFA SAY YEAH	ROSTRUM/WARNER BROS.			664	+143	4.311	29
30	25	11	JAY-Z FEATURING PHARRELL I KNOW	ROC-A-FELLA/DEF JAM/IDJMG			652	-153	11.741	15
31	29	4	SHEEK LOUCH GOOD LOVE	D-BLOCK/KOCH			636	+47	6.579	23
32	30	3	SHAWTY LO DUNN, DUNN	D4L/ASYLUM			629	+63	3.710	31
33	31	2	TRINA FEATURING KEYSHIA COLE I GOTTA THANK FOR YOU	SLIP-N-SLIDE			601	+55	2.819	-
34	28	18	TRINA SINGLE AGAIN	SLIP-N-SLIDE			598	-23	3.690	32
35	35	2	BABY BASH FEATURING KEITH SWEAT DON'T STOP	ARISTA/RMG			541	+61	2.308	-
36	40	2	ACE FEATURING T-PAIN & RICK FOSS CASH FLOW	WE THE BEST/DEF JAM/IDJMG			508	+97	3.667	33
37	NEW		DAVID BANNER FEATURING CHRIS BROWN & YUNG JOC GET LIKE ME (STUNTIN' IS A HABIT)	B.I.G. F.A.C.E./SRC/UNIVERSAL MOTOWN			484	+76	3.262	37
38	RE-ENTRY		PITBULL FEATURING TRINA & YOUNG BOSS GO GIRL	FAMOUS ARTISTS/TVT			483	+139	3.095	38
39	32	6	BABY D I'M BOUT MONEY	BIG OOMP/KOCH			450	-78	1.076	-
40	38	2	BUN B FEATURING SEAN KINGSTON THAT'S GANGSTA	RAP-A-LOT 4 LIFE/ASYLUM			445	+32	2.561	-

FOR WEEK ENDING MARCH 30, 2008

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▶ GOSPEL VETERAN **CECE WINANS** CAPTURES THE MOST INCREASED PLAYS (UP 69) WITH "WAGING WAR," WHICH ADVANCES 25-22 IN ITS FOURTH CHART WEEK.

LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS		AUDIENCE MILLIONS RANK	
				TW	+/-	MILLIONS	RANK
1	25	KIRK FRANKLIN DECLARATION (THIS IS IT)	NO. 1 (6 WKS) GOSPO CENTRIC/ZOMBA	894	-16	4.190	1
2	45	MARVIN SAPP NEVER WOULD HAVE MADE IT	VERITY/ZOMBA	830	-3	3.831	3
3	35	THE CLARK SISTERS LIVIN'	EMI GOSPEL	824	+9	3.774	4
4	29	BEVERLY CRAWFORD HE'S DONE ENOUGH	JDI	821	+19	2.955	7
5	23	RICKY DILLARD & "NEW G" (NEW GENERATION CHORALE) THE LIGHT	NUSPRING	742	+14	3.218	5
6	18	ANGELA SPIVEY & THE VOICES OF VICTORY EYES ON THE PRIZE	JEG	683	+6	2.402	13
7	50	MAURETTE BROWN CLARK ONE GOD	AIR GOSPEL/MALACO	677	-25	4.061	2
8	11	DORINDA CLARK-COLE TAKE IT BACK	GOSPO CENTRIC/ZOMBA	583	+31	2.162	15
9	27	RUBEN STUDDARD, DEITRICK HADDON & MARY MARY LOVE HIM LIKE I DO	VERITY/ZOMBA	562	+19	2.634	10
10	30	THE NEW LIFE COMMUNITY CHOIR FEAT. JOHN P. KEE RIGHT NOW PRAISE	TYSCOT/NEW LIFE/VERITY/ZOMBA	548	+2	2.626	11
11	48	J MOSS PRAISE ON THE INSIDE	PAJAM/GOSPO CENTRIC/ZOMBA	537	+20	2.993	6
12	42	BISHOP NOEL JONES PRESENTS THE CITY OF REFUGE SANCTUARY CHOIR NOT ABOUT US	ALPHA DOC/TYSCOT	527	+15	2.817	8
13	17	BONAFIDE PRAISERS WORK IT OUT	EMTRO GOSPEL	510	+3	1.707	17
14	29	REV. TIMOTHY WRIGHT & THE NEW YORK FELLOWSHIP MASS CHOIR YOU MUST COME IN AT THE DOOR	MQM/JEG	507	-17	2.404	12
15	19	SHEKINAH GLORY MINISTRY JESUS	KINGDOM	499	+14	2.088	16
16	10	CANTON JONES MY DAY	ARROW	473	+57	2.670	9
17	4	REGINA BELLE GOD IS GOOD	PENDULUM	468	+57	2.251	14
18	19	YOLANDA ADAMS HOLD ON	COLUMBIA	421	+15	1.646	18
19	12	JONATHAN NELSON FEATURING PURPOSE MY NAME IS VICTORY	INTEGRITY	417	+17	1.338	19
20	9	ISAIAH D. THOMAS & E.O.P. THE GREATEST	HABAKKUK	310	+20	1.016	20
21	7	DONALD LAWRENCE INTRODUCES: THE MURRILLS FAMILY (THERE'S A HEALING)	QUIET WATER/VERITY/ZOMBA	298	+43	0.820	25
22	4	CECE WINANS WAGING WAR	PURESPRINGS GOSPEL	282	+69	0.860	22
23	7	JAMES FORTUNE & FIYA I TRUST YOU	BLACK SMOKE/WORLDWIDE	280	+28	0.825	24
24	13	JIMMY HICKS & THE VOICES OF INTEGRITY MOVE	WORLDWIDE	262	+16	0.826	23
25	14	DEWAYNE WOODS FEATURING THE TRI-CITY SINGERS GOD IS	QUIET WATER/VERITY/ZOMBA	243	-6	0.861	21
26	2	CHRISTOPHER YES	JEG	213	+9	0.291	-
27	18	CHICAGO MASS CHOIR GOD IS MY EVERYTHING	NEW HAVEN	192	+23	0.479	28
28	16	JEFF MAJORS FEATURING GERALD LEVERT BEGGAR	MUSIC ONE	160	-34	0.766	26
29	NEW	BYRON CAGE ROYALTY (LIVE AT THE APOLLO)	GOSPO CENTRIC/ZOMBA	158	+16	0.277	-
30	5	DEITRICK HADDON PRESENTS VOICES OF UNITY HE'S ABLE	TYSCOT	157	-8	0.287	-

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
JAMES FORTUNE & FIYA I Trust You (Blacksnake) Sirius Praise, WPRS	2
BISHOP PAUL S. MORTON Not Me Lord, You (Tehillah/Light) KHLR, WHLW	2
SUPREME 7 Another Yes (T) WHLW, WNOO	2
ANGELA SPIVEY Eyes On The Prize (JEG) WYLD	1
REGINA BELLE God Is Good (Pendulum) WJMO	1
DONALD LAWRENCE INTRODUCES: THE MURRILLS Family (There's A Healing) (Quiet Water/Verity/Zomba) WNNL	1
CECE WINANS Waging War (PureSprings Gospel) KOKA	1
J MOSS Abundantly (PAJAM/Gospe Centric/Zomba) WNOO	1
NATHANIEL & NECY Serve Nobody But You (WOGG) WXOK	1

ADDED AT...

WPZS

Charlotte, NC
PD: Alvin Stowe
MD: Tonya Rivers
Jason Champion, Always, 19

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
THE WEST ANGELES COGIC MASS CHOIR Lord Prepare Me (EMI Gospel)	154/3	MARVIN WINANS Alone But Not Alone (PureSprings Gospel)	78/22
TOTAL STATIONS:	14	TOTAL STATIONS:	7
ISRAEL & NEW BREED If Not For Your Grace (Integrity)	147/25	CYNTHIA JONES Gotta Soul (Kingdom)	72/0
TOTAL STATIONS:	14	TOTAL STATIONS:	8
STAN JONES FEAT. TARRALYN RAMSEY Where Would I Be (Blackberry/Malaco)	113/7	JASON CHAMPION Always (Brooks/EMI Gospel)	62/25
TOTAL STATIONS:	9	TOTAL STATIONS:	6
J MOSS Abundantly (PAJAM/Gospe Centric/Zomba)	113/4	KEVIN JARIDO & NU VIRTUE Sunday Morning (Emtro Gospel)	62/11
TOTAL STATIONS:	11	TOTAL STATIONS:	7
NATHANIEL & NECY Serve Nobody But You (WOGG)	110/9	L. SPENSER SMITH & TESTAMENT Surgery (Emtro Gospel)	61/6
TOTAL STATIONS:	11	TOTAL STATIONS:	18

MOST INCREASED PLAYS

+69	CECE WINANS Waging War (PureSprings Gospel) WPRS +6, WXEZ +6, XSRT +4, WJNI +4, SIPP +3, WNNL +3, WNOO +3, WFMJ +2, WFMV +2, WCAO +3
+57	CANTON JONES My Day (Arrow) WXEZ +4, WTLK +7, WPMI +6, WJNI +6, WPRS +5, WXVI +4, XSRT +3, WNNL +3, WJMO +3, WPEZ +3
+57	REGINA BELLE God Is Good (Pendulum) WJMO +1, WPZS +10, WLJB +9, WNOO +7, KOKA +6, WTLR +4, WCAO +3, WHLH +3, WTHH +3, WFMV +3
+43	DONALD LAWRENCE INTRODUCES: THE MURRILLS Family (There's A Healing) (Quiet Water/Verity/Zomba) WNNL +9, WPZS +8, WXEZ +8, WPZS +5, WPRS +5, WNOO +5, WFMJ +3, KOKA +3, WJNI +3, WLOU +3
+35	BISHOP PAUL S. MORTON Not Me Lord, You (Tehillah/Light) KHLR +9, WHLH +9, WNOO +6, WFMJ +4, WXVI +3, WTHH +2, WXOK +2

FOR WEEK ENDING MARCH 30, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	NIELSEN BDS CERTIFICATIONS	PLAYS	
			TW	LW
1	JOSHUA'S TROOP EVERYBODY CLAP YOUR HANDS (NEW HAVEN)		447	412
2	BRUCE PARHAM CALL JESUS (EMTRO GOSPEL)		442	403
3	DONALD LAWRENCE PRESENTS THE TRI-CITY SINGERS GIANTS (EMI GOSPEL)		367	378
4	MYRON BUTLER & LEVI STRONGER (EMI GOSPEL)		336	339
5	TRIN-I-TEE 5:7 LISTEN (SPIRIT RISING/MUSIC WORLD)		318	278

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	NIELSEN BDS CERTIFICATIONS	PLAYS	
			TW	LW
6	HEZEKIAH WALKER & LFC GRATEFUL (VERITY/ZOMBA)		306	287
7	DEWAYNE WOODS & WHEN SINGERS MEET LET GO (QUIET WATER/VERITY/ZOMBA)		303	327
8	ISRAEL & NEW BREED FEATURING T-BONE WITH LONG LIFE (INTEGRITY)		278	302
9	THE CLARK SISTERS BLESSSED & HIGHLY FAVORED (EMI GOSPEL)		267	264
10	GEORGIA MASS CHOIR TELL IT (SAVOY/MALACO)		260	272

GOSPEL REPORTERS

- | | | | | | | | |
|---|--|---|--|--|--|---|--|
| <p>WPZE/Atlanta, GA*
OM: Steve Hegwood
PD/MD: Derek Harper</p> <p>WCAO/Baltimore, MD*
PD: Lee Michaels
APD/MD: Danielle Brown</p> <p>WWIN/Baltimore, MD
PD: Tim Watts</p> <p>WXOK/Baton Rouge, LA*
OM: LeBron "LBJ" Joseph
PD/MD: J'Michael Francois</p> <p>WUFO/Buffalo, NY*
PD: Dwayne "Landers" Cumberlander
MD: Duane Price</p> <p>WJNI/Charleston, SC*
OM: Michael Baynard
PD: Belinda Parker
MD: Anthony Baxter</p> | <p>WXTC/Charleston, SC*
OM: Bryan Taylor
PD: Michael Tee
APD: Edwin "Chef" Wright</p> <p>WPZS/Charlotte, NC*
PD: Alvin Stowe
MD: Tonya Rivers</p> <p>WNOO/Chattanooga, TN*
OM: Lee Clear
PD/MD: Sam Terry</p> <p>WGRB/Chicago, IL*
PD: Sonya M. Blakey
APD/MD: Effie Rolfe</p> <p>WJMO/Cleveland, OH*
PD/MD: Kim Johnson</p> <p>WFMV/Columbia, SC*
PD: Tony "Gee" Green
APD/MD: Monica Washington</p> <p>WEAM/Columbus, GA
OM: Carl Conner, Jr.
PD: Pam Dixon</p> | <p>WAJV/Columbus, MS
OM: GQ Riley
PD: Sebastian Riley</p> <p>WJYD/Columbus, OH*
OM: Jerry Smith
PD: Dawn Mosby</p> <p>KHVN/Dallas, TX
PD: Antonio Johnson</p> <p>WCHB/Detroit, MI*
OM/MD: Al Payne</p> <p>WFLT/Flint, MI*
OM/MD: Sammie L. Jordan, Jr.</p> <p>WEAL/Greensboro, NC*
PD/MD: Joseph Level</p> <p>KROI/Houston, TX*
OM/MD: Terri Thomas</p> <p>WDJL/Huntsville, AL*
PD/MD: Walter Peavy</p> | <p>WEUP/Huntsville, AL*
OM: Hundley Batts
PD: Steve Murry
MD: Ricky Sykes</p> <p>WTLC/Indianapolis, IN*
OM: Brian Wallace
PD: The First Lady
MD: Donovan Hartwell</p> <p>WHLH/Jackson, MS*
OM: Steve Kelly
MD: Lance Fuller</p> <p>WOAD/Jackson, MS*
OM: Stan Branson
PD/MD: Percy Davis</p> <p>KPRT/Kansas City, MO
OM: Andre Carson
PD: Myron Fears
APD: Freddie Bell
MD: Debbie Dee Johnson</p> <p>KHLR/Little Rock, AR*
OM: Sonny Victory
PD: JC Loves</p> | <p>KPKZ/Little Rock, AR
OM: Mark Dylan
PD/MD: Billy St. James</p> <p>WLOU/Louisville, KY*
PD: Bill Price</p> <p>WBWP/Memphis, TN
MD: Doreen Graves</p> <p>WHAL/Memphis, TN*
PD: Eileen Collier
APD/MD: Tracy Bethea</p> <p>WLOK/Memphis, TN*
PD/MD: Kim Harper</p> <p>WBBM/Miami, FL
PD/MD: Greg Cooper</p> <p>WHLW/Montgomery, AL*
OM: Michael Long
PD/MD: Connye Bryant</p> <p>WXVI/Montgomery, AL*
PD: Glinda Perkins</p> <p>WTHE/Nassau, NY*
MD: Clara Mack</p> | <p>Rejoice Radio/Network
OM: Frankie Hemphill
PD: RaShaun Green
MD: Samuel Priester</p> <p>Rejoice! Musical Soulfood/Network
PD: Willie Mae McIver</p> <p>WPRF/New Orleans, LA
PD: Kris "Cap'n Kris" McCoy</p> <p>WYLD/New Orleans, LA*
PD: Derrick Corbett
APD/MD: Loretta Petit</p> <p>WLIB/New York, NY*
PD: Denise Hill</p> <p>WFMI/Norfolk, VA*
OM: Neal Williams
PD: Pat McKay
MD: Sasha Montero</p> <p>WXEZ/Norfolk, VA*
OM: John Shomby
PD: Dale Murray</p> | <p>WPPZ/Philadelphia, PA*
OM/MD: Elroy Smith
APD/MD: CeCe McGhee</p> <p>WNNL/Raleigh, NC*
OM/MD: Jerry Smith
MD: Melissa Wade</p> <p>WPPZ/Richmond, VA*
OM: Jeff Anderson
PD: Reggie Baker</p> <p>Sheridan Gospel Network/Satellite
PD: Michael Gamble
APD: Morgan Dukes
MD: Ace Alexander</p> <p>Sirius Praise/Satellite*
OM: B.J. Stone
PD: Pat McKay
MD: Sasha Montero</p> <p>XM The Spirit/Satellite*
PD/MD: Jay Bryant</p> | <p>WSOK/Savannah, GA*
PD: E. Larry McDuffie</p> <p>KOKA/Shreveport, LA*
PD: Eddie Giles</p> <p>KATZ/St. Louis, MO*
MD: Dwight Stone</p> <p>WIMG/Trenton, NJ
OM/MD: Felicia Brannon
APD/MD: Robyn McCollum</p> <p>WTSK/Tuscaloosa, AL
OM: Greg Tomascello
PD/AMD: Charles Anthony</p> <p>WPRS/Washington, DC*
PD: Matt Anderson</p> <p>WFAI/Wilmington, DE
OM: Melvin Brittingham
PD/MD: Manuel Mena</p> |
|---|--|---|--|--|--|---|--|
- * Monitored Reporters



Understanding what motivates listeners' behavior

A Different Kind Of Research

Kevin Peterson

KPeterson@RadioandRecords.com

When we talk about research in radio, most of those conversations have to do with music research, perceptual studies, focus groups and even something called “persona development.” Behavioral research doesn’t come up in the conversations very often, but wouldn’t it be nice to know why listeners do what they do and how programmers can use that knowledge to better focus their stations on their target demographic?

“Radio does a lot of research that validates or attempts to validate what you’re already doing,” says Brand Champs co-founder, consumer behaviorist, brand strategist, author and speaker Fran Lytle. “But it doesn’t really dig deep enough to have an understanding of what motivates human behavior. If you need to motivate someone’s behavior—in your instance, trying to get someone to listen to your station and stay as a loyal listener—you have to understand human behavior first.”

You also need to understand gender-specific behavior, as well as the belief systems of racial and ethnic groups. Since women are the target for most Christian music stations, we’ll focus on behavioral research relating to women.

“A woman’s brain has more emotional outposts and there’s a lot more interconnectivity from the right to the left lobe,” Lytle says. “Some scientists say that women have as many as 36 emotional outposts in our brains and they’re connected from right to left. Men only have four: two in the front and two in the back, and there’s not a lot of connectivity.”

What that means for Christian radio is that when you have a positive impact on a woman’s emotions, she’ll have positive feelings about your station that will last for quite a while. And she’ll tell other people about your station.

Lytle goes on to say that a woman’s highest personal value is establishing and nurturing relationships. That’s why it’s so important for Christian music stations to develop relationships with listeners, not just play music.

She continues, “Radio is so successful with women because we listen with both sides of our brain at the same time. I can be in the car with my husband, hear something on the radio and while talking with him I can incorporate something I heard on the radio into our conversation. Since guys only listen with one side, it makes it easier to focus, so if my husband is having a conversation with me, he’s not hearing the radio. So inherently, radio is a great medium for women. Another difference in women is that her hearing is more sensitive; so don’t shout at her in your shows or advertising, because it actually hurts her ears.”

Nurturing Relationships

Embracing these behavioral differences is what Lytle says Christian radio can do to be successful in today’s ultra-competitive media market. “Start developing relationships with listeners,” she says. “The other thing is that women are good at storytelling and they like to hear stories.”

Lytle adds that when it comes to contests, winning is much more of a male trait. Women prefer experiences and gifts. She says women would be engaged in a promotion that enables them to enhance their relationships with other people. Girlfriend getaways are always a favorite, as well as multigenerational trips, so women can travel with their children and their parents. Disney World comes to mind.

According to Lytle, one of the biggest

‘Radio is so successful with women because we listen with both sides of our brain at the same time.’

—Fran Lytle



‘You need something on your Web site that makes me feel like I belong to a community.’

—Fran Lytle

current trends in travel is what’s called a “babymoon.” Typically in the second trimester of a pregnancy, couples will take one last romantic getaway before they get into the more difficult third trimester. In addition to sending couples away for a babymoon, stations could help listeners organize a family reunion or host a women’s retreat, she suggests.

‘Listeners’ Need States’

Another tool in programming, marketing and promoting to a female audience is paying attention to what Lytle calls “listeners’ need states.” She says all human behavior is based on four motivational drivers: belonging, freedom, power and fun.

“We need all four, but women’s need states have a tendency to lean more toward belonging,” she adds. “Men’s need states tend to lean

more toward power. Freedom and fun are more equal.” Knowing that women lean toward belonging, Lytle continues, “If a station has a Web site where I know that other Christian women are part of a chat group and I felt that I could be a part of that, it makes me feel good. I can discuss things with them because I know that there are other people that have my same belief system and I

feel comfortable. A lot of time is spent on making radio station Web sites look flashy and fun, and they don’t dig down deep enough to make it a tool that actually could engage their audience, particularly women. You need something on your Web site that makes me feel like I belong to a community.”

To female listeners, creating a sense of community off the air and away from a station Web site is just as important. Lytle wonders what radio can do to make a woman feel like she’s a part of a community, not just while she’s at home or work: Is there something you can provide for her besides a bumper sticker?

She asks, “Can you give me something so that I can notice someone else out there in the world and say, ‘Oh, my goodness, you listen to Star 99.1, too?’ Are there programs where you can get us all together, like a listener picnic or a concert? I know that a lot of the stations already do that, and I would encourage them to keep that up. It’s an excellent way to engage women and a good way to engage families as well, because she’s going to bring her kids and her husband.”

R&R

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▶ CANADIAN SINGER/SONGWRITER/WORSHIP LEADER **MATT MAHER** EARNs AIRPOWER STRIPES WITH LEAD SINGLE "YOUR GRACE IS ENOUGH" (17-16). HIS DEBUT ALBUM, "EMPTY & BEAUTIFUL," ARRIVES AT RETAIL APRIL 8.

LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW	+/-	AUDIENCE MILLIONS	RANK
1	25	MATTHEW WEST YOU ARE EVERYTHING	NO. 1 (4 WKS) SPARROW/EMI CMG	1565	-54	4.193	1
2	14	JEREMY CAMP LET IT FADE	BE/TOOTH & NAIL	1537	-82	4.052	2
3	26	MERCYME GOD WITH US	INO	1370	-6	3.127	4
4	10	STEVEN CURTIS CHAPMAN CINDERELLA	SPARROW/EMI CMG	1218	+64	3.592	3
5	7	CASTING CROWNS EVERY MAN	MOST INCREASED PLAYS BEACH STREET/REUNION/PLG	1031	+134	2.324	9
6	11	FEE ALL BECAUSE OF JESUS	INO	1009	+44	2.514	6
7	5	CHRIS TOMLIN AMAZING GRACE (MY CHAINS ARE GONE)	SIXSTEPS/SPARROW/EMI CMG	959	-80	2.526	5
8	31	ROBBIE SEAY BAND SONG OF HOPE	SPARROW/EMI CMG	872	+18	2.431	7
9	8	33MILES THANK YOU	INO	864	+26	2.384	8
10	8	CASTING CROWNS EAST TO WEST	BEACH STREET/REUNION/PLG	856	-25	2.307	10
11	11	DECEMBERADIO FIND YOU WAITING	SLANTEO/SPRING HILL	772	+28	1.412	18
12	8	NEEDTOBREATHE WASHED BY THE WATER	ATLANTIC/WORD-CURB	718	+56	1.481	16
13	11	NATALIE GRANT IN BETTER HANDS	CURB	713	-75	1.719	14
14	8	TENTH AVENUE NORTH LOVE IS HERE	REUNION/PLG	648	+84	1.699	15
15	14	NEWSBOYS IN WONDER	INPOP	554	-60	1.757	13
16	7	MATT MAHER YOUR GRACE IS ENOUGH	AIRPOWER ESSENTIAL/PLG	529	+60	1.143	20
17	14	BUILDING 429 SINGING OVER ME	WORD-CURB	517	-32	1.434	17
18	9	JADON LAVIK COME THOU FOUNT	BE/TOOTH & NAIL	471	+57	2.016	12
19	6	RUSH OF FOOLS CAN'T GET AWAY	MIDAS	440	+50	0.703	26
20	3	CHRIS SLIGH EMPTY ME	BRASH	390	+48	0.704	25
21	11	TOBYMAC FEATURING SITI MONROE ONE WORLD	FOREFRONT/EMI CMG	389	+23	0.725	24
22	7	PHILLIPS, CRAIG & DEAN TOP OF MY LUNGS	INO	377	-39	0.570	-
23	15	BIG DADDY WEAVE HOLD ME JESUS	FERVENT/WORD-CURB	369	-31	0.980	23
24	19	BRITT NICOLE SET THE WORLD ON FIRE	SPARROW/EMI CMG	362	-6	0.626	29
25	6	DAVID CROWDER BAND NEVER LET GO	SIXSTEPS/SPARROW/EMI CMG	361	-17	0.659	28
26	4	AARON SHUST WATCH OVER ME	BRASH	360	+57	0.691	27
27	12	CONNERSVINE LIVE FOR YOU	INO	334	+63	1.280	19
28	11	CARRIE UNDERWOOD SO SMALL	ARISTA/ARISTA NASHVILLE/PLG	330	-14	2.026	11
29	3	LAURA STORY MIGHTY TO SAVE	INO	270	+4	0.399	-
30	NEW	THE AFTERS KEEPING ME ALIVE	INO	265	+44	0.601	30

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
NATALIE GRANT I Will Not Be Moved (Curb) KKFS, KWND, WAFJ, WBSN, WLAB, WPOZ	6
TENTH AVENUE NORTH Love Is Here (Reunion/PLG) WBOX, WLAB, WPAR, WRBS, WVFI	5
THIRD DAY Call My Name (Essential/PLG) KKSP, KTSL, KXOJ, Sirius Spirit 66, WBOX	5
JADON LAVIK Come Thou Fount (Be/Tooth & Nail) KCMS, KTSL, WBOX, XM The Message	4
MEREDITH ANDREWS You're Not Alone (Word-Curb) KBNJ, KTSY, WBOX, WDJC	4
ROBBIE SEAY BAND Song Of Hope (Sparrow/EMI CMG) KGBI, WGT5, WRBS	3
CASTING CROWNS Every Man (Beach Street/Reunion/PLG) KTSY, WJKL	2
DECEMBERADIO Find You Waiting (Slanted/Spring Hill) WRBS, WVFI	2
NEEDTOBREATHE Washed By The Water (Atlantic/Word-Curb) WPOZ, WVFI	2

ADDED AT...

KTSY

Boise, ID
PD: Jerry Woods
MD: Travis Culver
Casting Crowns, Every Man, 5
Michael W. Smith, So Great, 3
Meredith Andrews, You're Not Alone, 1

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
NATALIE GRANT I Will Not Be Moved (Curb) TOTAL STATIONS: 18	262/76	MEREDITH ANDREWS You're Not Alone (Word-Curb) TOTAL STATIONS: 15	185/34
NEWSBOYS Stay Strong (Sparrow/EMI CMG) TOTAL STATIONS: 16	249/75	JOSH WILSON 3 Minute Song (Sparrow/EMI CMG) TOTAL STATIONS: 11	148/57
FIREFLIGHT Brand New Day (Flicker/PLG) TOTAL STATIONS: 9	241/87	LEELAND Count Me In (Essential/PLG) TOTAL STATIONS: 9	137/48
MIKESCHAIR Otherside (Curb) TOTAL STATIONS: 22	197/22	MARK HARRIS All For The Glory Of You (INO) TOTAL STATIONS: 15	128/16
JEFF JOHNSON BAND Ruin Me (NuSpring) TOTAL STATIONS: 10	189/0	BETHANY DILLON When You Love Someone (Sparrow/EMI CMG) TOTAL STATIONS: 12	125/3

MOST INCREASED PLAYS

+134	CASTING CROWNS Every Man (Beach Street/Reunion/PLG) WJKL +22, KKCM +21, KTIS +20, WAFJ +10, KVMV +9, WLPJ +9, KLJC +7, WDJC +6, SISI +5, WCSG +5
+87	FIREFLIGHT Brand New Day (Flicker/PLG) KFIS +38, KGBI +28, KXOJ +13, KBIQ +12, KKFS +2, KTSY +1, WJIE +1
+84	TENTH AVENUE NORTH Love Is Here (Reunion/PLG) WBSN +25, WCSG +11, WVFI +9, WMSJ +7, WDJC +6, KFIS +6, WBOX +6, KLJC +4, WJTL +4, WLAB +4
+80	KUTLESS Word Of God Speak (Be/Tooth & Nail) KBIQ +33, WFHM +27, KAIM +21
+76	NATALIE GRANT I Will Not Be Moved (Curb) KBIQ +9, XMES +18, KWND +16, WJQK +10, KKSP +9, WLAB +4, KXOJ +3, WCRJ +3, WPOZ +3, KBNJ +2

FOR WEEK ENDING MARCH 30, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS		THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	
		TW	LW			TW	LW
1	LINCOLN BREWSTER EVERLASTING GOD (INTEGRITY)	652	648	6	RUSH OF FOOLS UNDO (MIDAS)	590	585
2	MERCYME BRING THE RAIN (INO)	628	630	7	BIG DADDY WEAVE EVERY TIME I BREATHE (FERVENT/WORD-CURB)	541	527
3	AARON SHUST MY SAVIOR MY GOD (BRASH)	628	649	8	STORYSIDE:B BE STILL (SILENT MAJORITY/GOTEE)	501	526
4	BRANDON HEATH I'M NOT WHO I WAS (MONODROME/REUNION/PLG)	608	627	9	CHRIS TOMLIN HOLY IS THE LORD (SIXSTEPS/SPARROW/EMI CMG)	499	508
5	TREE63 BLESSSED BE YOUR NAME (INPOP)	595	593	10	TOBYMAC MADE TO LOVE (FOREFRONT/EMI CMG)	493	486

CHRISTIAN CHR REPORTERS

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

WJRF/Duluth, MN
PD/MD: Terry Michaels

WYLV/Knoxville, TN*
PD/MD: Jonathan Unthahn

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

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

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

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

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

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

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

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

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

WIMX/Bangor, ME
OM/PD: Tim Collins
AFD/MD: Morgan Smith

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

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

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

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

WCLQ/Wausau, WI
PD/MD: Matt Deane

WJNU/Chicago, IL*
OM: Justin Knight
PC/MD: Johnathon Eltrevoog

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

WJLZ/Norfolk, VA*
OM/FD: Anne Verebely

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

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

KXWA/Denver, CO
PC: Scott Veigel



▶ WITH 862 PLAYS AT 22 REPORTING STATIONS, **THE AFTERS** GO BACK TO NO. 1 ON CHRISTIAN CHR WITH "NEVER GOING BACK TO OK." THE GROUP SPENT THREE STRAIGHT WEEKS AT THE TOP BEFORE GIVING WAY THE PAST THREE ISSUES TO TOBYMAC (TWO WEEKS) AND ADDISON ROAD.

THIS WEEK	LAST WEEK	WEEKS ON CHART	CHRISTIAN CHR		PLAYS	
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	TW	+/-
1	2	18	AFTERS NEVER GOING BACK TO OK	INO	862	+3
2	1	13	ADDISON ROAD ALL THAT MATTERS	INO	859	-9
3	4	11	JEREMY CAMP NO MATTER WHAT IT TAKES	BEC/TOOTH & NAIL	853	+37
4	5	10	FIREFLIGHT UNBREAKABLE	FLICKER/PLG	822	+30
5	3	14	TOBYMAC FEAT. SITI MONROE DNE WORLD	FOREFRONT/EMI CMG	796	-52
6	7	12	HAWK NELSON FRIEND LIKE THAT	BEC/TOOTH & NAIL	785	+33
7	8	10	NEEDTOBREATHE WASHED BY THE WATER	ATLANTIC/WORD-CURB	748	+16
8	6	19	DECEMBERADIO FIND YOU WAITING	SLANTED/SPRING HILL	717	-37
9	10	10	STELLAR KART JESUS LOVES YOU	WORD-CURB	679	+40
10	12	7	RELIENT K THE BEST THING	CAPITOL/GOTEE	645	+41
11	9	13	LEELAND COUNT ME IN	ESSENTIAL/PLG	634	-31
12	13	12	SEVENGLORY LET IT BE LOVE	7SPIN	555	-43
13	11	27	MAINSTAY BELIEVE	BEC/TOOTH & NAIL	546	-74
14	14	23	SANCTUS REAL WE NEED EACH OTHER	SPARROW/EMI CMG	511	-43
15	16	7	TENTH AVENUE NORTH LOVE IS HERE	REUNION/PLG	503	+37
16	15	9	MYRIAD A THOUSAND WINTERS MELTING	KOSMOS/KOCH	474	+5
17	18	7	RUSH OF FOOLS WE ALL	MIDAS	403	+46
18	17	18	MATTHEW WEST YOU ARE EVERYTHING	SPARROW/EMI CMG	398	-6
19	19	3	ARTICLE ONE WITHOUT YOU	INPOP	370	+27
20	21	8	CASTING CROWNS EVERY MAN	BEACH STREET/REUNION/PLG	345	+25
21	20	3	DIZMAS YOURS	FOREFRONT/EMI CMG	344	+23
22	23	4	EVERYDAY SUNDAY TELL ME YOU'LL BE THERE	INPOP	301	+27
23	27	3	PAUL ALAN TO BRING YOU BACK	WHIPLASH	298	+63
24	22	20	FALLING UP HOTEL AQUARIUM	BEC/TOOTH & NAIL	294	+3
25	24	16	STORYSIDE:B BE STILL	SILENT MAJORITY/GOTEE	271	+5
26	25	16	MERCYME GOD WITH US	INO	263	0
27	29	3	FLYLEAF ALL AROUND ME	SRE/OCTONE	250	+37
28	28	4	MIKESCHAIR OTHERSIDE	CURB	235	+19
29	NEW		CHRIS TAYLOR TAKE ME ANYWHERE	BEC/TOOTH & NAIL	233	+64
30	NEW		CHRIS SLIGH EMPTY ME	BRASH	209	+30

THIS WEEK	LAST WEEK	WEEKS ON CHART	CHRISTIAN ROCK		PLAYS	
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	TW	+/-
1	5	11	FALLING UP GOOD MORNING PLANETARIUM	BEC/TOOTH & NAIL	273	+23
2	3	12	SKILLET LIVE FREE OR LET ME DIE	ARDENT/SRE/INO	262	+4
3	4	10	WEDDING I'LL SLEEP WHEN I'M DEAD	BRAVE NEW WORLD	255	0
4	1	12	CHILDREN 18:3 YOU KNOW WE'RE ALL SO FOND OF DYING	TOOTH & NAIL	253	-21
5	13	8	ANBERLIN HELLO ALONE	TOOTH & NAIL	239	+42
6	6	11	WAVORLY STAY WITH ME	FLICKER/PLG	232	+2
7	2	12	HAWK NELSON FRIEND LIKE THAT	BEC/TOOTH & NAIL	230	-30
8	10	10	RELIENT K DEVASTATION AND REFORM	CAPITOL/GOTEE	224	+13
9	7	8	FAMILY FORCE 5 FACE DOWN	MAVERICK/GOTEE	224	+3
10	8	12	ALMOST. SOUTHERN WEATHER	TOOTH & NAIL	215	-6
11	9	10	SECRET AND WHISPER VANISHINGS	TOOTH & NAIL	206	-14
12	11	9	DISCIPLE LOVE HATE (ON AND ON)	SRE/INO	204	0
13	12	9	THOUSAND FOOT KRUTCH THE FLAME IN ALL OF US	TOOTH & NAIL	200	-2
14	17	5	STELLAR KART SHINE LIKE THE STARS	WORD-CURB	171	+10
15	RE-ENTRY		P.O.D. ADDICTED	COLUMBIA/INO	168	+54
16	14	13	THIS BEAUTIFUL REPUBLIC CASTING OFF	FOREFRONT/EMI CMG	164	-15
17	19	4	PROJECT 86 MOLOTOV	TOOTH & NAIL	160	+17
18	26	6	EMERY THE PARTY SONG	TOOTH & NAIL	154	+30
19	16	16	IVORYLINE BE STILL AND BREATHE	TOOTH & NAIL	154	-13
20	21	4	SEVENTH DAY SLUMBER LAST REGRET	BEC/TOOTH & NAIL	152	+12
21	20	5	SPOKEN TRADING IN THIS TROUBLED HEART	TOOTH & NAIL	147	-4
22	24	3	DEMON HUNTER FADING AWAY	SOLID STATE/TOOTH & NAIL	143	+16
23	22	8	EVERYDAY SUNDAY APATHY FOR APOLOGIES	INPOP	141	+1
24	25	7	DEAS VAIL ANYTHING YOU SAY	BRAVE NEW WORLD	138	+11
25	27	6	NUMBER ONE GUN WAKE ME UP	TOOTH & NAIL	133	+9
26	NEW		RED LOST	ESSENTIAL/PLG	130	+70
27	15	15	FIREFLIGHT UNBREAKABLE	FLICKER/PLG	124	-47
28	28	2	EOWYN SILENT SCREAMS	EOWYN	118	0
29	NEW		MXPX SECRET WEAPON	TOOTH & NAIL	100	-2
30	RE-ENTRY		DIZMAS YOURS	FOREFRONT/EMI CMG	100	-3

THIS WEEK	LAST WEEK	WEEKS ON CHART	SOFT AC/INSPIRATIONAL		PLAYS	
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	TW	+/-
1	2	7	JADON LAVIK COME THOU FOUNT	BEC/TOOTH & NAIL	220	+1
2	4	9	STEVEN CURTIS CHAPMAN CINDERELLA	SPARROW/EMI CMG	219	+19
3	3	9	CASTING CROWNS EVERY MAN	BEACH STREET/REUNION/PLG	219	+10
4	1	22	MATTHEW WEST YOU ARE EVERYTHING	SPARROW/EMI CMG	204	-23
5	6	10	JAIME JAMGOCHIAN SING OF OUR GOD	CENTRICITY	197	+6
6	7	12	PHILLIPS, CRAIG & DEAN TOP OF MY LUNGS	INO	174	-4
7	12	4	WAYBURN DEAN THROUGH THE RAIN	WAYJADE	171	+33
8	5	22	MERCYME GOD WITH US	INO	170	-23
9	10	7	TWILA PARIS LIVE TO PRAISE	MOUNTAIN SPRING	165	+14
10	9	22	CHRIS TOMLIN AMAZING GRACE (MY CHAINS ARE GONE)	SIXSTEPS/SPARROW/EMI CMG	157	0

THIS WEEK	LAST WEEK	WEEKS ON CHART	SOFT AC/INSPIRATIONAL		PLAYS	
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	TW	+/-
11	13	7	JEREMY CAMP LET IT FADE	BEC/TOOTH & NAIL	143	-10
12	18	4	LAURA STORY MIGHTY TO SAVE	INO	133	+27
13	15	4	KEITH & KRISTYN GETTY THE POWER OF THE CROSS	MARTINGALE	132	+17
14	16	2	LESTER & HOLLY THERE IS A CROWN	LESTER & HOLLY	123	-15
15	14	4	KATHRYN SCOTT I BELONG	INTEGRITY	118	+2
16	11	12	VICKY BEECHING GREAT IS YOUR GLORY	SURVIVOR/SPARROW/EMI CMG	117	-34
17	17	5	33MILES THANK YOU	INO	116	+9
18	8	13	MARK SCHULTZ EVERYTHING TO ME	WORD-CURB	112	-56
19	RE-ENTRY		GORDON MOTE DON'T LET ME MISS THE GLO-FY	SPRING HILL	99	+29
20	19	3	ROBBIE SEAY BAND SONG OF HOPE	SPARROW/EMI CMG	93	+6

CHRISTIAN ROCK REPORTERS

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

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

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

WITR/Rochester, NY
PD/MD: Sammie Palermo
APD: Wil "The Tuna" Benson

Planet Edge/Satellite
PD: Arron Daniels

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

WCVK/Bowling Green, KY
OM: Ken Eurps
PD: Susan Woodard

WSNL/Flint, MI
MD: Brian Goodman

WDML/Marion, IL
MD: Tom Schroeder

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

Sirius Spirit 66/Satellite*
PD: Al Skop

WYSZ/Toledo, OH
PD/MD: Jeff Howe

WVWF/Bridgeport, CT
PD/MD: Bob Felberg

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

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

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

The Sound Of Light/Satellite
PD: Bill Scott
MD: Jack Eason

WCLQ/Wausau, WI
PD/MD: Matt Deane

WCWP/Brookville, NY
PD: Peter Belotti
MD: Renee Tamburni

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

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

Fireescape/Satellite
PD/MD: Joe Hayes

Whip Of Cords/Satellite
OM/PD: Matt Rhodes

WUFM/Columbus, OH*
OM: Michael Buckingham
PD/MD: Nick Cantu
APD: Lainey Moneyhon

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

WJLZ/Norfolk, VA*
OM/PD: Anne Verebely

KCLC/St. Louis, MO
MD: Dave Merkel



▶ WITH THE SECOND SINGLE FROM HER "RELENTLESS" SET, **NATALIE GRANT** TAKES THE CHART'S HIGHEST BOW AT NO. 27 WITH "I WILL NOT BE MOVED."

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CHRISTIAN AC REPORTERS

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

* Monitored Reporters

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	1	12	JEREMY CAMP LET IT FADE	BEAC/TOOTH & NAIL	909	-39
2	3	12	FEE ALL BECAUSE OF JESUS	IND	843	+44
3	2	24	MATTHEW WEST YOU ARE EVERYTHING	SPARROW/EMI CMG	725	-93
4	5	9	STEVEN CURTIS CHAPMAN CINDERELLA	SPARROW/EMI CMG	721	+19
5	6	10	CASTING CROWNS EVERY MAN	BEACH STREET/REUNION/PLG	626	+4
6	4	24	MERCYME GOD WITH US	IND	580	-138
7	7	8	AARON SHUST WATCH OVER ME	BRASH	569	+54
8	10	7	NEEDTOBREATHE WASHED BY THE WATER	ATLANTIC/WDRD-CURB	493	+41
9	9	7	33MILES THANK YOU	IND	483	+25
10	11	8	DECEMBERADIO FIND YOU WAITING	SLANTED/SPRING HILL	471	+37
11	8	19	BUILDING 429 SINGING OVER ME	WORD-CURB	446	-31
12	13	29	CHRIS TOMLIN AMAZING GRACE (MY CHAINS ARE GONE)	SIXSTEPS/SPARROW/EMI CMG	407	-10
13	12	21	BRANDON HEATH DON'T GET COMFORTABLE	REUNION/PLG	403	-18
14	16	5	TENTH AVENUE NORTH LOVE IS HERE	REUNION/PLG	385	+31
15	14	9	TOBYMAC FEAT. SITI MONROE ONE WORLD	FOREFRONT/EMI CMG	384	-13
16	18	4	MATT MAHER YOUR GRACE IS ENOUGH	ESSENTIAL/PLG	351	+83
17	28	2	MEREDITH ANDREWS YOU'RE NOT ALONE	WORD-CURB	320	+142
18	17	11	PHILLIPS, CRAIG & DEAN TOP OF MY LUNGS	IND	307	-13
19	22	5	AFTERS KEEPING ME ALIVE	IND	299	+53
20	25	3	LAURA STORY MIGHTY TO SAVE	IND	262	+66
21	21	9	MICHAEL ENGLISH THE ONLY THING GOOD IN ME	CURB	244	-9
22	19	6	DAVID CROWDER BAND NEVER LET GO	SIXSTEPS/SPARROW/EMI CMG	243	-19
23	29	2	NEWSBOYS STAY STRONG	SPARROW/EMI CMG	241	+72
24	20	17	SANCTUS REAL WE NEED EACH OTHER	SPARROW/EMI CMG	229	-25
25	26	3	CHRIS SLIGH EMPTY ME	BRASH	228	+33
26	24	7	MIKESCHAIR OTHERSIDE	CURB	227	+17
27	NEW		NATALIE GRANT I WILL NOT BE MOVED	CURB	217	+57
28	23	4	DANIEL DOSS BAND GOD IN ME	SPARROW/EMI CMG	210	-1
29	NEW		MARK HARRIS ALL FOR THE GLORY OF YOU	IND	182	+46
30	NEW		RUSH OF FOOLS CAN'T GET AWAY	MIDAS	174	+15



Hit Music Research

CHRISTIAN CHR MUSIC RESEARCH

ARTIST TITLE	IMPRINT / PROMOTION LABEL	TOTAL	FAM%	BURN%	W 18-24	W 25-34	W 18-34
BRANDON HEATH DON'T GET COMFORTABLE	REUNION/PLG	4.20	92%	10%	4.51	4.36	4.42
ELEVENTYSEVEN LOVE IN YOUR ARMS	FLICKER/PLG	4.17	91%	18%	4.46	3.74	4.11
NEEDTOBREATHE WASHED BY THE WATER	ATLANTIC/WORD-CURB	4.17	91%	14%	3.96	4.37	4.22
STORYSIDE:B BE STILL	COTEE	4.16	92%	15%	4.10	4.30	4.22
FLYLEAF ALL AROUND ME (CHR MIX)	SRE/OCTONE	4.14	69%	16%	3.92	3.88	3.89
HAWK NELSON FRIEND LIKE THAT	BEAC/TOOTH & NAIL	4.14	86%	11%	3.93	3.96	3.94
FALLING UP HOTEL AQUARIUM	BEAC/TOOTH & NAIL	4.10	91%	17%	4.46	3.74	4.12
MATTHEW WEST YOU ARE EVERYTHING	SPARROW/EMI CMG	4.10	95%	17%	4.02	4.08	4.06
JEREMY CAMP NO MATTER WHAT IT TAKES	BEAC/TOOTH & NAIL	4.08	71%	15%	4.06	4.09	4.07
FIREFLIGHT UNBREAKABLE	FLICKER/PLG	4.08	87%	26%	3.88	4.28	4.08
DAVID CROWDER BAND NEVER LET GO	SIXSTEPS/SPARROW/EMI CMG	4.04	97%	23%	4.38	3.90	4.09
MAINSTAY BELIEVE	BEAC/TOOTH & NAIL	4.02	91%	19%	3.87	3.97	3.92
THE AFTERS NEVER GOING BACK TO OK	IND	4.02	90%	15%	3.99	3.88	3.93
STEVEN CURTIS CHAPMAN CINDERELLA	SPARROW/EMI CMG	4.01	61%	15%	4.04	3.76	3.85
MERCYME GOD WITH US	IND	4.01	94%	23%	3.67	4.19	4.00
STELLAR KART JESUS LOVES YOU	WORD-CURB	4.00	73%	10%	4.13	3.76	3.90
TOBY MAC ONE WORLD	FOREFRONT/EMI CMG	3.99	95%	22%	3.81	4.15	3.99
SANCTUS REAL WE NEED EACH OTHER	SPARROW/EMI CMG	3.99	95%	26%	4.01	3.93	3.97
CASTING CROWNS EVERY MAN	BEACH STREET/REUNION/PLG	3.96	76%	22%	3.79	4.05	3.94
RED PIECES	ESSENTIAL/PLG	3.96	82%	16%	4.29	4.14	4.20

This report is a cumulative sample of current online music surveys conducted by Christian CHR stations across the country. Total sample size is 784 respondents. Total average favorability estimates are based on a scale of 1-5. (1= don't like it at all, 5 = love it). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Sample composition is based on persons 12+. Persons are screened via the internet. Once passed, they can take the music test when invited to do so by their local radio station. When comparing this data with what is happening at your station please keep in mind that number of spins, percentage of familiarity, and other factors must be considered, and that your results may vary accordingly. HitMusicResearch.com results are intended to show opinions of participants on the internet only. Hit Music Research is a registered trademark of HitMusicResearch.com. The HMR system is available exclusively for local Christian radio stations by contacting Ken Farley at (615) 331-0736 or Ken@hitmusicresearch.com



WQYK/Tampa's unique take on research

Does This Gut Make Me Look Smart?

R.J. Curtis

RCurtis@RadioandRecords.com

for many programmers, the recent wave of budget cuts and/or freezes is terrifying on many levels. Worst-case scenario is losing one's job, of course, and if you're fortunate enough to avoid that disaster, perhaps the best-case scenario is adjusting to the new reality of doing a lot more with much less. We're constantly told horror stories about valuable resources slashed from programming budgets, with research often one of the first victims. The cost of weekly or biweekly callout, auditorium testing and particularly the luxury of perceptual studies sticks out like a sore thumb when the number crunchers start perusing spreadsheets. Remove those tools from the day-to-day equation and suddenly you're asking PDs to work without a net.

Meet Mike Culotta, who loves the air up there, rarely looks down or sideways and certainly never behind him. Culotta is OM at CBS Radio's WQYK/Tampa, and he comprises 50% of the station's research department. Jay Roberts, the station's longtime MD, makes up the other half—that is, if you want to call what they do “research.” The truth of the matter is, they don't rely on any of that.

“Jay Roberts and myself are it,” Culotta says. “In all the years I've been at WQYK—and I'm going back 15 years—I can only recall one year of callout, and that was the [former WQYK programmer] Eric Logan era, his first year.” Auditorium music projects have happened “sporadically at best,” he says, the last one coming about the time Clear Channel launched a direct competitor, WFUS (US 103.5), several years ago. Surely, though, with a recent competitor, the station sought to give itself some kind of physical exam from a product standpoint, right? Thinking hard, Culotta finally says, “In my entire stint here, there may have been six or seven.”

Blasphemy, right? Fundamentally unsound and totally unsuccessful, correct?

Uh, wrong. WQYK has been a consistent market leader for years, before taking on a direct competitor, and since. The last five books have gone like this: 5.7-5.3-5.8-5.8-5.5, with a top three ranker in 12+.

Obviously, there are many components to a great station like WQYK, and its 20-plus years of heritage is one of the biggest. But so is the music, and someone has to pick the right songs. That's where Culotta and Roberts collaborate so well after so many years in the market and at WQYK: “Jay has been in this market for 30 years. I've grown up and lived in this market my entire life.”

So, what's the process: the secret formula, if you will? “We both listen to music separately, then some time during the week we'll listen to music together. We come up with songs we both like,” Culotta says. He and Roberts sometimes argue about something he hates and that Roberts loves. “But we come to a consensus. If we're head to head on something, I'll almost always let him go with it, because he's the MD and has more years doing this. But really it's both of us.”

OK, that's fine for picking songs to add, but how do they know if something is actually working?

According to Culotta, “We'll listen to the jocks [about listener requests]. We'll look at sales in our market and around the country. We're constantly looking at that and [online media measurement provider] BigChampagne, too. I think sales are reflective of what's really happening.” Occasionally, under the radar, Culotta says, “we'll take something out to a club here and

throw it into the mix and see what happens on the dancefloor, but it's nothing scientific.”

Not that this would happen in the current radio environment, but we wondered what would happen if the magic budget genie showed up with a programmer's dream of a research budget. Would Culotta grab it, or would actual data just screw everything up?

“The biggest thing I'd say is that anytime we've done a music test or worked with a consultant who shared their resources in terms of music data, every one of those tests have basically shown that maybe we were off, like, 12 songs.” Culotta remembers one time when there was only one song the station wasn't playing, compared with auditorium results, and asks rhetorically, “So, is \$30,000 or \$40,000 worth that? If your station is so weak that one or two songs in recurrent or gold sinks you, then you have a lot of other issues.”

This probably won't come as much of a shock after reading all of this, but want to know the tried-and-true method that WQYK has perfected for knowing when to convert a record or to drop it? “When Jay and I are tired

of it, we're done,” Culotta says, reasoning that even if they had mountains of research data, “isn't it still Jay Roberts and me deciding? We're still making the decision. We're not putting it out for popular vote. This isn't ‘American Idol.’” Every bit of it is gut, with no real system—no average scores or set number of spins. And, Culotta says, “we don't really look at other stations.”

Not only does all this reliance on instinct fly in the face of many programmers raised on research, but the idea that a programmer who knows his market, his listeners and his station inside and out and is given the reins to operate independently, seems refreshing and a bit of a throwback.

“The only reason we've been able to continue doing what we do is that we've had a lot of success over a long period of time,” Culotta says, admitting that if he found himself programming in a different market, things would most likely be different. “I'd be more scared. There is a feeling of safety. I've been here my entire

life and there is comfort in being in touch with the community and what the sound and feel is. I don't believe you could take WQYK, pick it up and plop it anywhere and get the same results. CBS has been unbelievable in allowing each of us to program how we want. I talk to [KILT/Houston's] Jeff Garrison, [WUSN/Chicago's] Mike Peterson and [KMPS/Seattle's] Becky Brenner. You find all of our stations have a different feel, different philosophies, and most of them are very successful.”

‘We're not putting it out for popular vote. This isn't ‘American Idol.’’

—Mike Culotta



Roberts

R&R COUNTRY

POWERED BY nielsen BDS

DMDS DIGITAL DOWNLOADS AVAILABLE AT DMDS.COM



▶ UP 335,000 AUDIENCE IMPRESSIONS, TRACY LAWRENCE'S "TIL I WAS A DADDY TOO" ACHIEVES BREAKER STATUS IN ITS 16TH CHART WEEK. IT IS THE SECOND SINGLE FROM LAWRENCE'S 2007 ALBUM, "FOR THE LOVE."

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	AUDIENCE (IN MILLIONS) +/-	PLAYS TW	RANK
1	2	17	TRACE ADKINS YOU'RE GONNA MISS THIS	NO. 1 (1 WK)	☆	32.587 +2.581	4544	1
2	4	8	GEORGE STRAIT I SAW GOD TODAY		☆	28.589 +1.192	4144	2
3	3	37	CHRIS CAGLE WHAT KINDA GONE		☆	28.341 +0.679	4132	3
4	1	21	ALAN JACKSON SMALL TOWN SOUTHERN MAN		☆	28.290 -2.145	4100	4
5	6	24	JAMES OTTO JUST GOT STARTED LOVIN' YOU		☆	26.748 +2.670	3953	5
6	8	34	JASON ALDEAN LAUGHED UNTIL WE CRIED		☆	22.994 +1.483	3470	6
7	9	12	TAYLOR SWIFT PICTURE TO BURN		☆	22.162 +2.076	3141	7
8	7	28	RODNEY ATKINS CLEANING THIS GUN (COME ON IN BOY)		☆	20.965 -1.934	2862	9
9	5	18	CARRIE UNDERWOOD ALL-AMERICAN GIRL		☆	19.376 -5.631	2881	8
10	10	22	PHIL VASSAR LOVE IS A BEAUTIFUL THING		☆	19.335 +1.174	2779	10
11	12	6	RASCAL FLATTS EVERY DAY		☆	17.844 +2.196	2654	11
12	13	6	BRAD PAISLEY I'M STILL A GUY		☆	16.935 +2.259	2502	13
13	11	30	BUCKY COVINGTON IT'S GOOD TO BE US		☆	16.729 +0.561	2531	12
14	14	26	LADY ANTEBELLUM LOVE DON'T LIVE HERE		☆	15.285 +1.036	2272	14
15	15	11	JEWEL STRONGER WOMAN		☆	14.052 +1.127	2195	15
16	16	28	KELLIE PICKLER THINGS THAT NEVER CROSS A MAN'S MIND		☆	12.125 +0.354	2022	16
17	17	12	DIERKS BENTLEY TRYING TO STOP YOUR LEAVING		☆	11.893 +0.138	1851	19
18	19	31	JAKE OWEN SOMETHIN' ABOUT A WOMAN		☆	11.879 +1.989	1909	18
19	18	13	JOE NICHOLS IT AIN'T NO CRIME		☆	11.464 +0.339	1993	17
20	20	6	MONTGOMERY GENTRY BACK WHEN I KNEW IT ALL	AIRPOWER	☆	9.916 +1.339	1695	20
21	28	3	CARRIE UNDERWOOD LAST NAME	BREAKER	☆	8.937 +4.867	1183	25
22	22	13	JOSH TURNER FEATURING TRISHA YEARWOOD ANOTHER TRY		☆	8.923 +0.866	1566	21
23	21	26	ASHTON SHEPHERD TAKIN' OFF THIS PAIN		☆	8.800 +0.303	1552	22
24	23	10	BLAKE SHELTON HOME		☆	8.229 +1.293	1397	23
25	47	2	KENNY CHESNEY BETTER AS A MEMORY	MOST INCREASED AUDIENCE/MOST ADDED	☆	6.240 +5.198	814	29
26	26	5	TOBY KEITH SHE'S A HOTTIE		☆	6.060 +1.283	1068	27
27	24	21	JACK INGRAM MAYBE SHE'LL GET LONELY		☆	5.996 +0.262	1156	26
28	25	24	JOSH GRACIN WE WEREN'T CRAZY		☆	5.222 +0.204	1192	24
29	27	13	MIRANDA LAMBERT GUNPOWDER & LEAD		☆	5.175 +0.523	931	28
30	30	9	KEITH ANDERSON I STILL MISS YOU		☆	4.344 +0.580	813	30

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	AUDIENCE (IN MILLIONS) +/-	PLAYS TW	RANK
31	31	13	TRISHA YEARWOOD THIS IS ME YOU'RE TALKING TO		☆	3.819 +0.517	627	33
32	32	9	REBA MCKENZIE EVERY OTHER WEEKEND	BREAKER	☆	3.778 +0.621	553	36
33	34	5	TIM MCGRAW KRISTOFFERSON	BREAKER	☆	3.571 +0.688	547	37
34	33	11	SARA EVANS SOME THINGS NEVER CHANGE		☆	3.542 +0.401	644	32
35	29	10	EAGLES BUSY BEING FABULOUS		☆	3.188 -0.617	571	35
36	36	16	TRACY LAWRENCE TIL I WAS A DADDY TOO	BREAKER	☆	2.754 +0.335	538	38
37	35	10	PHIL STACEY IF YOU DIDN'T LOVE ME		☆	2.751 +0.142	657	31
38	39	9	JASON MICHAEL CARROLL I CAN SLEEP WHEN I'M DEAD		☆	2.547 +0.324	574	34
39	38	5	JULIANNE HOUGH THAT SONG IN MY HEAD		☆	2.318 +0.011	397	39
40	37	16	GARTH BROOKS & HUEY LEWIS WORKIN' FOR A LIVIN'		☆	1.749 -0.623	182	52
41	51	2	GARY ALLAN LEARNING HOW TO BEND		☆	1.654 +0.883	331	41
42	44	5	EMILY WEST ROCKS IN YOUR SHOES		☆	1.603 +0.355	298	46
43	41	6	THE LOST TRAILERS HOLLER BACK		☆	1.600 +0.077	300	44
44	42	19	WHISKEY FALLS FALLING INTO YOU		☆	1.524 +0.047	343	40
45	53	2	GARTH BROOKS MIDNIGHT SUN		☆	1.436 +0.763	318	42
46	45	4	JO DEE MESSINA I'M DONE		☆	1.291 +0.207	299	45
47	50	4	LUKE BRYAN COUNTRY MAN		☆	1.208 +0.353	175	53
48	43	10	CLAY WALKER SHE LIKES IT IN THE MORNING		☆	1.186 -0.213	236	49
49	46	5	LEANN RIMES GOOD FRIEND AND A GLASS OF WINE		☆	1.160 +0.097	240	48
50	40	13	JYPSI I DON'T LOVE YOU LIKE THAT		☆	1.123 -0.569	265	47
51	48	8	SARAH JOHNS HE HATES ME		☆	1.033 +0.171	315	43
52	49	12	CARTER'S CHORD YOUR LOVE		☆	0.967 +0.105	231	50
53	NEW		JIMMY WAYNE DO YOU BELIEVE ME NOW	HOT SHOT DEBUT	☆	0.878 +0.538	141	56
54	57	2	SUGARLAND FEATURING LITTLE BIG TOWN & JAKE OWEN LIFE IN A NORTHERN TOWN		☆	0.687 +0.092	51	-
55	52	12	THE ROAD HAMMERS I DON'T KNOW WHEN TO QUIT		☆	0.666 -0.019	192	51
56	55	19	ELI YOUNG BAND WHEN IT RAINS		☆	0.662 +0.003	76	-
57	54	13	ROCKIE LYNNE I CAN'T BELIEVE IT'S ME		☆	0.650 -0.010	86	59
58	60	2	CRYSTAL SHAWANDA YOU CAN LET GO		☆	0.632 +0.148	145	54
59	56	10	RANDY OWEN BRAID MY HAIR		☆	0.518 -0.090	143	55
60	59	4	CROSS CANADIAN RAGWEED CRY LONELY		☆	0.473 -0.029	53	-

MOST INCREASED AUDIENCE
(IN MILLIONS)

+5.198
KENNY CHESNEY
Better As A Memory (BNA)
KSON +0.477, KSCS +0.425, KEYE +0.322, WCH +0.288, WAMZ +0.256, WJBE +0.232, WBTZ +0.173, WQYK +0.173, KPLX +0.173, WYXX +0.177

+4.867
CARRIE UNDERWOOD
Last Name (Arista/Arista Nashville)
KSON +0.499, WIL +0.375, KEYE +0.372, KSCS +0.328, WJBE +0.257, KPLX +0.232, WAMZ +0.203, WDSY +0.194, KFRG +0.173, WYXX +0.172

+2.670
JAMES OTTO
Just Got Started Lovin' You (Warner Bros./WRN)
KIGO +0.298, KSCS +0.251, WAMZ +0.228, WIL +0.188, WMIL +0.175, WCH +0.148, WYXX +0.142, KPLX +0.129, KIM +0.119, WDSY +0.107

+2.581
TRACE ADKINS
You're Gonna Miss This (Capitol Nashville)
KMLE +0.323, WUSN +0.276, WJBE +0.256, KNIX +0.187, WSYX +0.170, WIL +0.161, WRBT +0.149, WYCO +0.130, WPAW +0.122, KFKF +0.094

+2.259
BRAD PAISLEY
I'm Still A Guy (Arista Nashville)
WIL +0.182, KEYE +0.130, KTEX +0.124, WYXX +0.118, KILT +0.113, WUSN +0.099, WDAF +0.097, KTST +0.091, KLZZ +0.082, WJBE +0.082

NEW AND ACTIVE			
ARTIST TITLE / LABEL	AUDIENCE / GAIN	ARTIST TITLE / LABEL	AUDIENCE / GAIN
HEIDI NEWFIELD Johnny And June (Asylum-Curb)	0.418/0.040	JAMEY JOHNSON In Color (Mercury)	0.378/0.229
TOTAL STATIONS: 17		TOTAL STATIONS: 12	
LONESTAR Let Me Love You (Lonestar/COS)	0.417/0.104	ERIC CHURCH His Kind Of Money (My Kind Of Love) (Capitol Nashville)	0.353/0.353
TOTAL STATIONS: 7		TOTAL STATIONS: 19	
		RASCAL FLATTS Still Feels Good (Lyric Street)	0.250/0.039
		TOTAL STATIONS: 1	

MOST ADDED

<p>KENNY CHESNEY 42 Better As A Memory (BNA) KATC, KATM, KBEG, KHEY, KHKI, KIIM, KIXZ, KKNG, KKWF, KNCI, KNTY, KPLX, KRST, KRTY, KTTS, KUZZ, WAMZ, WCTO, WDAF, WJBE, WGGY, WGXK, WGNL, WGTY, WIOV, WITL, WKCQ, WKDF, WKIS, WKLW, WKXX, WMAD, WMIL, WOGI, WQDR, WQHJ, WQMX, WQYK, WYXX, WRNS, WXBW, WYCO</p>	<p>CARRIE UNDERWOOD 36 Last Name (Arista/Arista Nashville) KATM, KBEG, KHAY, KKGO, KKNK, KPLX, KRTY, KSKS, KSSN, KUPJ, KUZZ, KVGO, KAKT, KYGL, WAMZ, WJBE, WCOL, WCTY, WDSY, WGGY, WGNL, WGTY, WKSF, WKXC, WMAD, WOGI, WPAW, WPCV, WPKX, WQYK, WYXX, WSM, WYXX, WYXX, WYXX, WYXX</p>	<p>TOBY KEITH 14 She's A Hottie (Show Dog Nashville) KEYE, KFDD, KIIM, KKGO, KKWF, KNIX, KSSN, RTEK, KUPJ, KWNR, WIRK, WQDR, WWGR, WYXX</p> <p>JIMMY WAYNE 14 Do You Believe Me Now (Valory) KATM, KFDD, KFRG, KIZN, KUZZ, WCTK, WGGY, WGNL, WYXX, WKIS, WOGI, WQBE</p>
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FOR WEEK ENDING MARCH 30, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
 112 country and 28 Canada country stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Indicator chart comprised of 114 reporters.
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CHART LEGEND

Charts are ranked by plays (except for Country chart, which is based on audience impressions, computed by cross-referencing exact times of airplay with Arbitron listener data).

○ Songs showing an increase in plays (audience for Country) over the previous week, regardless of chart movement. A song will also receive a bullet if its percentage loss in plays (audience for Country) does not exceed the percentage of monitored station downtime for the format. Exempting the Country chart, a song that has been on the chart for more than 20 weeks will generally not

receive a bullet, even if it registers an increase in plays. Country titles that decline in audience but increase in plays will also receive a bullet if the total audience erosion for the week does not exceed 3%. A song in its first week at No. 1 will always receive a bullet, even if it has lost plays (audience for Country).

AUDIENCE TOTALS: Derived, in part, using certain Arbitron Inc. copyrighted Persons 12+ audience estimates, under license.

AIRPOWER: Awarded to songs appearing in the top 20 on both the Airplay and Audience charts for the first time with increases in both plays and audience.

BREAKER: Awarded solely on the Country chart to songs that receive airplay on 60% of the panel for the first time.

HOT SHOT DEBUT: Awarded solely on the Country chart to the highest-ranking new entry.

MOST INCREASED PLAYS: Awarded to the five songs with the largest increases in plays (audience for Country). Title with the top increase will also be highlighted if on chart. If two or more songs have an equal increase, the song ranked higher on chart will be listed first.

MOST ADDED: A listing of songs with the total number

of new adds either reported by each station or by automatic add thresholds. Title with top most added totals will also be highlighted if on chart.

NEW AND ACTIVE: Current songs below the chart threshold that are showing an increase in plays.

TIES ON CHART: A song with the best plays differential (audience for Country) over the previous week is ranked first if tied with another song on the chart. If the songs are still tied at this point, the title that is being played on the most stations at that format will be ranked first.

RECURRENT RULE: Songs below the top 20 (top 15 for

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

in both audience and plays.

n Nielsen BDS certification for airplay of 100,000 plays on all monitored stations, including satellite and national networks, across the United States and Canada. Numerical following symbol indicates multiple level of 100,000 plays.

☆ Indicates title earned HitPredictor status in research data provided by Promosquad. Songs are tested online by Promosquad using multiple listens and a nationwide sample of carefully profiled music consumers.

★ Indicated solely on the Canadian charts for songs meeting Canadian content requirements.



JAMES OTTO LANDS HIS FIRST CANADA COUNTRY TOP 20 AS "JUST GOT STARTED LOVIN' YOU" JUMPS SIX SPOTS TO NO. 20.

COUNTRY MONITORED REPORTERS

WQMX/Akron, OH OM: Chuck Collins PD: Sue Wilson APD/MD: Ken Steel	KSKS/Fresno, CA PD: Tom Jordan	KTEX/McAllen, TX OM: Billy Santiago PD: JoJo Cerda APD: Frankie Dee MD: Patches	WBEE/Rochester, NY PD: Billy Kidd APD/MD: Weslea Neas
WGNA/Albany, NY PD/MD: Tom Jacobsen	WWGR/Ft. Myers, FL PD/MD: Justin Tyler APD: Steve Hart	WGKX/Memphis, TN PD: Tim Jones	KNCI/Sacramento, CA PD: Mark Evans APD: Greg Cole
KRST/Albuquerque, NM OM/PD: Eddie Haskell MD: Paul Bailey	WQHK/Ft. Wayne, IN OM/PD: Rob Kelley MD: Dave Michaels	WKIS/Miami, FL PD: Ken Boesen APD: Greg Valentine MD: Darlene Evans	KNTY/Sacramento, CA PD/MD: Bob McNeill
WCTO/Allentown, PA OM/PD: Shelly Easton APD/MD: Jerry Padden	WOCK/Gainesville, FL PD: Mr. Bob MD: Big Red	WMIL/Milwaukee, WI OM/PD: Kerry Wolfe APD: Scott Dolphin MD: Mitch Morgan	WKCO/Saginaw, MI OM/PD: Mike Skot APD: Kevin Proffitt MD: John Richards
WKSF/Asheville, NC OM/PD: Jeff Davis	WBCT/Grand Rapids, MI OM/PD: Doug Montgomery APD/MD: Dave Taft	KEEY/Minneapolis, MN OM/PD: Gregg Swedberg MD: Mary Gallas	KSOP/Salt Lake City, UT APD/MD: Debby Turpin
WKHX/Atlanta, GA OM/PD: Mark Richards MD: Mike Macho	WPAW/Greensboro, NC PD: Randall Bliss APD: Clay J.D. Walker	KUJL/Salt Lake City, UT PD: Ed Hill MD: Pat Garrett	
WUBL/Atlanta, GA OM/PD: Clay Hunnicutt APD/MD: Lance Houston	WRNS/Greenville, NC PD/MD: Wayne Carlyle	KAJA/San Antonio, TX OM/PD: George King MD: Kactus Lou	
WKXC/Augusta, GA PD: T Gentry	WRBT/Harrisburg, PA PD: Joe Kelly APD/MD: Newman	KSON/San Diego, CA OM: John Marks APD/MD: Brooks O'Brian	
KUZZ/Bakersfield, CA PD: Evan Bridwell MD: Donna James	WVYZ/Hartford, CT PD: Pete Salant	KRKY/San Jose, CA PD/MD: Julie Stevens	
WYPY/Baton Rouge, LA PD: Dave Dunaway APD/MD: Jimmy Brooks	KILT/Houston, TX PD: Jeff Garrison MD: Greg Frey	KKWF/Seattle, WA PD: Lance Tidwell	
KIZN/Boise, ID OM/PD: Rich Summers APD: Steve Shannon MD: Spencer Burke	WFMS/Indianapolis, IN PD: Bob Richards MD: J.D. Cannon	KMPS/Seattle, WA PD: Becky Brenner MD: Tony Thomas	
WKLB/Boston, MA OM: Don Kelley PD: Mike Brophy APD/MD: Ginny Rogers	WUSJ/Jackson, MS PD: Russ Williams	KXKS/Shreveport, LA OM: Gary McCoy PD: Chris Evans	
WYRK/Buffalo, NY PD: Wendy Lynn	WGNE/Jacksonville, FL PD/MD: Jeff Davis	KIXZ/Spokane, WA OM: Robert Harder PD/MD: Paul "Coyote" Neumann	
WQBE/Charleston, WV OM: Jeff Whitehead PD: Ed Roberts MD: Bill Hagy	KBEQ/Kansas City, MO PD: Mike Kennedy MD: T.J. McEntire	WPXX/Springfield, MA OM/PD: Pat McKay APD: Marc Spencer	
WSOC/Charlotte, NC PD: D.J. Stout APD/MD: Rick McCracken	KFKF/Kansas City, MO OM/PD: Dale Carter APD/MD: Tony Stevens	KTTT/Springfield, MO OM/PD: Chris Cannon APD/MD: Curly Clark	
WUSY/Chattanooga, TN PD: Kris Van Dyke MD: Bill Poindexter	WDAF/Kansas City, MO OM: Thom McGinty PD: Michael Cruise	WIL/St. Louis, MO PD: Greg Mozingo APD/MD: Danny Montana	
WUSN/Chicago, IL PD: Mike Peterson MD: Marci Braun	WIVK/Knoxville, TN OM/PD: Mike Hammond MD: Colleen Addair	KATM/Stockton, CA OM: Richard Perry PD: Randy Black MD: Nikki Thomas	
WUBE/Cincinnati, OH OM: Patti Marshall PD: Travis Moon APD: Kathy O'Connor MD: Duke Hamilton	KMDL/Lafayette, LA PD: Scott Bryant MD: T.D. Smith	WQYK/Tampa, FL OM/PD: Mike Culotta APD: Beecher Martin MD: Jay Roberts	
KATC/Colorado Springs, CO OM: Bobby Irwin PD: Jim West	WPCV/Lakeland, FL OM/PD: Mike James APD/MD: Jeni Taylor	WKKO/Toledo, OH PD/MD: Gary Shores APD: Harvey Steele	
WWNU/Columbia, SC PD: Rick Taylor MD: Tyler On The Radio	WIOV/Lancaster, PA OM: Ken Carson PD: Al Brock	KIIM/Tucson, AZ OM: Herb Crowe PD/MD: Buzz Jackson	
WCOL/Columbus, OH PD: John Crenshaw APD/MD: Dan E. Zuko	WITL/Lansing, MI OM: Brent Alberts PD/MD: Chris Tyler APD: Jordan Lee	KVOO/Tulsa, OK PD: Luke Jensen MD: Dave Austin	
KPLX/Dallas, TX PD: Jan Jeffries APD: Smokey Rivers	KWJW/Portland, OR OM: Clark Ryan PD: Mike Moore APD/MD: Savannah Jones	WIRK/West Palm Beach, FL PD: Mitch Mahan MD: JR Jackson	
KSCS/Dallas, TX APD/MD: Chris Huff	WOKQ/Portsmouth, NH OM: Mark Ericson PD: Mark Jennings MD: Dan Lunnie	KFDI/Wichita, KS OM/PD: Beverlee Brannigan APD/MD: Carol Hughes	
KYGO/Denver, CO PD: Joel Burke MD: Garrett Doll	WCTK/Providence, RI PD/MD: Stephen Guitari APD: Sam Stevens	WGGY/Wilkes Barre, PA PD: Doc Medek MD: Jessie Roberts	
KHKI/Des Moines, IA OM: Jack O'Brien PD/MD: Andy Elliott	WQDR/Raleigh, NC OM: Mike Michaels PD: Lisa Mckay	WXCW/Wilmington, DE OM/PD: Dave Hovel APD: Mike Joseph MD: Chris Duff	
WYCD/Detroit, MI PD: Tim Roberts APD/MD: Mike Scott	KBUL/Reno, NV PD: Brad Hansen APD/MD: Derek Gunn	WCTY/York, PA PD: Scott Kennedy MD: Dan Douglas	
KHEY/El Paso, TX MD: Marty Austin	KFRG/Riverside, CA OM: Lee Douglas PD/MD: Don Jeffrey	WQXK/Youngstown, OH OM: Scott Kennedy APD: Doug James MD: Burton Lee	
WFBE/Flint, MI PD: April Rose APD: Keith Allen	WSLC/Roanoke, VA PD: Brett Sharp MD: Robynn Jaymes		

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	COUNTRY INDICATOR IMPRINT / PROMOTION LABEL	PLAYS		TOTAL AWD.
					TW	+/-	
1	1	13	TRACE ADKINS YOU'RE GONNA MISS THIS	CAPITOL NASHVILLE	4583	+79	9.898
2	4	9	GEORGE STRAIT I SAW GOD TODAY	MCA NASHVILLE	4387	+286	9.634
3	3	32	CHRIS CAGLE WHAT KINDA GONE	CAPITOL NASHVILLE	4327	+52	9.182
4	5	16	JAMES OTTO JUST GOT STARTED LOVIN' YOU	RAYBOW/WARNER BROS./WRN	4212	+442	9.194
5	12		TAYLOR SWIFT PICTURE TO BURN	BIG MACHINE	3699	+230	8.038
6	2	18	ALAN JACKSON SMALL TOWN SOUTHERN MAN	ARISTA NASHVILLE	3570	-706	7.561
7	7	30	JASON ALDEAN LAUGHED UNTIL WE CRIED	BROKEN BOW	3301	+106	6.880
8	10	6	RASCAL FLATTS EVERY DAY	LYRIC STREET	3157	+334	6.943
9	9	17	PHIL VASSAR LOVE IS A BEAUTIFUL THING	UNIVERSAL SOUTH	3152	+258	6.984
10	11	6	BRAD PAISLEY I'M STILL A GUY	ARISTA NASHVILLE	3076	+490	6.789
11	12	20	LADY ANTEBELLUM LOVE DON'T LIVE HERE	CAPITOL NASHVILLE	2730	+237	5.847
12	16	12	DIERKS BENTLEY TRYING TO STOP YOUR LEAVING	CAPITOL NASHVILLE	2520	+172	5.286
13	14	12	JOE NICHOLS IT AIN'T NO CRIME	UNIVERSAL SOUTH	2407	+46	5.049
14	19	7	MONTGOMERY GENTRY BACK WHEN I KNEW IT ALL	COLUMBIA	2324	+350	4.788
15	17	10	JEWEL STRONGER WOMAN	VALORY	2304	+104	4.719
16	18	21	KELLIE PICKLER THINGS THAT NEVER CROSS A MAN'S MIND	BNA	2183	+69	4.355
17	8	14	CARRIE UNDERWOOD ALL-AMERICAN GIRL	ARISTA/ARISTA NASHVILLE	2127	-974	4.413
18	20	9	BLAKE SHELTON HOME	WARNER BROS./WRN	1933	+222	4.110
19	28	3	CARRIE UNDERWOOD LAST NAME	ARISTA/ARISTA NASHVILLE	1847	+685	3.888
20	15	19	BROOKS & DUNN GOD MUST BE BUSY	ARISTA NASHVILLE	1706	-654	3.578
21	21	12	JOSH TURNER FEAT. TRISHA YEARWOOD ANOTHER TRY	MCA NASHVILLE	1674	+85	3.699
22	25	5	TOBY KEITH SHE'S A HOTTIE	SHOW DOG NASHVILLE	1599	+243	3.417
23	23	15	JAKE OWEN SOMETHING ABOUT A WOMAN	RCA	1576	+125	3.410
24	22	13	ASHTON SHEPHERD TAKIN' OFF THIS PAIN	MCA NASHVILLE	1516	+62	3.343
25	13	15	KENNY CHESNEY DUET WITH GEORGE STRAIT SHIFTWORK	BNA	1486	-572	3.018
26	24	17	JACK INGRAM MAYBE SHE'LL GET LONELY	BIG MACHINE	1394	-20	2.828
27	26	12	MIRANDA LAMBERT GUNPOWDER & LEAD	COLUMBIA	1351	+35	2.968
28	27	17	JOSH GRACIN WE WEREN'T CRAZY	LYRIC STREET	1342	+92	2.623
29	37	2	KENNY CHESNEY BETTER AS A MEMORY	BNA	1262	+690	2.700
30	30	4	TIM MCGRAW KRISTOFFERSON	CURB	1129	+267	2.262
31	29	12	KEITH ANDERSON I STILL MISS YOU	COLUMBIA	906	+21	2.022
32	33	6	REBA MCENTIRE EVERY OTHER WEEKEND	MCA NASHVILLE	886	+52	2.206
33	31	12	SARA EVANS SOME THINGS NEVER CHANGE	RCA	780	+6	1.610
34	34	12	TRISHA YEARWOOD THIS IS ME YOU'RE TALKING TO	BIG MACHINE	708	-9	1.575
35	38	3	GARTH BROOKS MIDNIGHT SUN	PEARL/BIG MACHINE	706	+48	1.224
36	35	10	PHIL STACEY IF YOU DIDN'T LOVE ME	LYRIC STREET	690	+54	1.448
37	37	11	JASON MICHAEL CARROLL I CAN SLEEP WHEN I'M DEAD	ARISTA NASHVILLE	681	+59	1.486
38	32	10	EAGLES BUSY BEING FABULOUS	ERC/LOST HIGHWAY/MERCURY	662	-91	1.473
39	42	3	GARY ALLAN LEARNING HOW TO BEND	MCA NASHVILLE	524	+163	1.145
40	39	12	WHISKEY FALLS FALLING INTO YOU	MIDAS/NEW REVOLUTION	435	+5	0.790

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

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	CANADA COUNTRY IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	1	10	TRACE ADKINS YOU'RE GONNA MISS THIS	CAPITOL NASHVILLE/EMI	677	+13
2	3	7	GEORGE STRAIT I SAW GOD TODAY	MCA NASHVILLE/UNIVERSAL	648	+6
3	4	8	TAYLOR SWIFT PICTURE TO BURN	BIG MACHINE/UNIVERSAL	608	+38
4	8	12	CHRIS CAGLE WHAT KINDA GONE	CAPITOL NASHVILLE/EMI	568	+39
5	7	9	CRYSTAL SHAWANDA YOU CAN LET GO	RCA/SONY BMG	560	+6
6	5	19	ALAN JACKSON SMALL TOWN SOUTHERN MAN	ARISTA NASHVILLE/SONY BMG	524	-67
7	2	15	CARRIE UNDERWOOD ALL-AMERICAN GIRL	ARISTA/SONY BMG	523	-154
8	17	5	BRAD PAISLEY I'M STILL A GUY	ARISTA NASHVILLE/SONY BMG	512	+110
9	6	11	GORD BAMFORD STAYED 'TIL TWO	ROYALTY	508	-44
10	10	10	PAUL BRANDT THAT'S WORTH FIGHTIN' FOR	BRAND-T/UNIVERSAL	500	+24
11	14	9	JASON ALDEAN LAUGHED UNTIL WE CRIED	BROKEN BOW/SONY BMG	473	+59
12	11	5	DOC WALKER BEAUTIFUL LIFE	OPEN ROAD/UNIVERSAL	472	+2
13	13	8	DERIC RUTTAN FIRST TIME IN A LONG TIME	ON RAMP/EMI	442	+10
14	18	7	DIERKS BENTLEY TRYING TO STOP YOUR LEAVING	CAPITOL NASHVILLE/EMI	428	+38
15	15	22	RODNEY ATKINS CLEANING THIS GUN (COME ON IN BOY)	CURB/EMI	428	-10
16	20	4	AARON LINES MOMENTS THAT MATTER	OUTSIDE THE LINES	427	+48
17	9	16	KENNY CHESNEY DUET WITH GEORGE STRAIT SHIFTWORK	BNA/SONY BMG	409	-100
18	16	11	JOHNNY REID THANK YOU	OPEN ROAD/UNIVERSAL	400	-43
19	9	17	EMERSON DRIVE EVERYDAY WOMAN	MIDAS/KOCH	394	-12
20	25	5	JAMES OTTO JUST GOT STARTED LOVIN' YOU	WARNER BROS./WARNER	371	+98
21	12	16	CHUCK WICKS STEALING CINDERELLA	RCA/SONY BMG	365	-59
22	25	3	RASCAL FLATTS EVERY DAY	LYRIC STREET/UNIVERSAL	363	+78
23	23	9	LADY ANTEBELLUM LOVE DON'T LIVE HERE	CAPITOL NASHVILLE/EMI	342	+41
24	21	21	TERRI CLARK IN MY NEXT LIFE	BNA/SONY BMG	329	-52
25	27	5	JESSIE FARRELL BEST OF ME	UNIVERSAL	323	+34
26	22	19	BROOKS & DUNN GOD MUST BE BUSY	ARISTA NASHVILLE/SONY BMG	300	-32
27	24	27	GARY ALLAN WATCHING AIRPLANES	MCA NASHVILLE/UNIVERSAL	276	-40
28	40	2	MONTGOMERY GENTRY BACK WHEN I KNEW IT ALL	COLUMBIA/SONY BMG	254	+51
29	28	23	BRAD PAISLEY LETTER TO ME	ARISTA NASHVILLE/SONY BMG	247	-38
30	31	24	WILLIE MACK DON'T WASTE YOUR PRETTY	OPEN ROAD/UNIVERSAL	236	-9

♦ indicates CanCon



ROI's Mark Shannon O'Neill advises following the mandate of 'The Hitchhiker's Guide'

PPM: Don't Panic!

Keith Berman

KBerman@RadioandRecords.com

With the PPM live in Philadelphia and Houston, on the horizon this year for nine other major markets and all top 50 markets slated to push the button by 2010, it's a foregone conclusion that you or a programming friend of yours will deal with the incredible wealth of information that the meter will dump in your laps. ■ Since the PPM has the capability of drilling down much farther than the diary—even as far as the minute-by-minute level—it's possible that the meter could have unintended consequences when examining listening information.

With budgets being cut and research being eliminated at some stations, the opportunity would exist for PDs to overlay PPM data with their station logs and use it to almost instantly judge the impact of a new song or a jock break.

ROI Media Solutions founding partner/managing member Mark Shannon O'Neill's overriding message is to take everything slowly, look at the big picture and not be compelled to make knee-jerk responses to what you may find in the PPM numbers.

O'Neill says that the "story behind the story" is Media Monitors' Audience Response product, which lets PDs look at minute-by-minute audience data and click on a graph to hear the audio of what the station aired at the time the data reflects. "But remember that at the minute level, you're not able to get any kind of weighted information—you're just able to look at the number of meters that are tuned in," he says.

He stresses that it's more important to spend time with the data and learn how it reflects overall listening patterns rather than drill down to try to pick out specific programming elements that might cause dips in the numbers.

"I'm sure there's a certain point where it will show you that opening the mic causes listeners to go away, commercials are going to cause listeners to go away—anything that's not necessarily music may cause people to go away, and you have to understand what is a realistic expectation," O'Neill says. "Look at benchmarks

in terms of what is reasonable and appropriate. Go slowly."

Compile Your Numbers

Should you want to use the PPM data to gauge reaction to a song or a new jock or feature, O'Neill advises looking at aggregated data rather than particular instances. For example, if you spin a new track 30 times per week, compile all the information from all meters that captured listening to that song, then average them out and compare the panelists' behavior over time rather than examining how they reacted to each individual spin.

Arbitron VP of programming services and development Gary Marince "likes to show the spike and say, 'Gee, what were we doing that brought all these people to the radio?' By definition, what's on the radio right now can't bring you to the radio because you don't know what's on until you turn the radio on," O'Neill says.

"The fact that you have a large amount of tune-in is probably related more to appointment listening, outside marketing or what a competitor is doing as opposed to what you're doing on the air at any given time. When you have tune-out, you want to be careful about how much of that is simply tuning to another radio station versus the end of the listening occasion."

By that, he means that you need to check

'By definition, what's on the radio right now can't bring you to the radio, because you don't know what's on until you turn the radio on.'

—Mark Shannon O'Neill



'The things we did to affect recall are very different than the things we'll have to do to look after behavior. Ultimately, I think this is going to make for better radio, because you don't have to play a lot of the games we used to have to play before.'

—Mark Shannon O'Neill

your meter data to see whether people left your station for a competitor or simply turned their radios off because they were done listening—for example, a listener in a car who has arrived at his or destination, such as the office or the supermarket or home.

"Ending that occasion is not something that you can correct," O'Neill says. "What you hope to do is have the person in the frame of mind to give you the next occasion so when they then move to the office or their home or come back out of the supermarket, they turn you back on."

To determine what's making your audience tune out—or tune in—you still need to continuously study the data and establish benchmarks using monthly reports.

"Then, as you start making changes, make them incrementally" and evaluate their effects over time, he says. "Don't make too many of them at the same time, and don't make major, radical changes based on minute-by-minute data."

Take Notes, Like In School

O'Neill and ROI recommend that their clients keep solid logs and detailed notes of what's going on across their entire spectrum: what's on their own stations, including guests, features, contests and marketing, as well as for their competitors and the entire market.

"There are so many factors here that it's hard trying to isolate what the things are that are driving something—but it's an amazing tool," O'Neill says. "We've never had this kind of resolution before. In the past, you could do your marketing, then go back and look at the week-by-week or monthlies in PD Advantage, and you're never quite sure if that's a statistical wobble or real movement.

"Here, when you have movement in the ratings, only one of two things is changing: Either the panel changed or the behavior of the panel changed. Monitoring a panel change is not something that can be easily done yet, but it can be done. If the panel hasn't changed, then you have behavior movement—so what caused it? Was it marketing, something you did on the air, a guest, any of the million possibilities? The only way to understand that is to keep consistent logs and notes so you can go back and line it up with that data."

O'Neill notes that the PPM delivers a different kind of information, derived by actual audience behavior over time rather than a snapshot based on listener recall. He calls the potential of the PPM "nothing short of a renaissance" for our business.

"Some of the first results that are coming back from markets are not necessarily where things stand a few months later as people start making adjustments," he says. "The things we did to affect recall are very different than the things we'll have to do to look after behavior. Ultimately, I think this is going to make for better radio because you don't have to play a lot of the games we used to have to play before."

R&R



▶ AFTER NOT APPEARING ON THE AC CHART SINCE 1988, **REO SPEEDWAGON** HAS NOW ENJOYED TWO HITS IN THE LAST YEAR. "I NEEDED TO FALL" REACHED NO. 25 IN AUGUST, AND "FIND YOUR OWN WAY HOME" DEBUTS THIS ISSUE AT NO. 29.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	35	COLBIE CAILLAT BUBBLY	NO. 1 (14 WKS)	n ³	2101 -85	19.445	1
2	2	40	FERGIE BIG GIRLS DON'T CRY	WILL I AM/A&M/INTERSCOPE	n ⁵ ☆	1778 +90	15.134	2
3	4	12	MICHAEL BUBLE LOST	MOST INCREASED PLAYS	☆	1609 +118	14.550	4
4	3	47	DAUGHTRY HOME	RCA/RMG	n ⁴ ☆	1558 -85	12.072	7
5	6	22	TIMBALAND FEATURING ONEREPUBLIC APOLOGIZE	MOSLEY/BLACKGROUND/INTERSCOPE	n ⁴ ☆	1474 +63	13.629	5
6	5	34	PINK WHO KNOW	LAFACE/ZOMBA	n ³ ☆	1421 +1	13.411	6
7	12	12	SARA BAREILLES LOVE SONG	EPIC	n ¹ ☆	1407 +108	14.673	3
8	8	14	TAYLOR SWIFT TEARDROPS ON MY GUITAR	BIG MACHINE/UNIVERSAL REPUBLIC	n ³ ☆	1331 +31	10.170	10
9	7	39	ELLIOTT YAMIN WAIT FOR YOU	HICKORY/RED	n ³ ☆	1280 -88	11.220	8
10	10	38	PLAIN WHITE T'S HEY THERE DELILAH	FEARLESS/HOLLYWOOD	n ⁴ ☆	1170 -74	9.805	12
11	12	12	MICHAEL MCDONALD (YOUR LOVE KEEPS LIFTING ME) HIGHER AND HIGHER	UNIVERSAL MOTOWN	n ⁴ ☆	1152 -84	5.434	13
12	14	14	ALICIA KEYS NO ONE	MBK//RMG	n ⁴ ☆	963 +16	11.024	9
13	13	13	JORDIN SPARKS TATTOO	19/JIVE/ZOMBA	n ¹ ☆	826 +23	9.844	11
14	9	9	PLUMB IN MY ARMS	CURB/REPRISE	☆	590 +91	1.938	23
15	15	8	EAGLES BUSY BEING FABULOUS	ERC	☆	479 0	3.349	15
16	7	7	LANDON PIGG FALLING IN LOVE AT A COFFEE SHOP	RCA/RMG	☆	408 +1	2.738	16
17	6	6	CNOTE FORGIVE ME	JKH ENT	☆	286 +31	0.586	-
18	18	18	DAUGHTRY OVER YOU	RCA/RMG	n ²	256 +14	2.522	17
19	8	8	IDINA MENZEL BRAVE	WARNER BROS.	☆	241 +24	1.357	25
20	21	4	KIMBERLEY LOCKE FALL	CURB/REPRISE	☆	227 +63	0.543	-
21	20	5	DAUGHTRY FEELS LIKE TONIGHT	RCA/RMG	☆	189 +11	5.236	14
22	22	10	INGRID MICHAELSON THE WAY I AM	CABIN 24/ORIGINAL SIGNAL/RED	☆	146 -11	1.987	22
23	25	6	QUEEN LATIFAH POETRY MAN	FLAVOR UNIT/VERVE	☆	141 +13	0.252	-
24	24	5	STEVEN CURTIS CHAPMAN CINDERELLA	SPARROW/EMI CMG	☆	132 +2	0.188	-
25	23	16	MAROON 5 WAKE UP CALL	A&M/OCTONE/INTERSCOPE	n ²	130 -11	2.126	19
26	26	4	JOHN MAYER SAY	AWARE/COLUMBIA	☆	103 -7	2.040	20
27	RE-ENTRY	27	SANTANA FEATURING CHAD KROEGER INTO THE NIGHT	ARISTA/RMG	n ¹	100 +26	1.599	24
28	NEW	28	MAROON 5 WON'T GO HOME WITHOUT YOU	A&M/OCTONE/INTERSCOPE	☆	98 +23	0.766	30
29	NEW	29	REO SPEEDWAGON FIND YOUR OWN WAY HOME	SPEEDWAGON/MAILBOAT	☆	88 +20	0.095	-
30	NEW	30	LAREAU CHANGE MY WORLD	WARRIOR/BUNGAO	☆	83 +19	0.047	-

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
NELLY FURTADO FEAT. KEITH URBAN In God's Hands (Geffen/Interscope) KBEE, KTSM, KWAV, WDEF, WFMK, WHUD, WLDB, WTCB, WYJB, WZID	10
KIMBERLEY LOCKE Fall (Curb/Reprise) KBEE, KSSK, WDEF, WJXB, WMGV, WMXC, WSRS	7
DAUGHTRY Feels Like Tonight (RCA/RMG) WCRZ, WHLG, WLHT, WLIT, WOBM, WTVR, WZID	7
JORDIN SPARKS Tattoo (19/Jive/Zomba) KNEV, KRBB, KTDY, WRVF, WVBW	5
CNOTE Forgive Me (JKH Ent) KISC, KSNE, WFPG, WMGV, WRVR	5
LANDON PIGG Falling In Love At A Coffee Shop (RCA/RMG) KISC, KRWM, WLRQ, WTFM	4
REO SPEEDWAGON Find Your Own Way Home (Speedwagon/Mailboat) KNEV, KTSM, WRVF, WTCB	4
WILL HEDGECOCK I Don't Know (Kipping/Aspirion) KWAV, WJKB, WJXB, WRSA	4

ADDED AT ... WDEF
Chattanooga, TN
OM/PD: Danny Howard
APD: Patti Sanders
MD: Robin Daniels
Kimberley Locke, Fall, 1
Josh Groban, Awake, 0
Matchbox Twenty, These Hard Times, D
Nelly Furtado Feat. Keith Urban, In God's Hands, 0
FOR REPORTING STATIONS PLAYLISTS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
PAULA ABDUL & RANDY JACKSON Dance Like There's No Tomorrow (Dream Merchant 2/DCMG) TOTAL STATIONS: 17	78/1	MILEY CYRUS See You Again (Hollywood) TOTAL STATIONS: 5	37/7
KATRINA CARLSON Here And Now (Kataphonic) TOTAL STATIONS: 13	57/7	MATCHBOX TWENTY These Hard Times (Merisma/Antastic) TOTAL STATIONS: 7	32/5
COLBIE CAILLAT Realize (Universal Republic) TOTAL STATIONS: 7	53/21	NASSIRI Woman (Nassiri) TOTAL STATIONS: 7	30/3
MARIAH CAREY Touch My Body (Island/IDJMG) TOTAL STATIONS: 3	42/10	A FINE FRENZY Almost Lover (Virgin) TOTAL STATIONS: 7	23/1
LIFEHOUSE Whatever It Takes (Geffen/Interscope) TOTAL STATIONS: 4	39/8	LIFEHOUSE From Where You Are (Geffen/Interscope) TOTAL STATIONS: 2	22/22

MOST INCREASED PLAYS

+118 ☆ MICHAEL BUBLE Lost (143/Reprise) WFPG +12, WMEZ +8, SISL +7, KBEE +7, WWF5 +6, KMCL +6, KTDY +5, WKJY +5, WTCB +5, WMCC +5	
+108 ☆ SARA BAREILLES Love Song (Epic) WBEE +28, KCKC +12, WOOD +11, WYYY +9, WCDV +8, WOBM +8, WCRZ +8, KNEV +6, WZID +6, WTFM +6	
+91 PLUMB In My Arms (Curb/Reprise) WMEZ +8, WRAL +8, WHOM +7, WVBW +7, WHLG +6, KTDY +5, KBEE +5, WSRS +4, WLRQ +4, KSNE +4	
+63 ☆ TIMBALAND FEAT. ONEREPUBLIC Apologize (Mosley/Blackground/Interscope) WRSA +9, SISL +6, WLIT +12, KSSK +10, KBAY +10, WCDV +9, WVBW +9, KUMU +8, KBEE +8, KRWM +6	
+63 KIMBERLEY LOCKE Fall (Curb/Reprise) WRVF +11, WHUD +9, KISC +9, EMGA +9, KUMU +9, KTDY +8, KVKI +6, WLHT +5, PSSK +2, KRMV +2	

FOR WEEK ENDING MARCH 30, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
101 AC, 27 Canada AC and 24 Canada hot AC stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2008 Nielsen Business Media, Inc. All rights reserved.

RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	NIelsen BDS CERTIFICATIONS	PLAYS TW	LW	THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	NIelsen BDS CERTIFICATIONS	PLAYS TW	LW
1	CELINE DION TAKING CHANCES (COLUMBIA)		987	1067	5	BON JOVI (YOU WANT TO) MAKE A MEMORY (MERCURY/ISLAND/IDJMG)	n ¹	790	854
2	JOHN MAYER WAITING ON THE WORLD TO CHANGE (AWARE/COLUMBIA)	n ⁴	952	933	7	DANIEL POWTER BAD DAY (WARNER BROS.)	n ⁵	759	806
3	NATASHA BEDINGFIELD UNWRITTEN (EPIC)	n ⁶	864	844	8	CARRIE UNDERWOOD BEFORE HE CHEATS (ARISTA/ARISTA NASHVILLE/RMG)	n ⁵	751	742
4	GWEN STEFANI FEATURING AKON THE SWEET ESCAPE (INTERSCOPE)	n ⁴	828	828	9	SNOW PATROL CHASING CARS (POLYDOR/A&M/INTERSCOPE)	n ⁵	732	687
5	THE FRAY HOW TO SAVE A LIFE (EPIC)	n ⁶	824	873	10	KELLY CLARKSON BECAUSE OF YOU (RCA/RMG)	n ⁵	693	710

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► **Yael Naim's** APPLE MACBOOK AIR JINGLE "NEW SOUL" SCORES A 35% INCREASE IN PLAYS (UP 88) AND RISES 36-32. IT HAS SOLD 624,000 DOWNLOADS AND LAST WEEK RE-ENTERED THE TOP 10 ON BILLBOARD'S HOT DIGITAL SONGS CHART (91,000, UP 81%).

WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	32	SARA BAREILLES LOVE SONG	NO. 1 (5 WKS)	EPIC	3161 -139	15.555 1
2	3	12	DAUGHTRY FEELS LIKE TONIGHT		RCA/RMG	2989 +216	14.050 3
3	2	25	BUCKCHERRY SORRY		ELEVEN SEVEN/ATLANTIC/RRP	2898 +30	14.052 2
4	4	21	LIFEHOUSE WHATEVER IT TAKES		GEFFEN/INTERSCOPE	2698 +114	11.791 5
5	5	36	FINGER ELEVEN PARALYZER		WIND-UP	2405 -37	12.709 4
6	8	16	MAROON 5 WON'T GO HOME WITHOUT YOU		A&M/OCTONE/INTERSCOPE	2276 +130	10.503 7
7	6	26	TIMBALAND FEATURING ONEREPUBLIC APOLOGIZE		MOSLEY/BLACKGROUND/INTERSCOPE	2226 -209	11.240 6
8	7	23	LINKIN PARK SHADOW OF THE DAY		WARNER BROS.	2105 -96	10.174 8
9	10	15	JOHN MAYER SAY		AWARE/COLUMBIA	1994 +23	8.034 11
10	9	19	ALICIA KEYS NO ONE		MBK/J/RMG	1983 +5	10.053 9
11	12	15	MATCHBOX TWENTY THESE HARD TIMES		MELISMA/ATLANTIC	1831 +42	7.759 12
12	11	39	COLBIE CAILLAT BUBBLY		UNIVERSAL REPUBLIC	1770 -133	9.560 10
13	13	17	THREE DAYS GRACE NEVER TOO LATE		JIVE/ZOMBA	1677 +56	6.257 14
14	16	11	COLBIE CAILLAT REALIZE		UNIVERSAL REPUBLIC	1648 +185	6.899 13
15	17	7	GAVIN DEGRAW IN LOVE WITH A GIRL		J/RMG	1484 +186	6.005 15
16	20	11	ONEREPUBLIC STOP AND STARE	MOST INCREASED PLAYS	MOSLEY/INTERSCOPE	1328 +256	5.943 16
17	18	11	SHERYL CROW LOVE IS FREE		A&M/INTERSCOPE	1246 +52	5.076 17
18	15	20	TAYLOR SWIFT TEARDROPS ON MY GUITAR		BIG MACHINE/UNIVERSAL REPUBLIC	1240 -296	5.017 18
19	22	5	FERRAS HOLLYWOOD'S NOT AMERICA	AIRPOWER	CAPITOL	955 +129	3.662 20
20	21	20	FERGIE CLUMSY		WILL.I.AM/A&M/INTERSCOPE	848 -70	3.820 19
21	23	8	JACK JOHNSON IF I HAD EYES		BRUSHFIRE/UNIVERSAL REPUBLIC	844 +88	2.841 21
22	24	9	PAT MONAHAN TWO WAYS TO SAY GOODBYE		COLUMBIA	625 -4	1.362 30
23	27	5	THE LAST GOODNIGHT STAY BEAUTIFUL		VIRGIN	535 +79	1.450 29
24	25	9	MILEY CYRUS SEE YOU AGAIN		HOLLYWOOD	522 +52	1.777 23
25	26	8	THE BRAVERY BELIEVE		ISLAND/IDJMG	488 +22	0.832 34
26	29	7	MARIE DIGBY SAY IT AGAIN		HOLLYWOOD	483 +79	1.920 22
27	28	6	RIHANNA DON'T STOP THE MUSIC		SRP/DEF JAM/IDJMG	434 -15	1.537 25
28	30	6	CHRIS BROWN WITH YOU		JIVE/ZOMBA	411 +39	1.601 24
29	31	3	DUFFY MERCY		MERCURY/IDJMG	395 +78	1.474 28
30	38	2	3 DOORS DOWN IT'S NOT MY TIME	MOST ADDED	UNIVERSAL REPUBLIC	346 +111	1.260 31
31	32	5	VANESSA CARLTON HANDS ON ME		THE INC./UNIVERSAL MOTOWN	342 +45	0.750 35
32	36	2	Yael Naim NEW SOUL		TOT OU TARD/ATLANTIC	336 +88	1.478 27
33	34	6	LONDON PIGG FALLING IN LOVE AT A COFFEE SHOP		RCA/RMG	305 +25	0.684 37
34	35	4	COUNTING CROWS YOU CAN'T COUNT ON ME		DCC/GEFFEN/INTERSCOPE	286 +9	0.368 -
35	37	3	THE SPILL CANVAS ALL OVER YOU		ONE ELEVEN/SIRE/REPRISE	265 +23	0.637 38
36	39	2	AUGUSTANA SWEET AND LOW		EPIC	263 +64	0.410 -
37	NEW		JORDIN SPARKS DUET WITH CHRIS BROWN NO AIR		19/JIVE/ZOMBA	258 +81	1.193 32
38	NEW		JASON MRAZ I'M YOURS		ATLANTIC/RRP	245 +52	0.432 -
39	NEW		MADONNA FEATURING JUSTIN TIMBERLAKE 4 MINUTES		WARNER BROS.	217 +38	1.484 26
40		3	COLLECTIVE SOUL ALL THAT I KNOW		EL	217 +21	0.219 -

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
3 DOORS DOWN It's Not My Time (Universal Republic) KCAL, KLLC, KLTG, KMHX, KSII, KVLY, Sirius The Pulse, WAVV, WPLJ, WTMX, XM Flight 26	11
ONEREPUBLIC Stop And Stare (Mosley/Interscope) KBBY, KLCR, KRUZ, WHYN, WKTI, WMTX, WNNK, WWWW	8
JORDIN SPARKS DUET WITH CHRIS BROWN No Air (19Live/Zomba) KFYV, KLLY, KVLY, WBNS, WDVD, WHBC, WJLK, WPLJ	8
JASON MRAZ I'm Yours (Atlantic/RRP) KALZ, KEZR, KLZR, KMHX, KMYI, WPTE, WTMX	7
NEWTON FAULKNER Dream Catch Me (Aware/Columbia) KMHX, KOSO, KRUZ, KSII, KSRZ, KZZO, WAYV	7
THE LAST GOODNIGHT Stay Beautiful (Virgin) KVLY, WAJI, WMEE, WPTE, WRQX, WTMX	6
MARIE DIGBY Say It Again (Hollywood) KCAL, KCIX, KMXB, WKTI, WMTX, WPLJ	6
Yael Naim New Soul (Tot Ou Tard/Atlantic) KALC, KLLC, KMXB, KPLZ, WRMF, WXMA	6
LEONA LEWIS Bleeding Love (SYCO/J/RMG) KFYV, Sirius The Pulse, WJLK, WPLJ, WTMX	5
I NINE If This Room Could Move (J/RMG) KCDU, KLCA, KLLY, KLTG, WAVV	5

ADDED AT...
KCDU
Monterey, CA
OM/PD: Kenny Allen
Miley Cyrus, See You Again, 1
I Nine, If This Room Could Move, 0
Kid Rock, All Summer Long, 0

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
THE B-52s Funplex (Astralwerks/Capitol) TOTAL STATIONS: 17	184/27	LEONA LEWIS Bleeding Love (SYCO/J/RMG) TOTAL STATIONS: 10	134/22
PANIC AT THE DISCO Nine In The Afternoon (Decaydance/Fueled By Ramen/RRP) TOTAL STATIONS: 17	178/16	BOYS LIKE GIRLS Hero/Heroine (Columbia) TOTAL STATIONS: 4	115/12
JONAS BROTHERS When You Look Me In The Eyes (Hollywood) TOTAL STATIONS: 13	175/5	NEWTON FAULKNER Dream Catch Me (Aware/Columbia) TOTAL STATIONS: 14	114/113
A FINE FRENZY Almost Lover (Virgin) TOTAL STATIONS: 12	167/5	TAYLOR SWIFT Our Song (Big Machine/Universal Republic) TOTAL STATIONS: 8	110/26
ANNA NALICK Shine (Epic) TOTAL STATIONS: 13	162/75	SEAN KINGSTON Take You There (Beluga Heights/Epic) TOTAL STATIONS: 2	102/13

MOST INCREASED PLAYS

+256	☆ ONEREPUBLIC Stop And Stare (Mosley/Interscope) KSTZ +43, KRUZ +21, WMTX +15, WNNK +15, WKTI +14, KALC +13, WPTE +13, KSRZ +12, KPLZ +11, WWWW +11
+216	☆ DAUGHTRY Feels Like Tonight (RCA/RMG) WTIC +29, WZPL +25, WCCD +17, KALZ +16, KALC +14, WKRQ +13, WMC +13, WXLD +12, KCDA +12, KFYV +10
+186	☆ GAVIN DEGRAW In Love With A Girl (J/RMG) KRSK +25, WBNS +20, KFBZ +19, KSRZ +12, WWWW +12, KALZ +11, WOMX +11, KBAY +11, WKDD +9, WRVE +7
+185	☆ COLBIE CAILLAT Realize (Universal Republic) KFEB +19, WTMX +18, WMYX +15, WRMF +14, WTIC +14, WNNK +11, KSII +9, KLZR +8, WXLD +8, WQAL +7
+130	MAROON 5 Won't Go Home Without You (A&M/Octone/Interscope) WBNS +28, WMYX +15, KM-HX +14, KMXB +12, WWWW +11, KMYI +10, WKTI +9, KLZR +8, WQAL +7, WRMF +7

FOR WEEK ENDING MARCH 30, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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HOT AC REPORTERS

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

* Monitored Reporters

THIS WEEK	LAST WEEK	WEEKS ON CHART	CANADA AC		PLAYS TW +/-
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	
1	2	27	COLBIE CAILLAT BUBBLY	UNIVERSAL REPUBLIC/UNIVERSAL	392 -8
2	1	29	MICHAEL BUBLE LOST	143/REPRISE/WARNER	354 -53
3	3	20	TIMBALAND FEAT. ONEREPUBLIC APOLOGIZE	MOSLEY/BLACKGROUND/INTERSCOPE/UNIVERSAL	342 -4
4	4	12	ALICIA KEYS NO ONE	MBK/J/SONY BMG	334 -8
5	5	8	BRYAN ADAMS I THOUGHT I'D SEEN EVERYTHING	BADMAN/UNIVERSAL	301 +4
6	9	8	SARA BAREILLES LOVE SONG	EPIC/SONY BMG	283 +29
7	6	29	CELINE DION TAKING CHANCES	COLUMBIA/SONY BMG	262 -22
8	8	31	ENRIQUE IGLESIAS SOMEBODY'S ME	UNIVERSAL LATIN/INTERSCOPE/UNIVERSAL	255 -8
9	7	25	FEIST 1234	ARTS & CRAFTS	252 -19
10	10	33	JULLY BLACK SEVEN DAY FOOL	UNIVERSAL	249 -1
11	11	38	FERGIE BIG GIRLS DON'T CRY	WILL.I.AM/A&M/INTERSCOPE/UNIVERSAL	234 -12
12	16	9	MICHAEL McDONALD (YOUR LOVE KEEPS LIFTING ME) HIGHER AND HIGHER	UNIVERSAL MOTOWN/UNIVERSAL	216 +17
13	12	26	ALI SLAIGHT THE STORY OF YOUR LIFE	WARNER	213 -23
14	14	26	BLUE RODEO THIS TOWN	WARNER	201 -2
15	13	34	PLAIN WHITE T'S HEY THERE DELILAH	FEARLESS/HOLLYWOOD/UNIVERSAL	193 -18
16	15	38	KALAN PORTER DOWN IN HEAVEN	SONY BMG	186 -14
17	17	39	AVRIL LAVIGNE WHEN YOU'RE GONE	RCA/SONY BMG	172 -15
18	18	31	RYANDAN THE FACE	UNIVERSAL	140 -18
19	20	36	JAMES BLUNT 1973	CUSTARD/ATLANTIC/WARNER	131 0
20	19	51	HAYLEY SALES WHAT YOU WANT	UNIVERSAL	127 -9
21	22	9	TAYLOR SWIFT TEARDROPS ON MY GUITAR	BIG MACHINE/UNIVERSAL	125 -4
22	21	24	BRIAN MELO ALL I EVER WANTED	SONY BMG	125 -4
23	24	10	SHERYL CROW LOVE IS FREE	A&M/INTERSCOPE/UNIVERSAL	124 +18
24	27	7	JORDIN SPARKS TATTOO	19/JIVE/SONY BMG	103 +16
25	32	2	SARAH SLEAN GET HOME	WARNER	91 +25
26	26	8	JULIE CROCHETIERE PRECIOUS LOVE	SOMERSET	90 +1
27	31	7	HEDLEY FOR THE NIGHTS I CAN'T REMEMBER	UNIVERSAL	89 +20
28	25	15	SANTANA FEAT. CHAD KROEGER INTO THE NIGHT	ARISTA/SONY BMG	85 -7
29	29	11	ISABELLE BOULAY TON HISTOIRE	AUDIOGRAM	77 +4
30	36	5	NICOLA CICCONE UN AMI	MATITA	70 +8

THIS WEEK	LAST WEEK	WEEKS ON CHART	CANADA HOT AC		PLAYS TW +/-
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	
1	1	17	BUCKCHERRY SORRY	ELEVEN SEVEN/UNIVERSAL	781 -43
2	3	10	SARA BAREILLES LOVE SONG	EPIC/SONY BMG	737 +23
3	2	22	HEDLEY FOR THE NIGHTS I CAN'T REMEMBER	UNIVERSAL	726 -59
4	4	12	FABER DRIVE WHEN I'M WITH YOU	UNIVERSAL REPUBLIC/UNIVERSAL	724 +19
5	5	11	DAUGHTRY FEELS LIKE TONIGHT	RCA/SONY BMG	667 +5
6	8	11	CHRIS BROWN WITH YOU	JIVE/SONY BMG	627 +4
7	9	7	MILEY CYRUS SEE YOU AGAIN	HOLLYWOOD/UNIVERSAL	605 +68
8	7	18	MAROON 5 WON'T GO HOME WITHOUT YOU	A&M/OCTONE/INTERSCOPE/UNIVERSAL	582 -50
9	15	8	LEDNA LEWIS BLEEDING LOVE	SYCO/J/SONY BMG	556 +88
10	11	14	ONEREPUBLIC STOP AND STARE	MDSLEY/INTERSCOPE/UNIVERSAL	543 +51
11	6	22	RIHANNA DON'T STOP THE MUSIC	SRP/DEF JAM/UNIVERSAL	501 -141
12	14	15	ELISE ESTRADA UNLOVE YOU	ROCKSTAR	472 -1
13	10	11	JOHN MAYER SAY	AWARE/COLUMBIA/SONY BMG	469 -64
14	29	2	MADONNA FEAT. JUSTIN TIMBERLAKE 4 MINUTES	WARNER BROS./WARNER	463 +172
15	12	18	JORDIN SPARKS TATTOO	19/JIVE/SONY BMG	455 -33
16	21	5	MARIAH CAREY TOUCH MY BODY	ISLAND/UNIVERSAL	449 +61
17	24	5	JORDIN SPARKS DUET WITH CHRIS BROWN NO AIR	19/JIVE/SONY BMG	430 +76
18	13	26	FINGER ELEVEN I'LL KEEP YOUR MEMORY VAGUE	WIND-UP	428 -58
19	17	13	THREE DAYS GRACE NEVER TOO LATE	JIVE/SONY BMG	425 -4
20	25	6	BRYAN ADAMS I THOUGHT I'D SEEN EVERYTHING	BADMAN/UNIVERSAL	385 +49
21	23	10	BRIAN MELO SHINE	SONY BMG	384 +21
22	27	4	CRASH PARALLEL WORLD WE KNOW	BLACK BOX RECORDINGS/SONY BMG	374 +58
23	20	26	ALICIA KEYS NO ONE	MBK/J/SONY BMG	368 -23
24	16	19	LINKIN PARK SHADOW OF THE DAY	WARNER BROS./WARNER	364 -87
25	18	20	SIMPLE PLAN WHEN I'M GONE	LAVA/ATLANTIC/WARNER	346 -65
26	9	9	SEAN KINGSTON TAKE YOU THERE	BELUGA HEIGHTS/EPIC/SONY BMG	339 -26
27	19	23	AVRIL LAVIGNE HOT	ARISTA/SONY BMG	327 -80
28	31	6	JULLY BLACK UNTIL I STAY	UNIVERSAL	313 +42
29	26	27	TIMBALAND FEAT. ONEREPUBLIC APOLOGIZE	MOSLEY/BLACKGROUND/INTERSCOPE/UNIVERSAL	310 -8
30	28	16	KREESHA TURNER BOUNCE WITH ME	EMI	284 -15

♦ indicates CanCon



Ride the green wave; smooth out; and the evolution of cool

A Trio Of Clever, New Marketing Mantras

Carol Archer

CArcher@RadioandRecords.com

The genesis of WNWV (the Wave)/Cleveland's Ride the Green Wave initiative arose at last year's EarthFest celebration, a local event that drew 14,000 people. The Elyria-Lorain station participated as part of the Clean Fuels Foundation drive and was inundated with questions about the topic. Promotion/marketing director Suzy Peters says that while there were far more knowledgeable representatives nearby, folks flocked to the station's booth to ask questions. That was a clear validation of research showing that 54% of WNWV P1s say they are "very concerned and think the environment is one of the biggest issues we face today," versus 34% of all 30- to 59-year-old music radio listeners in the market.

Peters revels in the fact that "it's a hot topic and we had an opportunity to be front and center, so we developed several opportunities that would be both revenue generators and marketing options."

Wherever WNWV goes, the station takes its environmental message. "At events, we include recycling opportunities, shredding services and information to help listeners live in greater balance with nature," she says. In addition to helping prevent identity theft, Peters notes that one Northeast Ohio shredding company recycles 50 tons of material per month, much of which is turned into books.

The station also airs 30-second "green tips" six times per day. "We acquired a Toyota Prius hybrid promotion vehicle, which is currently being wrapped with station and sponsor logos," she says. Listeners can join WNWV's Green Team, where they pledge to take action to help slow global warming and receive a free Earth-friendly item. And the station's Green Pages on WNWV's Web site spotlight tips, events and sponsors.

'Smooth Out'

Sandusky Radio KWJZ/Seattle has broken ranks from its format peers by dropping the word "jazz" from its branding. The station is running a savvy TV campaign that consists of two rotating 15-second spots, often as bookends in a stopset, PD Carol Handley says. With marketing dollars and marketing opportunities always at a premium, she knew

it was imperative to make the station's 2008 efforts really count. Handley was confident that KWJZ could attract new listeners to check out the station if they came for usage and lifestyle, as opposed to the obvious factor that it played smooth jazz.

"After working with a great local creative advertising agency—a first for us—we came to some wonderful concepts that we then put into focus groups," Handley says. "Each addressed usage and lifestyle, but from a different creative angle." The station adopted the concept that sold the usage of it with "a very simple and elegant message: When life gets stressful, come to 98.9 KWJZ and we will help you 'smooth out.'"

In Handley's estimation, the majority of previous marketing messages in smooth jazz—and most of radio, she says—was to sell the music and the artists; that is "the uniqueness of what we play. These are usually purchased from off-the-shelf vendors and look like a radio spot from a mile away," which she describes as predictable and not very compelling. "We knew we needed a bold message for a short spot, so we've taken two 15-second spots with a different approach on the same concept and run them as often as possible as bookends in stopsets. We introduce the concept and then drive it home."

The visual concept for the campaign depicts the impact of smooth music with an animated graphic. The first shows sound waves overlapping as the viewer hears the stressful sounds of daily life: a baby crying, car horns, jackhammers and the

'[We're sending] a clear message that while WSJT is still playing smooth jazz, it has grown, changed and continued to be contemporary.'

—Ross Block



Peters



Handley

insistent ring of a telephone. Then music comes up and replaces the brain-numbing audio as the announcer intones, "Smooth out." The sound waves begin to soften, float up and settle gently as the station logo is revealed and the announcer says, "98.9 KWJZ."

The second spot features overlapping scribbles on a page reflecting the agitated thoughts of a man running through his overwhelming to-do list: a report for the boss, which is late; stock market; kids' soccer practice, and traffic isn't helping. Smooth jazz music comes up and eases his stressful thoughts as the scribbles on his list break down to become musical notes floating on a fluid musical staff. Again, the announcer suggests, "Smooth out." Lines lift up and float down, washing over the logo, and once more the announcer says, "98.9 KWJZ."

Evolution Of Cool

Last October, WSJT/Tampa PD Ross Block began targeting the 35-44 demographic in an effort to reverse the aging trend of his audience. At the time, Block told R&R that WSJT had to tell people what was going on in a succinct phrase that signaled a change, while assuring that the CBS Radio station wasn't changing format. "Jazz has always been cool and when we go to Arbitron, we see the word 'cool' frequently mentioned in relation to our station," he says. As such, "smooth jazz, evolution of cool" became WSJT's on-air slogan.

Now, Block says, "It's not a coincidence that our ratings have risen back to our accustomed ranking. This theme has sent a clear message that while WSJT is still playing smooth jazz and still sounding as hip and cool as it has for the last 12 years, at the same time it has grown, changed and continued to be contemporary. We targeted artists with appeal to below-40 listeners, both jazz fans and potential pop cumers alike."

He adds that the slogan represents a continued commitment to exploring new music, especially vocals, that sends a bold message to potential listeners. In Block's words: "Try us. Don't assume you can't join the club." To that end, WSJT includes in its playlist such acts as "those you see on the billboards, where we wanted attractive people who were striking and interesting," including the Pussycat Dolls, John Legend, Alicia Keys, Queen Latifah, Fergie, Robin Thicke, Rob Thomas, Beyoncé, Nelly Furtado, Natasha Bedingfield, Gnarls Barkley, TLC, Christina Aguilera and Mary J. Blige.

Block says that his station's marketing efforts are ongoing—or more to his point, evolving. He adds, "CBS Radio GM/market manager Charlie Ochs and I are committed to continuing to evolve this format. We don't want to see what has been so successful for us for so many years go away, and we refuse to bury our heads in the sand any further." **R&R**



R&R SMOOTH JAZZ

POWERED BY nielsen BDS

DMDS DIGITAL DOWNLOADS AVAILABLE AT DMDS.COM



► **BRIAN CULBERTSON** USES THE POWER OF MOST INCREASED PLAYS (UP 60) TO SUMMON A NO. 23 DEBUT FOR "ALWAYS REMEMBER," THE FIRST SINGLE FROM HIS FORTHCOMING ALBUM "BRING NG BACK THE FUNK" (APRIL 29).

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	10	KENNY G SAX-O-LOCO	NO. 1 (2 WKS) STARBUCKS/CONCORD/CMG	507	-16	5.080
2	3	15	EUGE GROOVE MR. GROOVE	NARADA JAZZ/BLG	441	+9	3.637
3	2	21	PAUL HARDCASTLE LUCKY STAR	TRIPPIN' N' RHYTHM	421	-71	4.645
4	4	11	JESSY J TEQUILA MOON	PEAK/CMG	394	+44	3.799
5	7	22	EVERETTE HARP OLD SCHOOL	SHANACHIE	370	+54	2.720
6	8	10	CHRIS STANDRING LOVE & PARAGRAPHS	ULTIMATE VIBE	322	+17	2.928
7	6	27	CHRIS BOTTI VENICE	COLUMBIA	305	-26	2.931
8	5	28	ERIC MARIENTHAL BLUE WATER	PEAK/CMG	287	-52	2.249
9	9	14	PAUL BROWN OL' SKOOLIN'	PEAK/CMG	285	-8	2.446
10	16	8	NORMAN BROWN POP'S COOL GROOVE	PEAK/CMG	261	+48	2.047
11	11	18	CHUCK LOEB WINDOW OF THE SOUL	HEADS UP	258	-16	1.620
12	12	9	MICHAEL McDONALD [YOUR LOVE KEEPS LIFTING ME] HIGHER AND HIGHER	UNIVERSAL MOTOWN	249	-7	2.660
13	10	30	BONEY JAMES LET IT GO	CONCORD/CMG	242	-28	2.629
14	14	30	CANDY DULFER L.A. CITY LIGHTS	HEADS UP	207	-5	1.591
15	17	4	MINDI ABAIR SMILE	MOST ADDED PEAK/CMG	203	+23	1.466
16	15	20	WALTER BEASLEY WHY NOT YOU	HEADS UP	198	-20	1.608
17	18	9	RICK BRAUN & RICHARD ELLIOT BETTER TIMES	ARTIZEN	190	+32	0.999
18	20	8	MARCUS MILLER FEATURING CORINNE BAILEY RAE FREE	AIRPOWER 3 DEUCES/CMG	173	+45	1.085
19	19	4	JOHN LEGEND EACH DAY GETS BETTER	G.O.O.D./COLUMBIA	166	+18	1.370
20	21	5	ROBIN THICKE CAN U BELIEVE	STAR TRAK/INTERSCOPE	138	+19	1.527
21	22	5	THE SAX PACK FALLIN' FOR YOU	SHANACHIE	130	+12	0.891
22	26	2	JESSE COOK CAFE MOCHA	COACH HOUSE/KOCH	106	+37	0.485
23	NEW		BRIAN CULBERTSON ALWAYS REMEMBER	MOST INCREASED PLAYS GRP/VERVE	88	+60	0.658
24	25	15	BLAKE AARON BUMPIN' ON THE WES SIDE	INNERVISION	84	+5	0.754
25	24	7	NILS DREAMIN'	BAJA/TSR	82	+1	0.567
26	23	2	SOUL BALLET DA DA DIAMONDS	ARTIZEN	80	-5	0.769
27	27	3	STEVE OLIVER FEATURING WARREN HILL ON THE UPSIDE	SOM	72	+4	0.259
28	30	4	MARC ANTOINE SPOOKY	PEAK/CMG	64	+10	1.434
29	NEW		BOB BALDWIN THIRD WIND	NUGROOVE	63	+14	0.190
30	28	2	ALICIA KEYS LIKE YOU'LL NEVER SEE ME AGAIN	MBK/J/RMG	57	+13	1.020

NEW AND ACTIVE

ARTIST TITLE / LABEL	AUD / GAIN	ARTIST TITLE / LABEL	AUD / GAIN	ARTIST TITLE / LABEL	AUD / GAIN
NICK COLIONNE Keepin' It Cool (Narada Jazz/BLG)	50/10	GERALD VEASLEY Slip N Slide (Heads Up)	36/16	BRIAN BROMBERG Shag Carpet (Artistry)	23/3
TOTAL STATIONS: 6		TOTAL STATIONS: 5		TOTAL STATIONS: 3	
KELLY SWEET Dream On (Razor & Tie)	49/4	SEKOU BUNCH Take 5/In Three (Trippin' N' Rhythm)	28/2	THE SAX PACK Tequila (Shanachie)	20/13
TOTAL STATIONS: 8		TOTAL STATIONS: 3		TOTAL STATIONS: 5	

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
MINDI ABAIR Smile (Peak/CMG) KKSJ, KYOT, Sirius Jazz Cafe, WDSJ, WVMV	5
NORMAN BROWN Pop's Cool Groove (Peak/CMG) KKSJ, KYOT, WLOQ	3
JOHN LEGEND Each Day Gets Better (G.O.O.D./Columbia) KYOT, WDSJ	2
JESSE COOK Cafe Mocha (Koch) KJZS, WLOQ	2
BRIAN CULBERTSON Always Remember (GRP/Verve) KIFM, WJZZ	2
EVERETTE HARP Old School (Shanachie) WLVE	1
RICK BRAUN & RICHARD ELLIOT Better Times (Artizen) KOAS	1
SAX PACK Fallin' For You (Shanachie) WNJA	1
ROBIN THICKE Can U Believe (StarTrak/Interscope) KYOT	1
BLAKE AARON Bumpin' On The Wes Side (Innervision) WVMV	1

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-
1	1	6	KENNY G SAX-O-LOCO	STARBUCKS/CONCORD/CMG	203
2	2	15	JESSY J TEQUILA MOON	PEAK/CMG	198
3	3	19	PAUL HARDCASTLE LUCKY STAR	TRIPPIN' N' RHYTHM	180
4	4	15	EUGE GROOVE MR. GROOVE	NARADA JAZZ/BLG	170
5	5	5	NORMAN BROWN POP'S COOL GROOVE	PEAK/CMG	158
6	6	21	EVERETTE HARP OLD SCHOOL	SHANACHIE	156
7	7	15	RICK BRAUN & RICHARD ELLIOT BETTER TIMES	ARTIZEN	153
8	9	5	CHRIS STANDRING LOVE & PARAGRAPHS	ULTIMATE VIBE	135
9	11	5	STEVE OLIVER FEAT. WARREN HILL ON THE UPSIDE	SOM	131
10	10	10	TOM BRAXTON FEAT. BRIAN SIMPSON ESCAPE	PACIFIC COAST JAZZ	127
11	8	12	NILS DREAMIN'	BAJA/TSR	125
12	14	2	MARCUS MILLER FEAT. CORINNE BAILEY RAE FREE	3 DEUCES/CMG	122
13	16	12	PAUL BROWN OL' SKOOLIN'	PEAK/CMG	121
14	13	1	DARREN MOTAMEDY LOVE YOU JUST SO MUCH	MASHAD	117
15	20	5	BOB BALDWIN THIRD WIND	NUGROOVE	113
16	15	4	MINDI ABAIR SMILE	PEAK/CMG	111
17	17	4	GERALD VEASLEY SLIP N SLIDE	HEADS UP	109
18	28	5	SAX PACK FALLIN' FOR YOU	SHANACHIE	107
19	18	5	SEKOU BUNCH TAKE 5/IN THREE	TRIPPIN' N' RHYTHM	105
20	23	4	MIKE LEVINE HEADIN HOME	RHOMBUS	100
21	22	4	JIMMY SOMMERS FEAT. BRIAN CULBERTSON KICKIN' IT	GEMINI	96
22	21	10	CHRIS GEITH WAVES OF LIFE	NUANCE	95
23	19	15	CHUCK LOEB WINDOW OF THE SOUL	HEADS UP	94
24	24	2	DWAYNE KERR SMOOTH	DMANNS	92
25	26	12	LES SABLER CLUB STREET	MUSIC FORCE	90
26	27	4	BRIAN BROMBERG SHAG CARPET	ARTISTRY	88
27	25	7	JEFF OSTER SERENGETI	RETSO	86
28	29	2	JAY LEACH CLEARED FOR TAKEOFF	PLAYLIST	80
29	NEW		SOUL BALLET DA DA DIAMONDS	ARTIZEN	78
30	RE-ENTRY		MARC ANTOINE SPOOKY	PEAK/CMG	75

MOST INCREASED PLAYS

+60	BRIAN CULBERTSON Always Remember (GRP/Verve) KRVR +21, KSSJ +9, WJZZ +9, XWRG +8, KIFM +4, WNJA +3, WNVV +3, WLOQ +2, WDSJ +2, KYOT +1
+54	EVERETTE HARP Old School (Shanachie) WSJW +16, WJZZ +13, WLVE +8, KIFM +7, KJZS +4, SJJC +4, WNVV +3, KBZS +2, WLOQ +1, KYOT +1
+48	NORMAN BROWN Pop's Cool Groove (Peak/CMG) WNVV +21, WSJW +8, KKSJ +3, WLVE +3, KOAS +2, SUC +2, KBZS +2, WJZZ +2, KIFM +2, WNJA +2
+45	MARCUS MILLER FEAT. CORINNE BAILEY RAE Free (3 Deuces/CMG) WSJW +13, KBZS +11, WJZZ +11, WVMV +8, KRVR +3, WNVV +2, SJJC +1, WLOQ +1, XWRG +1, KIFM +1
-44	JESSY J Tequila Moon (Peak/CMG) WJZZ +21, KKSJ +9, WVMV +7, KYOT +4, KBZS +3, WJZZ +3, WNJA +2, JSJ +2, KSSJ +2, WNVV +1

FOR WEEK ENDING MARCH 30, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
25 smooth jazz stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Indicator chart comprised of 16 reporters.
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ADDED AT... KYOT

Phoenix, AZ
PD: Smokey Rivers
APD/MD: Angie Handa
John Legend, Each Day Gets Better, 15
Mindi Abair, Smile, 11
Norman Brown, Pop's Cool Groove, 11
Robin Thicke, Can U Believe, 6

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

SMOOTH JAZZ REPORTERS

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

* Monitored Reporters



Traditional methodologies are still solid as online testing continues to grow

What's In Your Research Mix?

Mike Boyle

MBoyle@RadioandRecords.com

Even as Web-based music testing continues to catch on, traditional methods, such as callout and auditorium tests, remain effective weapons in rock programmers' research arsenal. However, the frequency and amount of music research stations are conducting is largely driven by budget considerations and not specific research needs. "We don't have a huge budget for music research, but who does these days?" Press Communications alternative WHTG-WBBO (G Rock Radio)/Monmouth-Ocean PD Terrie Carr asks. The station conducted a perceptual study when Carr joined slightly more than a year ago and plans to begin online music testing in the coming weeks, using the Web-based RadioTraks system (see story, below right). "It is going to be economically feasible and effective for us," Carr says.

Describing himself as a fan of Web-based music research, Northshire Communications alternative WEQX/Manchester, Vt., OM/PD Willobee says a combination of the RadioTraks service and the station's own Listener Advisory Board has improved its overall research efforts. "It's important to remember that it's a tool and a good barometer, but we don't use it as the final word," he says of research.

To encourage listener participation in online tests, WEQX offers incentives, such as trips to see bands in other cities and concert tickets to shows in its own backyard. One of the incentives was a VIP weekend at nearby Killington Ski Resort. Participation in online tests has "exploded because of the incentives we're able to offer them on an ongoing basis," Willobee says.

While online testing is part of his research mix, Mid-West Family Broadcasting active rock WJJO/Madison PD Randy



Carr



Hawke



Hill

Hawke worries that offering incentives could color the research results. "I think that you have to treat online testing more like traditional callout and not offer your listeners anything in return, because then I think you are getting the contest pigs rather than the real music fans that want to participate in the music survey," he says.

Hawke says he uses RadioTraks mostly for custom jobs, such as polling listeners for their favorite currents or faves from such bands as Disturbed, Korn or Metallica. He also posts the results for listeners to view on the Sound Board section of the station's Web site (wjjo.com). Additionally, WJJO employs a Troy Research e-mail-based music test that includes embedded links that direct participants to an online survey. Hawke says he uses Coleman Insights for annual perceptual studies and auditorium testing.

Hearst-Argyle active rock WIYY (98 Rock)/Baltimore PD

'Sales figures don't mean as much as they used to just because music buying is so splintered now.'

—Willobee



Dave Hill describes his research mix as a combination of his own gut instincts and hard research. He employs Kelly Music Research for his "40-40" callout system for testing currents.

"Our 40-40 system gives us 40 new respondents every two weeks to factor in with the 40 old ones to help us with stability in the research," Hill says. "Doing our music research this way, we don't do music meetings on a weekly basis anymore. Now, we do music meetings when we think it's necessary. We try not to go more than two weeks without meeting."

Hill says it's important to wait until songs become familiar before attempting to gauge their appeal. "We're trying to get some familiarity with these songs before we move them around too quick. I don't like to knee-jerk and I don't like to go completely on what the research says either."

As alluded to, other tried-and-true traditional research methods are still important to programmers. Hill says, "We try to take a look at local sales and I've always got my ear to the ground. I also look at concert ticket sales and digital sales."

On the flip side, however, WEQX's Willobee says, "I also look at the local [Nielsen] SoundScan [numbers], but I sometimes find it difficult to use it too deeply because so many people are buying music from the Internet these days. I think the sales figures don't mean as much as they used to just because music buying is so splintered now."

R&R

RadioTraks 101

Online music research provider RadioTraks was developed by company president/CEO Hal Fish, who also serves as PD at North American active rock WBZX/Columbus, Ohio. Other company principals include former label promo exec Doug Burton and former radio trade publication editor Bill Hard.

Roughly 175 stations in the CHR/top 40, rhythmic, country, active rock and alternative formats use RadioTraks, according to Hard. "When Hal and I started talking about this model six years ago, we wanted to develop a system that would provide a state-of-the-art online testing tool to radio on a cash or barter basis."

Stations are required to perform two tests per month, although Hard says more stations are moving to a weekly approach. He adds, "From there, I am allowed to go into a completed

test and pick out seven scores to share with labels. Our challenge is that I have to find enough stations in a given format that I am able to provide an information flow to record companies that makes sense."

Hard stresses that RadioTraks does not add songs to the tests, nor does it promote records to radio. "We basically are consumed with doing whatever we can to make sure the product is effectively working and that the stations are maximizing their return from their database, because if the system does not deliver body count, our product is compromised as well."

RadioTraks' goal is get to at least 175-200 13+ respondents for each client's music tests. "Many of our stations regularly pull in the range of 250-plus per test," Hard says, "and it's not unusual for stations to do 1,000 respondents in a survey."—MB

R&R ALTERNATIVE

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▶ **LINKIN PARK** SETTLES INTO THE TOP 20 WITH A FOURTH TRACK FROM ITS MULTIPLATINUM ALBUM "MINUTES TO MIDNIGHT" AS "GIVEN UP" JUMPS 23-19. THE BAND IS STILL ONE TOP 20 TRACK SHORT OF THE FIVE THAT PREVIOUS SET "METEORA" SPAWNED FROM 2003-2004.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	23	FOO FIGHTERS LONG ROAD TO RUIN	NO. 1 (7 WKS)	ROSWELL/RCA/RMG	1669 -94	6.257 4
2	2	22	PUDDLE OF MUDD PSYCHO		FLAWLESS/GEFFEN/INTERSCOPE	1557 +102	6.050 6
3	5	10	ATREYU FALLING DOWN		HOLLYWOOD	1314 +91	4.093 10
4	6	6	SEETHER RISE ABOVE THIS		WIND-UP	1312 +150	6.261 3
5	4	26	THE BRAVERY BELIEVE		ISLAND/IDJMG	1254 +20	6.094 5
6	3	26	LINKIN PARK SHADOW OF THE DAY		WARNER BROS.	1238 -141	6.415 2
7	10	6	3 DOORS DOWN IT'S NOT MY TIME		UNIVERSAL REPUBLIC	1165 +78	4.287 9
8	8	35	FOO FIGHTERS THE PRETENDER		ROSWELL/RCA/RMG	1162 +22	6.739 1
9	7	31	SEETHER FAKE IT		WIND-UP	1040 -111	4.346 8
10	12	9	PANIC AT THE DISCO NINE IN THE AFTERNOON		DECAYDANCE/FUELED BY RAMEN/RRP	1037 -13	3.422 15
11	9	20	PARAMORE CRUSH CRUSH CRUSH		FUELED BY RAMEN/RRP	1007 -125	3.324 16
12	11	17	JACK JOHNSON IF I HAD EYES		BRUSHFIRE/UNIVERSAL REPUBLIC	967 -98	3.983 11
13	14	10	ASHES DIVIDE THE STONE		ISLAND/IDJMG	942 +10	2.054 28
14	13	40	RISE AGAINST THE GOOD LEFT UNDONE		GEFFEN/INTERSCOPE	932 -28	4.531 7
15	19	7	10 YEARS BEAUTIFUL	AIRPOWER	UNIVERSAL REPUBLIC	810 +101	2.926 19
16	17	7	APOCALYPTICA FEATURING COREY TAYLOR I'M NOT JESUS		JIVE/ZOMBA	794 +29	2.394 23
17	16	26	AVENGED SEVENFOLD ALMOST EASY		HOPELESS/WARNER BROS.	752 -57	1.978 30
18	20	9	THEORY OF A DEADMAN SO HAPPY		604/ROADRUNNER/RRP	736 +52	2.059 27
19	23	4	LINKIN PARK GIVEN UP		WARNER BROS.	724 +106	2.461 22
20	18	37	CHEVELLE I GET IT		EPIC	713 -41	3.092 18
21	21	7	R.E.M. SUPERNATURAL SUPERSERIOUS		WARNER BROS.	701 +38	2.648 20
22	33	2	DEATH CAB FOR CUTIE I WILL POSSESS YOUR HEART		ATLANTIC	698 +264	3.220 17
23	NEW		DISTURBED INSIDE THE FIRE	MOST INCREASED PLAYS/MOST ADDED REPRISE		670 +670	2.157 26
24	26	15	THREE DAYS GRACE RIOT		JIVE/ZOMBA	597 +41	1.571 35
25	22	16	SICK PUPPIES MY WORLD		RMR/VIRGIN	595 -38	1.362 39
26	NEW		THE RACONTEURS SALUTE YOUR SOLUTION		THIRD MAN/WARNER BROS.	577 +577	3.464 13
27	28	4	PENNYWISE THE WESTERN WORLD		MYSpace	571 +41	3.513 12
28	24	10	SERJ TANKIAN SKY IS OVER		SERJICAL STRIKE/REPRISE	569 -9	2.013 29
29	25	7	VAMPIRE WEEKEND A-PUNK		XL/BEGGARS GROUP	550 -18	2.260 25
30	15	16	JIMMY EAT WORLD ALWAYS BE		TINY EVIL/INTERSCOPE	544 -267	1.585 33
31	30	10	SIXX: A.M. LIFE IS BEAUTIFUL		ELEVEN SEVEN	522 -4	1.743 32
32	31	17	BREAKING BENJAMIN UNTIL THE END		HOLLYWOOD	503 +2	1.565 34
33	27	8	AGAINST ME! STOP		SIRE/REPRISE	496 -37	1.357 40
34	32	6	MGMT TIME TO PRETEND		COLUMBIA	477 +8	1.563 37
35	38	2	SAVING ABEL ADDICTED		SKIDD/CO/VIRGIN	400 +50	0.813 -
36	40	2	LUDO LOVE ME DEAD		REDBIRD/ISLAND/IDJMG	389 +70	1.918 31
37	35	9	BUCKCHERRY SORRY		ELEVEN SEVEN/ATLANTIC/RRP	378 -3	2.558 21
38	36	12	SPOON DON'T YOU EVAH		MERCE	367 +6	0.994 -
39	34	11	BULLET FOR MY VALENTINE SCREAM AIM FIRE		JIVE/ZOMBA	362 -61	0.626 -
40	29	1	FOXBORO HOT TUBS MOTHER MARY		JINGLE TOWN	357 -172	0.825 -

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
DISTURBED Inside The Fire (Reprise) KHBZ, KJEE, KMYZ, KNXX, KPNT, KRAB, KTBZ, KXTE, WARQ, WCYY, WEND, WHRL, WJRR, WKRR, WKRL, WPBZ, WRXL, WRZX, WSUN, WZR, WXDX, WZJO	22
THE RACONTEURS Salute Your Solution (Third Man/Warner Bros.) KCNL, KITS, KMYZ, KNXX, KPNT, KROQ, KRZQ, KWOD, KYSR, WBCN, WBTZ, WCYY, WFXH, WGRD, WLUM, WMFS, WNFZ, WRWK, WSUN, WWCD, WWDC	21
FLOBOTS Handlebars (Universal Republic) CINX, KJEE, KNDD, KQRA, KRAB, KRBZ, KROQ, KRXQ, KWOD, KXRX, KYSR, WARQ, WEQX, WFNX, WKQX, WLUM, WROX, WSWD	18
DEATH CAB FOR CUTIE I Will Possess Your Heart (Atlantic) KDCG, KMYZ, KTBZ, WRWK, WSUN, WTRZ, WZJO	7
FOO FIGHTERS Let It Die (Roswell/RCA/RMG) KDCG, KITS, KNDD, KTCL, Sirlus All Nation, WBCN, WLUM	7
SAVING ABEL Addicted (Virgin) KPNT, WGRD, WKRL	3
LINKIN PARK Given Up (Warner Bros.) KQRA, WXNR	2
PENNYWISE The Western World (MySpace) WKQX, WZNE	2
MGMT Time To Pretend (Columbia) KRZQ, WXNR	2
FINGER ELEVEN I'll Keep Your Memory Vague (Wind-up) WSWD, WWDC	2

ADDED AT...
CIMX
Detroit, MI
PD: Vince Carrova
MD: Jay Hudson
Chiodo, Lexington (Key Post-pot With A Monkey Face), 6
Flobots, Handlebars, 2
Avenged Sevenfold, Afterlife, 0
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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
FINGER ELEVEN I'll Keep Your Memory Vague (Wind-up) TOTAL STATIONS: 27	343/43	FLOBOTS Handlebars (Universal Republic) TOTAL STATIONS: 26	233/167
THE KOOKS Always Where I Need To Be (Astralwerks) TOTAL STATIONS: 38	327/86	RED Already Over (Essential/RED/Epic) TOTAL STATIONS: 17	189/11
FOO FIGHTERS Let It Die (Roswell/RCA/RMG) TOTAL STATIONS: 20	308/123	FILTER Soldiers Of Misfortune (Pulse) TOTAL STATIONS: 20	178/2
AVENGED SEVENFOLD Afterlife (Hopeless/Warner Bros.) TOTAL STATIONS: 26	275/22	THE WHIGS Right Hand On My Heart (ATO/RED) TOTAL STATIONS: 19	161/47
SAFETY SUIT Someone Like You (Universal Motown) TOTAL STATIONS: 24	261/29	SWITCHES Drama Queen (Interscope) TOTAL STATIONS: 17	142/4

MOST INCREASED PLAYS

+670 DISTURBED Inside The Fire (Reprise) KRZQ +51, KXTE +38, WCYY +3-, WXNR +33, KCXX +31, WJWX +27, KFMA +26, KRAB +22, WXEG +22, WHRL +21
+577 THE RACONTEURS Salute Your Solution (Third Man/Warner Bros.) KRBZ +36, WFNX +35, KFMA +33, KITS +30, SIAN +28, KNDD +26, KNKK +25, KJEE +2-, KYSR +24, KROX +22
+264 DEATH CAB FOR CUTIE I Will Possess Your Heart (Atlantic) SIAN +24, KRZQ +21, KNXX +18, KFMA +16, KNKK +16, WBTZ +14, WROX +13, WRWK +1, KDCG +11, KTBZ +10
+167 FLOBOTS Handlebars (Universal Republic) KROQ +29, KRAB +20, KYSR +18, XTRA +17, WROX +13, KFMA +12, WSWD +9, KXRX +8, WKQX +6, KTCL +4
+150 SEETHER Rise Above This (Wind-up) KTBZ +21, WROX +18, KNXX +16, WFNX +15, KITS +15, WLUM +12, KPNT +11, WXEG +10, WBTZ +9, KXRX +9

FOR WEEK ENDING MARCH 30, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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▶ MISSISSIPPI QUINTET **SAVING ABEL** LANDS ITS FIRST TOP 10 AS "ADDICTED" JUMPS 14-10 (UP 154). THE BAND WILL BE TOURING THROUGH THE SPRING WITH SUCH VARIOUS ACTS AS SICK PUPPIES, THEORY OF A DEADMAN, FINGER ELEVEN AND 10 YEARS.

WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	26	PUDDLE OF MUDD PSYCHO	NO. 1 (9 WKS) FLAWLESS/CEFFEN/INTERSCOPE	1550 -1	5.385	1
2	2	10	THEORY OF A DEADMAN SO HAPPY	604/ROADRUNNER/RRP	1539 +65	4.392	4
3	4	7	3 DOORS DOWN IT'S NOT MY TIME	UNIVERSAL REPUBLIC	1360 +138	4.460	3
4	3	18	FOO FIGHTERS LONG ROAD TO RUIN	ROSWELL/RCA/RMG	1281 -48	4.269	5
5	5	10	ATREYU FALLING DOWN	HOLLYWOOD	1278 +67	3.378	7
6	NEW	NEW	DISTURBED INSIDE THE FIRE	AIRPOWER/MOST INCREASED PLAYS/MOST ADDED REPRISE	1269 +1269	4.802	2
7	6	8	APOCALYPTICA FEATURING COREY TAYLOR I'M NOT JESUS	JIVE/ZOMBA	1122 +23	2.787	10
8	7	11	ASHES DIVIDE THE STONE	ISLAND/IDJMG	1089 -10	2.783	11
9	8	6	SEETHER RISE ABOVE THIS	WIND-UP	1061 +20	2.844	9
10	14	9	SAVING ABEL ADDICTED	SKIDD/CEFFEN/VIRGIN	1048 +154	2.775	12
11	11	8	10 YEARS BEAUTIFUL	UNIVERSAL REPUBLIC	990 +21	2.185	14
12	9	11	CHELLE THE FAD	EPIC	965 -35	2.155	15
13	10	37	FIVE FINGER DEATH PUNCH THE BLEEDING	FIRM	877 -104	1.919	18
14	12	32	SEETHER FAKE IT	WIND-UP	876 -78	3.563	6
15	17	5	LINKIN PARK GIVEN UP	WARNER BROS.	866 +122	2.257	13
16	16	25	THREE DAYS GRACE RIOT	JIVE/ZOMBA	811 +64	2.094	16
17	13	25	BREAKING BENJAMIN UNTIL THE END	HOLLYWOOD	802 -138	1.910	19
18	15	36	SIXX: A.M. LIFE IS BEAUTIFUL	ELEVEN SEVEN	767 -75	3.037	8
19	20	19	AIRBOURNE TOO MUCH, TOO YOUNG, TOO FAST	ROADRUNNER/RRP	672 +5	1.931	17
20	21	18	EGYPT CENTRAL YOU MAKE ME SICK	FAT LADY/ILG	625 -12	1.092	23
21	23	4	AVENGED SEVENFOLD AFTERLIFE	HOPELESS/WARNER BROS.	620 +100	1.338	20
22	19	16	BULLET FOR MY VALENTINE SCREAM AIM FIRE	JIVE/ZOMBA	596 -103	0.966	24
23	25	16	DROWNING POOL ENEMY	ELEVEN SEVEN	501 +15	1.182	21
24	24	8	SERJ TANKIAN SKY IS OVER	SERJICAL STRIKE/REPRISE	500 -15	0.748	29
25	27	6	SEVENDUST PRODIGAL SON	7BROS/ASYLUM/ILG	482 +50	0.806	27
26	26	5	RED ALREADY OVER	ESSENTIAL/RED/EPIC	466 +22	0.657	31
27	28	7	BLACK TIDE SHOCKWAVE	INTERSCOPE	424 +14	0.935	25
28	22	12	ALTER BRIDGE WATCH OVER YOU	UNIVERSAL REPUBLIC	412 -182	1.141	22
29	29	7	12 STONES ANTHEM FOR THE UNDERDOG	WIND-UP	381 +2	0.376	35
30	30	6	TANTRIC DOWN AND OUT	SILENT MAJORITY/ILG	376 +50	0.755	28
31	34	2	KID ROCK ALL SUMMER LONG	TOP DOG/ATLANTIC	326 +133	0.818	26
32	31	3	SIXX: A.M. PRAY FOR ME	ELEVEN SEVEN	319 +1	0.693	30
33	32	2	FILTER SOLDIERS OF MISFORTUNE	PULSE	238 +19	0.258	40
34	36	3	P.O.D. ADDICTED	INO/COLUMBIA	215 +37	0.315	37
35	33	4	THOUSAND FOOT KRUTCH FALLS APART	TOOTH & NAIL	199 0	0.214	-
36	NEW	NEW	ANOTHER BLACK DAY WICKED SOULS	BIELER BROS.	175 +61	0.173	-
37	35	6	DRAGONFORCE THROUGH THE FIRE AND FLAMES	ROADRUNNER/RRP	170 -20	0.202	-
38	37	3	SKILLET THE LAST NIGHT	ARDENT/SRE/ATLANTIC	169 +2	0.258	-
39	39	2	FINGER ELEVEN I'LL KEEP YOUR MEMORY VAGUE	WIND-UP	149 +3	0.189	-
40	NEW	NEW	SAFETYSUIT SOMEONE LIKE YOU	UNIVERSAL MOTOWN	134 -3	0.200	-

MOST ADDED

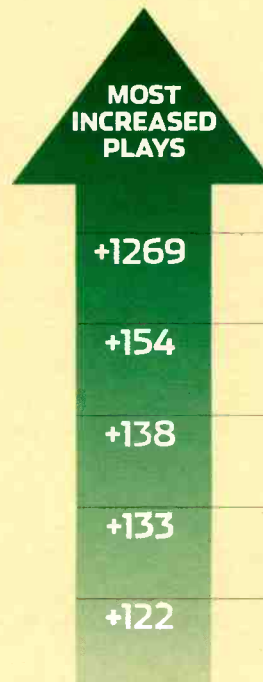
ARTIST TITLE / LABEL	NEW STATIONS
DISTURBED Inside The Fire (Reprise) KBPI, KDJE, KISS, KNEN, KRXX, KRZR, KTEG, WBSX, WBUZ, WCPN, WHDR, WRXR, WTFX, WTKX, WWIZ, WWWX, WXTB, WXZZ, WYBB	19
FILTER Soldiers Of Misfortune (Pulse) KNEN, WEDG, WJJO, WKQZ, WRIF, WRXR, WXQR, WYBB	8
ANOTHER BLACK DAY Wicked Souls (Bieler Bros.) KQRC, WCCN, WRUF, WYBB, WZOR, WZOR	7
KID ROCK All Summer Long (Top Dog/Atlantic) WBSX, WEDG, WLXZ, WRXR, WXQR, WZOR	6
THE RACONTEURS Salute Your Solution (Third Man/Warner Bros.) WBUZ, WRIF, WWIZ, WWWX, WXZZ, XM Squizz	6
REV THEORY Hell Yeah (Van Howes/Maloo/Interscope) KBPI, KQRC, Sirius Octane, WCCC, WKLQ, WXQR	6
OPERATOR Delicate (Atlantic) KHTB, KOMP, WRXW, WXQR, WZOR, XM Squizz	6
BLACK TIDE Shockwave (Interscope) KHTB, KLAQ, KOMP, WRZK	4
SAVING ABEL Addicted (Virgin) KTEG, WTKX, WTPT	3
10 YEARS Beautiful (Universal Republic) KTEG, WAAF, WEDG	3

ADDED AT...
KZBD
Spokane, WA
OM/PD: Frank Jackson
Gavin Rossdale, Love Remains The Same, O Scars On Broadway, They Say, O Scary Kids Scaring Kids, Faces, O Tantric, Down And Out, O

1057 BUZZARD
LET'S GET THE ROCK

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NEW AND ACTIVE			
ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
THE RACONTEURS Salute Your Solution (Third Man/Warner Bros.) TOTAL STATIONS: 26	108/108	DEAF PEDESTRIANS Hail To The Geek (Dotpointperiod/Capitol) TOTAL STATIONS: 4	51/1
SCARY KIDS SCARING KIDS Faces (Immortal/RED) TOTAL STATIONS: 13	104/0	KID ROCK Sugar (Top Dog/Atlantic) TOTAL STATIONS: 4	42/19
AGAINST ME! Stop (Sire/Reprise) TOTAL STATIONS: 10	103/12	REV THEORY Hell Yeah (Van Howes/Maloo/Interscope) TOTAL STATIONS: 17	34/34
FROM FIRST TO LAST Worlds Away (Suretone/Interscope) TOTAL STATIONS: 13	68/14	CHIODOS Lexington (Joey Peat-Pot With A Monkey Face) (Equal Vision) TOTAL STATIONS: 7	31/6
ANEW REVOLUTION Done (Koch) TOTAL STATIONS: 10	54/9	TRAPT Stay Alive (Eleven Seven) TOTAL STATIONS: 2	30/3



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—Stella Schwartz, PD
KOST-FM, Los Angeles

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► **DEF LEPPARD**, WITH VOCALS AND CO-WRITING CREDIT FROM TIM MCGRAW, RISES 20-18 WITH "NINE LIVES," THE LEAD TRACK FROM "SONGS FROM THE SPARKLE LOUNGE," DUE APRIL 29. THE SONG HAS ALSO BEEN FEATURED RECENTLY ON ABC TV NBA BROADCASTS.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	23	PUDDLE OF MUDD PSYCHO	NO. 1 (3 WKS) FLAWLESS/GEFFEN/INTERSCOPE	414 -33	1.290	3
2	3	6	3 DOORS DOWN IT'S NOT MY TIME	UNIVERSAL REPUBLIC	394 0	1.284	4
3	2	31	SEETHER FAKE IT	11 WIND-UP	393 -4	1.345	2
4	4	39	SIXX: A.M. LIFE IS BEAUTIFUL	ELEVEN SEVEN	391 +8	1.394	1
5	5	17	FOO FIGHTERS LONG ROAD TO RUIN	ROSWELL/RCA/RMG	293 -4	0.792	5
6	6	10	THEORY OF A DEADMAN SO HAPPY	604/ROADRUNNER/RRP	272 +14	0.781	6
7	8	47	THREE DAYS GRACE NEVER TOO LATE	11 ² JIVE/ZOMBA	233 +17	0.763	7
8	7	12	THE BLACK CROWES GOODBYE DAUGHTERS OF THE REVOLUTION	SILVER ARROW	222 +2	0.625	10
9	9	61	FINGER ELEVEN PARALYZER	11 ⁴ WIND-UP	201 +10	0.626	9
10	10	6	SEETHER RISE ABOVE THIS	WIND-UP	188 -1	0.581	11
11	13	34	FOO FIGHTERS THE PRETENDER	ROSWELL/RCA/RMG	159 +10	0.506	13
12	14	8	10 YEARS BEAUTIFUL	UNIVERSAL REPUBLIC	155 +13	0.533	12
13	NEW		DISTURBED INSIDE THE FIRE	AIRPOWER/MOST INCREASED PLAYS/MOST ADDED REPRISE	153 +153	0.687	8
14	11	20	LINKIN PARK SHADOW OF THE DAY	11 ² WARNER BROS.	149 -17	0.435	15
15	12	33	ALTER BRIDGE RISE TODAY	UNIVERSAL REPUBLIC	148 -3	0.385	17
16	15	18	AIRBOURNE TOO MUCH, TOO YOUNG, TOO FAST	ROADRUNNER/RRP	125 -11	0.265	21
17	16	14	BUCKCHERRY SORRY	11 ELEVEN SEVEN/ATLANTIC/RRP	113 -12	0.396	16
18	20	3	DEF LEPPARD FEATURING TIM MCGRAW NINE LIVES	ISLAND/UMe	108 +13	0.475	14
19	19	9	ASHES DIVIDE THE STONE	ISLAND/DJMG	105 -7	0.228	23
20	18	6	R.E.M. SUPERNATURAL SUPERSERIOUS	WARNER BROS.	101 -12	0.283	19
21	17	16	BREAKING BENJAMIN UNTIL THE END	HOLLYWOOD	101 -17	0.282	20
22	23	6	APOCALYPTICA FEATURING COREY TAYLOR I'M NOT JESUS	JIVE/ZOMBA	91 +6	0.192	25
23	22	9	THREE DAYS GRACE RIOT	JIVE/ZOMBA	90 +4	0.352	18
24	30	2	KID ROCK ALL SUMMER LONG	TOP DOG/ATLANTIC	84 +39	0.144	27
25	24	4	SAVING ABEL ADDICTED	SKIDDCO/VIRGIN	77 0	0.082	-
26	25	5	ATREYU FALLING DOWN	HOLLYWOOD	70 -1	0.175	26
27	28	2	RUSH WORKIN' THEM ANGELS	ANTHEM/ATLANTIC	61 +12	0.090	-
28	29	4	LINKIN PARK GIVEN UP	WARNER BROS.	58 +10	0.260	22
29	27	5	BLACK TIDE SHOCKWAVE	INTERSCOPE	55 +4	0.120	30
30	26	8	ALTER BRIDGE WATCH OVER YOU	UNIVERSAL REPUBLIC	51 -10	0.068	-

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
DISTURBED Inside The Fire (Reprise) KCAL, KIOC, KUFO, WEBN, WMMS, WRQK	6
KID ROCK All Summer Long (Top Dog/Atlantic) KMOD, WJXQ	2
DEF LEPPARD FEAT. TIM MCGRAW Nine Lives (Island/UMe) WGIR, WJXQ	2
SIXX: A.M. Life Is Beautiful (Eleven Seven) KCAL	1
THREE DAYS GRACE Never Too Late (Jive/Zomba) KCAL	1
SEETHER Rise Above This (Wind-up) WXMM	1
RUSH Workin' Them Angels (Anthem/Atlantic) WZZO	1
BLACK TIDE Shockwave (Interscope) WKLC	1
TANTRIC Down And Out (Silent Majority/LG) KMOD	1

ADDED AT... WXMM

Norfolk, VA
OM/PD: John Shomby
Seether, Rise Above This, 0

**100.5
MAX-FM**

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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
SEVENDUST Prodigal Son (7Bros/Asylum/LG)	33/2	12 STONES Anthem For The Underdog (Wind-up)	26/2
TOTAL STATIONS:	7	TOTAL STATIONS:	4
FINGER ELEVEN I'll Keep Your Memory Vague (Wind-up)	32/11	MUDVAYNE Dull Boy (Epic)	25/0
TOTAL STATIONS:	5	TOTAL STATIONS:	3
TANTRIC Down And Out (Silent Majority/LG)	27/10	RED Already Over (Essential/RED/Epic)	22/6
TOTAL STATIONS:	8	TOTAL STATIONS:	4

MOST INCREASED PLAYS

+153 DISTURBED Inside The Fire (Reprise) WEBN +25, KUFO +21, WNOR +20, KAZR +18, KBER +17, KIOC +11, WJXQ +9, WRQK +9, KCAL +8, WMMS +8
+39 KID ROCK All Summer Long (Top Dog/Atlantic) WJXQ +10, WDMA +9, KMOD +8, WKLC +4, WONE +3, KIOC +2, WVRK +2, KAZR +1, WJXQ +1
+14 THEORY OF A DEADMAN So Happy (604/Roadrunner/RRP) KTUX +4, KAZR +7, KBER +3, WJXQ +2, WRQK +1, WNOR +1, KSHE +1, WONE +1, WGIR +1
+13 10 YEARS Beautiful (Universal Republic) KMOD +10, KUFO +7, WKLC +2, KAZR +1, WXMM +1, WDMA +1
+13 DEF LEPPARD FEAT. TIM MCGRAW Nine Lives (Island/UMe) WGIR +10, WHJY +3, KSHE +2, WJXQ +2, WONE +1, WJXQ +1

RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW LW
1	OZZY OSBOURNE I DON'T WANNA STOP (EPIC)		123 128
2	HELLYEAH ALCOHAULIN' ASS (EPIC)		119 108
3	GUNS N' ROSES SWEET CHILD O' MINE (GEFFEN/INTERSCOPE)		112 111
4	PINK FLOYD ANOTHER BRICK IN THE WALL (PART II) (COLUMBIA)		107 105
5	AC/DC BACK IN BLACK (LEGACY/EPIC)		106 106

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW LW
6	LINKIN PARK WHAT I'VE DONE (WARNER BROS.)		101 106
7	AEROSMITH SWEET EMOTION (COLUMBIA)		101 108
8	RUSH TOM SAWYER (ANTHEM/MERCURY/UMe)		99 96
9	NICKELBACK ROCKSTAR (ROADRUNNER/RRP)		97 93
10	PEARL JAM EVEN FLOW (EPIC)		96 92

FOR WEEK ENDING MARCH 30, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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ROCK REPORTERS

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

* Monitored Reporters



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▶ AFTER JUST ONE WEEK OF AIRPLAY, **THE RACONTEURS'** "SALUTE YOUR SOLUTION" ENTERS THE CANADA ROCK CHART AT NO. 28. ON THE U.S. ALTERNATIVE LIST, THE LEAD TRACK FROM "CONSOLERS OF THE LONELY" SWOOPS IN AT NO. 26 (UP 577 PLAYS).

ALTERNATIVE & ACTIVE REPORTERS

ALTERNATIVE

WEQX/Albany, NY*
OM/PD: Willabee
MD: Amber Miller

WHRL/Albany, NY*
OM: John Cooper
PD/MD: Tim Noble

KROX/Austin, TX*
OM: Chase
PD: Lynn Barstow
MD: Toby Ryan

KRAB/Bakersfield, CA*
OM: Kenn McCloud
PD/MD: Danny Spanks
APD: Jared Mann

KNXX/Baton Rouge, LA*
OM/PD: Dave Dunaway
APD: Phillip Kish
MD: Darren Gauthier

KQXR/Boise, ID*
OM: Dan McCullo
PD: Jeremy Nicolato
MD: Jeremi Smith

WBCN/Boston, MA*
PD: Dave Wellington
MD: Dan O'Brien

WFNX/Boston, MA*
PD: Keith Dakin
MD: Paul Driscoll

WBTZ/Burlington, VT*
OM/PD: Matt Grasso
APD/MD: Kevin Mays

WZJO/Charleston, WV*
PD/MD: Bruce Clark

WEND/Charlotte, NC*
OM: Bruce Logan
PD/MD: Jack Daniel

WKQX/Chicago, IL*
PD: Marc Young

WSWD/Cincinnati, OH*
OM: Patti Marshall
APD: Julie Evans

WKRK/Cleveland, OH*
PD: Dominic Nardella

WARQ/Columbia, SC*
PD: Dave Stewart
MD: Matt Lee

WWCD/Columbus, OH*
OM: Randy Malloy
PD: Andy "Andyman" Davis

KDGE/Dallas, TX*
OM/PD: Vince Richards
APD: Chris Ryan

WXEG/Dayton, OH*
OM: Tony Tilford
PD: Steve Kramer
MD: Matt Jericho

KTCL/Denver, CO*
PD: Nerf
MD: Eric "Boney" Clouse

CIMX/Detroit, MI*
PD: Vince Cannova
MD: Jay Hudson

KXNA/Fayetteville, AR
PD: Dave Jackson

WJBX/Ft. Myers, FL*
PD: Matt Johnson
APD: Anthony "Roach" Proffitt
MD: Jeff Zito

WGRD/Grand Rapids, MI*
PD: Jerry Tarrant

WXNR/Greenville, NC*
OM: Bruce Simel
MD: Blando

KUCD/Honolulu, HI*
PD: Adam Carr
MD: Chris Sampaio

KTBT/Houston, TX*
MD: Don Jantzen

WRZX/Indianapolis, IN*
PD/MD: Lenny Diana

WTZR/Johnson City, TN*
OM/PD: Bruce Clark

KRBZ/Kansas City, MO*
OM: Bob Edwards
PD: Greg Bergen
APD/MD: Jason Ulanet

WNFZ/Knoxville, TN*
OM: Terry Gillingham
PD: Shane Cox
APD/MD: Valerie Hale

KTFE/Lafayette, LA*
PD: Scott Perrin
MD: Jude Vize

KXTE/Las Vegas, NV*
PD: Chris Ripley
MD: Homie Pooser

KROQ/Los Angeles, CA*
PD: Kevin Weatherly
APD: Gene Sandbloom
MD: Lisa Worden

KYSR/Los Angeles, CA*
PD: Michael Martin
APD/MD: Julie Pilat

WLRS/Louisville, KY*
OM: J.D. Kunes
APD/MD: Joe Stamm

WMFS/Memphis, TN*
PD: Rob Cressman
MD: Sydney Nabors

WLUM/Milwaukee, WI*
PD: Jacent Jackson
MD: Chris Calef

WHTG/Monmouth, NJ*
PD: Terrie Carr
MD: Matt Murray

WKZQ/Myrtle Beach, SC
OM/PD: Mark McKinney
MD: Mase Brazelle

WROX/Norfolk, VA*
OM/PD: Jay Michaels

KHBZ/Oklahoma City, OK*
OM: Tom Travis
PD: Jeff Blackburn

WJRR/Orlando, FL*
PD: Rick Everett

KEDJ/Phoenix, AZ*
PD: Bruce St. James
APD/MD: Tim Virgin

WXDX/Pittsburgh, PA*
OM/PD: John Moschitta
MD: Vinnie Ferguson

WCYY/Portland, ME*
PD: Herb Ivy
MD: Brian James

KNRK/Portland, OR*
PD: Mark Hamilton

WBUR/Providence, RI*
OM: Mark Stachowski
PD: Chris Novello
APD: Tom Ghiden
MD: Nick Castillo

KRZQ/Reno, NV*
OM: Mark Keefe
PD: Melanie Flores
MD: Chris Payne

WDYL/Richmond, VA*
PD: Fisher

WRXL/Richmond, VA*
OM: Bill Cahill
PD/MD: Casey Krukowski

KCXX/Riverside, CA*
PD: John DeSantis
APD/MD: Bobby Sato

WZNE/Rochester, NY*
PD/MD: Danni

KWOD/Sacramento, CA*
OM/PD: Curtiss Johnson
MD: Andy Hawk

KXRK/Salt Lake City, UT*
OM: Alan Hague
PD: Todd Noker
APD: Corey O'Brien
MD: Artie Fufkin

KBZT/San Diego, CA*
PD: Garrett Michaels
APD: Mike Hansen
MD: Mike Halloran

XETRA/San Diego, CA*
PD: Phil Manning
MD: Capone

KITS/San Francisco, CA*
PD: Dave Numme
APD/MD: Aaron Axelsen

KCNL/San Jose, CA*
PD: Jeanene Calhoun

KJEE/Santa Barbara, CA*
PD: Eddie Gutierrez
MD: Dave Hanacek

Music Choice Alternative/Satellite
PD: Justin Prager
MD: Gary Susalis

Sirius Alt Nation/Satellite*
OM: Gregg Steele
PD: Rich McLaughlin
APD: Khaled Elsebai

XM Ethel/Satellite*
PD: Steve Kingston
MD: Erik Range

WFHX/Savannah, GA*
OM: Jon Robbins
PD: Boomer
APD/MD: Leslie Scott

KNDD/Seattle, WA*
PD: Lazlo
APD/MD: Andrew Harms

KQRA/Springfield, MO*
PD: Kristen Bergman
MD: Shadow Williams

KPNT/St. Louis, MO*
PD: Tommy Mattern
APD: Kyle Guderian
MD: Scott Rizzuto

WKRL/Syracuse, NY*
MD: Ty

WSUN/Tampa, FL*
PD: Shark

WRWK/Toledo, OH*
PD: Dan McClintock
APD/MD: Carolyn Stone

KFMA/Tucson, AZ*
PD: Matt Spry
APD: Chris Fimage
MD: Greg Rampage

KMYZ/Tulsa, OK*
PD: Kenny Wall

WWDC/Washington, DC*
PD: Cruze
APD: Dave Hennessy
MD: Greg Roche

WPBZ/West Palm Beach, FL*
PD: John O'Connell
MD: Ross Mahoney

WSFM/Wilmington, NC
OM: Jerry Mac
PD/MD: Mike Kennedy

ACTIVE

KEYJ/Abilene, TX
OM: Randy Jones
PD/AMD: Frank Pain

WZMR/Albany, NY*
OM: Kevin Callahan
PD: Nik Rivers
APD/MD: Christy Taylor

KTEG/Albuquerque, NM*
OM/PD: Bill May
MD: Aaron "Buck" Burnett

WWWX/Appleton, WI*
PD/MD: Guy Dark

WJSE/Atlantic City, NJ
OM/PD: Nick Giorno
APD/MD: Shawn Castelluccio

WCHZ/Augusta, GA*
OM: Harley Drew
PD: Chuck Williams

WIYY/Baltimore, MD*
PD: Dave Hill
APD/MD: Rob Heckman

WCPR/Biloxi, MS*
OM: Kenny Vest
APD/MD: Maynard

WKG/Binghamton, NY
OM/PD: Jim Free
APD/MD: Tim Boland

WAAF/Boston, MA*
PD: Ron Valeri
MD: Mistress Carrie

WEDG/Buffalo, NY*
PD/MD: Evil Jim

WYBB/Charleston, SC*
OM: Mike Allen
MD: Amy Hutto

WRXR/Chattanooga, TN*
OM: Kris Van Dyke
PD: Boner

WILL/Chicago, IL*
OM/PD: John Perry
APD: Tom Kief
MD: Steve Salzman

KRQR/Chico, CA
OM: Chad Perry
PD: Neil Randall

KILO/Colorado Springs, CO*
PD: Ross Ford
MD: Jack Mehoff

WBZX/Columbus, OH*
PD: Hal Fish
APD/MD: Ronni Hunter

KNCN/Corpus Christi, TX*
OM/PD: Paula Newell
APD/MD: Monte Montana

KBPI/Denver, CO*
PD: Willie B.
APD/MD: Aaron "Double A" Montell

WRIF/Detroit, MI*
OM/PD: Doug Padell
APD/MD: Mark Pennington

KLAQ/El Paso, TX*
OM/PD: Courtney Nelsen
APD/MD: Glenn Garza

WGBF/Evansville, IN
OM/PD: Mike Sanders
APD/MD: Slick Nick

WWBN/Flint, MI*
OM: J. Patrick
PD: Brian Beddow
APD/MD: Tony LaBrie

KRZR/Fresno, CA*
OM/PD: Paul Wilson
APD/MD: Skippy

WBYP/Ft. Wayne, IN*
APD/MD: Stiller

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
						TW	+/-
1	1	16	QUEENS OF THE STONE AGE	MAKE IT WIT CHU	REKORDS REKORDS/INTERSCOPE/UNIVERSAL	538	-1
2	2	21	FOO FIGHTERS	LONG ROAD TO RUIN	RDSWELL/RCA/SONY BMG	495	-18
3	4	22	AIRBOURNE	TOO MUCH, TOO YOUNG, TOO FAST	ROADRUNNER/WARNER	422	+9
4	8	4	SAM ROBERTS	THEM KIDS	UNIVERSAL	401	+52
5	7	16	PUDDLE OF MUDD	PSYCHO	FLAWLESS/GEFFEN/UNIVERSAL	387	+23
6	6	10	THEORY OF A DEADMAN	SO HAPPY	604/UNIVERSAL	385	-7
7	5	18	THE TRENDS	HOLD ME IN YOUR ARMS	THE BUMSTEAD/UNIVERSAL	361	-33
8	10	11	AGAINST ME!	STDP	SIRE/REPRISE/WARNER	349	+19
9	3	23	LINKIN PARK	SHADOW OF THE DAY	WARNER BROS./WARNER	345	-72
10	9	19	STATE OF SHOCK	HEARTS THAT BLEED	CORDOVA BAY	328	-11
11	13	5	3 DOORS DOWN	IT'S NOT MY TIME	UNIVERSAL REPUBLIC/UNIVERSAL	302	+44
12	15	7	R.E.M.	SUPERNATURAL SUPERSEARIOUS	WARNER BROS./WARNER	283	+47
13	12	10	BUCKCHERRY	SORRY	ELEVEN SEVEN/UNIVERSAL	248	-24
14	14	30	SEETHER	FAKE IT	WIND-UP	244	+7
15	16	5	SEETHER	RISE ABOVE THIS	WIND-UP	220	+4
16	11	25	FINGER ELEVEN	I'LL KEEP YOUR MEMORY VAGUE	WIND-UP	219	-63
17	19	8	RIDES AGAIN	INFECTED	PUT IT ON/UNIVERSAL	193	-1
18	21	16	AGE OF DAZE	AFFLICTED	WIDEAWAKE	188	+8
19	27	5	ASHES DIVIDE	THE STONE	ISLAND/UNIVERSAL	180	+30
20	20	22	MATTHEW GOOD	I'M A WINDOW	UNIVERSAL	180	-10
21	22	8	CITY AND COLOUR	WAITING	DINE ALONE	167	-3
22	18	13	ECONOLINE CRUSH	DIRTY	LOCK OUT	162	-34
23	30	5	GOB	UNDERGROUND	AQUARIUS/EMI	156	+36
24	23	29	SIXX: A.M.	LIFE IS BEAUTIFUL	ELEVEN SEVEN	143	-19
25	24	26	WINTERSLEEP	WEIGHTY GHOST	DEPENDENT/EMI	137	-24
26	26	9	VELVET REVOLVER	GET OUT THE DOOR	RCA/SONY BMG	130	-25
27	29	15	JACK JOHNSON	IF I HAD EYES	BRUSHFIRE/UNIVERSAL REPUBLIC/UNIVERSAL	126	-5
28	NEW		THE RACONTEURS	SALUTE YOUR SOLUTION	WARNER BROS./WARNER	123	+123
29	25	20	RADIOHEAD	BODYSNATCHERS	RADIOHEAD	116	-39
30	33	3	APOCALYPTICA FEATURING COREY TAYLOR	I'M NOT JESUS	JIVE/SONY BMG	108	+14

FOR WEEK ENDING MARCH 30, 2008

* indicates CanCon

WRUF/Gainesville, FL*
OM/PD: Harry Guscott
APD: Kyle Baldry
MD: Jack Wich

WKLQ/Grand Rapids, MI*
OM: Brent Alberts
PD/MD: Michael Grey

WZOR/Green Bay, WI*
PD: Joe Calgano
APD: Cutter
MD: Borna Velic

WXQR/Greenville, NC*
PD/MD: Dave Tripp

WTPT/Greenville, SC*
OM/PD: Mark Hendrix
MD: Twisted Todd

WQXA/Harrisburg, PA*
OM/PD: Ken Carson
APD/MD: Nixon

WCCC/Hartford, CT*
PD: Michael Piccozzi
APD/MD: Mike Karolyi

WAMX/Huntington, WV
PD/MD: Erik Raines
APD: Robin Wilds

WRTT/Huntsville, AL*
OM/PD: Lee Reynolds
APD/MD: Clay Sanders

WRXW/Jackson, MS*
PD/MD: Brad Stevens

WRZK/Johnson City, TN*
PD/MD: Scott Onks

KQRC/Kansas City, MO*
OM/PD: Bob Edwards
MD: Paul Marshall

KOMP/Las Vegas, NV*
PD: John Griffin
MD: Carlota

KZCD/Lawton, OK
PD: Don "Kellso" Brown
APD: J.C. "Kellso" Kellison

WXZZ/Lexington, KY*
OM: Robert Lindsey
PD: Johnny Maze
APD: Twitch

KDJE/Little Rock, AR*
OM: Sonny Victory
PD: Jeff Petterson
MD: Adam Peterson

WTFX/Louisville, KY*
PD: Charlie Steele
MD: Frank Webb

KFMX/Lubbock, TX
OM/PD: Wes Nessmann

WJJO/Madison, WI*
PD: Randy Hawke
APD/MD: Blake Patton

KFRQ/McAllen, TX*
OM/PD: Mike Quinn

KBRE/Merced, CA
PD: Jason LaChance
APD/MD: Mikey Martinez

WHDR/Miami, FL*
OM: David Israel
PD: Kevin Vargas
MD: Dave Hanson

KXXR/Minneapolis, MN*
OM: Dave Hamilton
PD: Wade Linder
APD/MD: Pablo

WRAT/Monmouth, NJ*
OM/PD: Carl Craft
APD/MD: Robyn Lane

WCLG/Morgantown, WV
OM/PD: Jeff Miller

WBUZ/Nashville, TN*
OM: Dean Warfield
PD/MD: Troy Hanson
APD: Zigz

KATT/Oklahoma City, OK*
OM/PD: Chris Baker
MD: Jake Daniels

WYXX/Panama City, FL
PD: Chris Alan
APD/MD: Stroke

WTKX/Pensacola, FL*
PD: Joel Sampson
APD/MD: Mark The Shark

WIXO/Peoria, IL
OM/PD: Matt Bahan

WMMR/Philadelphia, PA*
PD: Bill Weston
APD: Chuck Damico
MD: Sean "The Rabbi" Tysler

KUPD/Phoenix, AZ*
PD/MD: Larry McFeele

KDOT/Reno, NV*
OM: Jim McClain
PD/MD: Jave Patterson

KRXQ/Sacramento, CA*
OM/PD: Jim Fox

WKQZ/Saginaw, MI*
PD: Hoser
APD/MD: Matt Bingham

WZBH/Salisbury, MD
OM: Sue Timmons
PD: Sean McHugh
MD: Chris Steele

KHTB/Salt Lake City, UT*
PD: Kayvon Motiee
APD/MD: Roger Orton

KISS/San Antonio, TX*
PD/MD: LA Lloyd

KIOZ/San Diego, CA*
OM: Jim Richards
PD/MD: Shauna Moran-Brown

KURQ/San Luis Obispo, CA
OM: Mark Mitchell
APD/MD: Stephanie Bell

KXFX/Santa Rosa, CA*
PD/MD: Scott Less

Music Choice Rock/Satellite
PD: Justin Prager
MD: Gary Susalis



Stations of all sizes are making do and getting creative

Research On A Shoestring

John Schoenberger
JSchoenberger@RadioandRecords.com

With tight or nonexistent research budgets being the norm these days, stations are doing what they can to take their audiences' pulse. Further, many tried-and-true methods aimed at finding out what listeners think about music, such as auditorium testing and callout, simply aren't as reliable as they once were, according to some programmers. ■ To Emmis/Austin director of programming Chris Edge, who oversees rocker KLBJ-FM and triple A KGSR, this is one of radio's most important challenges. He believes that even the good tools programmers have traditionally used to gauge audience interest are becoming fallible for one reason or another. The samples are too small, the surveys are fatiguing, and expecting someone to be focused on the phone or in a room with strangers playing a bunch of hooks is lofty, in his opinion.

"Is rating a hook the same as rating a song?" Edge asks. "Music in many cases works because it connects emotionally and personally with a person, and that is not easily measured."

To combat these concerns, Emmis has launched an online music-testing platform it's calling Soundboard, designed to create a positive user experience. So far, so good. Edge says it has attracted a large sample of participants, with close to 600 people every time it runs the test for one of its Austin stations—while its traditional callout was maxing out at about 80 people. "It certainly needs work, but it's also helped give us insight," he adds.

New Ways To Connect

CDDR/Detroit-Windsor takes a similar approach with its River Music Panel, available via the station's Web site. "River Rats" are recruited and vote on a selection of 30 current songs. "This gives us a good look at P1 tastes," PD Matt Franklin says. "And on the street-level tip, we've had a lot of response to our e-mail campaign, called YouShouldPlay-This@9393theriverradio.com, which allows listeners to offer their musical opinions and requests."

WTYD/Williamsburg, Va., PD Amy Miller says her station is also using an "advisory board" approach with loyal listeners called the Tide Pool. Although WTYD mainly uses it to assess music

tastes, Miller also looks at what age groups are responding, the male-to-female ratio within the respondents, where they live and so on.

"Not having a research budget can be tough. However, it forces us to come up with creative ways to acquire the information we want," Miller says. "It also makes it imperative for us to establish and maintain strong personal relationships with our listeners. I spend a lot of time personalizing my response to every e-mail the station receives." Miller doesn't want any of her listeners to think "the machine" is giving them an auto-response.

She adds that e-mail is also read on the air and by doing so, listeners know that their opinions matter. And the station regularly airs promos, asking listeners to e-mail requests, questions or comments.

"It's well worth it when you're part of a small, tight-knit community like Williamsburg," she adds. "The word gets around faster than you'd think. We start seeing trends and all of this helps us establish who our audience is, why they listen to us and not the other station, and how we can keep their interest."

KLRR/Bend, Ore., PD Doug Donoho was able to pull a few dollars together to get insight on how his station is doing. In 2007, it conducted three P1 focus groups orchestrated by Media Mechanics consultant Paul Marszalek.

"They were small, intimate groups, but the folks

'Not having a research budget can be tough, however, it forces us to come up with creative ways to acquire the information we want.'

—Amy Miller



'The most important thing is still your gut. Let's face it: In most cases we know when a record is worthy or not. You can hear it.'

—Chris Edge



who participated gave us some great feedback," Donoho says. Further, KLRR conducts online music testing at least once per quarter, inviting participants to listen to song hooks and rate the music, as well as offer other commentary about their radio listening habits, what they listen to online and where they hear new music first.

Meanwhile, WXPB/Philadelphia assistant GM of programming Bruce Warren says the info he is beginning to see from the PPM is proving to be a valuable new resource. Add to that the metrics the station collects from aggressive online initiatives, and he has fresh ways of seeing things.

"The early PPM information has been very interesting, and the fact that we get weekly data is both overwhelming and insightful. Not only do you learn about your audience's listening habits, but I am finding you can also use PPM as a research tool. As for the online metrics, having daily info about what our Web users are doing and how long they're using it has been great in helping to make decisions about our next moves."

No Budget? No Problem

Many stations don't have a budget for research and never have. This is just one of the many challenges smaller-market stations face. But WDST/Poughkeepsie, N.Y., PD Jimmy Buff says, "The truth is, our listeners are a pretty vocal and savvy bunch, and if they like something we're playing, we know it, and the same is true if they don't like something. In addition, our staff has years of experience programming music and if we don't know by now when something is great or terrible, then we may as well work at the restaurant next door."

WAPS/Akron PD Bill Gruber says he has the good fortune of not having anything close to triple A competition in his market. This allows him to step back and see what is happening within the format across the country and determine what might be right for his station.

"That gives me the luxury of watching the performance of a new song via online peeks at playlists of stations in other markets that do have competition and/or research budgets," Gruber says. "While I may seemingly be a week or two late on adding something within our format, I'm still weeks or months ahead of other stations on the local dial."

WNRN/Charlottesville, Va., PD Anne Williams views anything at the station's disposal "as a form of research": looking up sales on certain artists locally and nationally, checking out industry trade magazines, doing a "Rate at Eight" contest nightly on the air and a "Rate the Song" campaign on its Web site, visiting consumer music blogs and Web sites—and also valuing the opinions of its airstaff.

Edge says, "Research is really about many different things, including request, sales, downloads, buzz and testing. You have to consider all of these things when deciding if a record is working or worth playing. But the most important thing is still your gut. Let's face it: In most cases we know when a record is worthy or not. You can hear it." **R&R**

R&R TRIPLE A

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► **JAKOB DYLAN ZOOMS 27-17 AND TAKES AIRPOWER HONORS WITH "SOMETHING GOOD THIS WAY COMES." HIS LARGELY ACOUSTIC FIRST SOLO ALBUM, "SEEING THINGS," IS SET FOR RELEASE JUNE 10 AT STARBUCKS LOCATIONS AND TRADITIONAL RETAIL.**

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	8	R.E.M. SUPERNATURAL SUPERSERIOUS	NO. 1 (2 WKS) WARNER BROS.	571 +6	2.085 1
2	2	18	JACK JOHNSON IF I HAD EYES	BRUSHFIRE/UNIVERSAL REPUBLIC	504 -43	1.688 2
3	3	21	INGRID MICHAELSON THE WAY I AM	CABIN 24/ORIGINAL SIGNAL/RED	485 -24	1.667 3
4	4	8	COUNTING CROWS YOU CAN'T COUNT ON ME	DGC/GEFFEN/INTERSCOPE	467 +1	1.391 4
5	5	15	SHERYL CROW LOVE IS FREE	A&M/INTERSCOPE	361 +18	1.128 6
6	6	5	STEVE WINWOOD FEATURING ERIC CLAPTON DIRTY CITY	COLUMBIA	350 +4	1.074 7
7	10	5	JASON MRAZ I'M YOURS	ATLANTIC/RRP	323 +32	0.969 11
8	7	32	SARA BAREILLES LOVE SONG	EPIC	318 0	1.060 8
9	9	10	THE BLACK CROWES GOODBYE DAUGHTERS OF THE REVOLUTION	SILVER ARROW	312 +20	0.923 12
10	8	17	MIKE DOUGHTY 27 JENNIFERS	ATO/RED	276 -19	0.869 14
11	14	7	AUGUSTANA SWEET AND LOW	EPIC	275 +33	0.917 13
12	13	5	VAN MORRISON THAT'S ENTRANCE	LOST HIGHWAY	269 +18	0.746 15
13	NEW		DEATH CAB FOR CUTIE I WILL POSSESS YOUR HEART	AIRPOWER/MOST INCREASED PLAYS ATLANTIC	266 +195	1.350 5
14	15	16	SPOON DON'T YOU EVAH	MERGE	264 +15	1.049 9
15	12	9	THE B-52S FUNPLEX	ASTRALWERKS	261 +7	0.693 18
16	16	12	GLEN HANSARD & MARKETA IRGLOVA FALLING SLOWLY	CANVASBACK/COLUMBIA	235 +15	1.031 10
17	27	2	JAKOB DYLAN SOMETHING GOOD THIS WAY COMES	AIRPOWER COLUMBIA	228 +80	0.674 19
18	18	4	NEWTON FAULKNER DREAM CATCH ME	AWARE/COLUMBIA	213 -2	0.702 16
19	11	17	KT TUNSTALL SAVING MY FACE	RELENTLESS/VIRGIN	212 -54	0.489 25
20	17	15	RADIOHEAD JIGSAW FALLING INTO PLACE	TBD/IATO	206 -16	0.609 20
21	19	10	SHAWN MULLINS ALL IN MY HEAD	VANGUARD	190 +2	0.440 26
22	22	14	ONEREPUBLIC STOP AND STARE	MOSLEY/INTERSCOPE	189 +32	0.564 21
23	20	3	Yael NAIM NEW SOUL	TOT QU TARD/ATLANTIC	175 +8	0.697 17
24	24	9	ROBERT PLANT / ALISON KRAUSS PLEASE READ THE LETTER	ROUNDER	175 +5	0.522 23
25	23	9	BEN'S BROTHER KISS ME AGAIN (STUTTERING)	RELENTLESS/CAPITOL	148 -15	0.336 -
26	29	2	TRISTAN PRETTYMAN MADLY	VIRGIN	146 +12	0.389 30
27	28	5	LANDON PIGG FALLING IN LOVE AT A COFFEE SHOP	RCA/RMG	144 +14	0.521 24
28	25	19	BRUCE SPRINGSTEEN GIRLS IN THEIR SUMMER CLOTHES	COLUMBIA	135 -19	0.421 28
29	26	3	MATT NATHANSON COME ON GET HIGHER	VANGUARD	130 -21	0.401 29
30	RE-ENTRY		JOHN MAYER SAY	AWARE/COLUMBIA	127 +5	0.246 -

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
MUDCRUTCH Scare Easy (Reprise) KBCC, KFOG, KGSR, KXLY, Sirius Spectrum, WMMM, WNCS, WRLT, WTTS, WXRT, WXR, XM Cafe	12
DEATH CAB FOR CUTIE I Will Possess Your Heart (Atlantic) KBCC, KCUV, KGSR, KINK, KPTL, KTHX, WCOO, WMMM, WTTS, WZEW, XM Cafe	11
JAKOB DYLAN Something Good This Way Comes (Columbia) KPRI, KPTL, KTHX, WCOO, WNCS, WRNX	6
DUFFY Mercy (Mercury/IDJMG) KPTL, KTHX, WMMM, WXRT	4
SARA BAREILLES Bottle It Up (Epic) KRSH, WCOO, WXR	3
JASON MRAZ I'm Yours (Atlantic/RRP) KBCC, WTTS	2
THE RACONTEURS Salute Your Solution (Third Man/Warner Bros.) WRNR, WXRT	2
THE RACONTEURS Old Enough (Third Man/Warner Bros.) KGSR, Sirius Spectrum	2

ADDED AT... **WXR**
Boston, MA
PD: Ron Bowen
APD/MD: Catie Wilbur
Mudcrutch, Scare Easy, O Sara Bareilles, Bottle It Up, O

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
NEEDTOBREATHE More Time (Atlantic)	115/11	MUDCRUTCH Scare Easy (Reprise)	77/76
TOTAL STATIONS:	12	TOTAL STATIONS:	14
DUFFY Mercy (Mercury/IDJMG)	109/20	MISSY HIGGINS Where I Stood (elevation/Reprise)	76/13
TOTAL STATIONS:	13	TOTAL STATIONS:	10
VAMPIRE WEEKEND A-Punk (XL/Beggars Group)	109/7	LIFEHOUSE Whatever It Takes (Geffen/Interscope)	62/5
TOTAL STATIONS:	10	TOTAL STATIONS:	4
FEIST I Feel It All (Cherrytree/Polydor/Interscope)	105/7	FOXBORO HOT TUBS Mother Mary (Jingle Town)	61/1
TOTAL STATIONS:	14	TOTAL STATIONS:	5
MATT COSTA Mr. Pitiful (Brushfire/Universal Republic)	95/1	THE ROLLING STONES FEAT. JACK WHITE III Loving Cup (Shine A Light Live) (Interscope)	52/45
TOTAL STATIONS:	10	TOTAL STATIONS:	4

MOST INCREASED PLAYS

+195	DEATH CAB FOR CUTIE I Will Possess Your Heart (Atlantic) SISP +49, KENZ +21, KINK +15, KFOG +14, KXLY +11, KBCC +10, WXR +9, WRNR +8, CIDR +7, KGSR +7
+80	JAKOB DYLAN Something Good This Way Comes (Columbia) KINK +12, KXLY +11, WRNX +11, WZEW +10, WXR +9, KPRI +8, CIDR +7, KGSR +6, KRSH +5, WRNR +5
+76	MUDCRUTCH Scare Easy (Reprise) KGSR +12, KBCC +10, KPRI +9, WTTS +9, WXRT +9, KFOG +6, SISP +6, WRLT +4, CIDR +3, WMMM +3
+45	THE ROLLING STONES FEAT. JACK WHITE III Loving Cup (Shine A Light Live) (Interscope) SISP +48, WRNR +1
+40	THE RACONTEURS Salute Your Solution (Third Man/Warner Bros.) WXRT +18, WRNR +17, WMMM +2, KENZ +1, KRVB +1, WRLT +1

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

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS		THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	
		TW	LW			TW	LW
1	DAVID GRAY YOU'RE THE WORLD TO ME (ATO/RED)	210	231	6	SNOW PATROL SHUT YOUR EYES (POLYDOR/A&M/INTERSCOPE)	126	119
2	EDDIE VEDDER HARD SUN (MONKEY WRENCH/J/RMG)	163	169	7	FEIST MY MOON MY MAN (CHERRYTREE/POLYDOR/INTERSCOPE)	123	130
3	ROBERT PLANT / ALISON KRAUSS GONE, GONE, GONE (DONE MOVED ON) (ROUNDER)	162	177	8	BEN HARPER & THE INNOCENT CRIMINALS IN THE COLORS (VIRGIN)	115	118
4	COLBIE CAILLAT REALIZE (UNIVERSAL REPUBLIC)	139	173	9	SNOW PATROL CHASING CARS (POLYDOR/A&M/INTERSCOPE)	114	101
5	BRANDI CARLILE TURPENTINE (COLUMBIA)	132	147	10	GOMEZ SEE THE WORLD (ATO/RED)	110	114



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▶ **PAUL THORN** RISES TO THE AMERICANA SLMMIT WITH "A LONG WAY FROM TUPELO." THE MISSISSIPPI-BASED SINGER/SONGWRITER IS TOURING THROUGH JUNE, WITH AN APPEARANCE BOOKED ON "JIMMY KIMMEL LIVE" APRIL 22.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	TRIPLE A INDICATOR IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	1	7	R.E.M. SUPERNATURAL SUPERSERIDUS	WARNER BROS.	638	+33
2	2	15	JACK JOHNSON IF I HAD EYES	BRUSHFIRE/UNIVERSAL REPUBLIC	522	-17
3	3	7	COUNTING CROWS YOU CAN'T COUNT ON ME	DGC/GEFFEN/INTERSCOPE	512	+28
4	4	5	VAN MORRISON THAT'S ENTRAINMENT	LOST HIGHWAY	443	-3
5	5	5	STEVE WINWOOD FEAT. ERIC CLAPTON DIRTY CITY	COLUMBIA	431	-7
6	6	8	THE BLACK CROWES GOODBYE DAUGHTERS OF THE REVOLUTION	SILVER ARROW	428	+18
7	7	8	THE B-52S FUNPLEX	ASTRALWERKS	410	+12
8	8	4	JASON MRAZ I'M YOURS	ATLANTIC/RRP	402	+21
9	9	11	SHERYL CROW LOVE IS FREE	A&M/INTERSCOPE	338	-9
10	10	8	KATHLEEN EDWARDS THE CHEAPEST KEY	ZOE/ROUNDER	310	-23
11	11	12	ROBERT PLANT / ALISON KRAUSS PLEASE READ THE LETTER	ROUNDER	309	-18
12	27	2	JAKOB DYLAN SOMETHING GOOD THIS WAY COMES	COLUMBIA	307	+108
13	17	3	AUGUSTANA SWEET AND LOW	EPIC	278	+10
14	14	11	TIFT MERRITT BROKEN	FANTASY/CMG	264	-36
15	13	13	RADIOHEAD JIGSAW FALLING INTO PLACE	TBD/ATO	264	-40
16	22	4	WIDESPREAD PANIC BOOM BOOM BOOM	WIDESPREAD	261	+9
17	16	10	NADA SURF WHOSE AUTHORITY	BARSUK	261	-21
18	12	18	MIKE DOUGHTY 27 JENNIFERS	ATO/RED	260	-62
19	15	12	SHAWN MULLINS ALL IN MY HEAD	VANGUARD	259	-25
20	21	16	SPOON DDN'T YOU EVAH	MERCY	248	-9
21	23	7	TRISTAN PRETTYMAN MADLY	VIRGIN	244	-6
22	18	10	JOE JACKSON INVISIBLE MAN	RYKODISC	239	-27
23	20	11	JOHN MAYER SAY	AWARE/COLUMBIA	238	-19
24	NEW		THE KOOKS ALWAYS WHERE I NEED TO BE	ASTRALWERKS	233	+67
25	28	2	YAEL NAIM NEW SOUL	TOT OU TARD/ATLANTIC	233	+34
26	19	15	KT TUNSTALL SAVING MY FACE	RELENTLESS/VIRGIN	233	-29
27	NEW		JACKIE GREENE SHAKEN	429/SLG	220	+36
28	NEW		DEATH CAB FOR CUTIE I WILL POSSESS YOUR HEART	ATLANTIC	218	+164
29	NEW		JIM WHITE CRASH INTO THE SUN	LUAKA BOP	218	+28
30	24	9	ERIC LINDELL LAY BACK DOWN	ALLIGATOR	208	-36

THIS WEEK	LAST WEEK	ARTIST TITLE	AMERICANA IMPRINT / PROMOTION LABEL	PLAYS		CUMULATIVE
				TW	+/-	
1	2	PAUL THORN A LONG WAY FROM TUPELO	PERPETUAL OBSCURITY	452	+46	3006
2	1	TIFT MERRITT ANOTHER COUNTRY	FANTASY/CMG	438	-23	4775
3	8	JAMES MCMURTRY JUST US KIDS	LIGHTNING ROD	390	+114	907
4	3	DRIVE-BY TRUCKERS BRIGHTER THAN CREATIONS'S DARK	NEW WEST	315	-30	3387
5	6	KATHLEEN EDWARDS ASKING FOR FLOWERS	ZOE/ROUNDER	304	+12	1115
6	5	THE STEELDRIEVERS THE STEELDRIEVERS	ROUNDER	302	+4	2341
7	4	WILLIE NELSON MOMENT OF FOREVER	LOST HIGHWAY	299	-29	3578
8	7	BODEANS STILL	RESOLUTION	293	+3	1758
9	13	ALLISON MOORER MOCKINGBIRD	NEW LINE	270	+13	2487
10	14	THE WAIFS SLINDIRT WATER	COMPASS	263	+10	1122
11	12	STEVE EARLE WASHINGTON SQUARE SERENADE	NEW WEST	259	+2	13647
12	9	MANDO SAENZ BUCKET	CARNIVAL	252	-9	3019
13	37	TIM O'BRIEN CHAMELEON	PROPER AMERICAN	252	+104	434
14	11	GARY LOURIS VAGABONDS	RYKODISC	245	-13	1652
15	10	ROBERT PLANT / ALISON KRAUSS RAISING SAND	ROUNDER	243	-17	11934
16	15	MALCOLM HOLCOMBE GAMBLIN' HOUSE	ECHO MOUNTAIN	243	-7	2285
17	20	THE BELLEVILLE OUTFIT WANDERIN'	INDEPENDENT	239	+31	1311
18	17	RYAN BINGHAM MESCALITO	LOST HIGHWAY	235	+5	6766
19	18	JIM LAUDERDALE & THE DREAM PLAYERS HONEY SONGS	YEP ROC	226	-4	1307
20	21	KATHY MATTEA COAL	CAPTAIN POTATO/THIRTY TIGERS	225	+24	781
21	16	SHELBY LYNNE JUST A LITTLE LOVIN'	LOST HIGHWAY	207	-33	2600
22	29	THE WAYBACKS LOADED	COMPASS	206	+46	486
23	23	CHATHAM COUNTY LINE IV	YEP ROC	192	0	647
24	19	LEVON HELM DIRT FARMER	DIRT FARMER/VANGUARD	191	-20	8592
25	26	SOUTH AUSTIN JUG BAND STRANGE INVITATION	BLUE CORN	189	+11	1027
26	24	CAROLYN WONDERLAND MISS UNDERSTOOD	BISMEAUX	178	-13	1457
27	25	JESSE DAYTON & BRENNEN LEIGH HOLDIN' OUR OWN AND OTHER COUNTRY GOLD DUETS	STAG	177	-5	3382
28	22	THE WRIGHTS THE WRIGHTS	SPLIT ROCK/31 TIGERS	175	-18	1461
29	27	JOE ELY & JOEL GUZMAN LIVE CACTUS!	RACK 'EM	167	+2	687
30	40	RANDY THOMPSON FURTHER ON	JACK POT	163	+29	793

MOST ADDED

DEATH CAB FOR CUTIE 28
I Will Possess Your Heart
(Atlantic)
KBAC, KCLC, KCMP, KDBB, KFMU, KHUM, KLRR, KMMS, KMTN, KNBA, KOHO, KRQV, KRQK, KRVO, KSPN, KTAO, KTBC, KUT, KYSL, Music Choice Adult Alternative, WAPS, WCNR, WDST,

MUDCRUTCH 16
Scare Easy (Reprise)
KFMU, KLRR, KMTN, KNBA, KOZT, KTAO, KTBC, WAPS, WFIV, WFUV, WJCU, WMWV, WUIN, WXPX, WXPX, XM The Loft

THE RACONTEURS 10
Salute Your Solution (Third Man/Warner Bros.)
KCMR, KFMU, WCNR, WEXT, WFIV, WFPK, WNRN, WOCM, WTMD, WXPX
DANIELIA COTTON 9
Testify (Cotton Town/Adrenaline)

KDBB, KMTN, KPND, KROK, KTAO, WCBE, WJCU, WOCM, WTMD
THE WEEPIES 8
Hideaway (Netwerk)
DMX Folk Rock, KBAC, KHUM, KNBA, KTBC, WCBE, WXPX, WYEP

FOR WEEK ENDING MARCH 30, 2008

MOST ADDED

THE WOOD BROTHERS 19
Loaded (Blue Note/BMG)

AMERICAN BABIES 11
American Babies (Sci Fidelity)

TIM O'BRIEN 9
Chameleon (Proper American)

VAN MORRISON 9
Keep It Simple (Lost Highway)

JAMES MCMURTRY 8
Just Us Kids (Lightning Rod)

JUSTIN TOWNES EARLE 8
The Good Life (Bloodshot)

KRIS DELMHORST 6
Shotgun Singer (Signature Sounds)

BILLY BRAGG 6
Mr. Love & Justice (Anti-/Epitaph)

FOR WEEK ENDING MARCH 30, 2008

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

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As budgets are cut, it's essential that programmers understand their options

Research: Friend Or Foe?

Jackie Madrigal

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While many programmers embrace and rely upon formal research to keep them in tune with listener tastes, others depend solely on gut instincts and knowledge of their format and music. Generally speaking, large-market stations tend to utilize research tools regularly, while smaller stations, because of the expense, often have to do without it. ■ “Let’s face it, research is expensive,” Bill Tanner & Associates president Bill Tanner says. But, he adds, competitive programmers love nothing more than to go up against stations that don’t believe in research.

Spanish Broadcasting System (SBS) VP of programming Pio Ferro says there are three types of research that are most popular with programmers. Callout is done by reaching out within the local market to gauge listener opinion on music and other on-air elements. “This is done for the more current songs and gives programmers an idea of which songs to play more often, which should be rested, etc.,” he says.

Auditorium music testing is typically conducted up to four times per year. “In an AMT, the programmer gets the opportunity to test his entire library to get insight on which songs listeners like and which they don’t,” Ferro says.

And third, there is perceptual testing, conducted to achieve a snapshot of the market and gain understanding of consumers’ perceptions about stations in the market. “Usually, this test is done to give a programmer an idea of the strengths and weaknesses of his or her station and the competitors,” Ferro says.

Deciding which research option to use depends on what information a station is seeking. Tanner says, “Perceptual studies look for competitive opportunities, holes in the market and how well your station and your competitors are satisfying their target audiences. Music tests tell programmers who likes or dislikes the songs, stratified in all different kinds of ways, like age/sex demos and station preferences.” Other services, he says, such as Steve

Casey’s Variety Control, offer even more sophisticated insight into each song’s appeal, relative to others.

Grass-Roots Alternatives

For stations that can’t afford traditional forms of research, there are grass-roots alternatives for getting to know your audience, New World Communications MD Colleen Cassidy says. Callout, she says, was originally developed for larger markets to help PDs measure listener musical preferences across wide geographic areas. In a smaller market, Cassidy adds, PDs can speak one on one with the listener more easily. “Go to your remotes, answer your request lines, get to know a local record retailer if one still exists in your market,” she says. “Your listeners will always tell you what they want to hear, if you will only listen.”

No matter how many calls they make or what studies they commission, astute PDs spend time in the community personally learning what listeners like and dislike, Tanner says. Some of the best information comes from talking to people in line at fast-food restaurants. However, he suggests that smaller stations rearrange their budget priorities to conduct music tests at least once per year so they can gain access to reliable information about their product.

On the other side, there are those PDs who use research to such an extreme that



Ferro

‘An experienced programmer’s ear and intuition are invaluable. The problem is knowing how often you should override research with your gut. In the end, research wins more battles, and great PDs use both.’

—Bill Tanner

‘Go to your remotes, answer your request lines, get to know a local record retailer. Your listeners will always tell you what they want to hear, if you will only listen.’

—Colleen Cassidy

they won’t add a new song unless it tests well. In a March 28 R&R story about SBS Latin pop WPAT (Amor)/New York, Tony Luna—who programs Amor and tropical sister WSKQ (Mega)—said that putting a song through research before it hits the airwaves is “ridiculous.” Ferro agrees with Luna’s statement, adding that one cannot gauge a person’s opinion of a song he or she doesn’t know yet. “That’s like me asking you if you like how I cook hamburgers,” Ferro says, “and you have no idea, because you’ve never had my hamburgers.”

Tanner concurs: It’s pointless to research new songs that are unfamiliar to listeners. “Callout doesn’t predict the hits,” he says. But if the competition is playing a song in a substantial rotation and you’re not playing it, you should be researching it, he adds. “If it fits your station and your listeners like it, why aren’t you playing it?”

And then there’s the old reliable: gut instinct. Ferro acknowledges that gut is good for new music: “If a PD feels that a song should be added, then he should add it.”

Invaluable Intuition

While research can provide a sense of how a song is perceived by the listener, “gut feeling is important in choosing songs initially and in a programmer’s evaluation of how the songs fit their concept of the station’s format,” says Tanner, who served as executive VP of programming at SBS from 2000 to 2005, and prior to that was VP of programming for Hispanic Broadcasting Corp., which later became Univision Radio. Used carefully, “an experienced programmer’s ear and intuition are invaluable,” he says. “The problem is knowing how often you should override research with your gut. In the end, research wins more battles, and great PDs use both.”

Some general-market broadcasters have recently announced cutbacks in research budgets. Will Latin stations follow—or are they already cutting? “I have heard that it is happening at certain Latin stations,” says Tanner, who consults English- and Spanish-language outlets. “That means it’s important to know whether your competitor is using research and what kinds they utilize. If they were using research but dropped it, you’ve got a big advantage.”

Ferro advises PDs to get smart with their bottom line and think of ways to get feedback. “Losing research is like losing the map of a country you are visiting on vacation. It kind of leaves you a little lost,” he says.

Tanner says the individual interpreting the research is as important as the research itself. Objectivity is hard for programmers to attain, he adds, and it helps to have an independent, nonprejudiced evaluation. Developing and improving that sense of objectivity as the years go by is essential. “The more you know about your listeners, the better you can adapt your station to their tastes.”

R&R

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► BANDA EL RECODO MOVES 18-16 (UP 19 SPINS) WITH ITS VERSION OF "TOMAME O DEJAME," A SONG MADE FAMOUS BY LEGENDARY 1970s SPANISH GROUP MOCEDADES.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW	WEEKS	AUDIENCE MILLIONS	RANK
1	24	24	LA ARROLLADORA BANDA EL LIMON SOBRE MIS PIES	NO. 1 (16 WKS) DISA/EDIMONSA	1447	+5	10.313	1
2	18	2	EL CHAPO DE SINALOA SI TE AGARRAN LAS CANAS (CIERRA LOS OJOS)	DISA	1353	-33	8.102	4
3	12	3	CONJUNTO PRIMAVERA TE LLÓRE	FONOVISA	1321	-11	8.747	3
4	23	4	K-PAZ WITH FRANCO DE VITA UN BUEN PERDEDOR	DISA/EDIMONSA	1086	-45	7.667	5
5	10	7	VICENTE FERNANDEZ LA DERROTA	SONY BMG NORTE	1063	+52	6.010	10
6	18	5	PATRUILLA B1 TE QUIERO MUCHO	DISA	1044	-74	5.963	11
7	11	5	LOS CREADORES DEL PASITO DURANGUENSE DE ALFREDO RAMIREZ POR QUIEN ME DEJAS	DISA/EDIMONSA	1029	-13	6.626	8
8	7	3	DIANA REYES ME MUERO	DBC	958	-17	4.819	14
9	19	2	EL POTRO DE SINALOA EL VASO DERRAMA	MACHETE	930	-54	6.958	6
10	10	10	LOS TIGRES DEL NORTE RUMBO AL SUR	FONOVISA	891	-8	5.738	12
11	22	2	ALACRANES MUSICAL SIN TU AMOR	UNIVISION	889	-127	9.290	2
12	14	1	GRUPO MONTEZ DE DURANGO COMO EN LOS BUENOS TIEMPOS	DISA	815	-57	5.515	13
13	37	45	FIDEL RUEDA PAZ EN ESTE AMOR	MACHETE	742	+23	6.716	7
14	32	15	VICENTE FERNANDEZ ESTOS CELOS	SONY BMG NORTE	721	-31	5.603	9
15	5	14	JENNI RIVERA INOLVIDABLE	FONOVISA	688	-49	4.101	18
16	6	18	BANDA EL RECODO TOMAME O DEJAME	FONOVISA	671	+19	4.800	15
17	8	20	LOS INQUIETOS DEL NORTE AMOR MORTAL	AIRPOWER EAGLE	669	+47	3.894	20
18	10	16	PONZONA MUSICAL TAL VEZ	ASL	649	-13	3.546	23
19	11	17	LA AUTENTICA DE JEREZ LA RATA FLACA	VIVA	626	-31	3.963	19
20	5	22	LOS DAREYES DE LA SIERRA HASTA EL DIA DE HOY	AIRPOWER DISA	601	+34	4.619	17
21	9	23	JOAN SEBASTIAN PIENSO EN TI	MUSART/BALBOA	541	-11	2.692	27
22	16	19	DINASTIA DE TUZANTLA MALDITO TEXTO	VENEMUSIC	534	-96	3.107	25
23	9	24	ALEGRES DE LA SIERRA ESTA VEZ SIN MENTIRAS	VIVA	528	-17	2.260	32
24	19	21	BETO Y SUS CANARIOS SITU TE VAS	ASL	511	-74	3.638	21
25	17	25	TONO Y FREDDY BREBAJE	DISA/EDIMONSA	509	-11	2.803	26
26	9	25	GERMAN MONTERO AMANTES ESCONDIDOS	UNIVISION	475	+8	4.676	16
27	2	26	MARCO ANTONIO SOLIS TE VOY A ESPERAR	FONOVISA	453	-28	3.380	24
28	2	28	PALOMO SUFRIRAS	DISA	449	+44	1.217	-
29	6	29	ALIADOS DE LA SIERRA TE AMO	ASL	441	+44	2.520	30
30	5	31	CARDENALES DE NUEVO LEON Y DINORA FLOR DE LAS FLORES	ASL	438	+7	2.135	34
31	2	31	LOS HEREDEROS DE NUEVO LEON TRES VUELTAS	SERCA	423	+51	1.370	-
32	2	30	LUPILLO RIVERA DE QUE ME PRESUMES	ASL	394	+41	2.496	31
33	3	33	FORASTEROS DE SAN LUIS DONDE ESTA MAMA	DISA	390	+1	1.605	38
34	3	35	LOS HOROSCOPOS DE DURANGO TE AMO	UNIVISION	377	-6	3.546	22
35	14	37	EL COYOTE Y SU BANDA TIERRA SANTA Y SI TE ROBO	UNIVISION	372	-3	2.691	28
36	10	36	VAGON CHICANO COMO ARRANCARTE	ASL	371	-79	2.138	33
37	15	37	PEPE AGUILAR YA NUNCA MAS	EMI TELEVISION	370	-106	2.541	29
38	9	39	LOS TEMERARIOS TOQUEN MARIACHIS CANTEN	FONOVISA	367	-84	0.630	-
39	NEW	39	LINDEROS DEL NORTE VUELVE AMOR	A.R.C.	339	+38	0.620	-
40	RE-ENTRY	40	LOS INVASORES DE NUEVO LEON YO NO TE AMO	SERCA	335	+1	1.459	-

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
TIERRA CALI Vuelve Conmigo (Venemusic) KCMT, KLAX, KRAY, KSTN, KTJM, KWEI, KWIZ, WLEY, XHTY	9
LOS TUCANES DE TIJUANA Que Te Perdona Tu Madre (Univision) KBNO, KCMT, KMQA, KMYX	4
LA AUTENTICA DE JEREZ La Rata Flaca (Viva) KDX, WEDJ, WYMY	3
LUPILLO RIVERA De Que Me Presumes (ASL) KBNO, KCMT, KMYX	3
PALOMO Sufriras (Disa) KMQA, KMYX, KWEI	3
EL GUERO Y SU BANDA CENTENARIO Antes (A.R.C.) KCMT, KDUT, KRAY	3
GRUPO INNOVACION El Quinto Elemento (Garmex) KBNO, KRAY, KYQQ	3
VICENTE FERNANDEZ La Derrota (Sony BMG Norte) KLEY, KSKD	2
LOS INQUIETOS DEL NORTE Amor Mortal (Eagle) KIST, WLCC	2
CARDENALES DE NUEVO LEON Y DINORA Flor De Las Flores (ASL) KRAY, KSTN	2

ADDED AT...
KDUT
Salt Lake City, UT
OM: Carlos Martin Valdez
PD: Cesar Valdiosera

La Nobleza De Aquilla, Con Mentiras No. 14
El Guero Y Su Banda Centenario, Antes, 13
Grupo Exterminador, Borracho Y Desgraciado, 13
Fabiola Dennis, Piel De Angel, 7

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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
LOS TIGRES DEL NORTE El Hijo Del Pueblo (Fonovisa) TOTAL STATIONS: 22	327/143	EL GUERO Y SU BANDA CENTENARIO Antes (A.R.C.) TOTAL STATIONS: 13	253/32
PEDRO FERNANDEZ Amiga Por Favor (Machete) TOTAL STATIONS: 17	290/4	DUERO Un Dia De Estos (Univision) TOTAL STATIONS: 15	248/10
CUISILLOS Si No Te Amara Tanto (Musart/Balboa) TOTAL STATIONS: 14	280/20	LA APUESTA Por Ti (Serca) TOTAL STATIONS: 18	240/24
LOS PRIMOS DE JURANGO Manana (Machete) TOTAL STATIONS: 21	268/1	LOS TUCANES DE TIJUANA Que Te Perdona Tu Madre (Univision) TOTAL STATIONS: 15	211/32
NESTOR EN BLOQUE Una Calle Nos Separa (Campanario) TOTAL STATIONS: 10	259/28	FLEX Te Quiero (EMI Televisa) TOTAL STATIONS: 18	210/26

MOST INCREASED PLAYS

+143	LOS TIGRES DEL NORTE El Hijo Del Pueblo (Fonovisa) KSTN +32, KCMT +30, KSKD +22, KBNO +12, KTTA +10, KWEI +8, KKPS +5, KDUT +4, KET +3, KJFA +3
+127	ALACRANES MUSICAL Sin Tu Amor (Univision) KLHB +27, KBUE +18, KGBT +16, WQBU +15, KHHL +13, WEDJ +12, KTUZ +12, KRAY +10, <YQQ +9, F-ROM +8
+113	TIERRA CALI Vuelve Conmigo (Venemusic) KWEI +22, KSTN +13, KCMT +12, KRAY +12, WLEY +12, KLAX +11, KWIZ +10, XHTY +9, F-TJM +7, KDUT +5
+54	EL POTRO DE SINALOA El Vaso Derrama (Machete) KXTS +19, XHTY +14, WQJO +9, KRZZ +8, KCMT +7, KWIZ +7, KHOT +5, KIWI +4, KT.M +4, KSA +3
+52	VICENTE FERNANDEZ La Derrota (Sony BMG Norte) KJFA +18, KSKD +16, KLEY +15, KMQA +12, KMYX +11, KIST +10, KBNO +9, KHHL +6, FIWI +5, KXTS +5

FOR WEEK ENDING MARCH 30, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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► **RBD ENTERS AT NO. 29** WITH THE TITLE TRACK FROM ITS LATEST ALBUM, "EMPEZAR DESDE CERO" (UP 70 PLAYS).

LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	14	JUANES GOTAS DE AGUA DULCE	NO. 1 (8 WKS) UNIVERSAL LATINO	1142 +45	11.698 1
2	8	ENRIQUE IGLESIAS DONDE ESTAN CORAZON	UNIVERSAL LATINO	872 +83	8.639 2
3	NEW	MANA AIRPOWER/MOST INCREASED PLAYS/MOST ADDED SI NO TE HUBIERAS IDO	WARNER LATINA	717 +717	7.787 3
4	22	FLEX TE QUIERO	EMI TELEvisa	677 +2	4.556 11
5	9	CAMILA YO QUIERO	SONY BMG NORTE	647 +5	6.441 5
6	10	BELANOVA CADA QUE...	UNIVERSAL LATINO	572 +32	3.301 23
7	57	CAMILA TODO CAMBIO	SONY BMG NORTE	543 +33	6.345 6
8	23	YURIDIA AHORA ENTENDI	SONY BMG NORTE	523 -20	6.079 8
9	23	ALEJANDRA GUZMAN SOY SOLO UN SECRETO	EMI TELEvisa	488 -41	3.791 16
10	9	MIGUEL BOSE FEATURING BIMBA BOSE COMO UN LOBO	WARNER LATINA	487 +15	3.864 15
11	8	LA NUEVA BANDA TIMBIRICHE TU, TU, TU	EMI TELEvisa	473 +23	1.924 38
12	30	JUANES ME ENAMORA	UNIVERSAL LATINO	471 -51	6.317 7
13	8	JESSE & JOY LLEGASTE TU	WARNER LATINA	460 +62	3.976 14
14	33	AVENTURA MI CORAZONCITO	PREMIUM LATIN	435 -21	3.604 19
15	23	RBD INALCANZABLE	EMI TELEvisa	435 -39	2.040 34
16	45	MANA OJALA PUDIERA BORRARTE	WARNER LATINA	398 -59	5.044 10
17	29	ENRIQUE IGLESIAS ALGUIEN SOY YO	INTERSCOPE/UNIVERSAL LATINO	387 +27	6.840 4
18	17	LA FACTORIA PERDONAME	UNIVERSAL LATINO	367 0	1.955 37
19	38	SHAKIRA LAS DE LA INTUICION	EPIC/SONY BMG NORTE	334 +2	1.893 40
20	5	ENUR FEATURING NATASJA CALABRIA 2008	ULTRA	316 +22	2.573 30
21	5	ALEKS SYNTEK HASTA EL FIN DEL MUNDO	EMI TELEvisa	292 +62	3.198 26
22	4	PLAYA LIMBO 10 PARA LAS 10	SONY BMG NORTE	283 +31	1.316 -
23	25	MARCO ANTONIO SOLIS NO PUEDO OLVIDARLA	FOONVISA	274 -7	5.197 9
24	10	KANY GARCIA AMIGO EN EL BANO	SONY BMG NORTE	274 -31	2.524 31
25	6	KUMBIA ALL STARZ FEATURING FLEX POR TI BABY	EMI TELEvisa	238 -35	1.511 -
26	4	TOMMY TORRES PEGADITO	WARNER LATINA	236 +7	3.475 22
27	17	JEREMIAS COMIENZO DEL FINAL	UNIVERSAL LATINO	221 -30	3.511 21
28	4	EDNITA NAZARIO DESPUES DE TI	SONY BMG NORTE	214 +13	3.209 24
29	NEW	RBD EMPEZAR DESDE CERO	EMI TELEvisa	212 +70	1.204 -
30	9	MANNY MANUEL SE ME OLVIDO	UNIVERSAL LATINO	206 -1	2.919 28
31	10	JUAN LUIS GUERRA Y 440 SOLO TENGO OJOS PARA TI	EMI TELEvisa	204 -37	4.155 13
32	10	DIVINO FEATURING ABRAHAM ME ARRODILLO ANTE TI	LUAR/MACHETE	187 -48	2.634 29
33	4	CHENOA TODO IRA BIEN	UNIVERSAL LATINO	178 -6	1.508 -
34	2	PEDRO FERNANDEZ AMIGA POR FAVOR	MACHETE	170 +26	3.679 18
35	41	PEPE AGUILAR POR AMARTE	EMI TELEvisa	170 -9	3.741 17
36	14	GILBERTO SANTA ROSA CONTEO REGRESIVO	SONY BMG NORTE	168 +24	4.164 12
37	7	MDO NO QUEDA NADA	MACHETE	165 -40	3.200 25
38	NEW	SUPER MER KA 2 QUE CALOR	MUSART/BALBOA	156 +24	0.791 -
39	2	RIHANNA DON'T STOP THE MUSIC	SRP/DEF JAM/IDJMG	155 -2	2.142 33
40	17	JUAN CON MI SOLEDAD	FOONVISA	150 -28	3.077 27

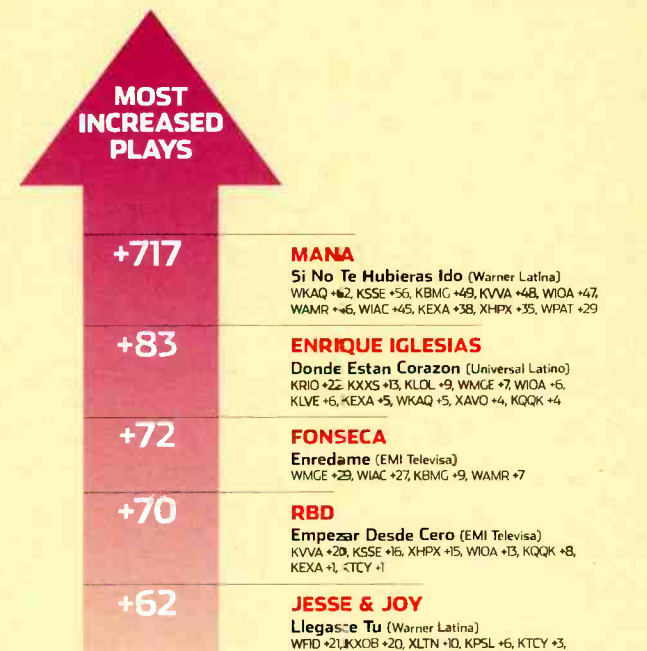
MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
MANA Si No Te Hubieras Ido (Warner Latina) KBMG, KEXA, KLKL, KPSSL, KQKQ, KRIO, KSSE, KTCY, KVVA, KXOB, KXXS, WAMR, WIAC, WIOA, WKAQ, WPAT, WWVA, WXYX, XAVO, XHPX, XHPX	21
FONSECA Enredame (EMI Televisa) KBMG, WAMR, WIAC, WMGE	4
PAMBO Asi Te Quiero (Sony BMG Norte) KBMG, KSSE, KVVA, XHPX	4
BELANOVA Cada Que... (Universal Latino) WIAC, WWVA, WXYX	3
RBD Empezar Desde Cero (EMI Televisa) KSSE, KVVA, WIOA	3
ALEJANDRO FERNANDEZ Eres (Sony BMG Norte) KBMG, KSSE, KVVA	3
PEPE AGUILAR Perdono Y Olvido (EMI Televisa) KLVE, WPAT	2
SHAKIRA Las De La Intuicion (Epic) WWVA	1
JESSE & JOY Llegaste Tu (Warner Latina) KXOB	1
PLAYA LIMBO 10 Para Las 10 (Sony BMG Norte) KXXS	1

ADDED AT...
KSSE
Los Angeles, CA
OM: Elias Autran
PD: Nestor Rocha
APD: Andrea Becerra
Mana, Si No Te Hubieras Ido, 56
RBD, Empezar Desde Cero, 16
Alejandro Fernandez, Eres, 15
Pambo, Asi Te Quiero, 8
FOR REPORTING STATIONS PLAYLISTS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
ALEJANDRA GUZMAN Hasta El Final (EMI Televisa)	140/30	AVENTURA El Perdedor (Premium Latin)	94/32
TOTAL STATIONS: 6		TOTAL STATIONS: 3	
WISIN & YANDEL Ahora Es (Machete)	102/21	RIHANNA FEAT. NE-YO Hate That I Love You (SRP/Def Jam/IDJMG)	84/15
TOTAL STATIONS: 6		TOTAL STATIONS: 4	
SEAN KINGSTON Take You There (Beluga Heights/Epic)	101/9	LUIS ROJAS Me Puedes Comprar (Luna Roja/Q)	77/4
TOTAL STATIONS: 2		TOTAL STATIONS: 4	
CONJUNTO PRIMAVERA Te Llore (Fonovisa)	98/4	BNK Que Voy A Hacer (Liverpool/Venemusic)	76/4
TOTAL STATIONS: 3		TOTAL STATIONS: 4	
MOTEL Y Te Vas (Warner Latina)	97/8	LINDEROS DEL NORTE Como Olvidarte (A.R.C.)	76/1
TOTAL STATIONS: 4		TOTAL STATIONS: 2	



FOR WEEK ENDING MARCH 30, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
26 Latin pop, 16 tropical and 10 Latin rhythm stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2008 Nielsen Business Media, Inc. All rights reserved.

TROPICAL & LATIN RHYTHM MONITORED REPORTERS

TROPICAL WNNW/Boston, MA OM: Kevin Wright PD: Johnny McKenzie	WRUM/Orlando, FL PD: Raymond Torres	WPRM/Puerto Rico PD: Jorge Pabon	WORC/Worcester, MA OM: Lilly Guzman PD/AMD: Sergio Toribio	KLLE/Fresno, CA PD: Al Sanchez MD: Ramona Rivera	KVIB/Phoenix, AZ PD: Bobby Ramos APD: Mark Garcia
WLAT/Hartford, CT PD: Robbie "DJ" Trigueno	WEMG/Philadelphia, PA PD: Maria Del Pilar	WZNT/Puerto Rico PD: Pedro Arroyo	LATIN RHYTHM WVIV/Chicago, IL OM/PD: Cesar Canales APD: Lucy Herrera MD: Armando Reyes	WTLQ/Ft. Myers, FL PD: Hector Velazquez	WODA/Puerto Rico OM: Jose Nelson PD/MD: Rogie Gallart
WXDJ/Miami, FL PD: Gino "Latino" Reyes	WUBA/Philadelphia, PA OM: Thea Mitchem PD: Milca Madera	WSPR/Springfield, MA PD: Marcos Rivera	KXOL/Los Angeles, CA OM: Pio Ferro PD: Jerry Pulles	WVOZ/Puerto Rico PD: Jamie Ortiz MD: Edgar Diaz	WVZZ/San Francisco, CA PD: Bismarck Espinoza
WSKQ/New York, NY PD: Tony Luna	WKKB/Providence, RI PD: Darvin Garcia	WYUU/Tampa, FL OM: Mike Culotta PD: Ricardo Blanco MD: Carlos Jose Peralta	KFZO/Dallas, TX OM: Andy Lockridge APD: Alejandro Covarrubias	WCAA/New York, NY OM: Pete Manriquez PD: Tony Santos MD: DJ Kazzanova	
WNUE/Orlando, FL PD: Rafael Grullon MD: Jose Martinez	WPMZ/Providence, RI PD: Zoilo Garcia MD: Dilson Mendez, Jr.	WLZL/Washington, DC PD: Aracely Rivera			

R&R LATIN

POWERED BY nielsen BDS



▶ **WISIN & YANDEL'S "AHORA ES"** REACHES THE AIRPOWER THRESHOLD (26-16) AND TAKES MOST INCREASED PLAYS HONORS (UP 49) ON TROPICAL WHILE HOLDING AT NO. 3 ON LATIN RHYTHM (UP 34 SPINS).

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	2	15	NG2 ELLA MENEÁ NO. 1 (3 WKS)	SONY BMG NORTE	391 +29	3.228	4
2	3	26	GILBERTO SANTA ROSA CONTEO REGRESIVO	SONY BMG NORTE	339 +45	3.932	3
3	1	19	FLEX TE QUIERO	EMI TELEVISIA	298 -70	4.793	1
4	4	34	JUAN LUIS GUERRA Y 440 LA TRAVESIA	EMI TELEVISIA	271 +31	2.397	8
5	6	11	JUANES GOTAS DE AGUA DULCE	UNIVERSAL LATINO	231 +13	1.050	21
6	10	20	TITO NIEVES MI MAYOR SACRIFICIO	LA CALLE/UNIVISION	208 +14	1.032	22
7	9	24	WISIN & YANDEL SEXY MOVIMIENTO	MACHETE	206 +11	2.027	9
8	5	29	JUANES ME ENAMORA	UNIVERSAL LATINO	202 -32	1.124	17
9	12	7	ANGEL & KHRIZ LA VECINA	VII/MACHETE	195 +20	1.690	11
10	13	19	LOS HERMANOS ROSARIO ALO	M.P./JVN/J & N	193 +25	1.371	14
11	7	9	OLGA TANON FEAT. MILLY QUEZADA COSAS DEL AMOR	UNIVISION	186 -14	1.072	20
12	11	16	ALEXIS & FIDO SOY IGUAL QUE TU	SONY BMG NORTE	185 -2	1.781	10
13	15	17	HECTOR ACOSTA SIN PERDON	VENEMUSIC	174 +26	4.466	2
14	8	39	DADDY YANKEE ELLA ME LEVANTO	EL CARTEL/INTERSCOPE	171 -24	0.888	27
15	14	8	ENRIQUE IGLESIAS DONDE ESTAN CORAZON	UNIVERSAL LATINO	162 -3	1.486	12
16	26	5	WISIN & YANDEL AHORA ES AIRPOWER/MOST INCREASED PLAYS	MACHETE	156 +49	2.686	5
17	16	19	AVENTURA EL PERDEDOR	PREMIUM LATIN	146 0	2.564	6
18	17	6	DLG QUIERO DECIRTE QUE TE AMO	LA CALLE/UNIVISION	134 -11	1.023	23
19	20	8	EL GRAN COMBO DE PUERTO RICO YO NO MENDIGO AMOR	SONY BMG NORTE	131 +3	0.694	32
20	18	5	GILBERTO SANTA ROSA NO TE VAYAS	SONY BMG NORTE	130 -12	0.753	29
21	25	13	XTREME FEATURING ADRIENNE NO ME DIGAS QUE NO	LA CALLE/UNIVISION	129 +21	0.638	33
22	24	6	TITO "EL BAMBINO" EN LA DISCO	EMI TELEVISIA	121 +7	0.308	-
23	19	21	FRANK REYES AMOR DESPERDIADO	M.P./JVN/J & N	116 -18	2.402	7
24	27	19	ENUR FEATURING NATASJA CALABRIA 2008	ULTRA	111 +8	1.425	13
25	22	3	MARC ANTHONY EL DIA DE SUERTE	SONY BMG NORTE	110 -6	0.694	31
26	28	4	N'KLABE EL DIA DE TU SUERTE (HOY)	NU LIFE/MACHETE	104 +21	1.110	19
27	23	9	JERRY RIVERA YIRA YIRA	EMI TELEVISIA	103 -13	0.521	38
28	21	11	MARLON LA BILIRRUBINA	LA CALLE/UNIVISION	98 -19	0.772	28
29	NEW		CHARLIE CRUZ TU ME CONFUNDES	SONY BMG NORTE	90 +31	0.405	40
30	NEW		NEGROS CON LAS MANOS VACIAS	PREMIUM LATIN	86 +22	0.538	37

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	22	FLEX TE QUIERO NO. 1 (7 WKS)	EMI TELEVISIA	452 -4	5.074	3
2	7	8	ANGEL & KHRIZ LA VECINA	VII/MACHETE	415 +143	4.709	4
3	3	11	WISIN & YANDEL AHORA ES	MACHETE	413 +34	6.248	1
4	2	19	AVENTURA EL PERDEDOR	PREMIUM LATIN	408 -30	5.973	2
5	4	19	ALEXIS & FIDO SOY IGUAL QUE TU	SONY BMG NORTE	373 +7	3.356	6
6	5	40	LA FACTORIA PERDONAME	UNIVERSAL LATINO	302 -28	3.059	7
7	6	24	DON OMAR CANCION DE AMOR	VII/MACHETE	275 -4	2.143	14
8	8	8	ENRIQUE IGLESIAS DONDE ESTAN CORAZON	UNIVERSAL LATINO	256 -10	1.813	25
9	9	12	JUANES GOTAS DE AGUA DULCE	UNIVERSAL LATINO	238 -12	1.208	33
10	12	24	WISIN & YANDEL SEXY MOVIMIENTO	MACHETE	224 +3	2.681	9
11	13	16	XTREME FEATURING ADRIENNE NO ME DIGAS QUE NO	LA CALLE/UNIVISION	219 +3	3.734	5
12	1	7	JOWELL & RANDY LET'S DO IT	WARNER LATINA	213 -26	2.791	8
13	10	7	KUMBIA ALL STARZ FEATURING FLEX POR TI BABY	EMI TELEVISIA	204 -36	0.983	39
14	14	38	CAMILA TODO CAMBIO	SONY BMG NORTE	198 -17	1.401	29
15	17	4	BELANOVA CADA QUE...	UNIVERSAL LATINO	180 +18	0.961	40
16	19	3	DADDY YANKEE SOMOS DE CALLE	EL CARTEL/INTERSCOPE	178 +28	2.556	11
17	18	29	JUANES ME ENAMORA	UNIVERSAL LATINO	173 +12	1.146	35
18	16	21	PITBULL FEATURING LIL JON THE ANTHEM	FAMOUS ARTISTS/TVT	168 -10	2.630	10
19	20	6	ERRE XI CARITA BONITA	MAS FLOW/MACHETE	164 +15	1.968	18
20	15	12	R.K.M. & KEN-Y MIS DIAS SIN TI	UNIVERSAL LATINO	157 -22	2.087	15
21	23	10	RIHANNA DON'T STOP THE MUSIC	SRP/DEF JAM/DJMG	150 +22	2.190	13
22	NEW		MANA SI NO TE HUBIERAS IDO MOST INCREASED PLAYS/MOST ADDED	WARNER LATINA	147 +147	0.862	-
23	21	15	FLO RIDA FEATURING T-PAIN LOW	POE BOY/ATLANTIC	147 +2	2.372	12
24	22	5	CAMILA YO QUIERO	SONY BMG NORTE	146 +9	0.584	-
25	24	16	NEJO Y DALMATA ALGO MUSICAL	UMS/UNIVERSAL LATINO	126 +8	0.939	-
26	35	3	BABY RANKS DE FUGA	STAR-DOME LATINO	102 +24	1.167	34
27	28	18	VOLTIO FEATURING JOWELL Y FANDY PORNELA	SONY BMG NORTE	100 +13	0.622	-
28	27	4	SNOOP DOGG SENSUAL SEDUCTION	DOGGYSTYLE/GEFFEN/INTERSCOPE	96 +4	0.314	-
29	38	7	CHRIS BROWN WITH YOU	JIVE/ZOMBA	93 +20	1.893	21
30	37	2	YOMO TU TE LAS TRAE	BLACK PEARL	93 +20	1.331	31

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL
1	1	15	MOTEL Y TE VAS	WARNER LATINA
2	2	10	DISIDENTE ENEMIGO	PISTOLERO/V&J
3	4	6	SEÑOR FLAVIO MALITO	NACIONAL
4	7	12	BELANOVA CADA QUE...	UNIVERSAL LATINO
5	5	18	MANU CHAO ME LLAMAN CALLE	BECAUSE/NACIONAL
6	6	26	CAFE TACVBA VOLVER A COMENZAR	UNIVERSAL LATINO
7	3	5	TODOS TUS MUERTOS ANDATE	NACIONAL
8	8	4	DON TETTO HA VUELTO A SUCEDER	786/CABEZA DE RATON
9	10	3	JARABE DE PALO DEJAME VIVIR	WARNER LATINA
10	19	4	CIRCO ALGUIEN	SONY BMG NORTE
11	18	2	LOS MONO PROMESAS	SONIC 360
12	16	2	MONTE NEGRO ME DUELE NO ESTAR JUNTO A TI	FEED THE HUNGRY
13	NEW		DISIDENTE DIABLO	PISTOLERO/V&J
14	14	21	PASTILLA COLORES	SONY BMG NORTE
15	17	2	CECI BASTIDA YA ME VOY	NOT LISTED
16	NEW		CAFE TACVBA 53100	UNIVERSAL LATINO
17	20	3	MOTEL UNO, DOS, TRES	WARNER LATINA
18	12	19	MOLOTOV YOFO	UNIVERSAL LATINO
19	15	13	ALEJANDRA GUZMAN SOY SOLO UN SECRETO	EMI TELEVISIA
20	NEW		NATA LA ORACION	PISTOLERO/V&J

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL
1	1	8	NICKY JAM FEAT. RKM GAS PELA	PINA/UNIVERSAL LATINO
2	3	7	NG2 ELLA MENEÁ	SONY BMG NORTE
3	2	12	N'KLABE SI YA NO ESTAS	NU LIFE/MACHETE
4	5	5	EL GRAN COMBO DE PUERTO RICO YO NO MENDIGO AMOR	SONY BMG NORTE
5	6	3	GLORIA ESTEFAN PINTAME DE COLORES	BURGUNDY/SONY BMG NORTE
6	4	15	PUERTO RICAN POWER ESA MUJER	M.P./JVN/J&N
7	12	3	AKWID Y LOS TUCANES DE TIJUANA OMBLIGO A OMBLIGO	UNIVISION
8	11	7	MARIANA ATREVETE A MIRARME DE FRENTE	UNIVISION
9	14	2	ANGEL Y KHRIZ LA VECINA	VII/MACHETE
10	10	3	MARC ANTHONY EL DIA DE SUERTE	SONY BMG NORTE
11	7	15	TITO ROJAS DICAME SEÑORA	M.P./JVN/J&N
12	6	18	GILBERTO SANTA ROSA CONTEO REGRESIVO	SONY BMG NORTE
13	9	16	LOS HERMANOS ROSARIO ALO	M.P./JVN/J&N
14	11	13	XTREME FEAT. ADRIENNE NO ME DIGAS QUE NO	LA CALLE/UNIVISION
15	20	2	WISIN & YANDEL AHORA ES	MACHETE
16	NEW		GILBERTO SANTA ROSA NO TE VAYAS	SONY BMG NORTE
17	15	3	RKM & KEN-Y MIS DIAS SIN TI	UNIVERSAL LATINO
18	16	4	ISMAEL MIRANDA COMO EL AGUILA	CODISCOS/TROPISOUNDS
19	NEW		JUANES GOTAS DE AGUA DULCE	UNIVERSAL LATINO
20	18	10	DON OMAR CANCION DE AMOR	VII/MACHETE

R&R NATIONAL AIRPLAY OVERVIEW

POWERED BY **nielsen** **BILLBOARD** **nielsen**
BDS **CHARTS** **COMPILED BY** SoundScan

Billboard TOP ALBUMS

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	CERT.	PEAK POSITION
1	1	1	#1 DAY26 BAD BOY 444540/AG (18.98)	DAY26		1
2	NEW	1	PANIC AT THE DISCO DECAYDANCE FUELED BY RAMEN 430524/AG (18.98)	Pretty.Odd.		
3	NEW	1	COUNTING CROWS GEBFEN/INTERSCOPE (I)	Saturday Nights & Sunday Mornings		
4	1	2	DANITY KANE BAD BOY 444604/AG (18.98)	Welcome To The Dollhouse		
5	1	3	VARIOUS ARTISTS SONY BMG/EMI/UNIVERSAL/ZOMBA 22781/SONY BMG STRATEGIC MARKETING GROUP (18.98)	NOW 27		
6	3	1	RICK ROSS SLIP-N-SLIDE/DEF JAM 009536/DJMG (13.98)	Tilla		
7	NEW	1	THE RACONTEURS THIRD MAN (I)	Consolers of the Lonely		
8	5	4	JACK JOHNSON BRUSHFIRE 010580/UMRG (13.98)	Sleep Through The Static		
9	4	2	FLO RIDA POE BOY/ATLANTIC 442748/AG (18.98)	Mail On Sunday		
10	9	7	SARA BAREILLES EPIC 94821/SONY MUSIC (11.98)	Little Voice		
11	NEW	1	THE B-52S ASTRALWERKS 28730* (15.98)	Funplex		
12	18	2	GNARLS BARKLEY DOWNTOWN/ATLANTIC 450236/AG (18.98)	The Odd Couple		12
13	7	3	SNOOP DOGG ODGYSTYLE/GEFFEN 010835/IGA (13.98)	Ego Trippin		3
14	8	12	TAYLOR SWIFT BIG MACHINE 79012 (18.98) ⊕	Taylor Swift		2
15	14	5	ALAN JACKSON ARISTA NASHVILLE 19943/SBN (18.98)	Good Time		
16	11	15	SOUNDTRACK FOX 82906/RAZOR & TIE (16.98)	Alvin And The Chipmunks		11
17	13	13	ALICIA KEYS MBK/J 11513/IMG (18.98) ⊕	As I Am		3
18	NEW	1	ENRIQUE IGLESIAS UNIVERSAL LATIN (I)	95/08 Exitos		18
19	12	17	JONAS BROTHERS HOLLYWOOD 000282 (18.98) ⊕	Jonas Brothers		
20	10	10	MILEY CYRUS HOLLYWOOD 001251 EX/WALT DISNEY (18.98 CD/DVD) ⊕	Hannah Montana/Miley Cyrus: The Best Of Both Worlds Concert		10
21	2	14	AMY WINEHOUSE UNIVERSAL REPUBLIC 008428/UMRG (10.98)	Back To Black		2
22	19	18	COLBIE CAILLAT UNIVERSAL REPUBLIC 009219/UMRG (10.98)	Coco		
23	6	16	MILEY CYRUS HOLLYWOOD 000465-WALT DISNEY (23.98)	Hannah Montana 2 (Soundtrack)/Meet Miley Cyrus		3
24	NEW	1	SOUNDTRACK WWE/COLUMBIA 27339/SONY MUSIC (18.98)	WWE: The Music Volume 8		24
25	29	32	JORDIN SPARKS 19/JIVE 18752/ZOMBA (18.98)	Jordin Sparks		10

The Billboard 200 - based on a national sample of retail store, direct-to-consumer transactions and Internet sales (both physical albums via Internet, as well as downloaded albums from such services as iTunes). **Hot Digital Songs** - The top 75 paid download songs sold via the Internet.

VIDEO CHANNELS

MTV
Sr: VP/Music & Talent: Amy Doyle
VP/Music & Talent: Peter Baron
Viacom 212-258-8000

	TW	LW	
1	Danity Kane, Damaged	10	11
2	Jordin Sparks Duet With Chris Brown, No Air	9	12
3	Tokio Hotel, Ready Set Go!	8	14
4	Rick Ross, The Boss	7	8
5	All Time Low, Dear Maria, Count Me In	7	9
6	Panic At The Disco, Nine In The Afternoon	7	12
7	Mariah Carey, Touch My Body	7	13
8	Britney Spears, Break The Ice	6	1
9	Lil Wayne, Lollipop	6	2
10	DAY26, Got Me Going	5	2
11	The Bravery, Believe	5	5
12	Snoop Dogg, Life Of Da Party	5	5
13	Leona Lewis, Bleeding Love	5	12
14	OneRepublic, Stop And Stare	5	13
15	Yella, A Cause Des Garcons	4	0
16	Flo Rida, Elevator	4	6
17	Secondhand Serenade, Fall For You	4	7
18	DAY26, Since You've Been Gone	3	0
19	30 Seconds To Mars, A Beautiful Lie	3	6
20	Donnie Klang, Take You There	2	0
21	Ray J & Yung Berg, Sexy Can I	2	0
22	Kanye West, Flashing Lights	2	6
23	Shawty Lo, Dey Know	2	6
24	Lil Mama, Shavy Get Loose	2	6
25	Gnarls Barkley, Run	2	7
26	Jonas Brothers, When You Look Me In	2	8
27	Natasha Bedingfield, Pockets Full Of	1	0
28	Webbie, I Miss You	1	0
29	Trey Songz, Last Time	1	0
30	Kenny Rogers, Danger Zone	1	0

VH1
Exec: VP/Talent & Music: Rick Kim
Sr: VP Music & Talent: Peter Baron
VP/Music & Talent: Sandy Aliouette
Viacom 212-258-7800

	TW	LW	
1	Alicia Keys, Like You'll Never See Me	31	17
2	Leona Lewis, Bleeding Love	20	17
3	Buckcherry, Sorry	19	21
4	Mariah Carey, Touch My Body	17	18
5	Britney Spears, Feel Like Tonight	16	15
6	Sara Bareilles, Love Song	16	16
7	OneRepublic, Stop And Stare	16	17
8	Jordin Sparks Duet With Chris Brown, No Air	13	11
9	Lil Wayne, Lollipop	9	13
10	Three Days Grace, Never Too Late	13	14
11	Foo Fighters, Long Road To Ruin	13	40
12	Colbie Caillat, Realize	12	11
13	Alan Jackson, Small Town Southern Man	12	12
14	Trisha Yearwood, This Is Me/You're	11	11
15	Rihanna, Don't Stop The Music	10	13
16	Erykah Badu, Honey	9	13
17	Ingrid Michaelson, The Way I Am	8	10
18	Amy Winehouse, You Know I'm No Good	8	13
19	Donnie Klang, Take You There	8	14
20	Sheryl Crow, Love Is Free	7	0
21	Counting Crows, You Can't Count On Me	7	0
22	Matchbox Twenty, These Hard Times	7	0
23	R.E.M., Supernatural Superstition	7	7
24	Yael Naim, New Soul	7	7
25	Jason Atdem, Laughed Until We Cried	7	7
26	John Mayer, Say	7	11
27	Feist, I Feel It All	6	7
28	Fernie, Hollywood's Not America	6	8
29	Janet, Last Time	6	8
30	James Blunt, Who You Home	4	8

BET
VP/Music Prog: Stephen Hill
MD: Kelly D
Viacom 212-975-4055

	TW	LW	
1	Maniah Carey, Touch My Body	16	17
2	Mike Jones, Drop And Gimme 50	11	11
3	Fat Joe, I Won't Tell	13	19
4	Rick Ross, The Boss	12	16
5	Lil Wayne, Lollipop	11	4
6	W.C., Get Money	11	4
7	Ashanti, The Way That I Love You	11	16
8	Ray J & Yung Berg, Sexy Can I	10	10
9	Missy Elliott, Ching-A-Ling	10	17
10	Jordin Sparks Duet With Chris Brown, No Air	8	12
11	Jordan Sparks Duet With Chris Brown, No Air	7	6
12	Cherish, Killa	7	6
13	The-Dream, Falsetto	7	6
14	Shawty Lo, Dey Know	7	6
15	Chris Brown, With You	7	7
16	Missy Elliott, Shake Your Pom Pom	7	7
17	Rocko, Umma Do Me	7	9
18	Soulja Boy Tell'em, YAHHH!	7	9
19	Life Jennings, Never Never Land	5	1
20	Raheem DeVaughn, Customer	5	1
21	Erykah Badu, Honey	5	5
22	Trey Songz, Last Time	5	5
23	Keyshia Cole, I Remember	5	6
24	Janet, Rock With U	5	8
25	Lil Mama, Shavy Get Loose	5	14
26	Tracy Morgan, Last Time	4	0
27	Lil'Wid, My Dougie	4	0
28	Baby D, I'm Bout Money	4	2
29	Sheek Louch, Good Love	4	5
30	Dolla, Who The F--- Is That	4	7

CMT
VP/Music & Talent: Rel' Chris Parr
Dir: Mike Pimental, Evan Karr
Viacom 212-335-8400

	TW	LW	
1	Taylor Swift, Picture To Burn	23	18
2	Brad Paisley, Letter To Me	21	20
3	Sugarland, Life In A Northern Town	21	20
4	Trace Adkins, You're Gonna Miss This	20	0
5	Craig Morgan, International Harvester	20	17
6	LeAnn Rimes, Good Friend And A Glass	19	16
7	Robert Plant/ Alison Krauss, Please Read 3	19	23
8	James Otto, Just Got Started Lovin' You	18	13
9	Billy Ray Cyrus With Miley Cyrus, Ready, Here I Am	18	17
10	Alan Jackson, Small Town Southern Man	18	12
11	Kenny Chesney Duet With George Strait, Shiver	17	19
12	Jewel, Stranger Woman	15	12
13	Eagles, Busy Being Fabulous	15	14
14	Trisha Yearwood, This Is Me/You're	15	14
15	Robert Plant/ Alison Krauss, Please Read 3	13	0
16	Tim McGraw, Suspicions	11	17
17	Luke Bryan, We Rode In Trucks	9	8
18	Taylor Swift, I'm Only Me When I'm With	8	0
19	Miranda Lambert, Gunpowder & Lead	8	6
20	Joe Nichols, It Ain't No Crime	8	8
21	Brooks & Dunn, God Must Be Busy	8	10
22	Jason Atdem, Laughed Until We Cried	8	10
23	Chucky Wicks, Stealing Cinderella	8	19
24	Sugarland, Stay	7	5
25	Bucky Covington, It's Good To Be Us	7	6
26	Lady Antebellum, Love Don't Live Here	7	8
27	Taylor Swift, Our Song	7	8
28	Dana Fuchs, Almost Home	6	0
29	Kenny Chesney, Don't Blink	6	4
30	LeAnn Rimes, Nothin' Better To Do	6	5

Great American Country
MD: Tony Trovato
Scripts 615-321-7525

	TW	LW	
1	Taylor Swift, Picture To Burn	34	7
2	Kenny Chesney Duet With George Strait, Shiver	31	28
3	Bucky Covington, It's Good To Be Us	30	28
4	Alan Jackson, Small Town Southern Man	30	28
5	James Otto, Just Got Started Lovin' You	29	22
6	Jason Atdem, Laughed Until We Cried	29	28
7	Shane Yellowbird, Stealing Cinderella	29	31
8	Chucky Wicks, Stealing Cinderella	29	31
9	Brooks & Dunn, God Must Be Busy	28	27
10	Brad Paisley, Letter To Me	26	27
11	Gary Allan, Watching Airplanes	26	27
12	Phil Vassar, Love Is A Beautiful Thing	24	18
13	Lady Antebellum, Love Don't Live Here	22	22
14	Taylor Swift, I'm Only Me When I'm	21	26
15	Trisha Yearwood, This Is Me/You're	20	14
16	Luke Bryan, We Rode In Trucks	19	14
17	Joe Nichols, It Ain't No Crime	19	22
18	Trace Adkins, You're Gonna Miss This	18	0
19	Carrie Underwood, How Great Thou Art	18	0
20	Mica Roberts, Things A Mama Don't	17	8
21	Don Jovi, Till We Ain't Strangers Anymore	16	19
22	Day Walker, Fall	15	17
23	Emerson Drive, You Still Own Me	14	13
24	Marina McBride, For These Times	14	20
25	Eagles, Busy Being Fabulous	14	15
26	Ashawn Shepherd, Takin' Off This Pain	13	12
27	Tim McGraw, Suspicions	13	12
28	Kenny Chesney, Don't Blink	12	13
29	Garth Brooks, Midnight Sun	10	0
30	Jewel, Stranger Woman	10	18

FUSE
Dir: Pgm: Janis Unterweiser
Rainbow-Media 212-374-3416

	TW	LW	
1	Panic At The Disco, Nine In The Afternoon	28	21
2	Lupe Fiasco, Superstar	22	12
3	Linkin Park, Untold Love	21	0
4	Jordin Sparks Duet With Chris Brown, No Air	19	4
5	Chris Brown, With You	19	9
6	Foo Fighters, Long Road To Ruin	19	13
7	OneRepublic, Stop And Stare	18	13
8	Rihanna, Don't Stop The Music	18	12
9	30 Seconds To Mars, A Beautiful Lie	18	12
10	Kanye West, Flashing Lights	18	12
11	Averaged Sevenfold, Afterlife	17	0
12	Flo Rida, Elevator	17	0
13	Apocalyptica, I'm Not Jesus	16	10
14	Jimmy Eat World, Always Be	16	10
15	Alicia Keys, Like You'll Never See Me	16	11
16	Serj Tankian, Sky Is Over	16	13
17	Snoop Dogg, Life Of Da Party	16	13
18	Vampire Weekend, A-Punk	15	0
19	Sean Kingston, Take You There	14	11
20	Rise Against, The Good Left Undone	14	11
21	Coheed And Cambria, Feathers	13	0
22	Sioux A.M., Accidents Can Happen	13	9
23	Missy Elliott, Ching-A-Ling	13	11
24	Ashes Divide, The Stone	13	12
25	Wyckle Jean, I'll Be Your President	12	7
26	Silversun Pickups, Little Love So Poine	12	7
27	Puddle Of Mudd, Psycho	12	10
28	Amy Winehouse, You Know I'm No Good	12	11
29	Fat Joe, I Won't Tell	12	11

MTV2
Sr: VP/Music & Talent: Amy Doyle
VP/Music & Talent: Peter Baron
Viacom 212-258-8000

	TW	LW	
1	Shawty Lo, Dey Know	18	0
2	Flo Rida, Elevator	17	16
3	All Time Low, Dear Maria, Count Me In	15	12
4	We The Kings, Check Yes Juliet	15	12
5	Motion City Soundtrack, It Had To Be You	14	11
6	Tokio Hotel, Ready Set Go!	14	12
7	Rick Ross, The Boss	14	15
8	30 Seconds To Mars, A Beautiful Lie	13	11
9	Paramore, That's What You Get	12	0
10	Lil Wayne, Lollipop	12	3
11	2 Pistols, She Got It	12	6
12	Sheek Louch, Good Love	12	11
13	Snoop Dogg, Life Of Da Party	12	11
14	Rocko, Umma Do Me	12	12
15	Jay-Z, I Know	12	15
16	The Bravery, Believe	10	0
17	Shawty Lo, Foolish	9	0
18	Ashes Divide, The Stone	9	12
19	Against Me!, Stop	9	2
20	Serj Tankian, Sky Is Over	9	8
21	Linkin Park, Given Up	9	8
22	Angels And Airwaves, Secret Crowds	9	9
23	Consequence, The Good, The Bad, The	9	9
24	Soulja Boy Tell'em, Let Me Get Em	8	6
25	Pink, The Anthem	8	6
26	Ray J & Yung Berg, Sexy Can I	8	6
27	Amesbury, Shouta Know	8	6
28	Panic At The Disco, Nine In The Afternoon	6	9
29	Gnarls Barkley, Run	5	4
30	MGMT, Time To Pretend	5	29

CMT Canada
Dir: Pgm: Casey Clarke
MD: Dana Bourgon
Corus 416-534-1191

	TW	LW	
1	LeAnn Rimes, Good Friend And A Glass	22	20
2	Brooks & Dunn, God Must Be Busy	22	22
3	Carrie Underwood, All-American Girl	21	0
4	Tim McGraw, Suspicions	20	18
5	Keith Urban, Everybody	18	21
6	Colbie Caillat, Realize	18	14
7	Higgins, Flows Child	16	16
8	Paradise, That's What You Get	14	11
9	Ray J & Yung Berg, Sexy Can I	14	11
10	Sugarland, Life In A Northern Town	14	13
11	Taylor Swift, I'm Only Me When I'm With	13	13
12	Lady Antebellum, Love Don't Live Here	13	13
13	Crystal Shawanda, You Can Let Go	13	14
14	Alan Jackson, Small Town Southern Man	13	15
15	Jason Atdem, Laughed Until We Cried	12	13
16	Johnny Reid, Thank You	12	14
17	Jessie Farrell, Best Of Me	11	14
18	Taylor Swift, Picture To Burn	9	0
19	Jason Blaine, I'm Only Me When I'm With	8	7
20	Dolly Parton, Better Get To Lovin'	8	8
21	Corb Lund, Family Reunion	8	9
22	Carla Rutland, First Time In A Long Time	8	10
23	Paul Brandt, Come On & Get Some	6	6
24	Shane Yellowbird, I Remember The Music	7	7
25	George Canyon, Seven Spanish Angels	7</	

JOB OPPORTUNITIES

Sports Radio 850 The Buzz, Raleigh, NC Needs a female host, must have strong opinions and can handle lots of calls. T&R to: joewade@850thebuzz.com.

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CHR/TOP 40					
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL
1	2	13	SARA BAREILLES LOVE SONG	NO. 1 (1 WK)	1 ☆ EPIC
2	1	15	CHRIS BROWN WITH YOU		11 ² ☆ JIVE/ZOMBA
3	3	21	FLO RIDA FEATURING T-PAIN LOW		11 ³ ☆ POE BOY/ATLANTIC
4	7	10	JORDIN SPARKS DUET WITH CHRIS BROWN NO AIR		☆ 19/JIVE/ZOMBA
5	6	16	MILEY CYRUS SEE YOU AGAIN		☆ HOLLYWOOD
6	4	16	RIHANNA DON'T STOP THE MUSIC		11 ☆ SRP/DEF JAM/IDJMG
7	5	20	BUCKCHERRY SORRY		11 ☆ ELEVEN SEVEN/ATLANTIC
8	9	6	USHER FEATURING YOUNG JEEZY LOVE IN THIS CLUB		☆ LAFACE/ZOMBA
9	8	7	MARIAH CAREY TOUCH MY BODY		☆ ISLAND/IDJMG
10	14	6	LEONA LEWIS BLEEDING LOVE	MOST INCREASED PLAYS	☆ SYCO/J/RMG

RHYTHMIC					
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL
1	2	7	USHER FEATURING YOUNG JEEZY LOVE IN THIS CLUB	NO. 1 (1 WK)	☆ LAFACE/ZOMBA
2	3	10	RAY J & YUNG BERG SEXY CAN I		☆ KNOCKOUT/DEJA 34/KOCH/EPIC
3	5	7	MARIAH CAREY TOUCH MY BODY		☆ ISLAND/IDJMG
4	1	17	CHRIS BROWN WITH YOU		11 ² ☆ JIVE/ZOMBA
5	6	29	FLO RIDA FEATURING T-PAIN LOW		11 ³ ☆ POE BOY/ATLANTIC
6	4	17	WEBBIE, LIL' PHAT & LIL' BOOSIE INDEPENDENT		11 ☆ TRILL/ASYLUM/ATLANTIC
7	7	11	2 PISTOLS FEATURING T-PAIN & TAY DIZM SHE GOT IT		☆ UNIVERSAL REPUBLIC
8	9	8	COLBY O'DONIS FEATURING AKON WHAT YOU GOT		☆ KONLIVE/GEFFEN/INTERSCOPE
9	10	20	J. HOLIDAY SUFFOCATE		11 ☆ MUSIC LINE/CAPITOL
10	16	6	FLO RIDA FEATURING TIMBALAND ELEVATOR		☆ POE BOY/ATLANTIC

URBAN					
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL
1	1	7	USHER FEATURING YOUNG JEEZY LOVE IN THIS CLUB	NO. 1 (2 WKS)	☆ LAFACE/ZOMBA
2	5	10	RAY J & YUNG BERG SEXY CAN I		☆ KNOCKOUT/DEJA 34/EPIC/KOCH
3	6	7	MARIAH CAREY TOUCH MY BODY		☆ ISLAND/IDJMG
4	2	16	THE-DREAM FALSETTO		☆ RADIO KILLA/DEF JAM/IDJMG
5	4	19	SHAWTY LO DEV KNOW		☆ D4L/ASYLUM
6	3	17	CHRIS BROWN WITH YOU		11 ² ☆ JIVE/ZOMBA
7	8	15	FAT JOE FEATURING J. HOLIDAY I WON'T TELL		☆ TERROR SQUAD/IMPERIAL/CAPITOL
8	12	9	RICK ROSS FEATURING T-PAIN THE BOSS		☆ SLIP-N-SLIDE/DEF JAM/IDJMG
9	7	18	KEYSHIA COLE I REMEMBER		☆ IMANI/GEFFEN/INTERSCOPE
10	9	16	ROCKO UMMA DO ME		☆ ROCKY ROAD/ISLAND URBAN/IDJMG

NO. 1 MOST ADDED

RIHANNA Take A Bow (SRP/DEF JAM/IDJMG)

NO. 1 MOST INCREASED PLAYS

LEONA LEWIS Bleeding Love (SYCO/J/RMG)

TOP 5 NEW AND ACTIVE

C-SIDE FEAT. KEYSHIA COLE Boyfriend/Girlfriend (I720/UNIVERSAL REPUBLIC)

FLO RIDA FEAT. TIMBALAND Elevator (POE BOY/ATLANTIC)

METRO STATION Shake It (RED INK/RED/COLUMBIA)

JANET Feedback (ISLAND/IDJMG)

SIMPLE PLAN Your Love Is A Lie (LAVA/ATLANTIC/RRP)

COMPLETE CHR/TOP 40 CHART ON PAGE 23

NO. 1 MOST ADDED

LIL WAYNE FEAT. STATIC MAJOR Lollipop (CASH MONEY/UNIVERSAL MOTOWN)

NO. 1 MOST INCREASED PLAYS

LIL WAYNE FEAT. STATIC MAJOR Lollipop (CASH MONEY/UNIVERSAL MOTOWN)

TOP 5 NEW AND ACTIVE

BABY BASH FEAT. KEITH SWEAT Don't Stop (ARISTA/RMG)

PITBULL FEAT. TRINA & YOUNG BOSS Go Girl (FAMOUS ARTISTS/TVT)

NELLY FEAT. FERGIE Party People (DERRTY/UNIVERSAL MOTOWN)

MADONNA FEAT. JUSTIN TIMBERLAKE 4 Minutes (WARNER BROS.)

MR. CAPONE-E Let Me Luv You Girl (HI POWER)

COMPLETE RHYTHMIC CHART ON PAGE 26

NO. 1 MOST ADDED

DJ FELLI FEL FEAT. NE-YO, FABOLOUS, KANYE WEST & JERMAINE DUPRI Finer Things (SO SO DEF/IDJMG)

NO. 1 MOST INCREASED PLAYS

LIL WAYNE FEAT. STATIC MAJOR Lollipop (CASH MONEY/UNIVERSAL MOTOWN)

TOP 5 NEW AND ACTIVE

LLOYD FEAT. LUDACRIS How We Do It (THE INC./UNIVERSAL MOTOWN)

CASELY Emotional (DIAZ BROTHERS/EPIC/KOCH)

SHAWTY LO Dunn, Dunn (D4L/ASYLUM)

SNOOP DOGG FEAT. TOO SHORT & MISTA F.A.B. Life Of Da Party (DOGGYSTYLE/GEFFEN/INTERSCOPE)

TRINA FEAT. KEYSHIA COLE I Gotta Thang For You (SLIP-N-SLIDE)

COMPLETE URBAN CHART ON PAGE 28

URBAN AC					
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL
1	1	21	KEYSHIA COLE I REMEMBER	NO. 1 (5 WKS)	☆ IMANI/GEFFEN/INTERSCOPE
2	3	24	JAHEIM NEVER		☆ DIVINE MILL/ATLANTIC
3	2	21	ALICIA KEYS LIKE YOU'LL NEVER SEE ME AGAIN		11 ☆ MBK/J/RMG
4	4	27	RAHEEM DEVAUGHN WOMAN		☆ JIVE/ZOMBA
5	5	25	MARY J. BLIGE JUST FINE		11 ☆ MATRIARCH/GEFFEN/INTERSCOPE
6	6	19	ERYKAH BADU HONEY		☆ UNIVERSAL MOTOWN
7	9	7	MARIAH CAREY TOUCH MY BODY	MOST INCREASED PLAYS	☆ ISLAND/IDJMG
8	7	11	ANGIE STONE SOMETIMES		☆ STAX/CMG
9	8	10	KEITH SWEAT FEATURING PAISLEY BETTIS SUGA SUGA SUGA		☆ KEIA/ATCO/RHINO
10	11	23	JILL SCOTT MY LOVE		☆ HIDDEN BEACH

NO. 1 MOST ADDED

AL GREEN FEAT. JOHN LEGEND Stay With Me (By The Sea) (BLUE NOTE/BLG)

NO. 1 MOST INCREASED PLAYS

MARIAH CAREY Touch My Body (ISLAND/IDJMG)

TOP 5 NEW AND ACTIVE

BAR-KAYS FEAT. EVELYN KING If Loving You Is Wrong (JEA/RIGHT NOW)

JAHEIM Have You Ever (DIVINE MILL/ATLANTIC)

NE-YO Go On Girl (DEF JAM/IDJMG)

THE-DREAM Falsetto (RADIO KILLA/DEF JAM/IDJMG)

RAHEEM DEVAUGHN FEAT. BIG BOI Energy (JIVE/ZOMBA)

COMPLETE URBAN AC CHART ON PAGE 30

COUNTRY					
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL
1	2	17	TRACE ADKINS YOU'RE GONNA MISS THIS	NO. 1 (1 WK)	☆ CAPITOL NASHVILLE
2	4	8	GEORGE STRAIT I SAW GOD TODAY		☆ MCA NASHVILLE
3	3	37	CHRIS CAGLE WHAT KINDA GONE		☆ CAPITOL NASHVILLE
4	1	21	ALAN JACKSON SMALL TOWN SOUTHERN MAN		11 ☆ ARISTA NASHVILLE
5	6	24	JAMES OTTO JUST GOT STARTED LOVIN' YOU		☆ WARNER BROS./WRN
6	8	34	JASON ALDEAN LAUGHED UNTIL WE CRIED		☆ BROKEN BOW
7	9	12	TAYLOR SWIFT PICTURE TO BURN		☆ BIG MACHINE
8	7	28	RODNEY ATKINS CLEANING THIS GUN (COME ON IN BOY)		11 ☆ CURB
9	5	18	CARRIE UNDERWOOD ALL-AMERICAN GIRL		☆ ARISTA/ARISTA NASHVILLE
10	10	22	PHIL VASSAR LOVE IS A BEAUTIFUL THING		☆ UNIVERSAL SOUTH

NO. 1 MOST ADDED

KENNY CHESNEY Better As A Memory (BNA)

NO. 1 MOST INCREASED AUDIENCE

KENNY CHESNEY Better As A Memory (BNA)

TOP 5 NEW AND ACTIVE

HEIDI NEWFIELD Johnny And June (ASYLUM-CURB)

LONESTAR Let Me Love You (LONESTAR/COS)

JAMEY JOHNSON In Color (MERCURY)

ERIC CHURCH His Kind Of Money (My Kind Of Love) (CAPITOL NASHVILLE)

RODNEY ATKINS Invisibly Shaken (CURB)

COMPLETE COUNTRY CHART ON PAGE 38

AC					
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL
1	1	35	COLBIE CAILLAT BUBBLIE	NO. 1 (14 WKS)	11 ⁴ ☆ UNIVERSAL REPUBLIC
2	2	40	FERGIE BIG GIRLS DDN'T CRY		11 ⁵ ☆ WILL.I.AM/A&M/INTERSCOPE
3	4	12	MICHAEL BUBLE LOST	MOST INCREASED PLAYS	☆ 143/REPRISE
4	3	47	DAUGHTRY HOME		11 ⁴ ☆ RCA/RMG
5	6	22	TIMBALAND FEATURING ONEREPUBLIC APOLOGIZE		11 ⁴ ☆ MOSLEY/BLACKGROUND/INTERSCOPE
6	5	34	PINK WHO KNEW		11 ³ ☆ LAFACE/ZOMBA
7	9	12	SARA BAREILLES LOVE SONG		11 ☆ EPIC
8	8	14	TAYLOR SWIFT TEARDROPS ON MY GUITAR		11 ³ ☆ BIG MACHINE/UNIVERSAL REPUBLIC
9	7	39	ELLIOTT YAMIN WAIT FOR YOU		11 ³ ☆ HICKORY/RED
10	10	38	PLAIN WHITE T'S HEY THERE DELILAH		11 ⁴ ☆ FEARLESS/HOLLYWOOD

NO. 1 MOST ADDED

NELLY FURTADO FEAT. KEITH URBAN In God's Hands (GEFFEN/INTERSCOPE)

NO. 1 MOST INCREASED PLAYS

MICHAEL BUBLE Lost (143/REPRISE)

TOP 5 NEW AND ACTIVE

PAULA ABDUL & RANDY JACKSON Dance Like There's No Tomorrow (DREAM/MERCHANT 21/CMG)

KATRINA CARLSON Here And Now (KATAPHONIC)

COLBIE CAILLAT Realize (UNIVERSAL REPUBLIC)

MARIAH CAREY Touch My Body (ISLAND/IDJMG)

LIFEHOUSE Whatever It Takes (GEFFEN/INTERSCOPE)

COMPLETE AC CHART ON PAGE 41

R&R THE BACK PAGES

POWERED BY **nielsen** BDS

DMDS DIGITAL DOWNLOADS AVAILABLE AT DMDS.COM

HOT AC				11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	
1	1	32	SARA BAREILLES LOVE SONG	NO. 1 (5 WKS)	11 EPIC
2	3	12	DAUGHTRY FEELS LIKE TONIGHT		☆ RCA/RMG
3	2	25	BUCKCHERRY SORRY		11 ELEVEN SEVEN/ATLANTIC/RRP
4	4	21	LIFEHOUSE WHATEVER IT TAKES		☆ GEFEN/INTERSCOPE
5	5	36	FINGER ELEVEN PARALYZER		11 ⁴ WIND-UP
6	8	16	MAROON 5 WON'T GO HOME WITHOUT YOU		A&M/OCTONE/INTERSCOPE
7	6	26	TIMBALAND FEATURING ONEREPUBLIC APOLOGIZE		11 ⁴ ☆ MOSLEY/BLACKGROUND/INTERSCOPE
8	7	23	LINKIN PARK SHADOW OF THE DAY		11 ² ☆ WARNER BROS.
9	10	15	JOHN MAYER SAY		AWARE/COLUMBIA
10	9	19	ALICIA KEYS NO ONE		11 ⁴ ☆ MBK/JRMG

SMOOTH JAZZ				11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	
1	1	10	KENNY G SAX-O-LOCO	NO. 1 (2 WKS)	STARBUCKS/CONCORD/CMG
2	3	15	EUGE GROOVE MR. GROOVE		NARADA JAZZ/BLG
3	2	21	PAUL HARDCASTLE LUCKY STAR		TRIPPIN' N' RHYTHM
4	4	11	JESSY J TEQUILA MOON		PEAK/CMG
5	7	22	EVERETTE HARP OLD SCHOOL		SHANACHIE
6	8	10	CHRIS STANDRING LOVE & PARAGRAPHS		ULTIMATE VIBE
7	6	27	CHRIS BOTTI VENICE		COLUMBIA
8	5	28	ERIC MARIENTHAL BLUE WATER		PEAK/CMG
9	9	14	PAUL BROWN OL' SKOOLIN'		PEAK/CMG
10	16	8	NORMAN BROWN POP'S COOL GROOVE		PEAK/CMG

ALTERNATIVE				11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	
1	1	23	FOO FIGHTERS LONG ROAD TO RUIN	NO. 1 (7 WKS)	☆ ROSWELL/RCA/RMG
2	2	22	PUDDLE OF MUDD PSYCHO		FLAWLESS/GEFFEN/INTERSCOPE
3	5	10	ATREYU FALLING DOWN		☆ HOLLYWOOD
4	6	6	SEETHER RISE ABOVE THIS		WIND-UP
5	4	26	THE BRAVERY BELIEVE		ISLAND/IDJMG
6	3	26	LINKIN PARK SHADOW OF THE DAY		11 ² ☆ WARNER BROS.
7	10	6	3 DOORS DOWN IT'S NOT MY TIME		☆ UNIVERSAL REPUBLIC
8	8	35	FOO FIGHTERS THE PRETENDER		11 ☆ ROSWELL/RCA/RMG
9	7	31	SEETHER FAKE IT		11 ☆ WIND-UP
10	9	9	PANIC AT THE DISCO NINE IN THE AFTERNOON		☆ DECAYDANCE/FUELED BY RAMEN/RRP

NO. 1 MOST ADDED
3 DOORS DOWN It's Not My Time (UNIVERSAL REPUBLIC)

NO. 1 MOST INCREASED PLAYS
ONEREPUBLIC Stop And Stare (MOSLEY/INTERSCOPE)

TOP 5 NEW AND ACTIVE
THE B-52S Funplex (ASTRALWERKS/CAPITOL)
PANIC AT THE DISCO Nine In The Afternoon (DECAYDANCE/FUELED BY RAMEN/RRP)
JONAS BROTHERS When You Look Me In The Eyes (HOLLYWOOD)
A FINE FRENZY Almost Lover (VIRGIN)
ANNA NALICK Shine (EPIC)

COMPLETE HOT AC CHART ON PAGE 42

NO. 1 MOST ADDED
MINDI ABAR Smile (PEAK/CMG)

NO. 1 MOST INCREASED PLAYS
BRIAN CULBERTSON Always Remember (GRP/VERVE)

TOP 5 NEW AND ACTIVE
NICK COLIONNE Keepin' It Cool (NARADA JAZZ/BLG)
KELLY SWEET Dream On (RAZOR & TIE)
GERALD VEASLEY Slip N Slide (HEADS UP)
SEKOU BUNCH Take 5/In Three (TRIPPIN' N' RHYTHM)
BRIAN BROMBERG Shag Carpet (ARTISTRY)

COMPLETE SMOOTH JAZZ CHART ON PAGE 45

NO. 1 MOST ADDED
DISTURBED Inside The Fire (REPRISE)

NO. 1 MOST INCREASED PLAYS
DISTURBED Inside The Fire (REPRISE)

TOP 5 NEW AND ACTIVE
FINGER ELEVEN I'll Keep Your Memory Vague (WIND-UP)
THE KOOKS Always Where I Need To Be (ASTRALWERKS)
FOO FIGHTERS Let It Die (ROSWELL/RCA/RMG)
AVENGED SEVENFOLD Afterlife (HOPELESS/WARNER BROS.)
SAFETY SUIT Someone Like You (UNIVERSAL MOTOWN)

COMPLETE ALTERNATIVE CHART ON PAGE 47

ACTIVE ROCK				11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	
1	1	26	PUDDLE OF MUDD PSYCHO	NO. 1 (9 WKS)	FLAWLESS/GEFFEN/INTERSCOPE
2	2	10	THEORY OF A DEADMAN SO HAPPY		604/ROADRUNNER/RRP
3	4	7	3 DOORS DOWN IT'S NOT MY TIME		UNIVERSAL REPUBLIC
4	3	18	FOO FIGHTERS LONG ROAD TO RUIN		ROSWELL/RCA/RMG
5	5	10	ATREYU FALLING DOWN		HOLLYWOOD
6	NEW		DISTURBED INSIDE THE FIRE	AIRPOWER/MOST INCREASED PLAYS/MOST ADDED REPRISE	
7	6	8	APOCALYPTICA FEATURING COREY TAYLOR I'M NOT JESUS		JIVE/ZOMBA
8	7	11	ASHES DIVIDE THE STONE		ISLAND/IDJMG
9	8	6	SEETHER RISE ABOVE THIS		WIND-UP
10	14	9	SAVING ABEL ADDICTED		SKIDCO/VIRGIN

ROCK				11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	
1	1	23	PUDDLE OF MUDD PSYCHO	NO. 1 (3 WKS)	FLAWLESS/GEFFEN/INTERSCOPE
2	3	6	3 DOORS DOWN IT'S NOT MY TIME		UNIVERSAL REPUBLIC
3	2	31	SEETHER FAKE IT		11 WIND-UP
4	4	39	SIXX: A.M. LIFE IS BEAUTIFUL		ELEVEN SEVEN
5	5	17	FOO FIGHTERS LONG ROAD TO RUIN		ROSWELL/RCA/RMG
6	6	10	THEORY OF A DEADMAN SO HAPPY		604/ROADRUNNER/RRP
7	8	47	THREE DAYS GRACE NEVER TOO LATE		11 ² JIVE/ZOMBA
8	7	12	THE BLACK CROWES GOODBYE DAUGHTERS OF THE REVOLUTION		SILVER ARROW
9	9	61	FINGER ELEVEN PARALYZER		11 ⁴ WIND-UP
10	10	6	SEETHER RISE ABOVE THIS		WIND-UP

TRIPLE A				11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	
1	1	8	R.E.M. SUPERNATURAL SUPERSERIOUS	NO. 1 (2 WKS)	WARNER BROS.
2	2	18	JACK JOHNSON IF I HAD EYES		BRUSHFIRE/UNIVERSAL REPUBLIC
3	3	21	INGRID MICHAELSON THE WAY I AM		CABIN 24/ORIGINAL SIGNAL/RED
4	4	8	COUNTING CROWS YOU CAN'T COUNT ON ME		DGC/GEFFEN/INTERSCOPE
5	5	15	SHERYL CROW LOVE IS FREE		A&M/INTERSCOPE
6	6	5	STEVE WINWOOD FEATURING ERIC CLAPTON DIRTY CITY		COLUMBIA
7	10	5	JASON MRAZ I'M YOURS		ATLANTIC/RRP
8	7	32	SARA BAREILLES LOVE SONG		11 EPIC
9	9	10	THE BLACK CROWES GOODBYE DAUGHTERS OF THE REVOLUTION		SILVER ARROW
10	8	17	MIKE DOUGHTY 27 JENNIFERS		ATO/RED

NO. 1 MOST ADDED
DISTURBED Inside The Fire (REPRISE)

NO. 1 MOST INCREASED PLAYS
DISTURBED Inside The Fire (REPRISE)

TOP 5 NEW AND ACTIVE
THE RACONTEURS Salute Your Solution (THIRD MAN/WARNER BROS.)
SCARY KIDS SCARING KIDS Faces (IMMORTAL/RED)
AGAINST ME! Stop (SIRE/REPRISE)
FROM FIRST TO LAST Worlds Away (SURETONE/INTERSCOPE)
ANEW REVOLUTION Done (KOCH)

COMPLETE ACTIVE ROCK CHART ON PAGE 48

NO. 1 MOST ADDED
DISTURBED Inside The Fire (REPRISE)

NO. 1 MOST INCREASED PLAYS
DISTURBED Inside The Fire (REPRISE)

TOP 5 NEW AND ACTIVE
SEVENDUST Prodigal Son (7BRDS/ASYLUM/MLG)
FINGER ELEVEN I'll Keep Your Memory Vague (WIND-UP)
TANTRIC Down And Out (SILENT MAJORITY/MLG)
12 STONES Anthem For The Underdog (WIND-UP)
MUDVAYNE Dull Boy (EPIC)

COMPLETE ROCK CHART ON PAGE 49

NO. 1 MOST ADDED
MUDCRUTCH Scare Easy (REPRISE)

NO. 1 MOST INCREASED PLAYS
DEATH CAB FOR CUTIE I Will Possess Your Heart (ATLANTIC)

TOP 5 NEW AND ACTIVE
NEEDTOBREATHE More Time (ATLANTIC)
DUFFY Mercy (MERCURY/IDJMG)
VAMPIRE WEEKEND A-Punk (XL/BEGGARS GROUP)
FEIST I Feel It All (CHERRYTREE/POLYDOR/INTERSCOPE)
MATT COSTA Mr. Pitiful (BRUSHFIRE/UNIVERSAL REPUBLIC)

COMPLETE TRIPLE A CHART ON PAGE 52

For KFI/Los Angeles' PD, every piece matters, because 'the little things very much add up to the big thing'

Robin Bertolucci

By Erica Farber

Robin Bertolucci fell in love with radio by accident, but today she is one of the country's most successful programmers. As PD of Clear Channel talk KFI Los Angeles, she constantly strives to be the best and stays focused on KFI's marketing promise: "More stimulating talk radio." R&R news/talk/sports subscribers recently voted KFI the winner in all four categories in which it was nominated for the R&R News/Talk Industry Achievement Awards.

Getting into the business: I was studying for a rhetoric degree at [the University of California in] Berkeley and had no idea what I wanted to do when I grew up. One of my best friends talked me into goofing around at the local college radio station. When I graduated, most of my friends from rhetoric went into pre-law and I was interviewing to get into advertising or marketing. I worked in a used clothing store but was doing this radio stuff on the side. I even got an internship at KQEI, an NPR station in San Francisco. One day I realized I was the only person not getting paid. Finally I begged, borrowed and stole my way into KGO [San Francisco] and I got a job as editorial assistant on the news desk.

Joining Clean Channel: I was working at KGO. I had become a writer and producer and eventually executive producer. Someday I wanted to become a program director. I was working under Jack Swanson, who taught me a ton. I saw a job opening for Jacor and was eventually hired in Denver to work at KOA with Lee Larson.

Becoming PD at KFI: That was one of the most serendipitous, weird things. I was talking to [then-KFI PD] David Hall and said, "Some day I need to move back to Southern California; my family's there. If I ever move back, can I do anything for you?" There was this awkward silence and he says, "Who told you? This is the weirdest thing. I am trying to get a job at Premiere in programming and they told me I am not allowed to go until I have named my replacement and the only person I could think of that would be great for this job is you." Before I knew it, I was on a plane meeting with [then-GM] Greg Ashlock, and here I am."

Programming philosophy: To hire amazingly talented people and provide the tools so they can be as good as they can be. KFI is full of talent and amazing people. My job coming in was to take all the parts of the station and dust them off and shine a light on them. It was like coming into a museum with Rembrandts and Van Goghs, all this great art, and just saying, "OK. I am going to paint the wall behind it, reframe and put on a spotlight, because it is amazing already."

Long-range plans: I want every single daypart to be No. 1. The station has had success with [Bill] Handel's [morning] show, [afternoon hosts] John & Ken, Dr. Laura and Rush Limbaugh. Now, where can we do a little bit better? How can we get more people to listen to KFI on weekends? How can we get more people to listen in evenings? The little things very much add up to the big thing.

Gearing up for the PPM: It will change a lot of the



goofy tricks radio programmers try and do, but it doesn't change the essence of what we do: trying to put out entertaining product people want to listen to and then measuring them listening to it. We might need to rethink some of what we do. We are going to be out of the recall business, which is not a bad thing. I am sure the learning curve will be steep. The religion of programming is to have faith that if you do something great on the radio, people will listen.

Biggest challenge: To keep finding new ways to surprise and delight the audience. To keep ourselves entertained, motivated and engaged. Complacency is my No. 1 fear. When you get to be successful, a lot of times your worst enemy becomes yourself. Constantly keeping a sense of urgency and intensity that we are always on the verge of losing. If you talk to people that work with me, I get in those moods where I say, "Come on, seriously you guys, do we suck?" In entertainment and news you can never rest on your laurels.

State of radio: If we come up with great, compelling, entertaining things, people will always find us, whether you have to subscribe to cable, get it on a podcast or hear it on terrestrial, satellite radio or HD radio. If you do something remarkable, people will find it.

Something about KFI that would surprise most readers to learn: Maybe the most surprising thing would be what decent people work here on the air. They are so motivated to grow and get better and be the best. There is an expectation that people here are crazy, egomaniacal monsters and don't take direction. The people I work with are not at all that way . . . most of the time.

Career highlight: I am most proud of figuring out how to trust myself. I have learned that when I feel that thing in my gut, good or bad, I am usually right. As I have gotten more confidence in that, I am more able to express it, sell it and get people to buy into it.

Career disappointment: It has all helped me grow and has all taught me. Even my mistakes, which are legend, have taught me many things about what doesn't work or what I shouldn't do.

Advice for broadcasters: Believe in yourself and trust your instincts, because they usually are right. You know your radio station better than anybody else. **R&R**

'It was like coming into a museum with Rembrandts and Van Goghs, and just saying, "OK. I am going to paint the wall behind it, reframe and put on a spotlight, because it is amazing already."'
—Robin Bertolucci

Lixer Notes

Profile: Robin Bertolucci

Title: Talk KFI-AM/Los Angeles PD

Favorite radio format: "KFI or rock."

Favorite TV show: "Medium"

Favorite song: "Rockstar" by Nickelback

Favorite movie: "Harold and Maude"

Favorite book: "The Other Boleyn Girl"

Favorite restaurant: "I love all food."

Beverage of choice: "Water and Diet Coke."

Hobbies: "Everything to do with my family and my dogs. We just got a new dog, a Spinoni Italiani. There is a lot of dog walking. And I try to work out when I can find time. I am a real family girl."

E-mail address: robinbertolucci@clearchannel.com

Happy Anniversary To Us!



R&R is celebrating its 35th anniversary, and, in preparation for an upcoming special issue, we want to know who you think were the most important people, places and events of the last 35 years.

WE WANT TO HEAR FROM YOU!

- Who were the broadcasters, record executives and recording artists who made the biggest difference?
- What were the innovations in technology that made the biggest difference?
- What promotions or stunts were the craziest, funniest or most outstanding?
- And, because it's not all about the past, who are the people today who are working to make a positive difference in the radio and record industry?

Please send your feedback with as much information as possible (e.g., name, call letters, company name and the reason for their submission) to 35years@radioandrecords.com no later than Friday, April 11. Include your contact information, so that we can reach you if we have any questions.

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