



'SPIRIT' HAVING FLOWN

As Debut Album 'Spirit' Launches At No. 1 On The Billboard 200, Leona

Lewis Shatters The Record For Highest Female AC Debut With 'Bleeding Love' p.21

LONESTAR LEAD LEAVES NEST

Richie McDonald Is 'Already There,' But Walks Solo Road p.70

R&R

RADIO & RECORDS



APRIL 18, 2008 NO. 1758 \$6.50

www.RadicanRecords.com



CHRISTIAN SPECIAL: Online Opportunities, Strong Talent And Branded Events Are Ways To Make Your Mark pp.34-38

WEB: New Faces And Internet-Savvy Fans Ignite Music Row Digital Revolution p.14

DIGITAL: Edison Media Research And Arbitron Explore Radio's Role In Digital Future p.17

PIG POWER: It's Real, It's Raw, It's 20! KPIG Celebrates With Strong Web Presence And Outlets Across NoCal p.57

ADVERTISEMENT

15 TOP INTERNET "UNDISCOVERED" BANDS AND ARTISTS

UNDERGROUND

In Stores
May 27

NuSpring

EMI Music
CMG Distribution

SEPARATED

LACI
RM219639 JUN08 REG VNLAX
DAVID HALL
KNX
5570 WILSHIRE BLVD STE 200
LOS ANGELES, CA 90036-5611

Rock Single
"Something Wrong"

Jeff Johnson Band

AC / CHR Single
"Ruin Me"

Soft AC / Inspirational Single

Carl Cartee "Trust In You"

Rollasign™

**ESTABLISH YOUR PRESENCE
WITH ROLL-A-SIGN™ BANNERS!**

**FREE
SET OF PLATES**

**WITH INITIAL ORDER!
CALL US TODAY**

for more details

713.507.4251

**PROMOTE YOUR STATION
COMPANY OR SPECIAL EVENT!**

- Cost effective and reusable
- Durable for indoor and outdoor use
- Ideal at concerts and remotes
- Great for co-sponsored events
- It's easy to use... just roll off the desired length and cut!

Visit our website today for more information or call to place an order!

TOLLFREE 1.800.231.6074

www.rollasign.com



**Bulldog
103.7**

**Bulldog
103.7**

**Bulldog
103.7**

**Bulldog
103.7**

**Bulldog
103.7**

R&R News Focus

MOVER Hellum Joins Gap West

CapWest president Samuel "Skip" Weller moves to parent company Gap Broadcasting Group as managing director, effective May 5. He will be replaced by Erik Hellum, who exits Bonneville/Phoenix as VP/market manager on April 28. Hellum previously headed the company's St. Louis cluster. Hellum's Bonneville/Seattle counterpart, Scott Sutherland, is named as his replacement, overseeing sports KTAR-AM, news/talk KTAR-FM and adult hits KPKX. A 15-year Phoenix veteran, Sutherland held sales positions for Bonneville, CBS Radio and Chancellor Media. Bonneville executive VP Drew Horowitz will oversee news/talkers KIRO and KTTH and classic hits KBSG in Seattle until a replacement is found.—Alexandra Cahill & Ken Tucker



Hellum

SHAKER Rhodes Joins Nova M

Progressive talker Randi Rhodes leaves Air America for syndication by Nova M, a new company started by Air America Radio founders Sheldon and Anita Drobny. Rhodes left Air America rather than apologize for incendiary remarks at an appearance for Clear Channel talk KKGN/San Francisco. Air America suspended her indefinitely over the incident.

Paul Woodhull, president of consultancy Media Syndication Services, notes this could mark a progressive talk milestone. "Now a station could have a lineup of Bill Press, Stephanie Miller, Ed Schultz, Randi Rhodes, Mario Solis-Marich and Mike Malloy—18 hours of programming, none of which originates from Air America."—Mike Stern

DEALMAKER Broadcaster Traffic Consortium Formed

Eight radio companies have formed a new joint venture, the Broadcaster Traffic Consortium, to build a nationwide network that will distribute traffic data using HD radio technology to portable navigation devices and automobile in-dash systems. BTC is working with digital maps provider NAVTEQ. Founding members of the BTC are Beasley, Bonneville, Cox, Emmis, Entercom, Greater Media, National Public Radio and Radio One.—Mike Boyle

Rehr: Radio Works Despite Its Blemishes

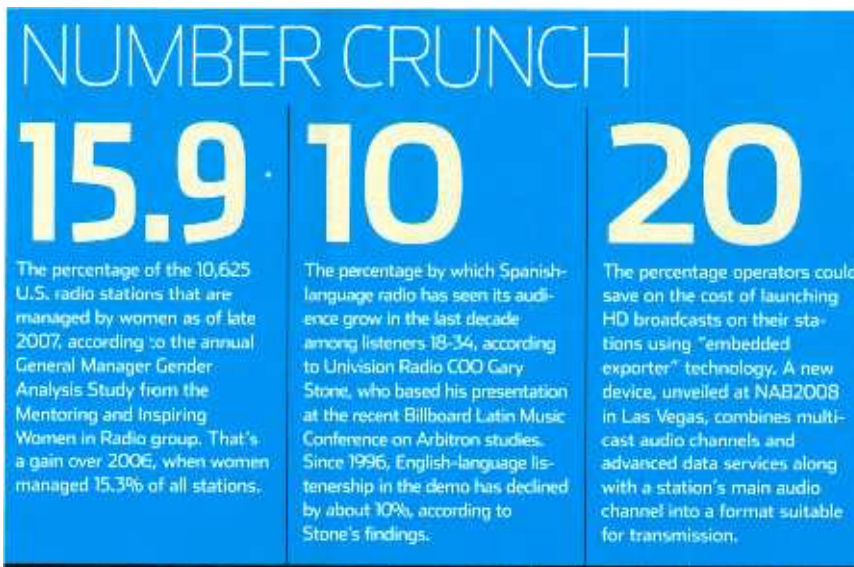
The radio bosses went to the desert to reignite the medium's 88-year-old fire in the belly. Armed with reams of data and pounds of T-shirts, NAB president/CEO David Rehr proclaimed that "radio's business model is not broken" and that its audience is growing—by 3 million last year to 235 million weekly listeners. Rehr, along with RAB president/CEO Jeff Haley, rallied troops in Las Vegas for NAB2008 (April 12-17) to relaunch the Radio 2020 campaign and spread the word that 92% of Americans understand radio's intrinsic value. "It's exciting and it's great!" Rehr exclaimed in near ear-piercing fashion, adding that two new Web sites—RadioCreative.com and RadioHeardHere.com—have been constructed to help promote the industry.

During his opening address, Rehr unveiled the results of a comprehensive independent study that found that "being local, in and of itself, is not what defines radio's value. It's the accessibility and the connection with radio personalities. And it's being everywhere and available to everyone."

But it wasn't all radio love. Actor/director Tim Robbins gave the conservative NAB a sharp jab with a keynote address that questioned the group's support of media consolidation and then appealed to broadcasters to raise the bar of news and societal events coverage. He won a standing ovation.—Jeffrey Yorke



Rehr



Cumulus Solicits RFPs For New Ratings Service

Cumulus Media has put out a request for proposals for a new quantitative and qualitative radio ratings service for its stations in markets 100-plus. The medium- and small-market operator says it will no longer subscribe to Arbitron for ratings currently published in 50 of those markets.

In a statement, Cumulus COO John Dickey said, "There is only one way to close the growing gap between the needs of its stations and advertisers in these markets and the state of audience measurement—and that is to initiate a fundamentally new approach. As the underwriter of this effort, we will take the leadership role in solution design and vendor selection."

Among the company's requirements for a new ratings provider: proven credentials in qualitative and quantitative media research; sufficient infrastructure to handle a high volume of concurrent research now and significantly larger volume in the future; and compliance with Media Ratings Council standards for accreditation.

Arbitron president of sales and marketing Pierre Bouvard says it welcomes the opportunity "to enhance the tools that radio broadcasters in markets 100-plus need to compete for local ad dollars." Cumulus has set a May 14 deadline for submissions and plans to select vendor finalists June 1 with initial survey publication by Oct. 15.—Mike Boyle

ON THE WEB Hispanic Mobile Service Launches

HipCricket has launched Hispanic Mobile Marketing Network, an alliance of media companies that can be leveraged by brand marketers to deliver programs to mobile users. Bustos Media, Lotus Communications and Davidson Media Group, all of which own Spanish-language stations, are the first to join. Marketers can customize a media plan by markets, stations and demos. "The Hispanic market represents an unprecedented opportunity for broadcasters and brands because of its large and growing population, enormous purchasing power and great consumer loyalty," HipCricket CEO Ivan Braiker says. "Hispanics are also among the earliest and fastest adopters of mobile technology."

—Jackie Madrigal

O'Malley Heads Citadel/Atlanta

Citadel Southeast regional president and Charleston, S.C., market manager Paul O'Malley segues to Atlanta, where he becomes president and GM for the company's country WKHX (Kicks 101.5) and oldies WYAY (True Oldies 106.7). He replaces Victor Sansone, who in January transferred to Dallas for a similar role with country sisters KSCS and KTYS (96.7 the Twister). O'Malley previously served as Southeast regional VP for Katz Radio and held general sales manager and station manager positions at KYSR (Star 98.7)/Los Angeles.—Ken Tucker



O'Malley

Houston, We Have A PD

Mark Adams has been tapped as PD of CBS Radio's CHR/top 40 KKHH (Hot Hits 95-7)/Houston, which launched March 13. Adams most recently spent eight years with Rose City Radio in Portland, Ore., where he was PD of rhythmic KXJM (Jammin' 95-5) and OM of news/talk KXL-AM. Adams' previous programming stops include KZQZ/San Francisco, WPNT/Milwaukee and KBOS/Fresno.—Kevin Carter

NEWS UPDATES AROUND THE CLOCK:
www.RadioandRecords.com

**“MAN, WE’RE DOING SOMETHING
REALLY GOOD HERE,
AND I’M NOT JUST TALKING ABOUT
OUR GROOVE.”**

Stanley Baird performing for Armed Forces Entertainment in Japan



“For a North Carolina jazz band like us, traveling across the world to play for the servicemen and women who protect our country has pretty much been a life-changing experience. I mean, we’re playing for our troops and visiting historic and far-off places we never thought we’d see. I think you can ask anyone from our group, the most meaningful part if it all has to be when we’d get in a real groove up on stage and look out and see the troops letting loose and dancing. It was really something—it made us feel like, man we’re doing something really good here.”

— STANLEY BAIRD — JAZZ ARTIST



**ARMED
FORCES**
ENTERTAINMENT®

WHERE STARS EARN THEIR STRIPES

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

KROQ/L.A. Continues As Radio's Top Biller

CBS Radio alternative KROQ/Los Angeles continues its reign as the nation's highest-billing station for the second consecutive year, with \$67.6 million in 2007 revenue, according to BIA Financial Networks. Just behind and up from seventh in 2006, Clear Channel CHR/top 40 KIIS/Los Angeles racked up \$65.9 million last year. CBS adult hits KCBS-FM (Jack)/Los Angeles makes the top 10 for the first time, up from \$37.6 million in 2006 to \$56.5 million in 2007. Half of the nation's top 10 revenue-generating stations are in L.A., four are in New York and one is in Washington. Clear Channel placed five in the top 10, followed by CBS Radio with four and Bonneville International with one. Six of the top 10 are music FMs.—Paul Heine & Jeffrey Yorke

				2007	2006
1	KROQ-FM	Los Angeles	CBS Radio	\$67.6	\$67.6
2	KIIS-FM	Los Angeles	Clear Channel	65.9	52.8
3	WLTW-FM	New York	Clear Channel	62.8	60.0
4	KFI-AM	Los Angeles	Clear Channel	61.1	59.3
5	WINS-AM	New York	CBS Radio	57.7	60.8
6	KCBS -FM	Los Angeles	CBS Radio	56.5	37.6
7	KOST-FM	Los Angeles	Clear Channel	54.1	48.8
8	WCBS-AM	New York	CBS Radio	53.7	56.2
9	WHTZ -FM	New York	Clear Channel	52.3	48.2
10	WTOP-FM	Washington	Bonneville	51.2	46.5

CC/Houston Names PDs

Clear Channel/Houston looked within its ranks to name new PDs at alternative KTBBZ (94.5 the Buzz), classic rock KKRW (93.7 the Arrow) and hot AC KHMZ (Mix 96.5). At the Buzz, APD/MD/afternoon host Don Jantzen gets the nod, while KKRW APD/MD/afternoon driver Steve Fixx takes the programming seat at the Arrow and Keith Scott is promoted to Mix PD from APD, while maintaining MD stripes and continuing to host afternoons. All three promotions come in the wake of the December transfer of Houston director of rock programming Vince Richards to Dallas as OM.—Keith Berman & Mike Boyle

CCKA Adds Four To Marketing Group

Clear Channel Katz Advantage (CCKA) expands its marketing group with four new hires: Margaret Hughes, a former Katz Media Group employee, joins as director of Marketing Advantage in New York, after stints at Westwood One and Premiere Radio Networks. Former ABC Radio Networks regional manager of new business development Cynthia van Nostrand comes onboard as a manager for Marketing Advantage in Dallas. Marketing consultant Erin Murphy and Clear Channel Radio Sales promotions manager Mo Zmich take similar positions in Chicago.—Alexandra Cahill

R&R 35 PIVOTAL RADIO EVENTS IN R&R HISTORY 1999

National Contesting Debuts

Clear Channel Radio started a company-wide trend with national contesting in 1999, opening up the option to any station on its roster that wanted to participate. Typically offering a large cash prize or big-ticket item such as a motorcycle, some local station callers were unaware that they were competing with hundreds of thousands of listeners from dozens of cities for the same prize. Ingenious and thrifty as it was, it didn't go unnoticed in 2000 by Florida's attorney general, who investigated the radio behemoth for deceptive or unfair trade practices for fail-

ing to properly inform Florida listeners that some of its radio contests were airing in numerous states, thereby decreasing a contestant's chance of winning.

Clear Channel was subsequently fined \$80,000 and agreed that when it aired interviews with contest winners, stations had to make it clear where the winner was from.

While budgets have tightened and it doesn't conduct as many national contests as it once did, Clear Channel initiated another big money national giveaway on April 7—just in time for the spring ratings survey.

—Mike Boyle

Business Briefing By Jeffrey Yorke

Brownback Warns FCC's Martin Not To Follow DOJ On Sat Merger

Sen. Sam Brownback, R-Kan., has urged FCC chairman Kevin Martin to "reverse" the Department of Justice's course on its approval of the Sirius-XM merger and "protect the best interests of consumers by correcting DOJ's mistake." In a toughly worded, two-page letter sent to the FCC April 10, Brownback said the FCC "must not endorse the department's flawed finding that XM and Sirius do not compete with each other because it is too expensive for existing subscribers to switch providers. Essentially, the department rewarded XM and Sirius for their audacious refusals to comply with an FCC requirement to manufacture consumer-friendly interoperable radios."

ers, Bain Capital and Thomas H. Lee Partners, filed suit accusing Citigroup, Morgan Stanley, Credit Suisse Group, Royal Bank of Scotland Group, Deutsche Bank and Wachovia of fraud and breach of contract.

Judge Joe Frazier Brown Jr. of the 57th District Court in San Antonio, rejected the banks' motion to dismiss the case, clearing the way for the suit to move forward in Bexar County. A June 2 trial date has been set.

The banks contended that they had not yet agreed to a number of issues related to funding and stand to lose some \$2.7 billion immediately after bankrolling the deal as it currently stands. Their move for dismissal seeks at least \$500 million in damages, arguing that there is scant evidence that they declined to fund the deal.

Judge Rejects CCR's Banks' Plea, Sets June 2 Court Date

A Bexar County, Texas, judge on April 11 refused to dismiss the lawsuit brought against six New York banks that failed to fund the \$22 billion privatization of Clear Channel Communications by the scheduled March 27 closing. The would-be buy-

Tidbits

Washington-based broadcasting and multimedia upstart Twin Star has named Richard Gjerulff its new CFO. The appointment is effective immediately. Gjerulff is former owner and managing director of D.C.-based Congressional Funding and joins Twin Star after more than 30 years in the financial services industry.

Transactions at a Glance

Lake Cities Broadcasting's WLKI-FM/Angola & WTHD-FM/Lagrange, Ind.; WMSH-AM & FM/Sturgis, Mich.; and WLZZ-FM/Montpelier, Ohio, to Swick Broadcasting for \$3.8 million . . . Smoke and Mirrors' KFTT-FM/Bagdad, Ariz., and construction permit for KVYL-FM/Mohave Valley, Ariz., to Big River Broadcasting for \$1.9 million . . . Wilkinson Broadcasting's WVKK-FM/Irwin, Ga., to Murray Communications' WVKK-FM Radio for \$1 million . . . Broadcast Communications' WCMD-AM/Cumberland, Md., to West Virginia Radio Corp. of the Alleghenies for \$350,000 . . . Three Eagles Communications' KRBI-AM/St. Peter, Minn., to Northern Lights Broadcasting for \$350,000 . . . Starboard Media Foundation's WKAH-FM/Soldiers Grove, Wis., to Robinson Corp. for \$250,000 . . . Clear Channel's KNFX-AM/Austin, Minn., to Hometown Broadcasting for \$250,000 . . . Todd Robinson Inc.'s KZID-FM/Orofino, Ind., to Xana Duke Radio Partners for \$200,000.

Deal of the Week

KHPY-AM/Moreno Valley (Riverside-San Bernardino), Calif.

PRICE: \$8.52 million TERMS: Asset sale for note

BUYER: El Sembrador Ministries, headed by president Noel Diaz. Phone: 818-260-0222. It owns no other stations. This represents its entry into this market.

SELLER: Delbert Leroy Van Voorhis Revocable Trust, headed by trustee Delbert Van Voorhis. Phone: 909-247-5479

FORMAT: Variety

COMMENT: Delbert Leroy Van Voorhis Revocable Trust's KHPY-AM/Moreno Valley, Calif., to El Sembrador Ministries for an \$8.52 million promissory note. Buyer has been programming the station under a time brokerage agreement since March 1, 2003, and has been paying the note since then, with a final payment of \$3 million due at closing.

2008 Deals to Date

Dollars to Date:	\$371,565,539	(Last Year: \$372,744,132)
Dollars This Quarter:	\$32,274,610	(Last Year: \$69,545,000)
Stations Traded This Year	209	(Last Year: 366)
Stations Traded This Quarter:	56	(Last Year: 118)

Scheduled To Appear:



GLEN CAMPBELL



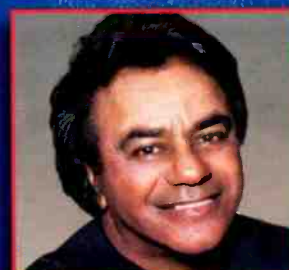
PETULA CLARK



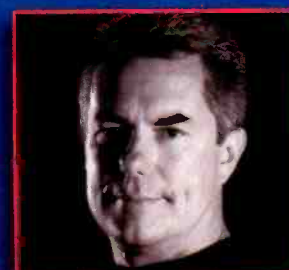
MONICA MANCINI



BARRY MANILOW



JOHNNY MATHIS



GREGG FIELD
ORCHESTRA

Society of Singers Presents

17th *Ella* AWARD

Monday, May 19, 2008

Honoring

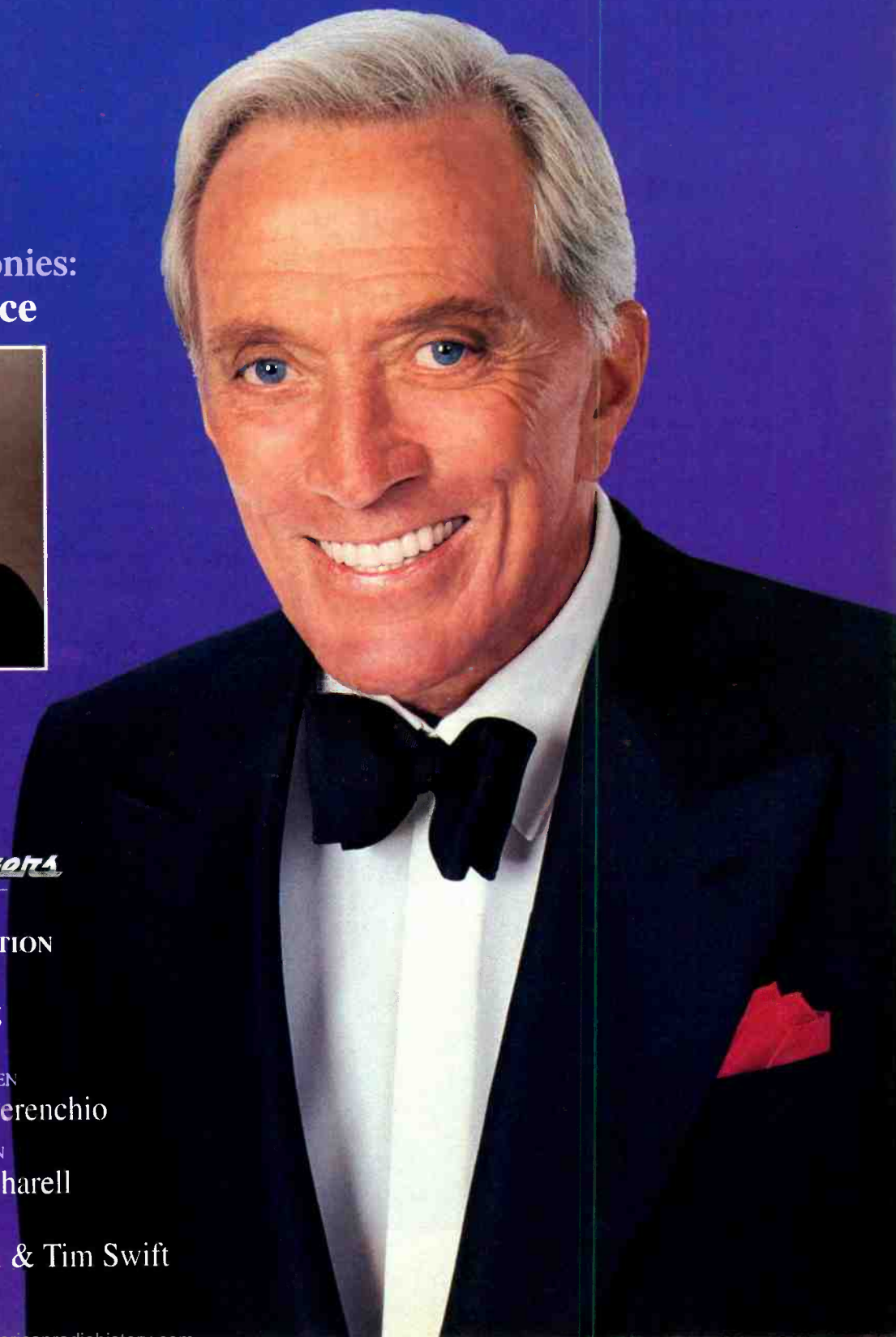
Andy Williams

Beverly Hilton Hotel • Beverly Hills, CA

6:00 Silent Auction & Cocktails

7:45 Live Auction / Dinner • 9:00 Show

Master of Ceremonies:
Steve Lawrence



Society of Singers
INC.
SINCE 1984

FOR MORE INFORMATION

818.995.7100

www.singers.org

HONORARY CO-CHAIRMEN

Pierre Cossette & Jerry Perenchio

BENEFIT CO-CHAIRMEN

Bob Fead & Jerry F. Sharell

PRODUCED BY

John Cossette, Jerry F. Sharell & Tim Swift



RAY J AND YUNG BERG REIGN AT RHYTHMIC FOR A SECOND WEEK WITH "SEXY CAN I," WHICH ALSO EYES THE TOP OF URBAN (2-2, UP 313 PLAYS) AND BOUNDS 19-14 AT CHR/TOP 40 (UP 720, THE CHART'S SECOND-BEST GAIN).

R&R NO.1

FORMAT	Page	Artist / Title
CHR/TOP 40	25	Sara Bareilles / Love Song
RHYTHMIC	28	Ray J & Yung Berg / Sexy Can I
URBAN	30	Usher Featuring Young Jeezy / Love In This Club
URBAN AC	31	Raheem DeVaughn / Woman
RAP	32	Lil Wayne Featuring Static Major / Lollipop
GOSPEL	33	Marvin Sapp / Never Would Have Made It
CHRISTIAN AC	40	Jeremy Camp / Let It Fade
CHRISTIAN CHR	41	Jeremy Camp / No Matter What It Takes
CHRISTIAN ROCK	41	Falling Up / Good Morning Planetarium
SOFT AC / INSPIRATIONAL	41	Jadon Lavik / Come Thou Fount
COUNTRY	44	Trace Adkins / You're Gonna Miss This
AC	47	Colbie Caillat / Bubbly
HOT AC	48	Sara Bareilles / Love Song
SMOOTH JAZZ	51	Kenny G / Sax-o-loco
ALTERNATIVE	53	Puddle Of Mudd / Psycho
ACTIVE ROCK	54	Theory Of A Deadman / So Happy
ROCK	55	Puddle Of Mudd / Psycho
TRIPLE A	60	R.E.M. / Supernatural Superserious
AMERICANA	61	James McMurry / Just Us Kids
REGIONAL MEXICAN	63	La Arrolladora Banda El Limon / Sobre Mis Pies
LATIN POP	64	Enrique Iglesias / Donde Estan Corazon
TROPICAL	65	NG2 / Ella Menea
LATIN RHYTHM	65	Wisn & Yandel / Ahora Es
LATIN ROCK / ALTERNATIVE	65	Disidente / Enemigo

NOT ONLY IS "SO HAPPY" THEORY OF A DEADMAN'S FIRST NO. 1 AT ACTIVE ROCK, IT ALSO MATCHES 2003'S "MAKE UP YOUR MIND" AS THE BAND'S BIGGEST HIT AT ROCK, WHERE IT CHARGES 6-4 WITH MOST INCREASED PLAYS (UP 47).



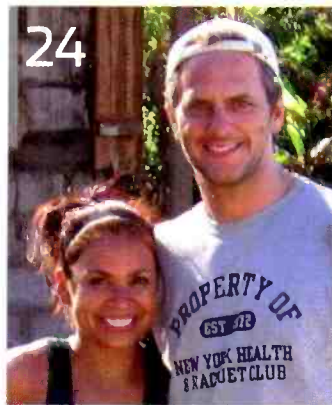
Radio and Records is published weekly, except the last week of December and the first week of January. Subscriptions are available for \$325.00 per year (plus applicable sales tax) in the United States, \$330.00 in Canada and Mexico, and \$495.00 overseas U.S. funds only from Radio & Records Inc., PO 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.

© 2008 The Nielsen Company

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

Contents

ISSUE #1758 • APRIL 18, 2008



FEATURES

14 NASHVILLE BOOTS UP
Music Row faced tough demographics as the digital revolution began, but there's a happy ending to this sad song.

17 TO INFINITY AND BEYOND
Digital platforms show continued growth but listeners want more control, Edison/Arbitron study says.

34-38 CHRISTIAN SPECIAL
BUILDING STRONGER RELATIONSHIPS WITH CHRISTIAN LISTENERS
How to exploit online opportunities, train talent and reach beyond insular believers to engage a wider cross-section of the market.

70 PUBLISHER'S PROFILE
He's "Already There," but Lonestar lead Richie McDonald makes a go of solo success.

DEPARTMENTS

8 MANAGEMENT/MARKETING SALES
Consultant Dan Vallie says the time has arrived for radio to enter a new frontier.

10 MARKET PROFILE: PHOENIX
Phoenix is the nation's third-fastest-growing market.

12 STREET TALK
WNEW-FM/New York returns online and on HD2.

18 NEWS/TALK/SPORTS
Wisdom of the ages: First-, fifth- and 40th-anniversary reflections from Dennis Miller, Fox News Radio and KNX/Los Angeles, respectively.

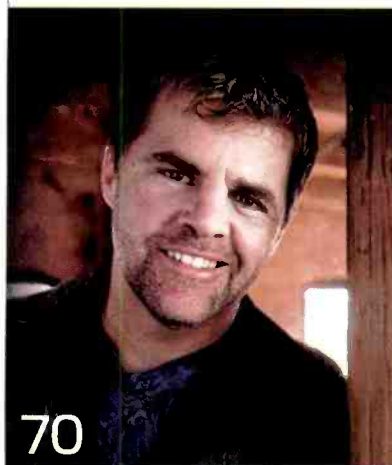
22 SOUND DECISIONS
In part 2 of R&R's mobile music series, we investigate how mobile phone manufacturers are taking a leading role in the future of music distribution.

'I don't think we've ever had an opportunity to talk one-to-one with consumers the way we do now with the Internet. No matter how much you drill down in the direct marketing world of print, or mailing or TV, this is a new day.' p.14



COLUMNS

- 21 The Spin
- 24 CHR/Top 40
- 27 Rhythmic
- 29 Urban
- 34 Christian
- 43 Country
- 46 AC/Hot AC
- 50 Smooth Jazz
- 52 Rock
- 57 Triple A
- 62 Latin
- 66 National Airplay



WWW.RADIOANDRECORDS.COM:

What's New This Week Online

M

April 21
Updated charts and playlists from across the street to across the nation.
▶ [Click on Charts](#)

T

April 22
Arbitron reports first-quarter financial results.
▶ [Bookmark Radioand-Records.com for coverage and analysis](#)

W

April 23
PPM ratings from March are released for Houston and Philadelphia.
▶ [Click on Ratings](#)

T

April 24
Discover tomorrow's hits today with HitPredictor.
▶ [Click on Charts](#)

F

April 25
Deeper as-it-happens news coverage, more exclusives.
▶ [Click on News](#)

Radio has the tools for a brilliant, bright future

Entering A New Frontier

'We need to carry the flag and wave it proudly. Let's not have our attitudes dominated by Capitol Hill or Wall Street.'

—Dan Vallie

Dan Vallie
valliedan@aol.com

At the recent NAB Radio Group Executive Fly-In in Washington, I was invited to share thoughts on programming today and where we are heading. I see a very bright future for radio, and here, share some thoughts from that presentation. ■ I'll start with an old proverb: "To a worm in a mustard jar, all the world is mustard." If only the worm could see all the great things beyond the jar. And that is what we have to do: Look beyond this month, this quarter, this book and this year to see the future and how to get there. ■ In the world of programming, there has been much focus on technology, research and talent in recent years—and less on the actual art of programming. The best programmers are artists. He or she can make or break you or ensure that you wallow in mediocrity.

Get your PD to learn from the best in the business, networking with the right people and hiring individuals better than themselves. They need to get away from the busy-ness of the day and attend learning seminars, work with a good consultant and always be hungry to learn more. They must be the "director of programming" and have the talent and skills to do the job. Structure that position so the PD can excel in his or her area of expertise and devote resources to the position. It's an investment.

With regards to talent, it is still people that make the difference. We need the best young talent coming into the business. They are the future.

In addition to consulting, I am also director of Appalachian State University's Kellar Radio Farm System Institute, working with college students. They make me even more optimistic about the future. Many broadcasters have said kids getting into radio today are not as passionate or don't work as hard. I am happy to tell you that is not true and I have plenty of evidence. I am around kids who will do anything to get into radio. They are passionate, intelligent, excited, well-educated, have a great work ethic and—like you and I—think radio is fun. When I am with them, I see the future.

A Changing Business

So let us focus on the future of this business. We are standing at the edge of a new frontier. We are



still on the leading edge and can and will capture the moment. I have been in this business for 38 years. There are great minds in this industry and great talent. It's a wonderful business—but it's also a changing business.

We have the infrastructure to accomplish everything we want to ensure the future is even brighter than the past. The future looks great to me, just different. We have to look at it from the perspective of the consumer, not from inside the boardroom. And we need to embrace two facts: First, radio is of today and the future. It's a great

business. More than 90% of Americans listen every week. We get response for our advertisers.

The second thing is that radio comes in various forms of technology, whether from the Internet, a terrestrial radio antenna, HD . . . and yes, even from satellite.

New Forms Of Radio

One of the things I have said in conversations, but never before in print, is that we have already won the discussion about whether radio will be successful in the 21st century. We only have to realize it, embrace it and be excited about it.

Naysayers point to satellite and Internet radio . . . but what did the satellite guys call it? They could have called it anything, but they called it satellite radio. Internet streaming sites have millions of listeners cumulatively, and are all called Internet radio. The opportunity has passed to call it something else. Radio is charging fast into the 21st century; it's just being delivered in various ways, whether FM, AM, HD, Internet or satellite.

What we have to do now is take advantage of that, to build a business model around what we know is the future. The world is revolving around the Internet, wireless, iPods and iPhones, and being networked. It's an extension of the Internet right to your pocket, to your hand, your eyes and ears. Everything is mobile: your Web browser, camera, e-mail. On a hand-held device you will have TV, news and sports. This is where we must be. The great news is we can do it easily and cost-effectively. We need to not only simulcast our current HD1 signals on our Web sites, but also simulcast HD2 and HD3 on the Internet. We need to be where many of the people are and where the rest are going.

Part of our HD strategy should be to simultaneously debut a Web site and stream for new HD stations. A lot of Internet listening occurs between 8 a.m. and 8 p.m. We want to be there and we already have the product. It's not unlike those days when we moved music stations from AM to FM, because that's where the audience was going—and many are old enough to remember doing that.

General managers, PDs, sales managers, air talent, etc., all can buy in and support the effort, but the people who have to make it happen are the owners and leaders of our industry.

One final thing. We need to remind the people who work for us that they need a positive attitude. We have the talent, the experience, the battle scars and great years of success behind us—and as many in our future. We need to carry the flag and wave it proudly. Let's not have our attitudes dominated by Capitol Hill or Wall Street. We can win there, too, by highlighting the positives and putting a positive spin on the issues. The positives are there. R&R

Dan Vallie is founder of Vallie Richards Donovan Consulting. He is also director of the Kellar Radio Farm System Institute at Appalachian State University in Boone, N.C.

C O M P E T I T I V E
S P O T M O N I T O R I N G F O R YOUR M A R K E T

Have you made budget today?

Benefit from Exclusive Expenditure Data

SpotScan is proud to welcome new partnering stations:

Los Angeles:

KRTH-FM
KROQ-FM
KFWB-AM
KCBS-FM
KLSX-FM
KNX-AM
KTWV-FM

New York:

WFAN-AM
WCBS-AM
WCES-FM
WWFS-FM

Tampa:

WDUV-FM

Baltimore:

WCBM-AM
WVIE-AM
WBAL-AM

San Francisco:

KOIT-FM
KBWF-FM
KDFC-FM

Dallas:

KLTY-FM
WRR-FM

**Salt Lake
City:**

KUDD-FM
KUDE-FM

Cleveland:

WNWV-FM

Orlando:

WLOQ-FM

San Diego:

KFMB-AM/FM

Kansas City:

KPRS-FM

"Nielsen SpotScan has quickly proven to be an indispensable tool for our sellers. We can now gain critical insight into new prospects and the competitive landscape." —PATRICK AMSBRY/General Sales Manager KTWV-FM Los Angeles

nielsen
.....

SPOTSCAN

CALL 216.831.3761 EMAIL spotscan@nielsen.com www.nielsenspotscan.com

Phoenix

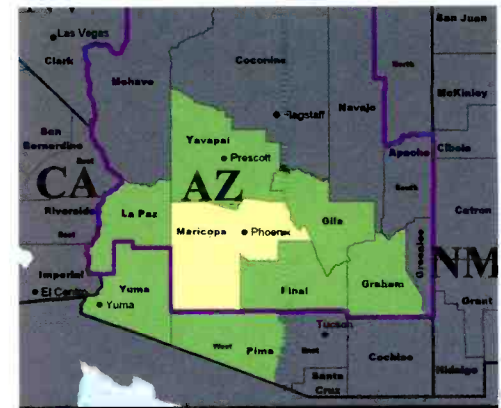
The U.S. Census recently reported that more than 132,000 people were added to Phoenix's population last year, making it the third-fastest-growing market in the United States. Since 2001, the TV market has moved up in rank from 17th in 2001 to 12th today. ■ A little more than a year ago, the market welcomed the opening of Westgate Center, a complete, self-contained lifestyle center (live, work and play). Westgate advertising is managed by Phoenix-based Clear Channel Outdoor's Branded Cities unit. Clear Channel also offers a digital board network and has the airport advertising. CBS Outdoor offers arena and mall advertising, and street furniture.

In early April, Phoenix became Nielsen's 14th local people meter market. It's also the first market where Nielsen's TV sample includes cell phone-only homes, ensuring that the TV viewing habits of younger viewers are more likely to be counted.

Competition among the market's TV stations to be the news leader is fierce. The station to beat is Belo's independent KTVK, which produces more news than any other station. Belo also has a CW affiliate (KASW) and operates the Arizona News Channel on local cable. Belo and Fox (which also has a duopoly in KSAZ and KUTP, the MyNetworkTV affiliate) have partnered with four of

Clear Channel Radio's eight stations, whose radio personalities appear on the morning TV shows. Other TV outlets include Meredith's CBS affiliate, KPHO; Gannett's KPNX, the NBC affiliate, which combines operations with Gannett-owned Arizona Republic for azcentral.com; and Scripps' ABC affiliate, KNXV.

The ninth-largest Hispanic market is dominated by Univision, which owns and operates the Univision and Telefuturo stations, and four radio stations that simulcast two formats, including No. 3-ranked regional Mexican KHOT-FM and KHOV-FM.—Katy Bachman



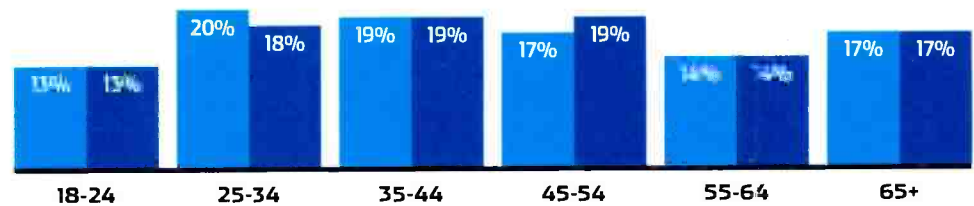
- TV DMA Rank: 12
- Population 2+: 4,732,745
- TV Households: 1,802,550
- No. Of TV Stations (Net./Ind./Public/Loc. Cable): 12/7/1/2
- Radio Metro Rank 15
- Population 12+: 3,173,200
- No. Of Radio Stations (Rated): 29

WHO THEY ARE

	Phoenix DMA %	US %
Men	50%	49%
Women	50%	51%
Married	58%	57%
Never Married (Single)	25%	25%
Widowed/Legally Separated/Divorced	17%	18%
White	91%	83%
Black/African-American	4%	12%
Hispanic	23%	13%
Other	4%	3%
Employed Full-Time (35 Hours Or More)	51%	50%
Employed Part-Time (Less Than 35 Hours)	15%	15%
Not Employed	34%	35%
No Children In Household (Under 18)	55%	59%
One Or More Children	46%	41%
Two Or More Children	30%	25%
Three Or More Children	14%	10%

SOURCE: SCARBOROUGH USA+, RELEASE 2 2007

Market Demographics (vs. US)



Market Household Income (vs. US)



SOURCE: SCARBOROUGH USA+, RELEASE 2 2007, DMA

MARKETPLACE

Local Ad Revenue (Mil)

	2006	2007	% CHANGE 2006 TO 2007
Spot Television	\$545.9M	\$551.2M	1%
Newspaper	332.4M	302.6M	-9%
Radio	105.1M	115.6M	10%
Outdoor	66.9M	72.0M	8%
Local Magazine	23.7M	22.7M	0%
Total	\$1,074M	\$1,064.1M	-1%

SOURCE: Nielsen Monitor-Plus, DMA

Local Online Ad Revenue (Mil)

	LOCAL	NATIONAL	TOTAL	SHARE
Pureplay	\$51.2M	\$199.4M	\$250.6M	65.8%
Newspapers	25.1M	18.2M	43.4M	11.4%
Magazines	0.0M	35.9M	35.9M	9.4%
Television	10.2M	17.1M	27.3M	7.2%
Directories	0.4M	20.3M	20.7M	5.4%
Radio	0.0M	1.7M	1.7M	0.5%
Other Print	0.1M	1.3M	1.4M	0.4%
Total	\$87M	\$293.9M	\$380.9M	

© 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
March '08	▲\$306	▲\$379	▲\$690	▲\$382
February '08	▼\$301	▼\$371	▼\$669	▼\$377
December '07	▲\$352	▲\$411	▲\$744	▲\$427
September '07	323	370	681	405

SOURCE: SQAD Q1 2008, DMA

SQAD Cost Per Point Radio Monitor

RADIO P18-49	AM DRIVE	MIDDAY	PM DRIVE
March '08	▲\$199	▲\$184	▲\$237
February '08	▼\$195	▼\$181	▼\$230
December '07	▼\$199	▼\$196	▼\$248
September '07	222	201	253

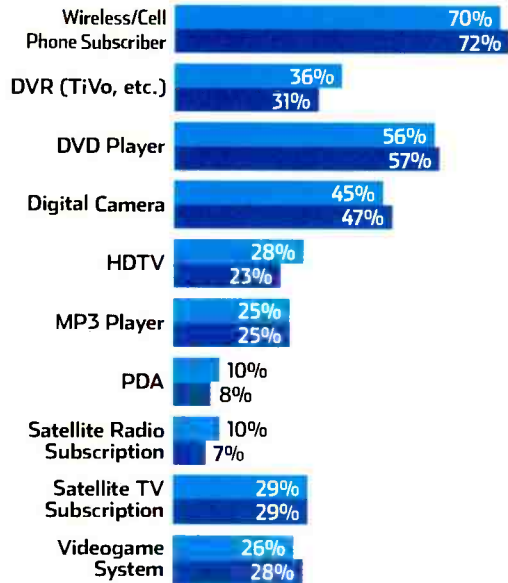
SOURCE: SQAD Q1 2008, METRO

COLOR KEY:

- ▲ Trending Upward
- ▼ Trending Downward

MEDIA

Items In Household (vs. US)



SOURCE: Scarborough USA+, Release 2 2007, DMA

Newspaper Readers

Any Daily (Cume)	56%
Any Sunday (Average)	46%
Online (Past 30 Days)	19%

Out-Of-Home COMMUTING TIME (To Work, One-Way)

< 10 Minutes	13%
10-19 Minutes	15%
20-29 Minutes	13%
30-59 Minutes	15%
60+ Minutes	4%
Don't Commute	6%

MODE OF TRAVEL

Carpool	7%
Drive (Not Carpool)	93%
Public Transportation	12%

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

Web Connection (HHLd)

Cable Modem	35%
None	29%
DSL	22%
Dial-Up	11%
Other Connection	6%

Cable Penetration

Cable, Non ADS	55%
Alternate Delivery Sys.	30%
Digital Cable	37%
Cable With Pay	28%

Television Usage

Early AM (5-9a)	28%
Early Fringe (4-6p)	49%
Early News (6-6:30p)	59%
Prime Access (7-8p)	66%
Prime	66%
Late News (11-11:30p)	40%

Audio/Video Stores Shopped Past 12 Months (HHLd)

Best Buy	29%	RadioShack	7%	Other Store	15%
Circuit City	16%	Sam's Club	8%	Did Not Shop For Audio/Video Items	31%
Costco	17%	Sears	5%	Any Audio/Video Store Shopped	69%
Fry's Electronics	13%	Ultimate Electronics	4%		
Kmart	7%	Wal-Mart	31%		

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

RADIO

Radio Spending, Past Five Months

All amounts are in \$(000's)

ADVERTISER	08-MAR	08-FEB	08-JAN	07-DEC	07-NOV
Berkshire Hathaway	\$124	\$150	\$161	\$144	\$217
Western Stone & Metal	106	126	118	94	129
Verizon	146	126	115	124	129
Toyota	82	144	163	65	135
Kroger	35	124	117	179	162
Wal-Mart	65	58	313	117	120
Safeway	65	57	80	104	104
Paramont Equity Mortgage	39	48	98	72	67
Bashas Inc.-PX	60	88	73	116	138
Home Depot	60	16	49	85	11

SOURCE: Nielsen SpotScan, Metro

Radio Ownership

OWNER	NO. OF STATIONS	RATINGS SHARE
Clear Channel	5 FM, 3 AM (8)	29.1
CBS Radio	3 FM	10.5
Bonneville	2 FM, 1 AM (3)	8.4

SOURCE: Arbitron Fall 2007, Metro

Radio Usage

AM Drive (6a-10a)	78%	PM Drive (3p-7p)	76%
Midday (10a-3p)	72%	Evening (7p-Mid)	41%

SOURCE: Arbitron Fall 2007, Persons 12+, Metro

Ratings

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

KESZ-FM	4.4-5.6 (1)
KFYI-AM	6.0-5.4 (2)
KHOT-FM	5.1-4.6 (3)
KNIX-FM	3.9-4.3 (4)
KOOL-FM	5.2-4.3 (5)

PERSONS 18-34 FALL 07 (RANK)

KHOT-FM	(1)
KZZP-FM	(2)
KZON-FM	(3)
KQMR-FM	(4)
KMXP-FM	(5)

PERSONS 25-54 FALL 07 (RANK)

KESZ-FM	(1)
KHOT-FM	(2)
KMXP-FM	(3)
KNIX-FM	(4)
KPKX-FM	(5)

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

Top-Selling Albums

ARTIST	TITLE	ARTIST	TITLE
1 GEORGE STRAIT	TROUBADOUR	6 COUNTING CROWS	SATURDAY NIGHTS & SUNDAY MORNINGS
2 R.E.M.	ACCELERATE	7 PANIC AT THE DISCO	PRETTY.ODD.
3 VARIOUS ARTISTS	NOW 27	8 JACK JOHNSON	SLEEP THROUGH THE STATIC
4 SOUNDTRACK	ALVIN & THE CHIPMUNKS	9 SEVENDUST	CHAPTER 7: HOPE & SORROW
5 DANITY KANE	WELCOME TO THE DOLLHOUSE	10 SNOOP DOGG	EGO TRIPPIN'

SOURCE: Nielsen SoundScan, for week ending: 04/06/2008

EDITORIAL

Associate Publisher/Editorial Director
 Cyndee Maxwell
 CMaxwell@RadioandRecords.com
 (323) 954-3420

Executive Editor Paul Heine
 PHeine@RadioandRecords.com
 (646) 654-4669

Senior Editor (News, Rock Editor)
 Mike Boyle
 MBoyle@RadioandRecords.com
 (646) 654-4727

Senior Editor (Features)
 Chuck Taylor
 CTaylor@RadioandRecords.com
 (646) 654-4729

CHR/Top 40 Editor Kevin Carter
 KCarter@RadioandRecords.com
 (323) 954-3433

Washington, D.C. Bureau
 Chief/Business Editor Jeffrey Yorke
 JYorke@RadioandRecords.com
 (301) 773-7005

Country Editor R. J. Curtis
 RCurtis@RadioandRecords.com
 (323) 954-3444

Radio Editor Ken Tucker
 KTucker@RadioandRecords.com
 (615) 321-4286

Latin Formats Editor Jackie Madrigan
 JMadrigan@RadioandRecords.com
 (323) 954-3427

Urban/Rhythmic/Gospel Editor
 Darnella Dunham
 DDunham@RadioandRecords.com
 (323) 954-3421

Contributing Urban Editor
 Hillary Crosley
 HCrosley@RadioandRecords.com
 (646) 654-4647

Christian Editor Kevin Peterson
 KPeterson@RadioandRecords.com
 (850) 916-9933

Triple A Editor John Schoenberger
 JSchoenberger@RadioandRecords.com
 (323) 954-3429

Smooth Jazz Editor Carol Archer
 CArcher@RadioandRecords.com
 (323) 954-3419

AC/Hot AC Editor Keith Berman
 KBerman@RadioandRecords.com
 (323) 954-3432

News/Talk/Sports Editor Mike Stern
 MStern@RadioandRecords.com
 (773) 857-2693

News Editor Julie Gidlow
 JGidlow@RadioandRecords.com
 (323) 954-3417

Online Editor Alexandra Cahill
 ACahill@RadioandRecords.com
 (646) 654-4679

Ratings Editor Hurricane Heeran
 HHeeran@RadioandRecords.com
 (323) 954-3425

Copy Chief Chris Woods

Copy Editors
 Wayne Robins, Christa Titus

CHARTS

Director of Charts Silvio Pietroluongo
 SPietroluongo@RadioandRecords.com
 (646) 654-4624

Nashville Director of Operations
 and Charts Wade Jessen
 [Country, Christian & Gospel]
 WJessen@RadioandRecords.com
 (615) 321-4291

Chart Managers
 Anthony Colombo
 [Alternative, Active Rock, Heritage
 Rock, Triple A]

AColombo@RadioandRecords.com
 (646) 654-4640

Raphael George
 [Urban, Rhythmic, Rap]
 RGeorge@RadioandRecords.com
 (646) 654-4623

Gordon Murray
 [Smooth Jazz]
 GMurray@RadioandRecords.com
 (646) 654-4638

Jose Promis
 [Latin]
 JPromis@RadioandRecords.com
 (323) 525-2287

Gary Trust
 [Hot AC, AC]
 GTrust@RadioandRecords.com
 (646) 654-4659

Director of Music Operations

Josh Bennett
 JBennett@RadioandRecords.com
 (323) 954-3431

Charts & Music Manager

Michael Vogel
 MVogel@RadioandRecords.com
 (323) 954-3439

Chart Assistant Mary DeCroce
 (Country, Christian, Gospel)
 MDeCroce@RadioandRecords.com
 (615) 321-4293

Chart Production Manager
 Michael Cusson

Associate Chart Production Manager
 Alex Vitoulis

ART

Creative Director Josh Klenert

Art Director Ray Carlson

Advertising Artist Ken Diamond

PRODUCTION

Production Director Terrence Sanders

Senior Editorial Production Manager
 Barry Bishin

Editorial Production Manager
 Susan Chicola

Editorial Production
 Rodger Leonard, Anthony T. Stallings

Advertising Production Manager
 Chris Dexter

Director of Digital Products
 Susan Shankin

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

Design Albert Escalante,
 Glorioso Fajardo, Patricia McMahon

R&R Radio & Records is a registered trademark.
 No part of this publication may be reproduced, stored in any retrieval system, or
 transmitted, in any form or by any means, electronic, mechanical, photocopying,
 recording, or otherwise, without the prior written permission of the publisher.



TIMELINE

1 YEAR AGO Josh Reich is boosted to director of top 40 promotion for RCA Music Group. ■ Tom Clendening set as PD of KKOL/Los Angeles. ■ Fisher hooked as PD of WMBX/Richmond.

5 YEARS AGO Don Ienner ascends to president of Sony Music U.S. ■ Thea Mitchem tapped as director of urban programming for Clear Channel/Philadelphia. ■ Dan Frazier appointed GM of WTTX-AM/New Orleans.

10 YEARS AGO Jheryl Busby joins DreamWorks Records as head of urban music. ■ Lee Logan named executive director of country programming for MJJ Broadcasting. ■ KMGC/San Diego PD Judy McNutt adds duties for sister KXGL.



15 YEARS AGO Evergreen promotes Keith Naftaly to VP of programming and boosts Dick Kelley to VP/GM of KMEL/San Francisco. ■ Kathy Lesourd named VP/GM of WQCD/New York. ■ Tom Rivers returns to WQYK-AM & FM/Tampa as OM.



20 YEARS AGO John Irwin selected as VP/GM of WBZ/Boston. ■ John Mainelli tapped as operations director of WABC/New York. ■ PD Brian Thomas returns to WBJW-AM & FM/Orlando.

25 YEARS AGO Mike Bone becomes VP of national promotion for Elektra/Asylum Records. ■ KOST/Los Angeles operations/program director Jhani Kaye adds KFI duties. ■ Rich Meyer named PD of WMET/Chicago.



30 YEARS AGO Storer Broadcasting elevates Neil Rockoff to VP of radio and Ed Salamon to national PD. ■ Gary Davis promoted to VP of marketing at ABC Records. ■ Beau Phillips becomes PD of KISW-FM/Seattle.

WNEW No Longer Dead, Feeling Much Better

Nearly nine years after the demise of legendary rocker **WNEW/New York**, CBS Radio has dragged out the giant defibrillator paddles and resuscitated the brand, this time online at wnew.com and in handy HD2 form with one of them newfangled HD radio thingamabobs. The reborn WNEW will revisit the station's original soundtrack from the late '60s and early '70s, and will also include more contemporary artists, as well as a treasure trove of original artist interviews done by legendary WNEW personalities **Scott Muni**, **Dave Herman** and **Richard Neer**, among others, and some rare live performances. Oh, and the requisite social networking component of this venture will be in full effect at wnew.com and last.fm, allowing enthusiastic 'NEW fans to chat and otherwise harass each other.



The Head Cheese of this ambitious project is **Norm Winer**, CBS Radio VP of adult rock programming, who has spent the past quarter century (yikes!) as PD of triple A standard-bearer **WXRT/Chicago**. Winer says, "As a music fan and radio geek who grew up in Brooklyn listening to the original

WNEW, I'm excited to help recapture the spirit and philosophy of progressive radio, using tools we never dreamed of back in the early days. With the foundation of a timeless and totally one-of-a-kind archive,

we will provide rock devotees of all generations the chance to hear incredible moments from our collective past and enable them to connect the dots to rock's most compelling artists of the present and future." Then he left for lunch.

Flipped At The Peak Of Freshness

After a five-year absence, the legendary **105.7 the Peak** returns to Spokane thanks to the generosity of Mapleton Communications, which

flushed the active rock format from **KZBD (105.7 the Buzzard)**. OM/afternoon dude **Frank Jaxon** remains aboard. Musically, the new

Peak v. 2.0 will be "all about pop alternative rock music from the '90s up to today by artists like the **Red Hot Chili Peppers**, **Linkin Park**,

Nirvana, **Nickelback**, **R.E.M.**, **Pearl Jam**, the **Foo Fighters**, **Avril Lavigne** . . ." blah, blah, blah, blabbed the helpful and informative press release.

Label Love

■ Congrats to radio legend **Harry Nelson**, who has been named national director of radio and media promotion for Ride Records, a label just launched by singer/songwriter **Steve Azar**. "This is something that is personally very exciting for me," Nelson tells ST. "Steve and I have been talking about doing something like this together for many years, and now the dream has come true. It's great to be doing something really rewarding with someone you love and trust as much as I do Steve Azar. I look forward to spending time talking about Steve's music with the many friends and acquaintances that I've made in the industry these many years and new friends, too. Ride has some great music on the way." The label's inaugural release will be Azar's album "Indianola," co-released on his own Dang label. The first single, "I Won't Let You Lead Me Down," will target country radio, but Ride Entertainment Group is signing and developing artists across all formats. Nelson can be

reached at 207-281-3314 or hnelson@riderecords.com.

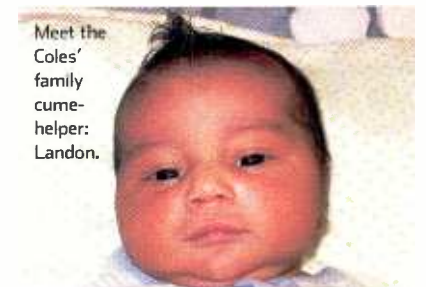
■ A&R whiz **Joe McEwen** has joined the Concord Music Group as—you guessed it, VP of A&R. McEwen started his career with Columbia Records in 1978, where he worked on R&B hits like "Shining Star" by the **Manhattans** and with such artists as **Shawn Colvin**, **Regina Belle** and **Michael Bolton**. In 1990, he segued to Sire as VP of A&R, where he worked with **Wilco** and its precursor, **Uncle Tupelo**; **Primal Scream**; **Dinosaur Jr.**; **My Bloody Valentine**; and **Frank Sinatra's** Reprise catalog. Most recently, he was VP of A&R at Verve Music Group, where he signed **Queen Latifah**, **Elvis Costello** and **Allan Toussaint**, **Loreena McKennitt** and **Rhett Miller**.

■ Roadrunner Records Southeast regional promo pro **Alison "Ally Rock" Hearne** has left the company after two years and is in search of her next adventure. Her prior label stints include Mid-Atlantic promo for Universal Motown

(2005-06) and rock national for Artemis Records (2004-05). She can be reached at 631-796-3306, via e-mail at allyrock@aol.com or IM at Allyrockr.

Baby Poop

"I recently did some research and discovered a possible 12+ cume dip for my stations in Portland, Ore., starting in about 2020. Therefore, my wife and I decided to do our part to correct this: **Landon Beckett Coles** arrived on Monday, March 31, weighing in at 8 lbs., 1 oz., and 20.5 inches long," says **Tony Coles**, regional VP of programming at Clear Channel/Portland, Ore.



The Programming Department

■ **XMOR (Blazin' 98.9)/San Diego** afternoon personality **Vanya** has been rewarded with some sweet, sweet MD stripes. Ms. Vanya, who cut her radio teeth as a promotions intern at **KIIS-FM** and **KHHT/Los Angeles**, has also worked at **KKUU (U92)/Palm Springs, Calif.**, and **KISV (Hot 94.1)/Bakersfield**, and did middays on the now-defunct **KWIE (Wild 96.1)/Riverside** before joining Blazin' 98.9 two years ago. Meanwhile, **Chris Loos** is back in the game as XMOR's newly hired APD/night jock. Loos picked up programming experience during his stints at Magic urban **KDAY/Los Angeles** and **KWIE** before it flipped formats in August 2007. He has also worked at the late **KKBT (92.3 the Beat)** and **KHHT**. Nights at Blazin' have been open since most of the jocks were released in October 2006.

■ Congrats to **Willie B**, afternoon driver on Entercom adult hits **WNTR (107.9 the Track)/Indianapolis**, who is now proudly sporting new APD stripes. His parents, Mr. & Mrs. **Sheldon** and **Mildred B.** of Port St. Lucie, Fla., appear pleased at their son's

success. Willie's got a long trail of calls on his résumé, including **KIIS/Los Angeles**, **KHFI/Austin**, **WRKO/Boston** and **KFMB-FM/San Diego** during its "B100" days.

■ **Americom CHR/top 40 KWNZ (Z93.7)/Reno, Nev.**, has finally procured a new PD: Please say hello to **Justin Tyme**, who just arrived on a flight from Myrtle Beach, S.C. (no, he didn't fly Hooters Air, but thanks), where he did nights on Qantum CHR/top 40 **WWXM (Mix 97-7)**. The KWNZ position has been open since January, when **Eddie Gomez** left after four years to become PD of American General Media's new rhythmic station, **KDLW (Wild 97.7)/Albuquerque**. Back in Myrtle Beach, PD **Ron Roberts** has turned the replacement search into the Hire Me Mix! promotion, basically "giving the job away" to some lucky/partially qualified civilian. No, really.

■ **Robert John** (no, not the guy who sang "Sad Eyes," but thanks) has gone country—it's a new PD gig for the guy with two first names, who most recently pro-

grammed Cox AC **KSMG/San Antonio** and Cumulus country **WLXX (92.9 the Bear)/Lexington, Ky.** John, who will also do afternoons, hits town May 6 and fills the opening left by **Marshall Stewart's** hop to Christian CHR **WYLV/Knoxville** last month.

■ It's magical "market upgrade" time for **Quint "Q" Hafron**, who is voluntarily giving up the tinsel, glamour and devil-may-care lifestyle associated with being PD/morning dude at Regent rhythmic **WZPW (Power 92.3)/Peoria, Ill.**, for the opportunity to go do nights—when it's dark—at Cumulus rocker **WFTK (Pure Rock 96.5)/Cincinnati**. After Hafron's departure, OM **Matt Bahan** will know the joy of interim PD duties at Power 92.3.

■ **Clear Channel/Chattanooga, Tenn.**, OM **Kris Van Dyke** has left the company. He had been PD of country **WUSY (US 101)** and also oversaw active rocker **WRXR (Rock 105)** and classic country **WLND (the Legend)**. Van Dyke has been in Chattanooga since October 2003 and was

previously OM of Clear Channel's Tallahassee, Fla., cluster. New market manager **Mark Bass** is now in the hunt for Van Dyke's replacement.

■ **Adam Michaels** is upped from creative director to the vaunted post of PD/MD at Crossroads hot AC **WBOW (B102.7)/Terre Haute, Ind.**, replacing PD/MD/afternoon driver **Sketch Brumfield**, who exits. Michaels, who will remain as morning co-host, knows his way around town, having spent time across the street at **WMGI**, where he was creative director/middays host. Coming in to cover afternoons is market fave **Matt Leucking**.

■ **Midwest radio fave Jack Swart** has left Artistic Media Partners, where he had been director of Northern Indiana operations, based in South Bend, Ind., since May 2007. Before that, he spent six years as market manager with Cumulus/Quad Cities, Iowa. Looking for a seasoned pro with 22 years of market manager experience? Hell, yeah, you are. Get with Swart ASAP at 217-726-7203 or jack_swart@hotmail.com.

Quick Hits

■ In February, we told you "Access Hollywood" host **Billy Bush** had cut a deal with Westwood One for a syndicated show. Bush's dreams have turned to reality as "The Billy Bush Show" debuted this week on its first affiliate: Clear Channel's **KBIG (104.3 MYfm)/Los Angeles**, where he'll run in nights, replacing, well, nobody.



Billy Bush: TV face slums it on the radio.

■ **CBS Radio alternative KXTE (X107.5 Xtreme Radio)/Las Vegas** has filled its night vacancy with the addition of **Sara Fusco**, inbound from **KCXX (X103.9)/Riverside**, where she had been juggling late nights, assistant promo director and assistant MD duties since 2004. She replaces the porcine-sounding **Hambone**, who recently scored a lucrative weekend gig at **KROQ/Los Angeles**.

■ A personality named after that greenish, melon-fla-

vored liqueur, **Midori**, has left late nights at Lincoln Financial alternative **KBZT (FM 94/9)/San Diego**, where she was doing "Big Sonic Chill." PD **Garett Michaels** now needs someone who can sound relatable on-air without the safety net of music beds or song intros, is a people person and—most importantly—"must love sunshine, the ocean and Mexican food. An additional hatred of cold weather, snow and rain is a plus," Michaels says.

■ **Rick Hall** is the first afternoon driver on CBS Radio AC **WCFS (Fresh 105.9)/Chicago**, where he debuted April 14. Hall is no stranger to Daaaa Bears, Daaaa Bulls, Daaaa Cubs and the deep-dish-intensive Windy City lifestyle: He was already in the family doing weekends at country sister **WUSN (US99.5)**, but has been spending weekdays doing middays at **WFZH (the Fish)/Milwaukee**. Hall is also wanted, er, well-known in Illinois for his time as PD/afternoon guy at **WQFL/Rockford**.

■ **Darik Kristofer** takes over nights at Lincoln Financial CHR/top 40 **WSTR (Star 94)/Atlanta** as **Nudge** exits, stage left. Kristofer was last seen in the same shift at

Entercom hot AC **KALC (Alice 105.9)/Denver**, but departed a couple of weeks ago when Entercom's newly syndicated "Your Time With Kim Iverson" rolled out. Meanwhile, reach out to **Nudge** at 215-519-9683 or nudgeradio@gmail.com. He's also being repped by the lovely and talented **Heather Cohen** of the Weiss Agency; hit her up at 516-361-0278 or heather@theweiss-agency.com.

■ **Border Media Partners** picks up talent in San Antonio: At **KTFM**, **Woody** and **Robynne Trfiletti** come onboard for mornings; **Woody** is known in the market for his time across the street at **KXXM (Mix 96.1)**, while **Trfiletti** is a local actress. Seriously.

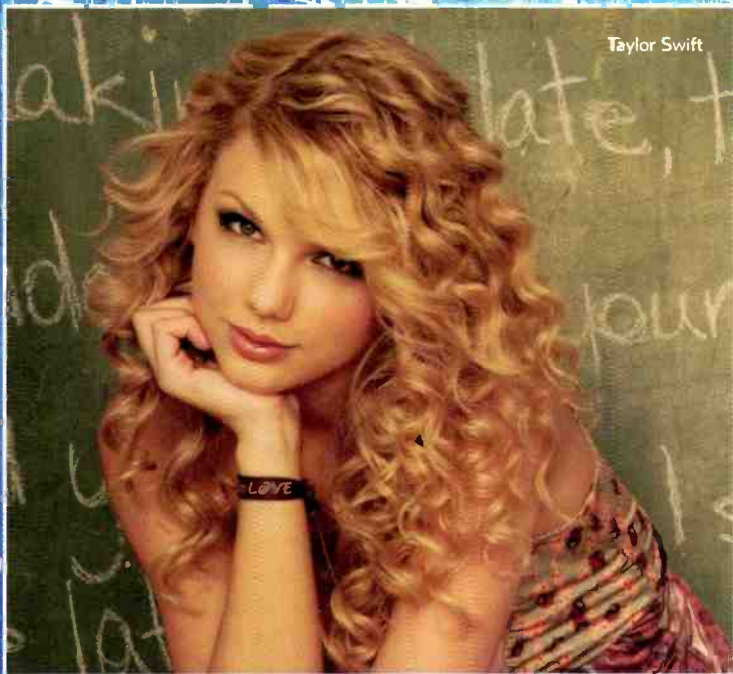


KTFM scores its morning Woody.

Harvard Has Saskatoon Wired

Much to the chagrin of little children worldwide, it turns out this "Santa Radio" thing on Harvard Broadcasting's new **CFWD/Saskatoon, Saskatchewan**, was just an evil pre-actual-format-launch stunt! Those bastards! We know, we're as shocked as you are. On April 11, under the watchful gaze of Clifton Promo Ranch Stuntmaster General **Paige Nienaber**, the real format emerged: CHR/top 40 **Wired 96.3**, under the command of PD **Chris Myers**, last seen at **CFBT (94.5 the Beat)/Vancouver**. **Marc Michaels** comes in from afternoons at **CKHZ (Z103.5)/Halifax, Nova Scotia**, to anchor mornings, where he'll be joined by

Blake, who was a street team member at the Beat in Vancouver and had a recurring role in mornings. Also crowding into the morning studio is **Cassie Licshka**, who blows up our spell check as she transfers in from Harvard's cluster in Regina, Saskatchewan, as morning news/co-host. **Brandy** arrives from **CIKT (Q99)/Grande Prairie, Alberta**, to do middays, and **Myers** says afternoons will be occupied by "some clown named **Bender** who bears an uncanny resemblance to myself." Nights and weekends will be covered by **DJ T-Bone**, who was known by his superhero name of **Wolf Boy** when he was at **CFWF (104.9 the Wolf)/Regina**. Finally, some guy called **Trouble** rounds out the lineup; he also arrives from Vancouver's Beat, where he was the sticker/cruiser dude.



Nashville

“This is for my MySpace people and everybody who voted.” With those words at last year’s CMT Music Awards, then-17-year-old Taylor Swift, who won breakthrough artist of the year that April night, signaled a new era in country music. ■ While MySpace and other social networking sites are the norm, even for artists whose fans don’t include too many teens, Swift’s comments represented perhaps the first—and certainly the highest-profile—public acknowledgment of the growing importance of digital in the country realm. Country artists are always quick to thank radio, their fans, their teams and God, but MySpace and Facebook haven’t drawn as much appreciation.

After the show, Martin Clayton, CMT VP of digital media, GM of cmt.com and VP of operations and administration, said artists with youth appeal such as Swift, Carrie Underwood and Kellie Pickler benefit from having fans who have grown up with computers. “That’s what they do, that’s where they go, that’s where they are.”

Swift, who has more than 650,000 friends on her MySpace page, is on the site daily, posting pictures, updating her blog and chatting with fans. “If you see pictures up there and a blog that says I put up new pictures, then I put up the new pictures,” she says. “And they’re usually from my little digital camera that I take out on the road.” This from a young woman who is also finishing up her senior year of high school (she’s home schooled), touring and recording a new album to follow up her 2.5 million-selling self-titled debut.

When it comes to digital sales, country fans haven’t been as quick as some to embrace the online model. Digital album sales are on the rise, but at 4.5%, country lags behind overall sales of digital albums, which represented 10% of all albums sold in 2007. Even artists whose fans skew a little younger—and a lot more tech-savvy—lag the overall market. Roughly 4% of Swift’s overall album sales come from digital downloads.

The reason why country is behind the curve is a source of debate among those at labels. Some say it’s because country’s older demographic target—25- to 44-year-old women—aren’t as quick as other groups to adapt to technology. Others say country’s largest retailers—Wal-Mart, Target and Best Buy—make it easy for consumers to pick up an album while they’re shopping for staples. Studies—and Nielsen SoundScan’s own data—show some potentially correlated trends: Country music sells disproportionately in smaller markets, and rural areas have far lower adoption rates of the broadband access that enables digital music consumption.

Country’s top sales markets by number of units sold are similar to the overall picture. But coun-

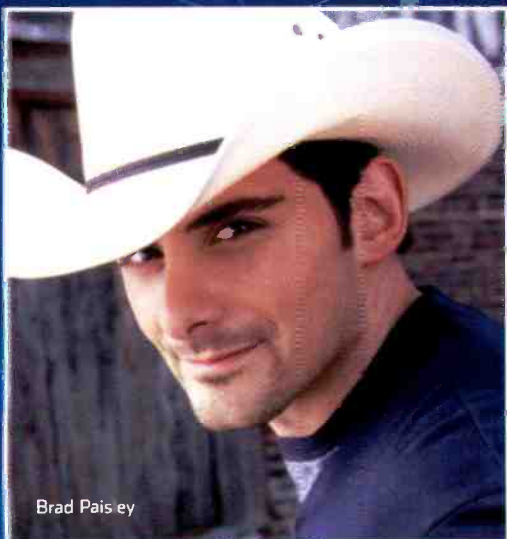
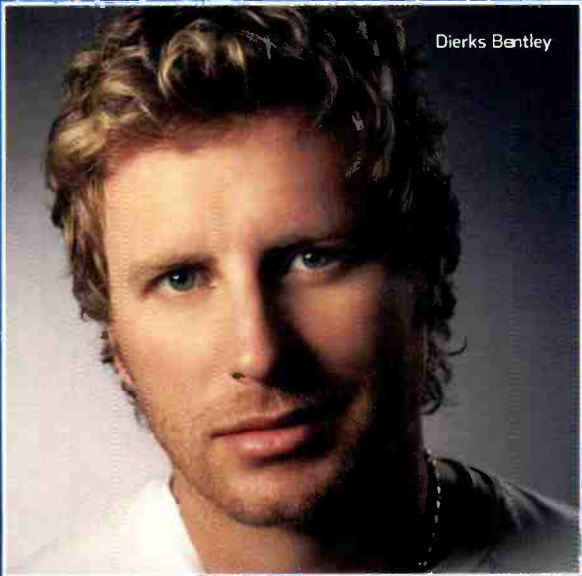
try sells a higher percentage of its product outside the top 100 markets than does the overall business, according to data from Nielsen SoundScan. Almost 19% of country’s total sales come from markets 101-214, while the overall music business sells 14% of its total there.

A Mediamark Research report for CMT shows that in the “heartland”—roughly all of America outside of the Northeast and West Coast—44% of adults 18-49 or 37.8 million people are country music fans. Roughly 76% of CMT viewers live in these areas. In the Northeast, 23% were identified as country fans and westward, 26%. It’s interesting to note that MP3 device ownership is strongest in areas with ostensibly fewer country fans. According to the Yankee Group, 63% of persons age 13-plus in the Northeast own an MP3 device, while 57% in the West do. In the Midwest and South, ownership stands at 49% and 48%, respectively.

Universal Music Group Nashville (UMGN) executive VP of sales, marketing and new media Ben Kline says there may be another reason. “Look at broadband penetration nationally. It’s an impressive number, but it is just now getting into the heart and soul of where we sell our records in the rural areas,” he says. According to December 2007 data from the Pew Internet Project, 54% of U.S. adults have broadband Internet access at home. Of them, 60% live in urban areas, 56% in suburban areas and 41% in rural areas.

Those numbers can push along a self-fulfilling prophecy. “Whether right or wrong, there is a perception that country is a little bit behind the curve digitally,” Big Machine senior director of digital media and national promotion strategy John Zarling says. “That’s presented somewhat of a challenge in selling the country artist to the online gatekeepers.”

Those gatekeepers are waking up to a new Nashville reality, however. The CMT Awards, the genre’s only fan-voted awards show, recently



SWIFT: KRISTIN BARLOWE; BENTLEY, GEORGE HOLZ; UNDERWOOD: ANDREW ECCLES

Boots Up

Music Row Faced Tough Demographics As The Digital Revolution Began, But New Faces—And More Web-Savvy Fans—Bring A Happy Ending To This Sad Song

By Ken Tucker

logged a record 2 million-plus Internet votes for the final nominees for the 2008 show. Meanwhile, the Academy of Country Music Awards is also expanding its Internet presence. While most of the awards are industry-voted, associate members (fans) have voted online for the video of the year category since 2004 and this year they will choose the entertainer of the year.

In fact, the ACM and the Country Music Assn. handle the nomination and voting process online, something the Grammys and other awards shows have not yet embraced.

And now, Zarling adds, the gatekeepers are paying attention: "iTunes and Yahoo and AOL have really made it known to us that corporately, they see country as a growth market and they want to place new focus on country."

AOL Music senior editor Beville Darden says her company is placing new emphasis on country. While the site tended to focus on younger-leaning artists like Swift, Underwood and Keith Urban, the company realized that based on click-through rates and listening patterns, there was interest in other artists as well. "We needed to fill a void," she says.

The company recently launched "Country Corner," which follows in the footsteps of its successful Spinner.com Web site, which is aimed at the rock audience. "AOL users as a whole are really into country music," Darden says, noting that the No. 1 station on AOL Radio, which has 270-plus channels—based on the number of people listening and how long they listen—is "Top Country."

Yahoo head of programming and label relations John Lenac says the company's metrics show there is growing interest in country artists and therefore it is a growing priority across its channels. "Everything we do is because we have metrics that show us what the users want," he says. "We just had a big meeting with the yahoo.com home page team, and one of the things they said they specifically wanted to see more of in 2008 is young attractive country artists like Taylor Swift. They're not saying that because they like the way she sings. They're saying it because she gets clicks."

Jeff Garrison, OM/PD for CBS Radio's KILT/Houston and country format captain, says that when it comes to page views and unique visitors, CBS country stations compare favorably to stations in other formats. "On a whole, country is very competitive with other formats," he says. "The only difference is the amount of time that the core country audience has, as opposed to the pop rhythm audience. Our audience tends to have families and kids so the core listeners to our stations have less time to participate, but they do when they're at work and when they have extra time at home."

In terms of page views, KILT ranks second to sis-

ter WUSN/Chicago among CBS country stations. "All of our stations are growing," Garrison says.

Meanwhile, Nashville labels are placing increased emphasis on station Web sites, he adds. "In the last six months I've seen it really take off," he says of label efforts to partner for content on stations' Web sites. "It's a good way to put a face with the music, which you can't accomplish on the air." Two recent promotions included a video pop-up from Curb's Star DeAzlan and a free digital download from Arista's Jypsi.

Clear Channel Radio online music and radioVP of content marketing Paul Miraldi says his company partnered with Big Machine Records and Trisha Yearwood, flying winners to Nashville for a cooking demonstration conducted by Yearwood, who has a new cookbook in stores. The event will be taped and offered as on-demand content for Clear Channel country Web sites. "It's not a performance, but who doesn't want to see what Trisha cooks for [husband] Garth [Brooks] every night?" he asks.

More so than other formats, Miraldi says country artists are willing to get up close and personal with their fans. "It's one of the few formats where not only do you have the access, but they're willing to try new things. It's about getting close to the fans."

Nashville labels and artists have also embraced Clear Channel's "Stripped" video online concert series pretty much from the start. While Brad Paisley was the first country artist to participate, in summer 2005, Underwood, Brooks & Dunn, Rascal Flatts, Josh Turner and a number of others have also taken part. "Country was absolutely one of the strongest performing formats for 'Stripped' last year," Miraldi says.

Digital Sales

As it was with the move from cassettes and vinyl to CDs, country's mostly adult audience has been slower to adapt to downloading music. While some acts—Underwood, Paisley, the Wreckers, Kenny Chesney, LeAnn Rimes and Rascal Flatts, among others—have sold 6%-7% of their most recent albums digitally, they are outperforming the country market, but still underperforming stars of similar strata from other genres.

Big-box retailers Wal-Mart, Target and Best Buy represent roughly 70% of physical album sales in country music. While Wal-Mart commands a 22% share of overall sales, it can account for 50%-70% of sales on some country releases, according to sources. By contrast, Wal-Mart may represent less than 10% of the sales on a rap title.

The fact that these stores are omnipresent in middle America contributes to lower digital album sales, Warner Bros. Nashville senior VP of

'Whether right or wrong, there is a perception that country is a little bit behind the curve digitally. That's presented somewhat of a challenge in selling the country artist to the online gatekeepers.'

—John Zarling

sales and marketing Peter Strickland believes. "The availability for country music is broad, just because of the number of doors people can pass through and find what they're looking for," he says, noting that as the most-programmed radio format, country music is also readily available. "There's a country radio station in a town with a population of 5,000 people and there's a Wal-Mart there, too."

Country's demographics play a role as well. "With the core country consumer, who's 35-plus, there is still a disproportionate desire, more than any other genre, to physically possess the product," Kline says.

A Change Is Coming

Yahoo's Lenac believes a change is coming. "Country fans are extremely loyal. As country users have iPods and get more involved in the digital marketplace, you'll see them overindexing in digital much like they do physical now, and then physical will flatten out."

Digital bright spots are certainly appearing. Swift's iTunes-exclusive EP "Live From SoHo," recorded at an Apple store in New York, has sold 8,000 copies, according to Nielsen SoundScan, and surprised even her label. "That was something that was an absolute overachiever," Big Machine president/CEO Scott Borchetta says.

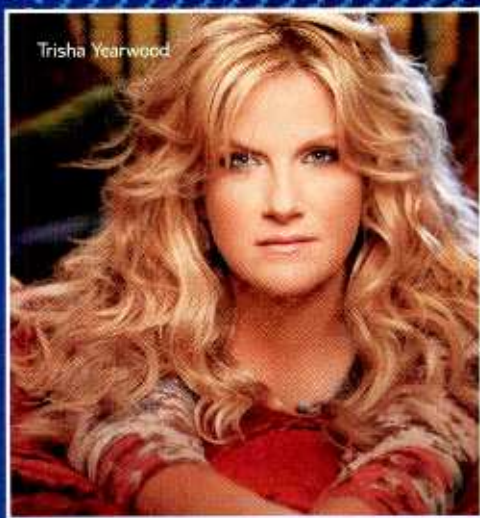
Meanwhile, 55-year-old George Strait debuted at No. 49 on the Hot Digital Songs chart in Billboard's March 8 issue. His 25,000 scans of "I Saw God Today" was a career best, and the only country artists higher on that week's chart were Swift, with two cuts, and Underwood.

UMGN's Lost Highway label, home to artists Ryan Adams, Shelby Lynne, Willie Nelson and Lucinda Williams, among others, boasts a higher than average percentage of digital album sales. For example, new Lost Highway artist Ryan Bingham sports 36% digital sales on his album "Mescalito," according to Nielsen SoundScan. The label's alt-country roster attracts a slightly more upper-demo (both in age and income) and Internet-savvy consumer, according to Kline.

He says that one of the pluses of digital downloads is "you're never out of stock." A recent NPR piece on Lynne sent consumers to the Web. "You see the reaction immediately," Kline says. "On Amazon.com it went to No. 2, on iTunes it jumped up. That's the nice part, the instant gratification of the digital space."

Digital downloads benefit up-and-coming artists, Kline says. "In the past, if you couldn't find a record by a developing artist at your local record store, you were out of luck—now with online we are always 'in-stock.'"

Continued on page 16



Trisha Yearwood



Rascal Flatts



Dolly Parton

Continued from page 15

While the digital market for country is still maturing, most executives counseled prudence on embracing the new age of retail. "Grow your digital business and nurture your physical business," Strickland says, in a mantra repeated in one way or another from many sources. "They're both important."

Online Marketing

Mark Montgomery, CEO of Internet consulting firm echo, which works with such acts as Kanye West, Korn and Janet Jackson on their digital strategies, says country—while it may have initially been a little slower to exploit the Web—is no different from other genres when it comes to using the Internet to build fan communities. "There are some very forward-thinking artists in this town that are way ahead of the curve and there are some that will never catch up," he says. Among Nashville acts with fan communities comparable to the biggest artists in other genres, he cites Urban, Dierks Bentley, Rascal Flatts, Sugarland and Alison Krauss.

Recently Bentley asked fans to name, sequence and pick the cover art for his forthcoming greatest-hits album, due May 6. A video on his Web site walked participants through the process and the first 3,000 fans who participated are listed as an executive producer on the album. The winning title, "Greatest Hits/Every Mile a Memory," was revealed by Bentley during a video chat on his Web site. Some 2,000 people virtually showed up for the announcement.

A surprising entry in the digital space is 62-year-old Dolly Parton. While her new album, "Backwoods Barbie" on her own Dolly Records, features photos of hay bales, a pickup truck and mudflaps, looks belie the truth. "She's a very astute businesswoman," Montgomery says. "I would put her in the same camp as Dierks and Keith, willing to try anything. We're about to launch a digital download platform directly to consumers and Dolly will probably be the first or second one out of the gate."

Parton recently partnered with PerezHilton.com to allow visitors to that site to preview her album before it was available commercially; of Parton's first-week album sales, 15% came from digital downloads.

Video content, meanwhile, may be the most important part of the Web, Warner Bros.' Strickland says. "There are more avenues to exploit video content online than anywhere else. That's certainly where the youth get their video fix. We're continually feeding video content in that area."

'I don't think we've ever had an opportunity to talk one-to-one with consumers the way we do now with the Internet. No matter how much you drill down in the direct marketing world of print, or mailing or TV, this is a new day.'

—Ben Kline

Sony BMG Nashville VP of digital media Heather McBee agrees, saying Web 2.0 sites like YouTube, MySpace and Facebook help build a complete picture of an artist. "It's not just about one song you heard on the radio, it's about actually making an artist accessible to consumers."

"I don't think we've ever had an opportunity to talk one-to-one with consumers the way we do now with the Internet," UMG's Kline says. "No matter how much you drill down in the direct marketing world of print, or mailing or TV, this is a new day."

Zarling says he has been "real aggressive" when it comes to getting exposure on music Web sites operated by AOL, Yahoo and MSN, among others. "The exposure value really has become equal to and exceeded a lot of television," he says.

And much like other genres, the Web has become an important A&R tool. Borchetta says that while he doesn't actively surf the Web looking for new talent, one of the first questions he asks someone pitching him an act is, "Do they have a MySpace page?"

"It's a great place for me to go to see what they're about," he says. "I don't spend a lot of time personally just surfing through those, but if somebody's getting big hits, that definitely gets my attention."

Borchetta adds that the Web may not always be the answer for marketing. "Initially you go where the love is to build stories," he says, adding that Swift "was a natural [on the Web]. She's of that age group. It was very natural for her MySpace and her Web site to blow up because as people were finding out about her, that age group of fans knew right where to go and we were ready for them."

Mobile

Chris Stacey, VP of music industry sales for mobile marketing company Mozes, which represents Ashanti, Keyshia Cole, Britney Spears, Lil' Romeo and Nelly, among others, says Nashville is not behind the curve when it comes to mobile marketing. "They are as engaged as any other format and in some cases were the first adopters of mobile technology," he says, citing Urban, Brooks & Dunn and Rascal Flatts as examples.

While country has a relatively small share of the ringtone pie—there were only two country mastertones among the top 100 overall best sellers of 2007, according to Nielsen Mobile: Underwood's "Before He Cheats" and Paisley's "She's Everything"—Sony BMG Nashville's McBee and others agree that it's a growing market. "The cost of devices is going down and becoming more accessible to that country music consumer," she says.

Superstar Tim McGraw recently teamed with dotMobi to launch mobile Internet site mcgraw2go.mobi, an online address created specifically for mobile phones that allows fans to access content from McGraw regardless of phone model or wireless carrier. Fans will have the ability to opt into a database to receive SMS and e-mail alerts, view breaking news, tour dates, download photos or videos and purchase electronic media.

Because of her age and youth appeal, Swift is an "obvious fit" for mobile platforms, Zarling says. "We've seen a very consistent rise in her mobile sales numbers over the last year. And I think that world is still yet to be fully tapped with her." Part of a major Verizon campaign last year that saw her placed in countless newspaper and magazine advertisements as well as on the Web, Swift was also featured in an AT&T program that focused on its answer tone store. "In the fall we did an exclusive track for Sprint that was housed in Sprint's over-the-air download store," Zarling says of an exclusive version of her debut hit "Tim McGraw."

UMG's Kline also sees mobile as an opportunity. "We have great relationships with all of the major carriers. Mobile's a different world. You look at things like Thumbplay and Jamster; they sell a ton of mastertones in those packaged deals, particularly in the urban and rap world. Country not as much. So there's room for growth."

AT&T head of music and personalization services Mark Nagel agrees that country is a growth market. "We all recognize that hip-hop and, to a certain degree rock, are still our bread and butter. We're somewhat held to what our customers are demanding, but we're definitely in dialogue with country all the time. We think there's a lot of opportunity there."

Nagel admits that country has not been an area of concentration for the company. "The ringtone market is only a few years old, and we concentrated where we were getting the most initial demand. As that's realized its potential, we're now trying to work all the angles."

The company is doing a promotion with Sugarland in which consumers that buy one of the duo's ringtones are entered into a sweepstakes that will fly the winner to a concert. A featured ringtone is also part of the deal. Nagel says partnerships like that help raise the profile of country ringtone availability, because it's the country artist who will do the most to help push the format to fans. "The artists are the ones with the relationship with the fans, so we need to work with the artists to get the word out." **R&R**

Additional reporting by Antony Bruno, Keith Caulfield and Ed Christman.

Digital platforms show continued growth but listeners want more control, new Arbitron/Edison study says

To Infinity And Beyond

By Mike Stern

The word “infinite” means “unlimited or immeasurable in extent of space or duration of time.” Arbitron and Edison Media Research believe the choices people have for consuming audio content are nearly unlimited—but far from immeasurable. The latest in their series of 16 joint studies dubbed “The Infinite Dial” illustrates trends and habits of listeners across the seemingly unending number of available audio sources.

The two companies recently presented results of the study on a conference call hosted by Arbitron president of marketing and sales Pierre Bouvard and Edison Media Research VP Tom Webster. Fielded in January, the telephone survey of some 1,800 respondents age 12+—of which all but 8% were fall 2007 Arbitron survey diarykeepers—examined the use of emerging technologies and their effect on listening patterns.

The statistic that sets the table for nearly every change in consumer habits revealed in the study is the remarkable growth of residential broadband service, leaping from 21% to 76% during the past six years and apparently fueling consumer interest and familiarity with many online content options.

Online Radio Growth

Currently, 13% of Americans, or approximately 33 million people, have listened to some form of online radio in the last week and 21% have listened in the last month. The study creates a profile of these listeners, stating that nearly 60% of weekly online radio listeners are employed full time. A majority of their listening takes place at work, with the heaviest use in middays, followed by afternoon drive; and more than 80% of the total weekly online radio audience, roughly 4 million people, are adults 25-54.

Online Listening = Music Sales

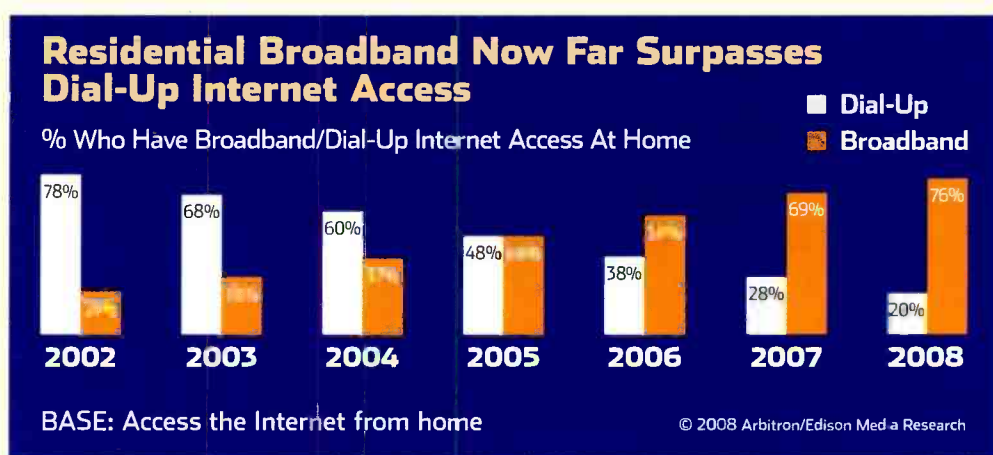
The study also concludes that online listening has affected how people find and purchase new music. While 49% still say radio is where they discover new tunes, the Internet is now the first choice for 25% of consumers. In contrast, six years ago, radio led with 63% to the Web's 9%.

The effect of widespread broadband availability on music sales is even more dramatic, with 21% of Americans saying they've purchased music online, led by “weekly online radio listeners, podcast consumers and other heavy users of audio content and tech,” Webster says. With 42% of online radio users having bought music online, he adds, “That makes online radio one of the most compelling platforms to sell music. You are

Arbitron To Expand Online Radio Ratings

National online radio listening data will soon be augmented by local streaming ratings in markets where Arbitron's PPM ratings service is available. The company plans to encode and report radio station streams in PPM markets beginning with the July 2008 survey.

In a partnership with Internet marketing research company comScore, Arbitron monitors a panel of 200,000 online radio listeners. Although it predates the PPM, the comScore methodology is similar to the meter in that it measures actual listening, not recall. Arbitron then processes the data, using the same metrics as current over-the-air radio ratings—cume, TSL and AQH—to make it easier for ad buyers to understand.—MS



driving interest just a click or two away from the point of purchase.”

TSL Remains Intact

The good news for radio is that consumers of online radio, podcasts or satellite radio are not listening noticeably less to AM/FM radio. Bouvard explains that since most of the study's respondents have taken part in an Arbitron survey, “we can go back and examine actual behavior.”

The comparison reveals that AM/FM radio's weekly TSL among digital radio listeners (defined as someone who has ever listened to an audio podcast, subscribed to satellite radio or listened to online radio in the past month) is two hours and 45 minutes, virtually identical to the total sample's average of 2:48.

These consumers see themselves continuing to listen to terrestrial radio at the same levels: More than 70% of digital radio listeners say they don't expect their terrestrial radio consumption to change.

Satellite And HD Radio Slow

Meanwhile, consumer awareness of satellite and HD radio remained flat or had slipped, according to the survey.

Awareness of XM slipped from 64% last year to 59% in 2008, while awareness of Sirius stayed flat at 60%. Just 16% of respondents said they are very or somewhat likely to subscribe to a satellite service in the next 12 months.

HD radio awareness slipped slightly from 26% to 24%, year over year. Slightly less than 30% of respondents said they are very or somewhat interested in HD radio.

iPods, Cell Phones Accelerate

Ownership of portable MP3 players more than doubled in the last three years, growing from 14% to 37%, with iPods holding a 2-to-1 lead over other portable devices. Again, AM/FM radio got some encouraging news, as less than one-third of MP3 player own-

ers say it has prompted them to listen less to radio.

Even more important to consumers are cell phones: 75% of Americans have one and 33% say it has had a big affect on their lives. In comparison, 94% own a radio, but only 21% say it has had a big impact. No other device had more than 5% of respondents saying it had affected their lives.

Bouvard says terrestrial broadcasters should be prepared for changes in the near future: “Broadband and mobile phones have a big impact on their users, so have a plan for when they merge.” He suggests developing a strategy now: “The future of audio lies with content, control and personalization. Radio needs to focus on allowing more listener control of the experience.”

comScore Arbitron Client Networks Deliver Substantial Audience

February 2008, Total Measured Networks, Mon-Sun 6a-Mid

	AQH	Cume
Persons 12+	479,600	5,646,700
Persons 25-54	383,900	4,065,400

80% of AQH concentrated in 25-54 demographic

Work Hours = Prime Time For Online Radio

February 2008, comScore Arbitron, Total Measured Networks, Mon-Sun 6a-Mid

	AQH
Mon-Sun 6A-Mid	479,600
Mon-Fri 6-10A	452,300
Mon-Fri 10A-3P	1,247,000
Mon-Fri 3-7P	570,600
Mon-Fri 7P-Mid	129,100
Sat/Sun	120,600



First-, fifth- and 40th-anniversary reflections

Wisdom Of The Ages

Mike Stern

MStern@RadioandRecords.com

mike Landa, Orange County bureau chief and 39-year staffer of CBS Radio news KNX/Los Angeles, succinctly sums up the progression of radio during his career: "If you're driving in a car, it's not unlike it was back then. You can still turn on the radio." ■ While the world may appear to be getting more complicated, a confluence of notable anniversaries—for Westwood One's "Dennis Miller Show," Fox News Radio and KNX—offers an opportunity to see how much things have changed, or, as is often the case, how it really is still all about the fundamentals.

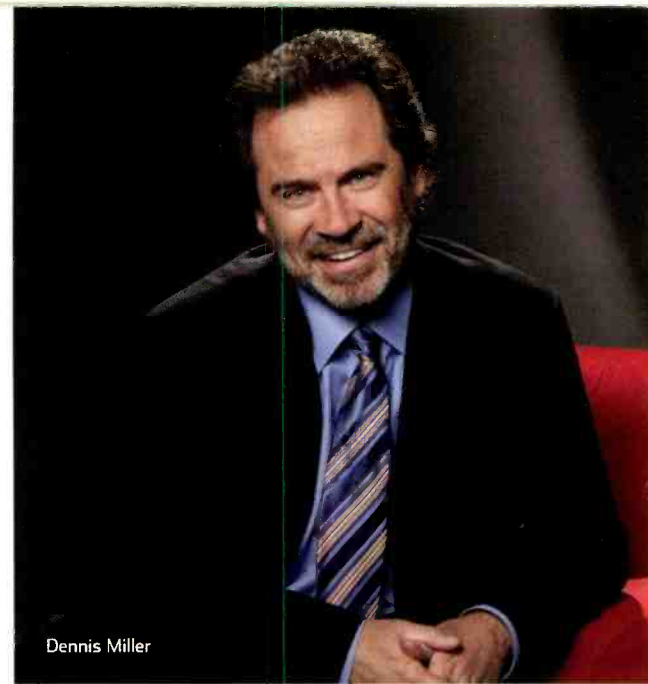
Be Entertaining

"I'm always looking for three or four times during the show to deliver a solar plexus punch that makes them laugh out loud," Miller says. "If somebody asked me if I'd prefer to make a pertinent or salient political point or have someone pull their car over to the [side] of the road so they can catch their breath after you made them laugh—it would definitely be the latter."

Miller says that when Westwood One senior VP of network news/talk programming Bart Tessler approached him about a radio show, he had recently become unemployed and took some time to decide. "I didn't quite know what I wanted to do after CNBC whacked me. I don't make my best decisions when I'm immediately après-whacked, so I took a little time and sat in the 'didn't you used to be' condo with Andrew Ridgeley

'Most people who listen to the radio are also doing something else. You have to go up to them and kind of slap them in the face. Tell them in a direct and very powerful way that something important is going on.'

—Mike Landa



Dennis Miller

and Yahoo Serious. We did the Ouija board and it told me to do radio."

A year later, Miller has 160 affiliates for his show, a major accomplishment considering the lengthy record of comedians failing the transition to radio host. "It's why an all-chocolate diet doesn't work. An all-comedy radio show doesn't work because at some point it becomes unwieldy and it reeks of forced," Miller says.

Miller's show philosophy seems influenced by the interview's proximity to lunch. "I always say our show should not be meat and potatoes," he says. "It should be a dim sum cart where you can pick off anything at any given moment. An egg bun or a dumpling, a shaomai here, a short rib there."

In addition to variety, Miller keeps the show easy-going. "It's not that rancorous and it's not the constant strum of the Republican or Democrat talking points." He adds, "I'm 54 years old and a little more reflective at this point in my life. I haven't turned insipid but I don't want to fight with strangers about politics. Christ sake, where's my seppuke sword at that point, because I'm about to fall on it."

A number of Miller's affiliates are owned by Christian-oriented Salem Broadcasting, a seemingly awkward match for a "Saturday Night Live" alumnus who frequently dropped F-bombs during eight years hosting an HBO show. "I met [CEO Edward] Atsinger and the guys over at Salem. I think they saw that if you get beyond the

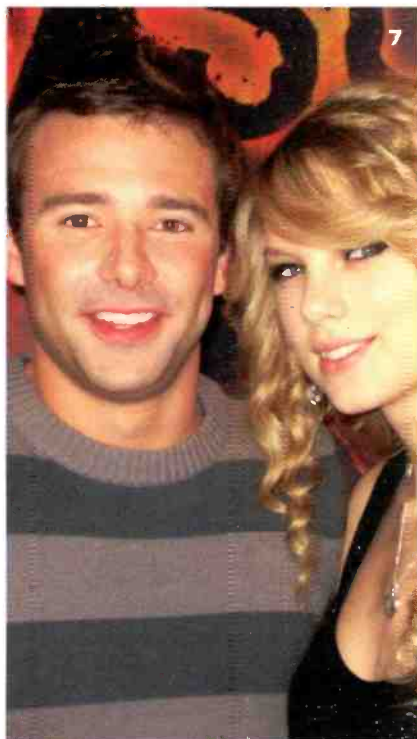
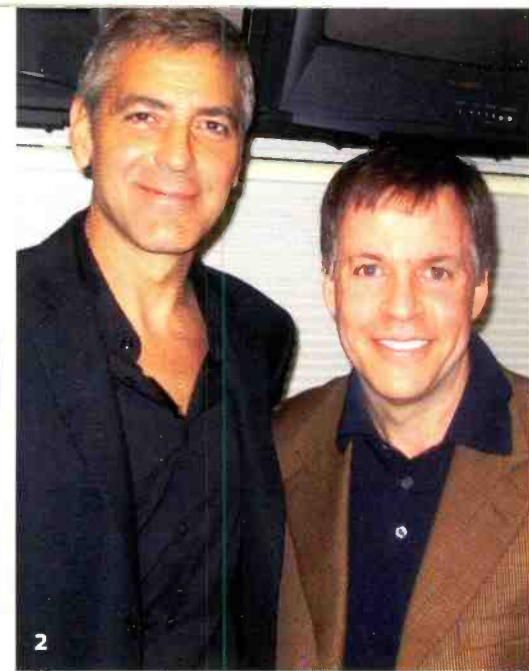
VOTE abc 08

ALEX STONE ★ JIM HICKEY ★ AARON KATERSKY ★ ANN COMPTON ★ STEVEN PORTNOY ★ CHERI PRESTON ★ VIC RATNER

The Best Political Coverage on Radio

abc NEWS RADIO

Programming Information: andrew.l.kalb@abc.com Affiliation Information: mary.mccarthy@citcomm.com



Team Spirit

1. BMG Label Group chairman/CEO Clive Davis invited label execs to the River Cafe in Brooklyn, N.Y., to celebrate Leona Lewis' 23rd birthday and the worldwide success of her single "Bleeding Love." Lewis' J Records/Syco Music debut, "Spirit," dropped April 8. From left are RCA Music Group senior VP of A&R/staff producer Steve Ferrera, senior VP of rhythm crossover promotion Michael Williams, executive VP/GM Tom Corson, senior VP of marketing and artist relations Scott Seviour and senior VP of video promotion Lou Robinson, Lewis, Modest Management's Richard Griffiths, Davis, RCA Music Group VP of top 40 promotion Peter Gray and executive VP of promotion Richard Palmese, Modest Management's Harry MacGee and Nicola Carson, and RCA Music Group senior director of top 40 promotion David Dyer. Photo: Mark Van Holden/Wireimage.com

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. **Wide World Of Sports** Actor/director George Clooney, left, spoke to Premiere Radio Networks-syndicated host Bob Costas about his football-themed film, "Leatherheads."

3. **Don't Stop Believing** Island Records rock act the Bravery stopped by Music Choice's studios to film an episode of "Rock U" and hang out with head of rock programming Gary Susalis. "Believe," the second single off "The Sun and the Moon," is No. 5 on R&R's Alternative chart. From left are keyboardist John Conway, Susalis and frontman Sam Endicott. **4.** **Orlando Magic** Cox urban AC WCFB (Star 94.5)/Orlando made April Fools' Day memorable for listeners by having actor/comedian Mike Epps in the studio for an on-air chat with midday hostess JoJo. **5.** **Against All Odds** Recently eliminated "American Idol" contestant Ramiele Malubay talked to United Stations Radio Networks' Pulse of Radio prep service about her experiences on the Fox-TV show and her future career plans. From left are USRN account executive Deanna Fay, Malubay and USRN senior account executive Kathi Iannacone. **6.** **Gone Country** Capitol Records Nashville artist Darius Rucker played a few tracks from his forthcoming album for Clear Channel country KAJA (KJ-97)/San Antonio staffers, including "Don't Think I Don't Think About It." From left are KAJA PD George King, midday jock Jamie Martin, Rucker, evening jock Bree, PM drive/MD Cactus Lou and Capitol Records Nashville promotion regional rep Mara Sidweber. **7.** **Dancing With The Stars** "The CMT Top 20 Countdown" followed Lyric Street trio Rascal Flatts and Big Machine singer/songwriter Taylor Swift to Vancouver for the last concert of their Canadian tour. Swift gave CMT host Lance Smith a tutorial on the Soulja Boy dance moves she performed with Kellie Pickler in her video for "I'm Only Me When I'm With You." Photo: Kristi Boyd



Formats

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

R&R SPIN SPOTLIGHT



First Impressions

With a debut on AC at a lofty No. 21, Leona Lewis' "Bleeding Love" easily surpasses the mark for highest debut for a career-opening bow by a female artist (excluding holiday tracks) in the Nielsen

BDS era. Previously, five songs shared the record with starts at No. 26, with four eventually reaching the top 10:

Artist, Title, Year, Peak

Idina Menzel, "Brave," 2008, No. 19
 Kelly Sweet, "Raincoat," 2007, No. 10
 Kelly Clarkson, "A Moment Like This," 2002, No. 4
 Jane Krakowski, "You," 2002, No. 4*
 Gwyneth Paltrow, "Cruisin'," 2000, No. 1**

*Jim Brickman Featuring Jane Krakowski

**Huey Lewis & Gwyneth Paltrow



Enrique Iglesias

Pop Stars

Enrique Iglesias pads his lead for most Latin Pop No. 1s in the chart's 13-year history, as "Donde Estan Corazon" becomes his 14th. A look at the format's most frequent penthouse residents:

Artist, Total No. 1s

Enrique Iglesias, 14
 Christian Castro, 11
 Luis Miguel, 10
 Chayanne, 8
 Juanes, 8
 Shakira, 8

THE SPIN



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

'Woman' Makes The Man At Urban AC

Raheem DeVaughn lands his first Urban AC chart-topper, as "Woman" (Zomba) rises 2-1. The song ironically makes it two weeks in the lead for male artists after ladies had led for 24 consecutive frames (Alicia Keys, Angie Stone and Keyshia Cole). Last week, Jaheim's "Never" (Atlantic) rose to No. 1, retreating this week to the runner-up position. Prior to his new No. 1, DeVaughn had climbed as high as No. 18 with each of his first two chart entries in 2005 and 2006.



Third Day Takes Career-High Bow At Christian AC

In anticipation of Third Day's first non-holiday studio album in almost three years, the group posts a career-high start on the Christian AC chart with "Call My Name" (PLG) at No. 16. The new single tops the group's previous high bow, a No. 17 debut with "Born in Bethlehem" in the Dec. 8, 2006, issue. "Name" introduces "Revelation," which arrives July 29. The group hasn't issued a set of new, non-seasonal material since "Wherever You Are" in November 2005. Meanwhile, Marvin Sapp returns to No. 1 at Gospel for an unprecedented 29th week with "Never Would Have Made It" (Zomba). The song's spike of 95 plays is outpaced only by Regina Belle's "God Is Good" (Pendulum), which improves by 102 detections to become her first Gospel top 10 (16-9).

Landmark Latin No. 1s

Two Latin charts welcome milestone No. 1s, led by Enrique Iglesias' record-extending 14th Latin Pop chart-topper, "Donde Estan Corazon" (Universal Latino), a new track from his recently released hits collection, "95/08." The coronation widens Iglesias' lead for most No. 1s at the format (see Spin Spotlight, left). At Latin Rhythm, "Ahora Es" (Machete) climbs 3-1 to become Wisin & Yandel's fifth No. 1. With the honor, the reggaeton duo breaks a tie with Daddy Yankee for most chart-toppers since the chart's 2005 launch.

Mudcrutch Torpedoes Up Triple A

When is a 38-year-old band new? When it's Mudcrutch, the original incarnation of Tom Petty & the Heartbreakers, now enjoying a second life. The band, which formed in 1970, vaults 30-15 at Triple A with "Scare Easy" (Reprise), which also takes Airpower and Most Increased Plays honors (up 99). The track previews the act's self-titled set, due April 29, featuring newly written tracks and first-time recordings of songs it performed on the club circuit more than three decades ago.

Alternative Grabs Hold Of 'Handlebars'

Flobots catapult 27-15 at Alternative with "Handlebars" (Universal Republic), becoming the first new act to reach the top 15 in two weeks or less since Zwan in December 2002. The track also tacks on Airpower and Most Increased Plays (up 354) stripes. The Denver-based act's self-distributed album "Flight With Tools" has charted on Billboard's Top Heatseekers chart (which tracks new and developing artists) and peaked as high as No. 2 on the Heatseeker Mountain region list, mainly due to hometown sales. Universal Republic will pick up album distribution digitally April 15 with physical product set for May 20.

'Love' For Lewis Keeps Growing

A week after posting the second-highest Hot AC debut for a female's introductory single (No. 32), Leona Lewis shatters the Nielsen BDS-era mark at AC, as "Bleeding Love" (RMG) blasts off at No. 21. Previously, five female artists made their initial entrances as high as No. 26 (see Spin Spotlight, left). "Love" also bursts 6-3 at CHR/Top 40 (up 1,483 spins) and soars to No. 21 (up 408) at Hot AC, achieving Most Increased Plays at both formats. Lewis' debut album "Spirit," meanwhile, bows atop this week's Billboard 200 chart (see page 66).

Ashanti Finds 'Way' Back To Top 10

Ashanti returns to the Urban top 10 for the first time in more than three years, as "The Way That I Love You" (Universal Motown) vaults 14-8. The 27-year-old last ranked in the top 10 with the No. 10-peaking "Only U" in January 2005. "Way" becomes Ashanti's 14th top 10, extending her mark for most top 10 songs by a female this decade. Beyoncé, Ciara and Mary J. Blige share second place with 10 apiece. Among all artists, Ludacris leads with 20 in that span. Ashanti's fourth studio album, "The Declaration," is due June 3.



Carolina Bermudez and Tom and Michael Poleman return from Nicaragua—better for the experience. Second in a two-part series

Give A Little; Get So Much Back

Kevin Carter

KCarter@RadioandRecords.com

When we last left our intrepid travelers—Clear Channel/New York senior VP of programming Tom Poleman, his son Michael and WHTZ (Z100)/New York morning co-host Carolina Bermudez—they, along with 21 other members of Poleman's church, were building houses in the village of Ticuantepe, Nicaragua. They worked under the auspices of Bridges to Community, a nonprofit cultural exchange organization that brings volunteers to poor communities to work on ongoing development projects. They spent nine days building two houses and a new kitchen for a local school. Ultimately, their experience was more emotionally satisfying than they ever dreamed.

This was no exotic tropical vacation with umbrella drinks sipped poolside; these guys showed up to get dirty, work hard and immerse themselves in the local culture. "The best part was becoming part of the community," Poleman says. The group was divided in half, each taken in by a local family. "We lived exactly the way they do: Cold bucket showers, and rice and beans for every meal . . . that was different," he says. "But it was real."

Bermudez adds, "We spent the time building the houses with the families who were going to live in them, which was really gratifying." She also recalls the most satisfying connection she made: "There was a 28-year-old woman with five children, whose husband worked at the local market. I'm just a year older than her, and we couldn't be any more different, but we built a real friendship based on talking to each other and working together," she says. "Her children became my children for the time we were there, and that's what I really valued; that's what you feel when you go to Nicaragua. There is such a sense of community, and people instantly become your friends; they welcome you into their homes. I loved their sense of spirit, which is something I don't feel a lot of people in this country really have . . . even in their own neighborhoods."

Poleman says, "As Americans, you go down there expecting to see certain things. As I mentioned [last week], probably the most significant thing I noticed was the absence of sadness. We naturally expect that, because these people don't have all the luxuries we have, they must be miserable, but you

meet them, and they all have smiles on their faces. As Carolina said, we felt such a sense of community and a sense of pride. They love their country, and it really shows in everything they do."

About The Basics

Every evening, after a long day of work, the group would meet for reflections, and that's where Bermudez reached that same conclusion: "I feel that we amass so many things here in the States, and it's all about acquiring more: more money, more everything. In Nicaragua, it's all about the basics—like having your health, having safety—those are the most important things, and prioritizing what we think is important here was a really a big wake-up call for us," she says.

Everyone quickly discovered the little things back home they normally took for granted were the things they missed the most: "Like not having a hot shower for nine days and having dirt on you all the time," Poleman says. "However, when we were in the moment, it was great, because we wanted to get dirty; we wanted to work; we wanted to be part of this. We wanted to feel the pain and work through it with our energy and enthusiasm."

Bermudez's family is from Nicaragua, and she speaks Spanish, which made her communication and bonding experience that much easier. "We also had interpreters on hand to help facilitate communication between the teams and act as liaisons with the families," she says. "The masons who helped us

build were great; you would never see them get frustrated. They were dealing with all of these gringos who had no clue what they were doing, and yet they were incredibly patient with us."

Against the backdrop of 12-hour workdays was the one constant: rice and beans, exactly what the natives subsist on . . . until that one magical day:

"The one time we had chicken, Tom got so excited," Bermudez recalls, laughing. Poleman says, "I think it was Thursday, and we were on the work site, fantasizing about what it would be like to have a small morsel of a burger or something. Then, lo and behold, when we got back, they rolled out the chicken. And rice and beans."

One of the most gratifying byproducts of the trip for Poleman was the interaction he had with his 15-year-old son Michael, sharing an experience that profoundly affected both of them. "About halfway through the trip, Michael turned to me and said, 'I guess you don't have to have money to find happiness,'" Poleman said. "As a dad, that's one of the moments you live for, because you know that a connection has been made. It made a positive impact that will stay with him for the rest of his life, and that is so rewarding as a parent to see that firsthand."



Tom Poleman, right, teaches young villager Sandy a new chord on his guitar.



Bermudez and Poleman pose in front of their handiwork.

Lasting Bond

Poleman and Bermudez also report that a lasting bond was forged among all 24 people in their group, and the pull to repeat their trip is strong. "Would I do it again? I would love to," Poleman says. Bermudez adds, "I'm definitely doing it again." She also put together two Z100 specials about the trip, one before and one after they came home. "We had all the kids on so they could share their experiences, which was great," she says.

Poleman says, "While we kid each other about how we thought each other would, or wouldn't, hold up under the conditions, I'm really glad Carolina and I got to experience this together. It's not often that you get to do something like this with a co-worker, and I believe we both have a whole new respect and appreciation for each other. It's inspiring to see, firsthand, how incredibly committed Carolina is to giving back to her family's homeland. I'm also glad she was able to share her experience on-air to our 2.5 million listeners. Role models are hard to come by these days, and Carolina makes a great one."

It's been two months since he came back, and yet, the experience continues to reverberate in Poleman's head: "I went down there thinking we were helping them," he says. "The reality is, the people of Nicaragua helped us in a much more profound way. They taught us about life, love and what's really important. I know that each of us who went on the trip will forever think about things differently."

R&R

R&R CHR/TOP 40

POWERED BY **nielsen** BDS

DMDS DIGITAL DOWNLOADS AVAILABLE AT DMDS.COM



► WOMEN DOMINATE THE TOP THREE SLOTS ON THE LIST FOR THE FIRST TIME SINCE JANUARY 2007 AS SARAH BAREILLES HOLDS AT NO. 1 AND **JORDIN SPARKS** (3-2) AND **LEONA LEWIS** (6-3) MOVE UP. WHILE THIS WEEK'S LEADING LADIES ARE RELATIVE NEWCOMERS (ALL DEBUTING WITHIN THE LAST SIX MONTHS), THE WOMEN AT THE TOP MORE THAN A YEAR AGO WERE FORMAT SUPERSTARS BEYONCÉ, FERGIE AND NELLY FURTADO.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	15	SARA BAREILLES LOVE SONG	NO. 1 (3 WKS)	11 ² ☆ EPIC	9214 -390	49.485	4
2	3	12	JORDIN SPARKS DUET WITH CHRIS BROWN NO AIR		11 ☆ 19 JIVE/ZOMBA	8917 +638	52.245	1
3	6	8	LEONA LEWIS BLEEDING LOVE	MOST INCREASED PLAYS	11 ☆ SYCO/JRMG	8314 +1483	49.961	3
4	2	17	CHRIS BROWN WITH YOU		11 ² ☆ JIVE/ZOMBA	8183 -859	50.698	2
5	4	18	MILEY CYRUS SEE YOU AGAIN		11 ☆ HOLLYWOOD	7900 +183	44.064	5
6	9	8	USHER FEATURING YOUNG JEEZY LOVE IN THIS CLUB		11 LAFACE/ZOMBA	6900 +666	39.471	6
7	5	23	FLO RIDA FEATURING T-PAIN LOW		11 ³ POE BOY/ATLANTIC	6504 -626	38.902	7
8	10	9	MARIAH CAREY TOUCH MY BODY		11 ISLAND/IDJMG	6244 +83	34.510	8
9	7	22	BUCKCHERRY SORRY		11 ☆ ELEVEN SEVEN/ATLANTIC	5714 -787	25.143	13
10	11	19	ONEREPUBLIC STOP AND STARE		11 MOSLEY/INTERSCOPE	5562 +489	33.214	10
11	8	18	RIHANNA DON'T STOP THE MUSIC		11 ² ☆ SRP/DEF JAM/IDJMG	5122 -1303	34.184	9
12	13	4	MADONNA FEATURING JUSTIN TIMBERLAKE 4 MINUTES		11 ☆ WARNER BROS.	4818 +543	27.657	11
13	12	13	DAUGHTRY FEELS LIKE TONIGHT		11 ☆ RCA/RMG	4542 +110	20.798	14
14	15	5	RAY J & YUNG BERG SEXY CAN I		11 KNOCKOUT/DEJA 34/KOCH/EPIC	3929 +724	25.407	12
15	14	11	LUPE FIASCO FEATURING MATTHEW SANTOS SUPERSTAR		11 1ST & 15TH/ATLANTIC	3925 -193	19.292	15
16	15	24	THREE DAYS GRACE NEVER TOO LATE		11 ² JIVE/ZOMBA	3728 -354	17.001	17
17	16	10	JONAS BROTHERS WHEN YOU LOOK ME IN THE EYES		11 HOLLYWOOD	3115 -533	15.458	19
18	17	31	TIMBALAND FEATURING ONEREPUBLIC APOLOGIZE		11 ⁴ ☆ MOSLEY/BLACKGROUND/INTERSCOPE	3053 -378	17.507	16
19	20	14	LIFEHOUSE WHATEVER IT TAKES		11 ☆ GEFEN/INTERSCOPE	3028 +150	10.423	26
20	18	24	SEAN KINGSTON TAKE YOU THERE		11 ☆ BELUGA HEIGHTS/EPIC	2826 -438	16.797	18
21	22	7	NATASHA BEDINGFIELD POCKETFUL OF SUNSHINE		11 ☆ PHONOGENIC/EPIC	2758 +240	11.721	25
22	21	8	CHERISH FEATURING YUNG JOC KILLA		11 SHO'NUFF/CAPITOL	2711 +129	14.298	21
23	23	6	TAYLOR SWIFT OUR SONG		11 ☆ BIG MACHINE/UNIVERSAL REPUBLIC	2622 +342	9.690	28
24	28	3	RIHANNA TAKE A BOW		11 SRP/DEF JAM/IDJMG	2520 +675	13.803	22
25	24	9	COLBIE CAILLAT REALIZE		11 ☆ UNIVERSAL REPUBLIC	2410 +232	9.235	29
26	29	7	FLYLEAF ALL AROUND ME		11 A&M/OCTONE/INTERSCOPE	2140 +361	12.318	24
27	30	3	DANITY KANE DAMAGED		11 ☆ BAD BOY/ATLANTIC	2099 +563	15.360	20
28	25	6	WEBBIE, LIL' PHAT & LIL' BOOSIE INDEPENDENT		11 TRILL/ASYLUM/ATLANTIC	2097 +133	10.142	27
29	27	6	BRITNEY SPEARS BREAK THE ICE		11 JIVE/ZOMBA	2023 +173	12.990	23
30	31	3	JESSE MCCARTNEY LEAVIN'		11 HOLLYWOOD	1752 +307	8.049	31
31	33	3	GAVIN DEGRAW IN LOVE WITH A GIRL		11 ☆ JRMG	1417 +365	7.050	34
32	32	5	FERRAS HOLLYWOOD'S NOT AMERICA		11 ☆ CAPITOL	1383 +179	5.406	39
33	35	2	METRO STATION SHAKE IT		11 RED INK/RED/COLUMBIA	1382 +363	7.760	32
34	NEW		LIL WAYNE FEATURING STATIC MAJOR LOLLIPOP		11 CASH MONEY/UNIVERSAL MOTOWN	1180 +629	6.560	36
35	26	10	ALICIA KEYS LIKE YOU'LL NEVER SEE ME AGAIN		11 ☆ MBK/JRMG	1135 -737	6.077	37
36	36	2	FLO RIDA FEATURING TIMBALAND ELEVATOR		11 POE BOY/ATLANTIC	1025 +142	5.654	38
37	NEW		3 DOORS DOWN IT'S NOT MY TIME	MOST ADDED	11 ☆ UNIVERSAL REPUBLIC	948 +425	2.596	-
38	37	2	C-SIDE FEATURING KEYSHIA COLE BOYFRIEND/GIRLFRIEND		11 1720/UNIVERSAL REPUBLIC	834 -34	5.053	40
39	39	2	SIMPLE PLAN YOUR LOVE IS A LIE		11 LAVA/ATLANTIC/RRP	828 +76	3.314	-
40	34	4	FERGIE FINALLY		11 WILL.I.AM/A&M/INTERSCOPE	805 -223	3.078	-

MOST ADDED

ARTIST TITLE / LABEL NEW STATIONS

3 DOORS DOWN 26
It's Not My Time (Universal Republic)
KKMG, KQXY, KRBE, KSMB, KVUU, WAEZ, WAOA, WFLZ, WHBQ, WHHD, WHHY, WHOT, WKSE, WLAN, WLDI, WNKS, WNOK, WQEN, WRVQ, WTVR, WVSR, WWWQ, WXLX, WXXX, WZEE, WZYP

LIL WAYNE FEAT. STATIC MAJOR 24
Lollipop (Cash Money/Universal Motown)
KBKS, KOND, KHKS, KSAS, KWNZ, KXXM, KZZP, WAKS, WDJX, WHBQ, WJIM, WKKF, WKQC, WKSE, WNKS, WNOU, WQEN, WRVW, WVKK, WXLK, WYOY, XM Top 20 on 20

FOREVER THE SICKEST KIDS 17
Whoa Oh (Universal Motown)
CKEY, KHKS, KHHT, KKMG, KLAL, KQMQ, KSAS, KSMB, Sirius Hits 1, WDJQ, WFBC, WKZL, WNTQ, WSSX, WXXB, WXXX, WXYK

SANTANA FEAT. JENNIFER LOPEZ & BABY BASH 15
This Boy's Fire (Arista/RMG)
CKEY, KHHT, KQMQ, KSAS, KWNZ, KWYL, KZMG, WCGQ, WDJQ, WFLY, WVYB, WXXB, WXXX, WXYK, WYOY

JOHN MAYER 12
Say (Aware/Columbia)
KKPN, KLAL, KSPW, WAEV, WEZB, WFBC, WHBQ, WHTZ, WKRX, WPRO, WXLK, WZEE

SEAN KINGSTON FEAT. THE DEY & JUELZ SANTANA 12
There's Nothin (Beluga Heights/EPIC)
KDWB, KHKS, KHHT, KJYO, KSPW, WEZB, WHBQ, WIHT, WKCS, WWHT, WYKS, WZEE

MARIAH CAREY 12
Bye Bye (Island/IDJMG)
CKEY, KHKS, KHHT, KIIS, KWNZ, KZMG, KZZP, WCGQ, WFHN, WKSE, WXYK, WYKS

METRO STATION 11
Shake It (Columbia)
CKEY, KJYO, KMXX, KRUF, KXXM, WAEZ, WXXX, WJBO, WKRX, WSTW, WVSR

FALL OUT BOY 11
Beat It (Fueled By Ramen/Island/IDJMG)
KHOP, KKPN, KQMQ, KSAS, KSMB, KWNZ, WCGQ, WHHD, WJBO, WKSE, WSTW

RIHANNA 10
Take A Bow (SRP/Def Jam/IDJMG)
KKOB, KLAL, KRUF, WFMF, WHTS, WIOG, WIXX, WJIM, WQEN, WSSX

ADDED AT... **WXKB**
FT. MYERS, FL
PD: Matt Johnson
MD: Bruce The Moose
Forever The Sickest Kids, Whoa Oh, O Kate Voegelé, Only Fooling Myself, O Santana Feat. Jennifer Lopez & Baby Bash, This Boy's Fire, O

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

NEW AND ACTIVE

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

JOHN MAYER 768/220 **2 PISTOLS FEAT. T-PAIN & TAY DIZM** 390/33
Say (Aware/Columbia) She Got It (Universal Republic)
TOTAL STATIONS: 47 TOTAL STATIONS: 34

COLBY O'DONIS FEAT. AKON 757/198 **NELLY FEAT. FERGIE** 344/39
What You Got (KonLive/Geffen/Interscope) Party People (Derry/Universal Motown)
TOTAL STATIONS: 69 TOTAL STATIONS: 33

SEAN KINGSTON FEAT. THE DEY & JUELZ SANTANA 479/207 **FALL OUT BOY FEAT. JOHN MAYER** 333/100
There's Nothin (Beluga Heights/EPIC) Beat It (Fueled By Ramen/Island/IDJMG)
TOTAL STATIONS: 44 TOTAL STATIONS: 40

PANIC AT THE DISCO 439/77 **J. HOLIDAY** 296/6
Nine In The Afternoon (Decaydance/Fueled By Ramen/RRP) Suffocate (Music Line/Capitol)
TOTAL STATIONS: 63 TOTAL STATIONS: 14

PITBULL FEAT. LIL JON 415/43 **SECONDHAND SERENADE** 288/52
The Anthem (Famous Artists/TVT) Fall For You (Classnote/ILG)
TOTAL STATIONS: 43 TOTAL STATIONS: 22

MOST INCREASED PLAYS

+1483 **LEONA LEWIS**
Bleeding Love (SYCO/JRMG)
WLKT +47, WLDI +46, WRVW +45, WTVR +40, WKKF +39, WHKF +39, WAEV +37, WHTS +36, WFMF +32, KKDM +32

+724 **RAY J & YUNG BERG**
Sexy Can I (Knockout/DEJA 34/Koch/EPIC)
WIHT +30, WBZV +27, WBVD +26, WDKF +26, WLDI +26, WSSS +26, WJIM +25, KKPN +24, WEZB +24, WRVQ +23

+675 **RIHANNA**
Take A Bow (SRP/Def Jam/IDJMG)
WDCG +28, KSLZ +25, WAEZ +22, WAPE +22, KQCH +22, WKSZ +22, WQEN +19, WRVW +18, KZCH +18, WVSR +17

+666 **USHER FEAT. YOUNG JEEZY**
Love In This Club (LaFace/Zomba)
WIOQ +65, WQEN +55, KSLZ +46, WHKF +42, KHHT +39, WRVQ +32, WDJX +32, WDJQ +31, WVYB +30, KSMB +29

+638 **JORDIN SPARKS DUET WITH CHRIS BROWN**
No Air (19 Jive/Zomba)
WNOU +61, KHHT +54, WBVD +54, WAKZ +53, WKKF +39, WIHT +34, KQCH +33, WXLK +33, WNKS +29, WYOY +27

FOR WEEK ENDING APRIL 13, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
127 CHR/Top 40 and 17 Canada CHR/Top 40 stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. CHR/Top 40 indicator chart comprised of 58 reporters. © 2008 Nielsen Business Media, Inc. All rights reserved.

TOLLFREE 1.800.231.6074
www.rollasign.com

Rollasign™
Disposable Plastic Banners



► **KARDINAL OFFISHALL** HAS HIS BEST CANADA CHR/TOP 40 CHART PEAK AS "DANGEROUS" MAKES AN IMPRESSIVE 33-13 LEAP. THAT TOPS THE NO. 22 PEAK OF 2005'S "EVERYDAY (RUDEBWOY)."

CHR/TOP 40 MONITORED REPORTERS

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

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	CHR/TOP 40 INDICATOR	IMPRINT / PROMOTION LABEL	PLAYS	
						TW	+/-
1	1	15	SARA BAREILLES LOVE SONG		EPIC	3503	+39
2	3	12	JORDIN SPARKS DUET WITH CHRIS BROWN NO AIR		19/JIVE/ZOMBA	3249	+161
3	2	15	CHRIS BROWN WITH YOU		JIVE/ZOMBA	3245	-128
4	4	15	MILEY CYRUS SEE YOU AGAIN		HOLLYWOOD	3216	+158
5	7	8	LEONA LEWIS BLEEDING LOVE		SYCO/JRMG	3140	+540
6	8	8	MARIAH CAREY TOUCH MY BODY		ISLAND/IDJMG	2756	+156
7	9	8	USHER FEAT. YOUNG JEEZY LOVE IN THIS CLUB		LAFACE/ZOMBA	2722	+282
8	6	23	BUCKCHERRY SORRY		ELEVEN SEVEN/ATLANTIC	2339	-326
9	5	16	RIHANNA DON'T STOP THE MUSIC		SRP/DEF JAM/IDJMG	2309	-363
10	11	16	ONEREPUBLIC STOP AND STARE		MOSLEY/INTERSCOPE	2244	+9
11	10	21	FLO RIDA FEAT. T-PAIN LOW		POE BOY/ATLANTIC	2243	-188
12	16	4	MADONNA FEAT. JUSTIN TIMBERLAKE 4 MINUTES		WARNER BROS.	2034	+482
13	12	14	DAUGHTRY FEELS LIKE TONIGHT		RCA/RMG	1982	-113
14	14	11	LUPE FIASCO FEAT. MATTHEW SANTOS SUPERSTAR		1ST & 5TH/ATLANTIC	1616	-37
15	13	20	THREE DAYS GRACE NEVER TOO LATE		JIVE/ZOMBA	1557	-148
16	18	4	RAY J & YUNG BERG SEXY CAN I		KNOCKOUT/DEJA 34/KOCH/EPIC	1516	+313
17	15	10	JONAS BROTHERS WHEN YOU LOOK ME IN THE EYES		HOLLYWOOD	1448	-126
18	19	8	NATASHA BEDINGFIELD POCKETFUL OF SUNSHINE		PHONOGENIC/EPIC	1317	+192
19	20	15	LIFEHOUSE WHATEVER IT TAKES		GEFFE V/INTERSCOPE	1188	+77
20	29	3	RIHANNA TAKE A BOW		SRP/DEF JAM/IDJMG	1145	+456
21	23	6	CHERISH FEAT. YUNG JOC KILLA		SHOTUFF/CAPITOL	1139	+156
22	25	5	TAYLOR SWIFT OUR SONG		BIG MACHINE/UNIVERSAL REPUBLIC	1015	+156
23	22	9	COLBIE CAILLAT REALIZE		UNIVERSAL REPUBLIC	1012	+29
24	26	7	WEBBIE. LIL' PHAT & LIL BOOSIE INDEPENDENT		TRILL/ASYLUM/ATLANTIC	913	+76
25	27	6	FLYLEAF ALL AROUND ME		A&M/OCTONE/INTERSCOPE	864	+128
26	30	3	JESSE MCCARTNEY LEAVIN'		HOLLYWOOD	822	+212
27	31	3	DANITY KANE DAMAGED		BAD BOY/ATLANTIC	810	+240
28	28	5	BRITNEY SPEARS BREAK THE ICE		JIVE/ZOMBA	791	+66
29	21	20	TAYLOR SWIFT TEARDROPS ON MY GUITAR		BIG MACHINE/UNIVERSAL REPUBLIC	760	-229
30	24	12	ALICIA KEYS LIKE YOU'LL NEVER SEE ME AGAIN		MBK/JRMG	588	-303
31	36	2	FLO RIDA FEAT. TIMBALAND ELEVATOR		POE BOY/ATLANTIC	573	+113
32	38	2	GAVIN DEGRAW IN LOVE WITH A GIRL		JRMG	513	+178
33	35	5	SALLY ANTHONY SO LONG		GRACIE	497	+22
34	NEW	NEW	METRO STATION SHAKE IT		COLUMBIA	481	+239
35	37	3	LONDON ONLY 20		MATRIARCH	478	+24
36	33	19	BOYS LIKE GIRLS HERO/HEROINE		COLUMBIA	470	-65
37	34	4	FERRAS HOLLYWOOD'S NOT AMERICA		CAPITOL	446	-29
38	32	5	FERGIE FINALLY		WILL.I.AM/A&M/INTERSCOPE	406	-142
39	NEW	NEW	LIL WAYNE FEAT. STATIC MAJOR LOLL!POP		CASH MONEY/UNIVERSAL MOTOWN	343	+262
40	NEW	NEW	COLBY O'DONIS FEAT. AKON WHAT YOU GOT		KONLIVE/GEFFEN/INTERSCOPE	294	+139

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	CANADA CHR/TOP 40	IMPRINT / PROMOTION LABEL	PLAYS	
						TW	+/-
1	4	4	MADONNA FEATURING JUSTIN TIMBERLAKE 4 MINUTES		WARNER BROS./WARNER	703	+82
2	2	8	USHER FEATURING YOUNG JEEZY LOVE IN THIS CLUB		LAFACE/SONY BMG	613	+28
3	4	10	LEONA LEWIS BLEEDING LOVE		SYCO/SONY BMG	604	+67
4	3	14	CHRIS BROWN WITH YOU		JIVE/SONY BMG	554	-2
5	6	9	MARIAH CAREY TOUCH MY BODY		ISLAND/UNIVERSAL	499	-10
6	7	11	JORDIN SPARKS DUET WITH CHRIS BROWN NO AIR		19/JIVE/SONY BMG	483	+35
7	8	14	MILEY CYRUS SEE YOU AGAIN		HOLLYWOOD/UNIVERSAL	452	+14
8	5	19	FLO RIDA FEATURING T-PAIN LOW		POE BOY/ATLANTIC/WARNER	435	-76
9	9	8	BRITNEY SPEARS BREAK THE ICE		JIVE/SONY BMG	414	+32
10	10	8	SIMPLE PLAN YOUR LOVE IS A LIE		LAVA/ATLANTIC/WARNER	401	+24
11	11	9	JULY BLACK UNTIL I STAY		UNIVERSAL	360	+4
12	13	12	SARA BAREILLES LOVE SONG		EPIC/SONY BMG	346	-9
13	33	2	KARDINAL OFFISHALL FEATURING AKON DANGEROUS		KONLIVE/GEFFEN/UNIVERSAL	319	+140
14	18	6	RAY J & YUNG BERG SEXY CAN I		KNOCKOUT/DEJA 34/EPIC/KOCH	310	+22
15	17	19	SEAN KINGSTON TAKE YOU THERE		BELUGA HEIGHTS/EPIC/SONY BMG	289	-1
16	14	14	BUCKCHERRY SORRY		ELEVEN SEVEN/UNIVERSAL	285	-53
17	16	11	STATE OF SHOCK HEARTS THAT BLEED		CORDOVA BAY	273	-31
18	15	32	RIHANNA DON'T STOP THE MUSIC		SRP/DEF JAM/UNIVERSAL	273	-35
19	25	5	NATASHA BEDINGFIELD POCKETFUL OF SUNSHINE		PHONOGENIC/EPIC/SONY BMG	263	+37
20	20	8	LUPE FIASCO FEATURING MATTHEW SANTOS SUPERSTAR		1ST & 5TH/ATLANTIC/WARNER	251	-9
21	12	25	HEDLEY FOR THE NIGHTS I CAN'T REMEMBER		UNIVERSAL	249	-107
22	21	12	SUM 41 WITH ME		AQUARIUS	245	+2
23	27	17	ONEREPUBLIC STOP AND STARE		MOSLEY/INTERSCOPE/UNIVERSAL	239	+16
24	22	22	ENUR FEATURING NATASJA CALABRIA 2008		ULTRA	238	-5
25	26	6	FLO RIDA FEATURING TIMBALAND ELEVATOR		POE BOY/ATLANTIC/WARNER	228	+4
26	28	7	CRASH PARALLEL WORLD WE KNOW		BLACK BOX RECORDINGS/SONY BMG	221	+1
27	24	12	FABER DRIVE WHEN I'M WITH YOU		UNIVERSAL REPUBLIC/UNIVERSAL	214	-16
28	NEW	NEW	HEDLEY NEVER TOO LATE		UNIVERSAL	208	+125
29	43	3	RIHANNA TAKE A BOW		SRP/DEF JAM/UNIVERSAL	202	+58
30	29	25	ALICIA KEYS NO ONE		MBK/JRMG	199	-5

FOR WEEK ENDING APRIL 13, 2008

♦ indicates fanCon



KIBT/Colorado Springs' mixtape series marries programming, sales, marketing and new media

360 Degrees Of Radio

Darnella Dunham

DDunham@RadioandRecords.com

When a pair of programmers at Clear Channel's KIBT (96.1 the Beat)/Colorado Springs had a conversation in 2006 about mixtapes, little did they know their idea would ultimately blossom into a multiplatform promotion and nontraditional revenue generator that would win a statewide award. ■ Mixtapes are nothing new, but the programming, sales and promotional synergy galvanized by PD/afternoon personality Jared Goldberg and MD/night show host DJ Madboy is one that can be adapted by other hip-hop outlets.

Madboy has created mixtapes on his own before, but after soaking up the local hip-hop music in Colorado Springs, he was impressed by the city's talent and regularly talked them up to his PD. "Colorado Springs—who would have thought we've got great hip-hop talent here?" Goldberg recalls thinking about their conversations. "I knew about some of the artists, but I didn't know how deep it really went."

Goldberg trusted Madboy's ear and says, "I've got an incredible music director, mixer and night jock in Madboy. He's great at picking talent and hearing music. He'll bring me a song months before it even comes close to the charts, says it's going to be a smash and then it becomes a No. 1 song."

'Mixtape Mondays'

Madboy ran the idea of creating a local artist mixtape by Goldberg, who suggested that he do it in conjunction with the station to get sponsorship dollars and promote it on a larger scale, rather than keep it underground. After soliciting submissions, the response from local artists looking for placement was overwhelming, Goldberg says.

KIBT involved listeners in the selection process with "Mixtape Mondays," a weekly mini specialty show. "We usually focus on two artists every Monday night where we not only bring them into the studio to interview them, but play a couple of their songs. We get listener feedback via text messaging, e-mail and listener call-in on whether it should make it onto the mixtape or

not," Goldberg says.

With two mixtapes produced a year, "Mixtape Mondays" is not a year-round feature. It disappears for a while when the production process begins, which keeps it from getting stale. "We usually take about a month or two off to just kind of give it a break," Goldberg says.

The station uses external resources for production and promotion. "We actually hire artists to do artwork—these are full CDs. A lot of people think of [artwork for] mixtapes as being just like one little insert in the CD. We actually go all out," Goldberg says, adding that posters are inserted in the CD packaging. The promo campaign includes direct mail and record store signage.

Sales Buy-In

Goldberg says it was a snap to convince the station's sales department of the project's nontraditional revenue potential, especially when it was championed by a manager who is in the same demo as KIBT listeners. "My sales manager was 27 years old and he saw it as a revenue source; he saw it as something that could really make a lot of money—and we have," Goldberg says. "When I brought him this, his eyes lit up."

Advertisers were eager to embrace a fully integrated package. In addition to "Mixtape Monday," a concert supports the compilation. The mixtapes are promoted at remotes by having artists selected for the compilation meet and greet listeners. New media is incorporated by

sending text messages to listeners informing them about the mixtape artist's appearance. KIBT mixtapes are also available in local record stores for the obvious tie-in price of \$9.61.

Pepsi has been one of the project's biggest sponsors. Goldberg attributes the client's excitement to the pack-

age's multilevel approach. "We're giving them what they're calling now a '360-degree' sales idea where it's not only including on-air advertising and on-air promotion, but also Web, text messaging and a CD product with point of purchase.

"[Pepsi] wanted to do the one that came out this last Christmas, but they

didn't have the money for it because they weren't expecting it to come down the pipe. We went in for the meeting for the summer mixtape last year, and literally at the end of the meeting they already signed a check for it. Financially it's been great because honestly, if we had to do this out of our own pocket it wouldn't be happening. But the clients have been so gung-ho about it," Goldberg says.

Other title sponsors have included a local record store, a graphics house and a nonprofit organization youth work center. "A lot of people want to get involved with this because it reaches who they're trying to reach," Goldberg says.

Award Winner

The KIBT mixtapes program has attracted more than clients and listeners. Volumes 2 and 3 of the series won 2007 Colorado Broadcasters' Assn. awards for sales promotion and station promotion. Further recognition has come in the form of other broadcasters trying out the concept.

"When we started doing the second 'Mixtape Mondays,' I actually saw a bunch of stations all over the country start picking up the idea, which is great," Goldberg says. "But they weren't going all out: They were doing 'Mixtape Mondays' but weren't doing the mixtape, they weren't promoting a concert to promote the release of the CD. They did a little bit of the idea, but they didn't do the full idea."

Goldberg says it's essential that programmers embrace the 360-degree approach whenever possible. "Times have changed so drastically in the last nine years alone, let alone the last 20 years. The formula's different—not only for ratings, but also to connect with your listeners and to do promotions. People talk about how you battle with an iPod, how you battle with satellite radio—you've got to do things that are different."

R&R



Madboy, left, and Goldberg



KIBT's mixtape CD series (cover art pictured above) has attracted Pepsi, among other title sponsors.



► **SNOOP DOGG** HAS PLENTY TO CELEBRATE AS "LIFE OF DA PARTY" DEBUTS AT NO. 34, MARKING HIS 34TH APPEARANCE ON THE NIELSEN BDS-FED. RHYTHMIC CHART. HIS TOTAL IS THE MOST BY A RAPPER, AND SECOND ONLY TO R. KELLY'S 40 CHART HITS, ON THE ALL-TIME LIST.

LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW	AUDIENCE MILLIONS	RANK
1	12	RAY J & YUNG BERG SEXY CANI	NO. 1 (2 WKS)	☆	5704	+183	47.197
2	9	USHER FEATURING YOUNG JEEZY LOVE IN THIS CLUB		☆☆	5619	+94	43.194
3	9	MARIAH CAREY TOUCH MY BODY		☆☆	5020	-22	35.829
4	4	LIL WAYNE FEAT. STATIC MAJOR LOLLIPOP	MOST INCREASED PLAYS	☆☆	4542	+1092	34.479
5	10	COLBY O'DONIS FEATURING AKON WHAT YOU GOT		☆☆	3965	+103	29.010
4	19	CHRIS BROWN WITH YOU		☆☆	3887	-297	32.954
7	13	2 PISTOLS FEATURING T-PAIN & TAY DIZM SHE GOT IT		☆☆	3723	-11	23.008
10	9	JORDIN SPARKS DUET WITH CHRIS BROWN NO AIR		☆☆	3496	+638	25.439
6	31	FLO RIDA FEATURING T-PAIN LOW		☆☆	3460	-305	26.204
8	19	WEBBIE, LIL' PHAT & LIL' BOOSIE INDEPENDENT		☆☆	3216	-414	18.473
11	8	FLO RIDA FEATURING TIMBALAND ELEVATOR		☆☆	2774	+118	14.941
14	6	RICK ROSS FEATURING T-PAIN THE BOSS		☆☆	2499	+344	17.959
12	12	MARIO CRYING OUT FOR ME		☆☆	2188	-94	13.297
16	10	CHERISH FEATURING YUNG JOC KILLA		☆☆	2069	+72	11.005
15	14	SHAWTY LO DEY KNOW		☆☆	2014	-263	12.352
16	22	J. HOLIDAY SUFFOCATE		☆☆	1958	-172	11.601
17	6	LEONA LEWIS BLEEDING LOVE	AIRPOWER	☆☆	1949	+448	12.800
24	5	DANITY KANE DAMAGED		☆☆	1789	+493	10.853
17	14	RIHANNA DON'T STOP THE MUSIC		☆☆	1664	-299	13.861
18	14	LUPE FIASCO FEATURING MATTHEW SANTOS SUPERSTAR		☆☆	1603	-294	13.883
19	20	SNOOP DOGG SENSUAL SEDUCTION		☆☆	1335	-286	11.123
25	5	DJ FELLI FEL FEAT. NE-YO, FABOLOUS, KANYE WEST & JERMAINE DUPRI FINER THINGS		☆☆	1226	+208	6.896
31	3	PLIES FEATURING NE-YO BUST IT BABY (PART 2)		☆☆	1185	+353	7.335
22	8	LIL MAMA FEATURING CHRIS BROWN & T-PAIN SHAWTY GET LOOSE		☆☆	1146	-228	6.785
21	15	THE-DREAM FALSETTO		☆☆	1141	-361	8.761
30	4	C-SIDE FEATURING KEYSIA COLE BOYFRIEND/GIRLFRIEND		☆☆	1008	+123	4.544
28	20	ALICIA KEYS LIKE YOU'LL NEVER SEE ME AGAIN		☆☆	765	-141	4.032
32	3	LLOYD FEATURING LUDACRIS HOW WE DO IT		☆☆	761	+60	4.107
34	3	WIZ KHALIFA SAY YEAH		☆☆	734	+109	3.955
29	18	FAT JOE FEATURING J. HOLIDAY I WON'T TELL		☆☆	724	-170	9.357
39	2	MADONNA FEATURING JUSTIN TIMBERLAKE 4 MINUTES		☆☆	705	+190	4.922
32	2	BABY BASH FEATURING KEITH SWEAT DON'T STOP		☆☆	683	+101	3.609
33	2	NELLY FEATURING FERGIE PARTY PEOPLE	MOST ADDED	☆☆	662	+92	3.624
34	NEW	SNOOP DOGG FEATURING TOO SHORT & MISTAH F.A.B. LIFE OF DA PARTY		☆☆	652	+185	3.296
35	NEW	SEAN KINGSTON FEATURING THE DEY & JUELZ SANTANA THERE'S NOTHIN		☆☆	640	+145	3.422
36	38	PITBULL FEATURING TRINA & YOUNG BOSS GO GIRL		☆☆	635	+82	3.826
37	25	RYAN LESLIE DIAMOND GIRL		☆☆	620	-382	3.982
38	33	ROCKO UMMA DO ME		☆☆	617	-24	2.914
39	NEW	DAVID BANNER FEATURING CHRIS BROWN GET LIKE ME		☆☆	594	+179	3.316
40	27	KEYSIA COLE I REMEMBER		☆☆	586	-328	4.893

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
NELLY FEAT. FERGIE Party People (Derrty/Universal Motown)	20
RIHANNA Take A Bow (SRP/Def Jam/DJMG)	20
THREE 6 MAFIA Loll Loll (Pop That Body) (Hypnotize Minds/Columbia)	13
PLIES FEAT. NE-YO Bust It Baby (Part 2) (Big Gates/Slip-N-Slide/Atlantic)	10
ESTELLE FEAT. KANYE WEST American Boy (Home School/Atlantic)	9
DANITY KANE Damaged (Bad Boy/Atlantic)	7
NE-YO Closer (Def Jam/DJMG)	7
QWOTE FEAT. TRINA OR SHAGGY Don't Wanna Fight (Slip-N-Slide/Jive/Zomba)	7
SNOOP DOGG FEAT. TOO SHORT & MISTAH F.A.B. Life Of Da Party (Doggystyle/Geffen/Interscope)	6
MADONNA FEAT. JUSTIN TIMBERLAKE 4 Minutes (Warner Bros.)	6

ADDED AT... KKFR
Phoenix, AZ
PD: Bruce St. James
MD: DJ Joey Boy
Nelly Feat. Fergie, Party People, 1
Plies Feat. Ne-Yo, Bust It Baby (Part 2), 0
Rihanna, Take A Bow, 0
FOR REPORTING STATIONS PLAYLISTS GO TO:
www.RadioandRecords.com

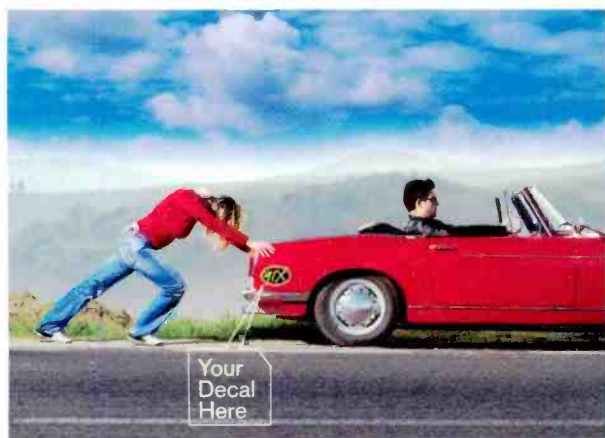
NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
NE-YO Closer (Def Jam/DJMG)	543/322	DOLLA FEAT. T-PAIN & TAY DIZM Who The F*** Is That? (The Gang/Konvict/Jive/Zomba)	298/44
TOTAL STATIONS:	51	TOTAL STATIONS:	29
ASHANTI The Way That I Love You (The Inc./Universal Motown)	500/149	MARIAH CAREY Bye Bye (Island/DJMG)	261/261
TOTAL STATIONS:	42	TOTAL STATIONS:	32
RIHANNA Take A Bow (SRP/Def Jam/DJMG)	492/40	DAY26 Got Me Going (Bad Boy/Atlantic)	257/82
TOTAL STATIONS:	26	TOTAL STATIONS:	36
ICE CUBE Gangsta Rap Made Me Do It (Lench Mob)	360/20	BUN B FEAT. SEAN KINGSTON That's Gangsta (Rap-A-Lot 4 Life/Asylum)	225/31
TOTAL STATIONS:	26	TOTAL STATIONS:	18
ESTELLE FEAT. KANYE WEST American Boy (Home School/Atlantic)	336/135	KARDINAL OFFSHALL FEAT. AKON Dangerous (KonLive/Geffen/Interscope)	215/89
TOTAL STATIONS:	40	TOTAL STATIONS:	43

MOST INCREASED PLAYS

+1092	☆☆	LIL WAYNE FEAT. STATIC MAJOR Lollipop (Cash Money/Universal Motown)
+638	☆☆	JORDIN SPARKS DUET WITH CHRIS BROWN No Air (19Jive/Zomba)
+493	☆☆	DANITY KANE Damaged (Bad Boy/Atlantic)
+448	☆☆	LEONA LEWIS Bleeding Love (SYCO/J/RMG)
+353	☆☆	PLIES FEAT. NE-YO Bust It Baby (Part 2) (Big Gates/Slip-N-Slide/Atlantic)

FOR WEEK ENDING APRIL 13, 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.



Your Decal Here

DECALS GO EVERYWHERE

Push your station's brand by printing decals.



Decals Static Labels Magnets Media Folders Artwork

Samples of our printing

© 2008 COMMUNICATION GRAPHICS INC.

Communication Graphics Inc

THE DECAL COMPANY

(800) 331-4438 www.cgilink.com

Call us today!



Employing a cluster strategy helped Radio One/Houston improve its PPM ratings. Second in a two-part series

PIs Come First With PPM

Darnella Dunham
DDunham@RadioandRecords.com

Life in a PPM world took some getting used to, but Radio One urban AC KMJQ (Magic 102.1) and urban KBXX (97.9 the Box) are now back on top in Houston, ranked No. 1 and No. 2, respectively, in 6+ listeners in the February monthly. ■ In last week's column, regional VP of programming and market VP/GM Doug Abernathy and Terri Thomas, PD of KBXX and gospel KROI (Praise 92.1)/Houston discussed how refocusing their airstaffs helped put the cluster's PPM ratings back on par with those achieved with the diary. This week they address another factor that helped ignite the ratings turnaround: a cluster programming strategy.

Like many operators in the first wave of electronically measured markets, Abernathy and Thomas won't reveal their programming "special sauce." They point out that the stations did not conduct any additional external marketing. And, on a March 28 Arbitron clients call, Abernathy said an initial tactic to try to convince local retailers and sports venues operators to play their stations ultimately proved unsuccessful.

Rather, Radio One's return to the top in Houston came month-to-month, driven by a programming strategy of superserving P1 listeners. Additionally, Arbitron's increased in-tab sample of African-Americans was likely another beneficial factor.

The PPM: Unforgiving

"One of the main problems with urban in a PPM world—and we were guilty of this—we took our P1s for granted," Abernathy says. "In a diary world we're like, 'How do we convert P2s and P3s to P1s?' In the PPM world, forget the P3s, P4s, P5s and now P6s—it's all about your P1s and P2s and how you appease them."

While intensely loyal, Abernathy says that P1s are more forgiving under the diary methodology than the PPM. "At the end of the week they'll still write you down even though you did a bad break or you played bad songs or you did a bad contest." However, the meter captures actual listening behavior, not diary-keeper recollections of

what they heard. In that sense, the PPM "is non-forgiving," Abernathy says.

Some have expressed concern that the new methodology will encourage programming to the meter instead of listeners. Not so, Thomas says. "Programming to the meter is the wrong philosophy—the meter is just an informational tool. You don't program to the meter—you program to the people, your P1s." Abernathy notes that this is a fundamental shift from "all the tricks and gimmicks we've learned to play over the past 40-some years with the diary," such as running stopsets at :20 and :50 after the hour to "sweep that extra quarter-hour." There's no way to manipulate the system, Abernathy says.

However, clock management of the entire cluster is part of Radio One's Houston strategy. Currently, clocks are such that the three stations do not air stopsets at the same time. "Our goal is, if we're going to lose TSL, we lose TSL to ourselves," Abernathy says.

Thomas adds, "If you're going to be the cluster that caters to the urban audience, then you hope that you can at least keep the business in the cluster—then we all win."

A third ingredient in the slow, methodical ratings turnaround was embracing a bottom-up management philosophy. "You can stand up and be a leader on top of the hill and tell your troops where to march and that probably would have worked in a diary world," Abernathy says. "But now as a leader, you need to get down and lead the charge from the

'If PPM is coming to your market, wake up. People aren't writing down their favorite radio station anymore.'

—Doug Abernathy

**97.9
THE BOX**

Magic 102.1
Houston's R&B Leader!

**Praise
92.1 FM**

ground, which requires you to keep an open mind and take a lot more input from people that you never thought you would seek counsel from, people who are touching your P1s every day."

From promotion department members doing street hits to jocks to salespeople to part-timers, Abernathy says all have valuable input to contribute to management since they are in direct contact with listeners. "You get a lot more input and participation from everyone involved. You've got to lead the charge right alongside everyone else."

'Collective Effort'

Getting all departments at all stations to buy into the cluster strategy was critical, Thomas says. "We have to work together as cluster stations—programming, sales, promotions—everybody understanding we all have to make a collective effort so that we can bring the whole team forward. All of our stations are equally important. The revenue may be different on each station and that's just being real. But all three of our stations are equally important."

While pleased with the end results, they weren't always what Abernathy expected. Speaking on the Arbitron clients call, he noted how "older stations are younger and the younger stations get older." Urban ACs don't typically rank top 10 in 18-34 under the diary methodology, but now, not only does the PPM show KMJQ top 10 in the demo, it's top five in teens. Meanwhile, the Box has moved from mid-pack to a top-tier 25-54 position. "And then you get into those middle demo cells like 18-49, [where] both stations are top three," Abernathy says.

Adapting to the PPM presented internal obstacles for Radio One because it requires evolution, ready or not. "Change is always a difficult thing and there are those who immediately embrace it, those who just don't know and those who fight it," Abernathy says. "Internally we probably had people in each one of those camps. And over the course of the past year, we've probably had some casualties of those who fought it. All in all we decided to just jump into this thing, learn it, understand it and master it. Obviously it's starting to show up in the ratings."

For any programmer approaching metered ratings with trepidation, Abernathy offers this advice: "If PPM is coming to your market, wake up. People aren't writing down their favorite radio station anymore. People listen to six or seven radio stations every given day. And your job now is to try and narrow that down to your urban radio station."

Stick with diary programming tricks and you're in for a rude awakening, he adds. "So wake up, get in front of it, learn it, study it, learn about your P1s, don't take them for granted anymore, get out there and touch them, become intimate with them—and you'll be successful. You'll be back to where you were in the diary." **R&R**



► **2 PISTOLS** DRAWS HIS FIRST TOP 10 AS "SHE GOT IT" VAULTS 11-7. GUEST STAR T-PAIN COLLECTS HIS LUCKY 13TH TOP 10 SINCE HE FIRST DEBUTED IN 2005, THE MOST TRIPS TO THE UPPER REGION BY ANY ARTIST IN THAT SPAN.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	9	1	USHER FEATURING YOUNG JEEZY LOVE IN THIS CLUB	NO. 1 (4 WKS)	11 ☆	5059 +241	48.421	1
2	12	2	RAY J & YUNG BERG SEXY CANI	NO. 1 (4 WKS)	11 ☆	4433 +314	38.497	2
3	4	5	LIL WAYNE FEAT. STATIC MAJOR LOLLIPOP	MOST INCREASED PLAYS	11 ☆	4226 +1002	37.714	3
4	9	3	MARIAH CAREY TOUCH MY BODY	NO. 1 (4 WKS)	11 ☆	4040 +40	32.811	4
5	11	6	RICK ROSS FEATURING T-PAIN THE BOSS	NO. 1 (4 WKS)	11 ☆	3460 +241	29.355	6
6	18	4	THE-DREAM FALSETTO	NO. 1 (4 WKS)	11 ☆	3274 -276	31.113	5
7	11	11	2 PISTOLS FEATURING T-PAIN & TAY DIZM SHE GOT IT	NO. 1 (4 WKS)	11 ☆	2759 +237	19.155	14
8	14	7	ASHANTI THE WAY THAT I LOVE YOU	NO. 1 (4 WKS)	11 ☆	2580 +328	25.144	7
9	7	21	SHAWTY LO DEY KNOW	NO. 1 (4 WKS)	11 ☆	2554 -319	20.172	13
10	18	10	ROCKO UMMA DO ME	NO. 1 (4 WKS)	11 ☆	2342 -230	20.193	12
11	18	5	JORDIN SPARKS DUET WITH CHRIS BROWN NO AIR	NO. 1 (4 WKS)	11 ☆	2317 +663	23.836	8
12	9	20	KEYSHIA COLE I REMEMBER	NO. 1 (4 WKS)	11 ☆	2228 -354	22.266	9
13	8	17	FAT JOE FEATURING J. HOLIDAY I WON'T TELL	NO. 1 (4 WKS)	11 ☆	2114 -554	18.125	15
14	15	26	J. HOLIDAY SUFFOCATE	NO. 1 (4 WKS)	11 ☆	2054 -182	21.109	11
15	13	29	MARIO CRYING OUT FOR ME	NO. 1 (4 WKS)	11 ☆	1993 -291	21.806	10
16	12	19	CHRIS BROWN WITH YOU	NO. 1 (4 WKS)	11 ² ☆	197 -478	17.725	16
17	21	5	PLIES FEATURING NE-YO BUST IT BABY (PART 2)	AIRPOWER	11 ☆	1969 +474	14.135	20
18	17	9	TREY SONGZ LAST TIME	NO. 1 (4 WKS)	11 ☆	1953 +162	16.209	17
19	16	24	WEBBIE, LIL' PHAT & LIL' BOOSIE INDEPENDENT	NO. 1 (4 WKS)	11 ☆	1818 -390	14.802	19
20	20	11	RAHEEM DEVAUGHN CUSTOMER	NO. 1 (4 WKS)	11 ☆	1770 +194	16.031	18
21	23	6	DAY26 GOT ME GOING	NO. 1 (4 WKS)	11 ☆	1602 +245	9.955	21
22	24	10	MIKE JONES FEATURING HURRICANE CHRIS DROP & GIMME 50	NO. 1 (4 WKS)	11 ☆	1316 +89	6.120	30
23	26	5	SEAN GARRETT FEATURING LUDACRIS GRIPPIN'	NO. 1 (4 WKS)	11 ☆	1287 +138	5.489	32
24	25	7	FLO RIDA FEATURING TIMBALAND ELEVATOR	NO. 1 (4 WKS)	11 ☆	1211 +54	5.417	33
25	30	3	MARY J. BLIGE STAY DOWN	NO. 1 (4 WKS)	11 ☆	1164 +114	7.338	24
26	28	11	LYFE JENNINGS NEVER NEVER LAND	NO. 1 (4 WKS)	11 ☆	1159 +39	7.542	22
27	32	3	WEBBIE FEATURING LETOYA LUCKETT I MISS YOU	NO. 1 (4 WKS)	11 ☆	897 +80	3.614	-
28	29	10	RYAN LESLIE DIAMOND GIRL	NO. 1 (4 WKS)	11 ☆	877 -226	6.066	31
29	33	2	SNOOP DOGG FEATURING TOO SHORT & MISTAH F.A.B. LIFE OF DA PARTY	NO. 1 (4 WKS)	11 ☆	869 +103	4.736	37
30	31	10	LIL' WIL MY DOUGIE	NO. 1 (4 WKS)	11 ☆	839 -167	6.787	27
31	NEW		CHRIS BROWN TAKE YOU DOWN	NO. 1 (4 WKS)	11 ☆	772 +452	7.259	25
32	27	13	LUPE FIASCO FEATURING MATTHEW SANTOS SUPERSTAR	NO. 1 (4 WKS)	11 ☆	754 -367	6.293	29
33	NEW		KARINA 16 @ WAR	NO. 1 (4 WKS)	11 ☆	753 +218	4.308	40
34	2		LLOYD FEATURING LUDACRIS HOW WE DO IT	NO. 1 (4 WKS)	11 ☆	690 -7	2.705	-
35	NEW		DOLLA FEATURING T-PAIN & TAY DIZM WHO THE F*** IS THAT?	NO. 1 (4 WKS)	11 ☆	681 +52	4.899	36
36	NEW		NE-YO CLOSER	NO. 1 (4 WKS)	11 ☆	677 +311	3.035	-
37	37	14	JAHEIM NEVER	NO. 1 (4 WKS)	11 ☆	639 -34	7.405	23
38	NEW		DAVID BANNER FEATURING CHRIS BROWN GET LIKE ME	NO. 1 (4 WKS)	11 ☆	614 +171	3.488	-
39	NEW		TRINA FEATURING KEYSHIA COLE I GOTTA THANK FOR YOU	NO. 1 (4 WKS)	11 ☆	600 +12	2.745	-
40	NEW		THE-DREAM I LUV YOUR GIRL	NO. 1 (4 WKS)	11 ☆	598 +102	6.652	28

MOST ADDED

ARTIST TITLE / LABEL **NEW STATIONS**

KEYSHIA COLE 39
Heaven Sent (Imani/Geffen/Interscope)

NELLY FEAT. FERGIE 36
Party People (Derrty/Universal Motown)

R. KELLY 34
Hair Bralder (Jive/Zomba)

CHERISH 29
Amnesia (Sho'Nuff/Capitol)

ACE HOOD FEAT. T-PAIN & RICK ROSS 24
Cash Flow (We The Best/Def Jam/DJMG)

ALICIA KEYS 23
Teenage Love Affair (MBK/JRMG)

RIHANNA 23
Take A Bow (SRP/Def Jam/DJMG)

ARTIST TITLE / LABEL **NEW STATIONS**

KEYSHIA COLE 39
Heaven Sent (Imani/Geffen/Interscope)

NELLY FEAT. FERGIE 36
Party People (Derrty/Universal Motown)

R. KELLY 34
Hair Bralder (Jive/Zomba)

CHERISH 29
Amnesia (Sho'Nuff/Capitol)

ACE HOOD FEAT. T-PAIN & RICK ROSS 24
Cash Flow (We The Best/Def Jam/DJMG)

ALICIA KEYS 23
Teenage Love Affair (MBK/JRMG)

RIHANNA 23
Take A Bow (SRP/Def Jam/DJMG)

ARTIST TITLE / LABEL **NEW STATIONS**

KEYSHIA COLE 39
Heaven Sent (Imani/Geffen/Interscope)

NELLY FEAT. FERGIE 36
Party People (Derrty/Universal Motown)

R. KELLY 34
Hair Bralder (Jive/Zomba)

CHERISH 29
Amnesia (Sho'Nuff/Capitol)

ACE HOOD FEAT. T-PAIN & RICK ROSS 24
Cash Flow (We The Best/Def Jam/DJMG)

ALICIA KEYS 23
Teenage Love Affair (MBK/JRMG)

RIHANNA 23
Take A Bow (SRP/Def Jam/DJMG)

ADDED AT...

XM THE CITY the City

Satellite
PD: Lisa M. Ivey
MD: DJ Exclusive

Nelly, Feat. Fergie, Party People, 17
Cherish, Amnesia, 9
Rihanna, Take A Bow, 6
Keyshia Cole, Heaven Sent, 0

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
MARIO Music For Love (3rd Street/JRMG)	563/250	NELLY FEAT. FERGIE Party People (Derrty/Universal Motown)	447/98
ONE CHANCE U Cant (JRMG)	560/80	DJ FELLI FEL FEAT. NE-YO, FABOLOUS, KANYE WEST & JERMAINE DUPRI Finer Things (So So Def/DJMG)	441/83
V.I.C. Get Silly (Young Mogul/Warner Bros.)	558/241	ACE FEAT. T-PAIN & RICK ROSS Cash Flow (We The Best/Def Jam/DJMG)	422/18
SEAN KINGSTON FEAT. THE DEY & JUELZ SANTANA There's Nothin (Beluga Heights/Epic/Koch)	518/104	TIFFANY EVANS FEAT. 30W WOW I'm Grown (Columbia)	376/142
ESTELLE FEAT. KANYE WEST American Boy (Home School/Atlantic)	512/52	SHAWTY LO Polish (D4L/Asylum)	360/154

MOST INCREASED PLAYS

+1002	☆ LIL WAYNE FEAT. STATIC MAJOR Lollipop (Cash Money/Universal Motown)
+663	JORDIN SPARKS DUET WITH CHRIS BROWN No Air (Jive/Zomba)
+474	PLIES FEAT. NE-YO Bust It Baby (Part 2) (Big Gates/Slip-N-Slide/Atlantic)
+452	☆ CHRIS BROWN Take You Down (Jive/Zomba)
+328	☆ ASHANTI The Way That I Love You (The Inc./Universal Motown)

FOR WEEK ENDING APRIL 13, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations. 82 urban stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Rap chart comprised of 82 urban and 76 Rhythmic electronically monitored Nielsen Broadcast Data Systems stations. © 2008 Nielsen Business Media, Inc. All rights reserved.

HEY DJs! FREE WEEKLY E-MAIL

new music DJs Pick The Next Hits
chart BDS Mixshow Chart
latest news In The Mix Show Community

R&R Mix Blast ACCURATE TRUSTWORTHY COMPREHENSIVE

SUBSCRIBE NOW! WWW.RADIOANDRECORDS.COM/SUBSCRIBE.ASP

R&R URBAN AC

POWERED BY **nielsen** BDS

DMDS DIGITAL DOWNLOADS AVAILABLE AT DMDS.COM



▶ BACK ON THE SCENE AFTER A FIVE-YEAR ABSENCE, **ASHANTI** GRABS HER HIGHEST CAREER DEBUT ON THE URBAN AC CHART AS "THE WAY THAT I LOVE YOU" STARTS AT NO. 29.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TV +/-	AUDIENCE MILLIONS RANK
1	2	29	RAHEEM DEVAUGHN WOMAN	NO. 1 (1 WK) JIVE/ZOMBA	1334 -53	14.180 4
2	1	26	JAHEIM NEVER	DIVINE MILL/ATLANTIC	1825 -87	16.055 2
3	3	23	KEYSHIA COLE I REMEMBER	IMANI/GEFFEN/INTERSCOPE	1774 -49	16.230 1
4	4	23	ALICIA KEYS LIKE YOU'LL NEVER SEE ME AGAIN	MBK/J/RMG	1559 -76	15.674 3
5	5	27	MARY J. BLIGE JUST FINE	MATRIARCH/GEFFEN/INTERSCOPE	1573 +69	13.859 5
6	6	21	ERYKAH BADU HONEY	UNIVERSAL MOTOWN	1335 -42	8.696 8
7	8	9	MARIAH CAREY TOUCH MY BODY	MOST INCREASED PLAYS ISLAND/IDJMG	1217 +175	12.877 6
8	7	13	ANGIE STONE SOMETIMES	STAX/CMG	1172 +21	9.764 7
9	9	12	KEITH SWEAT FEATURING PAISLEY BETTIS SUGA SUGA SUGA	KEIA/ATCO/RHINO	988 +21	6.256 12
10	10	25	JILL SCOTT MY LOVE	HIDDEN BEACH	912 +62	7.571 9
11	11	11	CHARLIE WILSON FEATURING T-PAIN SUPA SEXXY	JIVE/ZOMBA	723 +60	4.613 14
12	13	17	J. HOLIDAY SUFFOCATE	MUSIC LINE/CAPITOL	695 +85	6.864 10
13	15	17	MARVIN SAPP NEVER WOULD HAVE MADE IT	VERITY/ZOMBA	531 +78	6.591 11
14	12	36	JOE MY LOVE	JIVE/ZOMBA	594 -54	3.326 18
15	16	10	LEDISI IN THE MORNING	VERVE FORECAST/VERVE	518 +35	3.729 16
16	14	19	CHAKA KHAN ONE FOR ALL TIME	BURGUNDY/COLUMBIA	51 -55	3.278 20
17	18	7	NOEL GOURDIN THE RIVER	EPIC	490 +87	4.135 15
18	17	11	LYFE JENNINGS NEVER NEVER LAND	COLUMBIA	425 -12	2.792 22
19	20	7	JANET LUV	ISLAND/IDJMG	380 +91	2.259 27
20	22	16	MARY J. BLIGE WORK THAT	MATRIARCH/GEFFEN/INTERSCOPE	355 +72	5.546 13
21	24	2	JAHEIM FEATURING KEYSHIA COLE I'VE CHANGED	DIVINE MILL/ATLANTIC	333 +132	1.619 30
22	19	8	MARCUS MILLER FEATURING CORINNE BAILEY RAE FREE	3 DEVICES/CMG	301 -20	1.012 37
23	23	4	CHRISSETTE MICHELE LOVE IS YOU	DEF JAM/IDJMG	295 +25	1.078 34
24	29	2	AL GREEN FEATURING JOHN LEGEND STAY WITH ME (BY THE SEA)	BLUE NOTE/BLG	262 +113	1.351 31
25	21	11	MARY J. BLIGE HURT AGAIN	MATRIARCH/GEFFEN/INTERSCOPE	244 -45	2.527 25
26	25	6	RAHEEM DEVAUGHN CUSTOMER	JIVE/ZOMBA	223 +32	3.445 17
27	27	8	MINT CONDITION BABY BOY BABY GIRL	CAGED BIRD/IMAGE	210 +18	0.676 -
28	26	20	TAMIA ALMOST	PLUS 1/IMAGE	180 -17	3.018 21
29	NEW		ASHANTI THE WAY THAT I LOVE YOU	THE INC./UNIVERSAL MOTOWN	154 +77	2.384 26
30	28	12	CHERI DENNIS FEATURING YUNG JOC & GORILLA ZOE PORTRAIT OF LOVE	BAD BOY/ATLANTIC	149 -34	0.702 -
31	32	3	RANDY JACKSON FEATURING BARBI ESCO MY R&B	DREAM MERCHANT 21/CMG	134 -5	0.390 -
32	30	10	EMILY KING U & I	LIFEPRINT/J/RMG	133 -9	0.863 39
33	36	3	JANET FEEDBACK	ISLAND/IDJMG	132 +31	2.604 23
34	31	7	LIVIN OUT LOUD LATELY	KIN	132 -9	0.457 -
35	40	2	RAHEEM DEVAUGHN LOVE DRUG	JIVE/ZOMBA	131 +39	2.544 24
36	NEW		MARIO MUSIC FOR LOVE	3RD STREET/J/RMG	118 +90	0.706 40
37	NEW		LALAH HATHAWAY LET GO	STAX/CMG	116 +80	1.184 32
38	7		BOYZ II MEN JUST MY IMAGINATION (RUNNING AWAY WITH ME)	DECCA	110 +11	0.501 -
39	34	19	TREY SONGZ CAN'T HELP BUT WAIT	SONG BOOK/ATLANTIC	103 -8	1.883 29
40	NEW		CONYA DOSS WHAT I'D DO	DDME	104 +60	2.035 28

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
RAHSAAN PATTERSON Feels Good (Artistry) KDKS, KMEZ, KOKY, KQXL, WAGH, WAKB, WQPR, WKXI, WLXC, WMGL, WMPZ, WQMG, WSRB, WTLZ, WUHT, WWDM, WYLD	17
JAHEIM I've Changed (Divine Mill/Atlantic) KJMS, KMJM, KRNB, WKSP, WMOJ, WSOL, WYLD	7
CHARLIE WILSON FEAT. T-PAIN Supa Sexy (Jive/Zomba) KVMA, WZZZ, WHRP, WJMJ, WKUS, WKVL	6
ANTHONY DAVID FEAT. INDIA.ARIE Words (Soulbird/Universal Republic) KBLX, KMEZ, KOKY, KQXL, WKXI	5
AL GREEN FEAT. JOHN LEGEND Stay With Me (By The Sea) (Blue Note/BLG) WBAV, WUHT, WWIN, WYLD	4
CALVIN RICHARDSON Sang No More (Shanachie) WHUR, WLXC, WUHT, WVBE	4
MARIAH CAREY Touch My Body (Island/IDJMG) KJMS, WBHK, WKUS	3
J. HOLIDAY Suffocate (Musicline/Capitol) WBAV, WAXD, WVKL	3
MARVIN SAPP Never Would Have Made It (Verity/Zomba) WJMR, WMMJ	2
NOEL GOURDIN The River (Epic) WSRB, WYLD	2

ADDED AT... WBLS
New York, NY
PD: Skip Dillard
Trey Songz, Last Time, 4
Usher feat. Young Jeezy, Love In This Club, 3
Christette Michele, Love Is You, 2

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

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)	99/11	CHRIS BROWN With You (Jive/Zomba)	52/3
TOTAL STATIONS: 13		TOTAL STATIONS: 5	
MARY J. BLIGE Stay Down (Matriarch/Geffen/Interscope)	91/60	ALICIA KEYS Teenage Love Affair (MBK/J/RMG)	51/20
TOTAL STATIONS: 23		TOTAL STATIONS: 11	
DWELE I'm Cheatin' (Koch)	87/37	RAHSAAN PATTERSON Feels Good (Artistry)	48/27
TOTAL STATIONS: 18		TOTAL STATIONS: 7	
THE-DREAM Falsetto (Radio Killa/Def Jam/DJMG)	76/8	THE CLARK SISTERS Livin' (EMI Gospel)	47/1
TOTAL STATIONS: 17		TOTAL STATIONS: 31	
USHER FEAT. YOUNG JEEZY Love In This Club (LaFace/Zomba)	74/16	RICKY DILLARD & "NEW G" (NEW GENERATION CHORALE) The Light (NuSpring)	44/26
TOTAL STATIONS: 6		TOTAL STATIONS: 28	



+175	MARIAH CAREY Touch My Body (Island/IDJMG) WKUS +6, WTLZ +12, WJMJ +12, WXST +11, WRKS +11, WUHT +10, WLXC +10, WRNB +8, WBAV +8, WMGL +7
+132	JAHEIM FEAT. KEYSHIA COLE I've Changed (Divine Mill/Atlantic) KRNB +10, WFLM +10, WVBE +10, SHS +10, WSOL +10, WMOJ +8, KDKS +8, WUHT +7, KMEZ +7, WKUS +6
+113	AL GREEN FEAT. JOHN LEGEND Stay With Me (By The Sea) (Blue Note/BLG) WWIN +15, WVBE +11, WQPR +10, WBAV +8, KJMS +7, KQXL +7, KNEK +7, KMEZ +6, KBLX +6, WQMG +5
+91	JANET Luv (Island/IDJMG) KNEK +7, WUHT +6, WYLD +5, KJMS +4, WQMG +4, WFXC +4, WJMJ +4, WYLD +4, WMGL +3, WKUS +3
+90	MARIO Music For Love (3rd Street/J/RMG) KMEZ +11, KOKY +9, KRNB +7, KNEK +7, WXST +7, KQXL +6, WLXC +6, WMGL +6, WTLZ +5, WKXI +4

FOR WEEK ENDING APRIL 13, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations. 72 urban 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.

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).

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

both audience and plays.

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

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

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

URBAN REPORTERS

WJIZ/Albany, GA
PD/MD: Jammin' Jay

KBCE/Alexandria, LA
PD: Al Irvin

KKST/Alexandria, LA
OM/MD: Jay Stevens
APD: Wade Hampton
MD: Corey B.

WHTA/Atlanta, GA*
OM/MD: Steve Hegwood
APD: Bill Black
MD: Stix Malone

WVEE/Atlanta, GA*
PD: Reggie Rouse

WFXX/Augusta, GA*
OM/MD: Terry Monday
MD: JayTek

WPRW/Augusta, GA*
OM: Steve Burke
PD: Tim "Fattz" Snell
MD: TuTu

WERQ/Baltimore, MD*
PD/MD: Neke Howse

WEMX/Baton Rouge, LA*
PD: J-Tweezy
MD: Kool DJ Supa Mike

KTCX/Beaumont, TX*
OM: Maurice DeVoe
PD: Doug Harris
APD/MD: Adrian Scott

WJZD/Biloxi, MS*
PD: Rob Neal

WBHJ/Birmingham, AL*
PD: Mary K.
MD: Lil Homie

WBLK/Buffalo, NY*
PD: Chris Reynolds

WWWZ/Charleston, SC*
OM/MD: Terry Base
MD: Yonni "Da Rude Bwoi"
Rude

WPEG/Charlotte, NC*
PD: Terri Avery
MD: Deon Cole

WUVA/Charlottesville, VA
OM/MD: Tanisha R.
Thompson

WJTT/Chattanooga, TN*
PD: Keith Landecker
MD: Magic Crutcher

WGCI/Chicago, IL*
PD: Kris Kelley
MD: Kenard "K2" Karter

WPWX/Chicago, IL*
PD: Jay Alan
MD: Barbara McDowell

WIZF/Cincinnati, OH*
MD: Greg Williams

WENZ/Cleveland, OH*
OM/MD: Kim Johnson
APD: Robin Simone
MD: DJ Latin Assassin

WHXT/Columbia, SC*
PD: Chris Connors
MD: Shanik Mincie

WXBT/Columbia, SC*
OM: LJ Smith
PD/MD: Brian Paiz

WBFA/Columbus, GA*
OM: Brian Waters
PD: Derrick "Lil D" Greene

WFEX/Columbus, GA*
OM: Carl Conner, Jr.
PD: Michael Soul
MD: Kenya White

WMSU/Columbus, MS
OM: GQ Riley
PD: Sebastian Riley
MD: Shawna Young

WCKX/Columbus, OH*
PD: J.D. Kunes
MD: B-Slim

KNDA/Corpus Christi, TX*
OM/MD: Napp-1
PD: Richard Leal

KBFB/Dallas, TX*
OM/MD: John Candelaria
MD: DJ Big Bink Theodore
Turner

KKDA/Dallas, TX*
OM/APD: Gary Saunders
PD/MD: Skip Cheatham

WDHT/Dayton, OH*
OM: J.D. Kunes
OM: Steve Weed
PD: Scott Sharp

WHTD/Detroit, MI*
OM/MD: Al Payne
APD/MD: Ms. Smiley

WJLB/Detroit, MI*
PD: KJ Holiday

WJNN/Dothan, AL
OM/MD: JR Wilson

WZFX/Fayetteville, NC*
OM: Jeff Anderson
APD: Mike Tech
MD: Sherman "DJ Drocc"
Howze

WTMG/Gainesville, FL*
PD: Doug Harris
APD/MD: Adrian Scott

WJMH/Greensboro, NC*
OM/MD: Brian Douglas
MD: Tap Money

WIKS/Greenville, NC*
PD: J-Dot
APD: Teresa Terry

KBXX/Houston, TX*
PD: Terri Thomas
APD: Kevin Jackson
MD: J Mac

WEUP/Huntsville, AL*
OM: Steve Murry
PD: Anthony "Big Ant"
Simmons
MD: Jeffrey "DJ Illie III" Rice

WHHH/Indianapolis, IN*
PD: Brian Wallace
MD: Don "DJ Wrekk 1"
Williams

WJMI/Jackson, MS*
OM/MD: Stan Branson
APD: Alice Marie

WRBJ/Jackson, MS*
PD: Kwasi Kwa

WJBT/Jacksonville, FL*
OM: Gail Austin
PD: G-Wiz

KPRS/Kansas City, MO*
OM: Andre Carson
PD/MD: Myron Fears

KRRQ/Lafayette, LA*
PD: D-Rock

KJMH/Lake Charles, LA
OM: Bryan Taylor
PD/MD: Erik Thomas
APD: Gina Cook

KZWA/Lake Charles, LA
OM: Antony Bartie
MD: Tammy Tasant

WQHHL/Lansing, MI*
OM/MD: Mike Skot
MD: J. Hicks

KJMZ/Lawton, OK
OM/MD: Terry Monday
APD: Tony Tone

WBTF/Lexington, KY*
PD/MD: Jay Alexander

KHTE/Little Rock, AR*
OM/MD: Joe Ratliff
APD/MD: Toni Seville

KIPR/Little Rock, AR*
OM: Mark Dylan
PD: Joe Booker

KDAY/Los Angeles, CA*
PD: Theo

WGZB/Louisville, KY*
PD: Tim Gerard Girton

WFXM/Macon, GA
PD: Talus Knight

WHRK/Memphis, TN*
PD: Devin Steel
APD/MD: Big Sue Purnell

WJXM/Meridian, MS
PD: Jigga JT

WEDR/Miami, FL*
PD: Derrick Baker
MD: Shelby Rushin

WKKV/Milwaukee, WI*
PD: Bailey Coleman
APD/MD: Reggie Brown

WBLX/Mobile, AL*
OM: James Alexander
OM: Maurice DeVoe
PD: Al Weeden
APD: Courtney Hicks

KRVV/Monroe, LA
PD: Chris Collins

WJWZ/Montgomery, AL*
OM: Terry Barber
PD/MD: Marvin "Doughboy"
Nugent

WZHT/Montgomery, AL*
OM/MD: Michael Long
PD: Darryl Elliott

WUBT/Nashville, TN*
PD: Rich Davis
PD/MD: Pamela Aniese

WQUE/New Orleans, LA*
PD: Derrick Corbett

WWPR/New York, NY*
PD: Cadillac Jack
APD/MD: Nadine Santos

WOWI/Norfolk, VA*
OM: Travis Dylan
PD: DJ Law
MD: DJ Fountz

KVSP/Oklahoma City, OK*
OM/MD: Terry Monday
MD: Jo Corleone

KOPW/Omaha, NE*
PD: Bryant McCain
MD: Albert "Big Al" Harper

WJHM/Orlando, FL*
PD: Michael Saunders
APD: Keith Memoly
MD: Dawn Campbell

WPHI/Philadelphia, PA*
PD: Colby Colb
MD: Bent Roc

WUSL/Philadelphia, PA*
PD: Thea Mitchem
APD/MD: Kashon Powell

WAMO/Pittsburgh, PA*
PD: DJ Boogie
MD: Kode Wred

WQOK/Raleigh, NC*
OM/MD: Cy Young
APD/MD: Shawn Alexander

WBTJ/Richmond, VA*
PD: Aaron Maxwell
APD/MD: Mike Street

WCDX/Richmond, VA*
OM/MD: Jeff Anderson

WDXK/Rochester, NY*
OM/MD: Andre Marcel
APD: Jim Jordan
MD: Tariq Spence

KMEL/San Francisco, CA*
OM: Michael Martin
PD: Stacy Cunningham
MD: Von "Big Von" Johnson

Music Choice R&B-Hip Hop/Satellite
OM/MD: Damon Williams
MD: Lamonda Williams

Music Choice Rap/Satellite
OM/MD: Damon Williams
APD: Mecca Thames
MD: Lamonda Williams

Sirius Hip Hop Nation/Satellite
OM: Geronimo
PD: Reggie Hawkins
MD: Ron Mills Triana

Sirius Hot Jamz/Satellite*
OM: Geronimo
PD: Tonya Byrd
MD: Vanessa Grullon

XM Raw/Satellite
PD: Leo G.

XM The City/Satellite*
PD: Lisa M. Ivery
MD: DJ Xclusive

WEAS/Savannah, GA*
OM: Maurice DeVoe
APD/MD: Lil G

WQBT/Savannah, GA*
PD: Bo Money
APD: Jeff Nice

KBTT/Shreveport, LA*
PD/MD: Quenn Echols

KMJJ/Shreveport, LA*
OM: Maurice DeVoe

KATZ/St. Louis, MO*
PD: Taylor J

WHHL/St. Louis, MO*
OM/MD: Jowcol "Boogie D"
Gilchrist
APD/MD: Staci Static

WBTP/Tampa, FL*
PD: Ron "Jomama" Shepard
MD: Coka-Lani Kimbrough

WJUC/Toledo, OH*
PD: Charlie Mack

WJZE/Toledo, OH*
PD: Rocky Love
APD: Brandi Brown

KJMM/Tulsa, OK*
OM/MD: Terry Monday
APD: Aaron Bernard

WESE/Tupelo, MS
OM: Rick Stevens
PD: GQ Riley
MD: Julian "DJ XTC" Vaughn

WLYX/Valdosta, GA
PD: Big Nick

WSTI/Valdosta, GA
OM: Clark Johnson
PD: James "Killa Groove"
Walton

WKYS/Washington, DC*
OM: Kathy Brown
PD: Steve Hegwood
APD: Dionne Burkett
MD: Paul Stewart

WPGC/Washington, DC*
PD: Graham "Skip" Dillard
MD: Brown Hornhit

WJKS/Wilmington, DE*
PD: Tony Quartarone
MD: Manuel Mena

WCDX/Richmond, VA*
OM/MD: Jeff Anderson

WDXK/Rochester, NY*
OM/MD: Andre Marcel
APD: Jim Jordan
MD: Tariq Spence

KMEL/San Francisco, CA*
OM: Michael Martin
PD: Stacy Cunningham
MD: Von "Big Von" Johnson

KIPR/Little Rock, AR*
OM: Mark Dylan
PD: Joe Booker

KMEL/San Francisco, CA*
OM: Michael Martin
PD: Stacy Cunningham
MD: Von "Big Von" Johnson

* Monitored Reporters



▶ WITH THREE TITLES ON THE CHART AT NOS. 6, 30 AND 40, **SHAWTY LO** HAS ALREADY SURPASSED THE OVERALL OUTPUT OF HIS GROUP D4L, WHICH MADE TWO APPEARANCES ON THE LIST, BOTH TOP 10s, IN 2005 AND 2006.

POWERED BY

nialson
BDS

DMDS
DIGITAL DOWNLOADS
AVAILABLE AT DMDS.COM

		RAP			11 NIELSEN BDS CERTIFICATIONS		PLAYS		AUDIENCE	
		ARTIST	IMPRINT / PROMOTION LABEL		WEEKS ON CHART	TW	WEEKS ON CHART	+	MILLIONS	RANK
1	1	5	LIL WAYNE FEAT. STATIC MAJOR LOLLIPOP	NO. 1 (2 WKS) MOST INCREASED PLAYS CASH MONEY/UNIVERSAL MOTOWN	87E8	+2093	72.193		1	
2	2	14	2 PISTOLS FEATURING T-PAIN & TAY DIZM SHE GOT IT	UNIVERSAL REPUBLIC	6482	+225	42.163		3	
3	4	12	RICK ROSS FEATURING T-PAIN THE BOSS	SLIP-N-SLIDE/DEF JAM/IDJMG	59E9	+584	47.314		2	
4	3	28	WEBBIE, LIL' PHAT & LIL' BOOSIE INDEPENDENT	TRILL/ASYLUM/ATLANTIC	50E4	-804	33.275		5	
5	5	33	FLO RIDA FEATURING T-PAIN LOW	POE BOY/ATLANTIC	47E2	-413	37.074		4	
6	6	24	SHAWTY LO DEY KNOW	D4L/ASYLUM	45E8	-582	32.523		6	
7	7	10	FLO RIDA FEATURING TIMBALAND ELEVATOR	POE BOY/ATLANTIC	39E5	+172	20.358		10	
8	11	6	PLIES FEATURING NE-YO BUST IT BABY (PART 2)	BIG GATES/SLIP-N-SLIDE/ATLANTIC	31E4	+827	21.470		9	
9	9	20	ROCKO UMMA DO ME	ROCKY ROAD/ISLAND URBAN/IDJMG	29E9	-254	23.107		8	
10	8	19	FAT JOE FEATURING J. HOLIDAY WON'T TELL	TERROR SQUAD/IMPERIAL/CAPITOL	28E3	-725	27.482		7	
11	10	22	LUPE FIASCO FEATURING MATTHEW SANTOS SUPERSTAR	1ST & 15TH/ATLANTIC	23E7	-661	20.176		11	
12	12	10	LIL MAMA FEATURING CHRIS BROWN & T-PAIN SHAWTY GET LOOSE	FAMILIAR FACES/JIVE/ZOMBA	16E7	-372	10.359		14	
13	14	7	DJ FELLI FEL FEAT. NE-YO, FABOLOUS, KANYE WEST & JERMAINE DUPRI FINER THINGS	50 50 DEF/IDJMG	16E7	+291	8.555		19	
14	18	4	SNOOP DOGG FEAT. TOO SHORT & MISTAH F.A.B. LIFE OF A PARTY	AIRPOWER DOGGYSTYLE/GEFFEN/INTERSCOPE	15E1	+288	8.032		20	
15	15	13	MIKE JONES FEATURING HURRICANE CHRIS DROP & GIMME 50	ICE AGE/SWISHHOUSE/ASYLUM/WARNER BROS.	14E5	+82	6.961		21	
16	21	8	C-SIDE FEATURING KEYSHIA COLE BOYFRIEND/GIRLFRIEND	1720/UNIVERSAL REPUBLIC	13E4	+241	6.020		23	
17	13	21	PITBULL FEATURING LIL JON THE ANTHEM	FAMOUS ARTISTS/TVT	12E3	-156	9.080		16	
18	24	3	DAVID BANNER FEATURING CHRIS BROWN GET LIKE ME	B.I.G. F.A.C.E./SRC/UNIVERSAL MOTOWN	12O8	+350	6.804		22	
19	20	23	KANYE WEST FEATURING DWELE FLASHING LIGHTS	ROC-A-FELLA/DEF JAM/IDJMG	11E7	-34	16.498		12	
20	16	32	KANYE WEST FEATURING T-PAIN GOOD LIFE	ROC-A-FELLA/DEF JAM/IDJMG	11E5	-190	9.500		15	
21	17	14	LIL' WIL MY DOUCIE	RUDEBWOY/UNAUTHORIZED/ASYLUM	11E1	-219	8.596		18	
22	22	3	NELLY FEATURING FERGIE PARTY PEOPLE	DERRY/UNIVERSAL MDTOWN	11O3	+190	6.010		24	
23	23	6	WEBBIE FEATURING LETOYA LUCKETT I MISS YOU	TRILL/ASYLUM/ATLANTIC	10E3	+129	4.304		30	
24	27	4	WIZ KHALIFA SAY YEAH	ROSTRUM/WARNER BROS.	8E4	+84	4.880		27	
25	19	10	SOULJA BOY TELL'EM FEATURING ARAB YAHHH!	COLLIPARK/INTERSCOPE	8E4	-325	5.487		25	
26	25	13	MISSY ELLIOTT CHING-A-LING	THE GOLD MIND/ATLANTIC	6E9	-152	9.050		17	
27	30	4	BABY BASH FEATURING KEITH SWEAT DON'T STOP	ARISTA/RMG	6E5	+97	3.609		36	
28	28	4	TRINA FEATURING KEYSHIA COLE I GOTTA THANK FOR YOU	SLIP-N-SLIDE	6E70	+11	2.946		-	
29	32	6	PITBULL FEATURING TRINA & YOUNG BOSS GO GIRL	FAMOUS ARTISTS/TVT	6E43	+82	3.833		33	
30	29	5	SHAWTY LO DUNN, DUNN	D4L/ASYLUM	6O2	-46	3.778		35	
31	40	2	V.I.C. GET SILLY	YOUNG MOCUL/WARNER BROS.	5E9	+259	4.286		31	
32	33	4	ACE FEATURING T-PAIN & RICK ROSS CASH FLOW	WE THE BEST/DEF JAM/IDJMG	5E70	+21	3.826		34	
33	36	4	BUN B FEATURING SEAN KINGSTON THAT'S GANGSTA	RAP-A-LOT 4 LIFE/ASYLUM	5O8	+45	3.332		39	
34	31	6	SHEEK LOUCH GOOD LOVE	D-BLOCK/KOCH	5O4	-88	4.880		26	
35	34	13	JAY-Z FEATURING PHARRELL I KNOW	ROC-A-FELLA/DEF JAM/IDJMG	49E8	-50	11.426		13	
36	35	20	TRINA SINGLE AGAIN	SLIP-N-SLIDE	4E3	-108	2.719		-	
37	37	2	ICE CUBE GANGSTA RAP MADE ME DO IT	LENCH MOB	3E8	-2	2.986		-	
38	26	10	THE DEY GIVE YOU THE WORLD	EPIC/KOCH	3E6	-392	1.494		-	
39	2	2	THREE 6 MAFIA FEATURING DJ UNK I'D RATHER	HYPNOTIZE MINDS/COLUMBIA	3E2	+29	1.831		-	
40	39	2	SHAWTY LO FOOLISH	D4L/ASYLUM	3E2	+29	3.318		40	

FOR WEEK ENDING APRIL 13, 2008

clear. consistent. quality.

All hooks are not created equal. Some are too short, some are too long, and some are just wrong. You invest big dollars in research - why risk testing with bad hooks? Hooks Unlimited's clear, consistent, quality never leaves you guessing about your listeners' music tastes. Contact Michael Peliaia for your next project.

HOOKS
UNLIMITED

404-835-0205 ■ hooks@hooks.com ■ www.hooks.com ■ Featuring CENTURY HiFiDiscs



▶ AS CECE WINANS CELEBRATES THE CHART-TOPPING ARRIVAL OF HER NEW ALBUM, "THY KINGDOM COME," LEAD SINGLE "WAGING WAR" GETS AN AIRPOWER NOD (23-19).

LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	47	MARVIN SAPP NEVER WOULD HAVE MADE IT	NO. 1 (29 WKS) VERITY/ZOMBA	957 +95	4.562 1
2	27	KIRK FRANKLIN DECLARATION (THIS IS IT)	GOSPO CENTRIC/ZOMBA	900 -11	3.632 3
3	31	BEVERLY CRAWFORD HE'S DONE ENOUGH	JDI	881 +46	3.588 4
4	37	THE CLARK SISTERS LIVIN'	EMI GOSPEL	852 +27	3.550 5
5	25	RICKY DILLARD & "NEW G" (NEW GENERATION CHORALE) THE LIGHT	NUSPRING	781 +19	2.941 8
6	52	MAURETTE BROWN CLARK ONE GOD	AIR GOSPEL/MALACO	687 +16	3.653 2
7	13	DORINDA CLARK-COLE TAKE IT BACK	GOSPO CENTRIC/ZOMBA	670 +10	2.536 10
8	19	TROY SNEED PRESENTS BONAFIDE PRAISERS WORK IT OUT	EMTRO GOSPEL	594 +25	2.438 11
9	6	REGINA BELLE GOD IS GOOD	PENDULUM	564 +102	2.544 9
10	44	BISHOP NOEL JONES PRESENTS THE CITY OF REFUGE SANCTUARY CHOIR NOT ABOUT US	ALPHA DOG/TYSCOT	561 +3	3.171 7
11	20	ANGELA SPIVEY & THE VOICES OF VICTORY EYES ON THE PRIZE	JEG	561 -97	1.601 16
12	50	J MOSS PRAISE ON THE INSIDE	PAJAM/GOSPO CENTRIC/ZOMBA	555 -14	3.304 6
13	29	RUBEN STUDDARD, DEITRICK HADDON & MARY MARY LOVE HIM LIKE I DO	VERITY/ZOMBA	523 +3	2.225 13
14	21	SHEKINAH GLORY MINISTRY JESUS	KINGDOM	490 -37	1.884 15
15	32	THE NEW LIFE COMMUNITY CHOIR FEAT. JOHN P. KEE RIGHT NOW PRAISE	TYSCOT/NEW LIFE/VERITY/ZOMBA	490 -58	2.301 12
16	12	CANTON JONES MY DAY	ARROW	428 -3	1.998 14
17	21	YOLANDA ADAMS HOLD ON	COLUMBIA	399 +11	1.307 18
18	14	JONATHAN NELSON FEATURING PURPOSE MY NAME IS VICTORY	INTEGRITY	398 -4	1.310 17
19	6	CECE WINANS WAGING WAR	AIRPOWER PURESPRINGS GOSPEL	359 +71	1.241 19
20	9	JAMES FORTUNE & FIYA I TRUST YOU	BLACK SMOKE/WORLDWIDE	346 +61	0.963 22
21	9	DONALD LAWRENCE INTRODUCES: THE MURRILLS FAMILY (THERE'S A HEALING)	QUIET WATER/VERITY/ZOMBA	323 -8	0.964 21
22	11	ISAIAH D. THOMAS & ELEMENTS OF PRAISE THE GREATEST	HABAKKUK	312 +10	0.993 20
23	15	JIMMY HICKS & THE VOICES OF INTEGRITY MOVE	WORLDWIDE	262 +10	0.865 24
24	4	CHRISTOPHER YES	JEG	240 -29	0.299 -
25	16	DEWAYNE WOODS FEATURING THE TRI-CITY SINGERS GOD IS	QUIET WATER/VERITY/ZOMBA	235 -12	0.904 23
26	3	BYRON CAGE ROYALTY (LIVE AT THE APOLLO)	GOSPO CENTRIC/ZOMBA	196 +22	0.280 -
27	20	CHICAGO MASS CHOIR GOD IS MY EVERYTHING	NEW HAVEN	135 +7	0.539 29
28	7	DEITRICK HADDON PRESENTS VOICES OF UNITY HE'S ABLE	TYSCOT	137 +1	0.353 -
29	2	ISRAEL & NEW BREED IF NOT FOR YOUR GRACE	INTEGRITY	133 +13	0.239 -
30	RE-ENTRY	JEFF MAJORS FEATURING GERALD LEVERT BEGGAR	MUSIC ONE	130 +11	0.719 27

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
REGINA BELLE God Is Good (Pendulum) WCHB, WHLW, WJYD, WSOK	4
CECE WINANS Waging War (PureSprings Gospel) WJNI, WSOK, WWIN	3
DORINDA CLARK-COLE Take It Back (Gospo Centric/Zomba) WNOO, WWIN	2
JAMES FORTUNE & FIYA I Trust You (Blacksmoke) WCHB, WPZS	2
WEST ANGELES CHURCH OF GOD IN CHRIST MASS CHOIR & CONGREGATION Lord Prepare Me (EMI Gospel) KOKA, WOAD	2
J MOSS Abundantly (PAJAM/Gospo Centric/Zomba) KATZ, WWIN	2
KIRK FRANKLIN Jesus (Fo Yo Soul/Gospo Centric/Zomba) WTLC, WUFO	2
MELVIN WILLIAMS Why Aren't You Loving Me (Blackberry/Malaco) WSOK, WUFO	2

ADDED AT...
WXVI
Montgomery, AL
PD/MD: Glinda Perkins
Alvin Slaughter, Great Grace, 1

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) TOTAL STATIONS: 19	161/20	BISHOP PAUL S. MORTON Not Me Lord, You (Tehillah/Light) TOTAL STATIONS: 12	105/36
BOBBY JONES FEAT. KAREN CLARK-SHEARD Can't Nobody (Gospo Centric/Zomba) TOTAL STATIONS: 24	157/18	MARTHA MUNIZZI Invincible God (Martha Munizzi) TOTAL STATIONS: 12	105/10
STAN JONES FEAT. TARRALYN RAMSEY Where Would I Be (Blackberry/Malaco) TOTAL STATIONS: 9	134/10	TRIN-I-TEE 5:7 I Will Lift (Spirit Rising/Music World) TOTAL STATIONS: 8	104/38
BILLY RIVERS & THE ANGELIC VOICES OF FAITH He'll Never Leave You (Right Now) TOTAL STATIONS: 12	127/2	BISHOP LEONARD SCOTT Mighty God (Tyscot) TOTAL STATIONS: 16	101/14
KEVIN JARIDO & NU VIRTUE Sunday Morning (Entro Gospel) TOTAL STATIONS: 11	106/11	JASON CHAMPION Always (Brooks/EMI Gospel) TOTAL STATIONS: 9	100/10

MOST INCREASED PLAYS

+102	REGINA BELLE God Is Good (Pendulum) WSOK +20, WXEZ +20, WPZE +16, WJYD +14, WXTC +9, XSRT +8, KATZ +7, WCHB +7, WOAD +5, WCAO +3
+95	MARVIN SAPP Never Would Have Made It (Verity/Zomba) WPRS +16, WJYD +14, WPZZ +13, WPZS +11, WXVI +9, WLOU +8, WWIN +8, WHLH +7, WPZE +6, WPPZ +5
+71	CECE WINANS Waging War (PureSprings Gospel) KOKA +4, WSOK +3, WPPZ +10, WWIN +9, WCHB +6, WNOO +6, WWIN +5, WJNI +4, WFMV +4, KHLR +3
+61	JAMES FORTUNE & FIYA I Trust You (Black Smoke/WorldWide) WPZS +9, WCHB +9, WJYD +8, WLOU +8, WXVI +8, WCAO +4, WPZZ +4, WFMV +4, KHLR +3, WSOK +3
+46	BEVERLY CRAWFORD He's Done Enough (JDI) KATZ +17, WPZE +14, WOAD +10, KHLR +5, WCHB +5, WHLW +4, WWIN +4, WLIB +4, WNOO +3, WXEZ +3

FOR WEEK ENDING APRIL 13, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
42 gospel stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2008 Nielsen Business Media, Inc. All rights reserved.

RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIelsen BDS CERTIFICATIONS	PLAYS TW	LW
1	JOSHUA'S TROOP EVERYBODY CLAP YOUR HANDS (NEW HAVEN)		509	453
2	REV. TIMOTHY WRIGHT & THE NEW YORK FELLOWSHIP MASS CHOIR YOU MUST COME IN AT THE DOOR (MGM/JEG)		411	514
3	BRUCE PARHAM CALL JESUS (EMTRO GOSPEL)		387	428
4	MYRON BUTLER & LEVI STRONGER (EMI GOSPEL)		383	367
5	DONALD LAWRENCE PRESENTS THE TRI-CITY SINGERS GIANTS (EMI GOSPEL)		348	361

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIelsen BDS CERTIFICATIONS	PLAYS TW	LW
6	ISRAEL & NEW BREED FEATURING T-BONE WITH LONG LIFE (INTEGRITY)		337	350
7	HEZEKIAH WALKER & LFC GRATEFUL (VERITY/ZOMBA)		333	333
8	DEWAYNE WOODS & WHEN SINGERS MEET LET GO (QUIET WATER/VERITY/ZOMBA)		305	337
9	TRIN-I-TEE 5:7 LISTEN (SPIRIT RISING/MUSIC WORLD)		300	313
10	THE CLARK SISTERS BLESSSED & HIGHLY FAVORED (EMI GOSPEL)		275	292

GOSPEL REPORTERS

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



Building stronger relationships with Christian listeners.
Step one: Exploiting online opportunities

Getting Personal In The Digital Age

Kevin Peterson
 KPeterson@RadioandRecords.com

A recent informal survey of the Christian music industry conducted by R&R revealed that people believe the biggest opportunity of 2008 for the Christian radio format is to build stronger relationships with listeners—giving them fewer reasons to leave one station for another or to retreat to other media altogether.

Respondents believe this can be achieved through a station's talent, station-hosted community events, personalized database marketing and partnering with more accessible artists in the format. Technology also plays a role, with such digital avenues as text messaging, podcasting, video and overall Web presence.

Jon Hull, VP of special projects at KSBJ Educational Foundation Christian AC KSBJ/Houston, says, "With the proliferation of increasing competition for listeners' time and attention, stations that realize the inherent value of building stronger relationships with listeners will see measurable results in time spent listening and average weekly time exposed. The results: better ratings and—if they're a listener-supported station—more donations."

Hull adds that every day, the margin of discretionary time, money and attention becomes slimmer, leaving listeners with enough energy to invest themselves only in what they care deeply about. Stations that work to create the kind of compelling programming that leads to involvement will see dividends across a number of key metrics, including time, involvement and giving.

"As we create a stronger bond with our listeners, we strengthen the hedge against having them siphoned off by the next new competitor that comes our way," Hull says. "While listeners will

'While listeners will occasionally try something new for a season, they'll always return to what meets their needs and creates a deeper sense of community.'

—Jon Hull

occasionally try something new for a season, they'll always return to what meets their needs and creates a deeper sense of community."

Digital avenues seem to present the most opportunities, with new technologies introduced faster than most people can keep up with them. Gem State Adventist Academy Christian AC KTSY/Boise, Idaho, PD Jerry Woods believes it all starts with a station's Web presence. "Radio has one thing that most Web sites don't have to drive traffic: a major media vehicle that can advertise it," he says. He points to a recent post by consultant/radio blogger Mark Ramsey, who wrote that up to 85% of a station's Web traffic comes from people who are not regular listeners. "If that's true, then we definitely need to treat our Web sites with much greater respect. What we have on our hands is a whole new media, not simply another promotional tool for our terrestrial radio stations."

The Internet also gives radio a way to add video to a previously audio-only medium. Creative Ministries Christian AC WJTL/Lancaster, Penn., PD John Shirk says, "This has become a visual age. One of the ways our radio station has brought the visual element to radio is through the posting of videos on our Web site. If an artist comes to town for an interview, we may post it on our Web site, or if we are on location somewhere, we bring back video footage of the event and post it. Then, on the radio, we talk about some of the highlights that listeners can check out when they visit our Web site."

Lake Area Educational Broadcasting Foundation KCVO (Spirit FM)/Camdenton, Mo., GM Jim McDermott adds, "If your station is not making entertaining videos that promote your personalities, special guests and promotions, and then putting those on [your] Web site—as well as YouTube—then you're missing a big chance to build cume."

When it comes to YouTube, Jonathan Unthank,

most recently PD/MID at TM2 WYLV/Knoxville, says, "some stations have used it, artists are picking up on it and the potential is still huge."

Way-FM Media Group Christian CHR WAYM (WAY-FM)/Nashville PD Jeff Brown believes one of the biggest untapped opportunities for stations is allowing listeners to create online content. "On the surface, that sounds pretty scary, but maybe you do a contest for concert tickets and special VIP treatment, asking listeners to create their own 'commercial' for the concert and post it on YouTube," he says. "One of our WAY-FM stations did this and it was very successful."

Once the competition has been narrowed down to a few finalists, a station can then invite listeners to vote. The goal is for finalists to tell anyone and everyone they can to go online and vote for their spot—family, friends at school and church, and MySpace and Facebook friends—so that hundreds of people who have never heard of the station are suddenly introduced to it by someone they know. Brown says that is but one example of listener-created content that assists in marketing a station.

Brown's boss, WAY-FM regional GM Matt Austin, says, "Without question, the biggest opportunity is nontraditional revenue available through online development. We're way behind industry standards in creating a compelling, interactive Web



Jon Hull

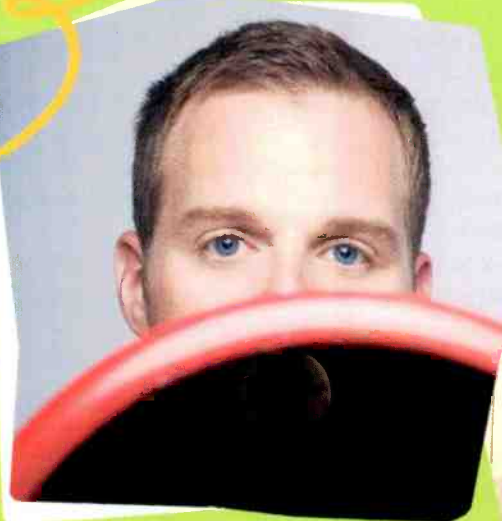
presence. We can't afford to compete with new media; we have to own our own new-media outlets as part of our comprehensive product line."

Working in a college town, as well as heading up family ministries at his church and assisting in the search for his replacement at WYLV, Unthank believes that text messaging is another untapped opportunity for Christian radio. "Everyone's doing it anyway, everywhere you go, from tweens to grandmas," he says. "It's an awesome way to reach your listeners instantly with what's happening or what is going to happen."

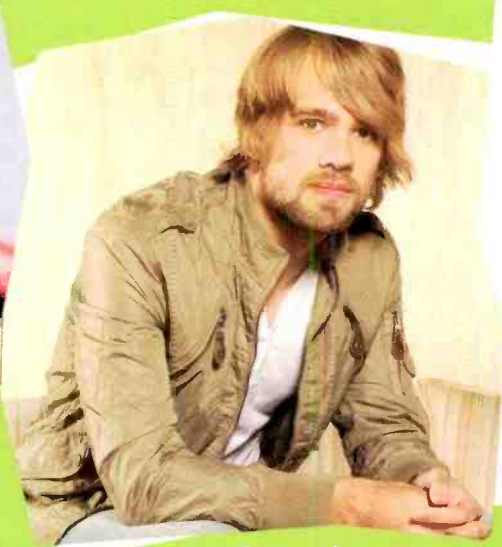
Some Christian radio owners have also invested in HD side channel technology—allowing multiple stations on one frequency—which presents an opportunity to expand audience demographics. Pillar of Fire/New York OM Scott Taylor says, "We now offer our New York City metro audience the family-safe hit music of WAWZ [Star 99.1] HD 1, the talk and teaching lineup of Star 99.1 HD2 and the hottest Christian rock and hip-hop with 99.1 HD 3, the Energy." **R&R**

EMI CMG 2008

IS ALL ABOUT THE MUSIC IN



Matthew West
"Something To Say"



Josh Wilson
"3 Minute Song"



Mandisa
"Voice of a Savior"



Sanctus Real
"Whatever You're Doing
(Something Heavenly)"



SwitchFoot
"This Is Home"
Featured in the upcoming Film
"Chronicles of Narnia: Prince Caspian"
and movie soundtrack



David Crowder*Band
"Remedy"
going for adds 5.23

Betsy Jones | bjones@emicmg.com
 Brian Thiele | bthiele@emicmg.com
 Josh Lauritch | jlauritch@emicmg.com

EMI Music
Christian Music Group

Step two: Getting personal, training talent, storytelling and understanding the audience

Strong Talent Builds Strong Bonds

By **Kevin Peterson**

Perhaps the most personal way to build a strong relationship with listeners is through station talent. As obvious as that may sound, many Christian radio proponents believe that the format isn't taking full advantage of developing skilled programmers and on-air personalities.

Goodratings Strategic Services partner John Frost says, "I believe the greatest untapped potential for Christian music radio is in training. In my 35 years in radio, I've never experienced a format in which so many people say they have had little help in their development."

Recently, Frost says, a PD of a new Christian station told him that his suggestions and counsel about programming were filled with ideas that were new to him. "It seems that many are just thrown into jobs with no understanding of what they are to do, little training on how to do it and sometimes with only a very subjective evaluation of how well they are doing."

If there are PDs who aren't being trained, that means their on-air talent is probably not getting much guidance, either. To build stronger relationships with listeners, Frost believes that Christian radio needs more leaders with a vision for their stations' growth—and the willingness to invest in their people, in growing awareness for their stations and in dedicating time and resources to be the hands and feet of Christ in their community.

When training up-and-coming talent, Blue Ridge Broadcasting soft AC/inspirational WMIT/Asheville, N.C., PD Tom Greene believes personalities should be live, relevant and compelling—and he stresses the live part. "Voice-tracking is a great tool, but I see p.m. drive as a door of opportunity for us if we can capitalize on it with inspiring personalities," he says.

Crista Ministries Christian AC KCMS/Seattle PD Scott Valentine adds, "Let's get back to the basics. Announcers need to stick to one thought per break. Be entertaining, make them laugh, make them cry; be compelling."

Powerful Storytelling

Talent trainer Valerie Geller, president of Geller Media International, says stations win by offering something different: programming that people

can't get elsewhere. If Christian radio offers compelling personalities who come across as genuine people, stronger relationships will result with listeners. "People are looking for real," she says. "They want authenticity and they're hungry for it. So don't manufacture stuff for the air and don't preach; just be who you are. That always works."

According to Geller, the next part of the equation is to be a powerful storyteller. "We are all story junkies at heart," she says. "Everybody is like a little kid. 'Once upon a time in a far off land there's a prince and a monster, and then one day . . . ' and that's what a lot of this is. We're so hungry for connection. So if you're a powerful storyteller and you develop that ability, it's gold." She adds that humor is important, too: "If you make people feel good and inspire them and certainly make them laugh, it's just great."

Another important aspect of storytelling is to understand and know who you're talking to. Geller calls it "being of the blood of your audience." She says, "There was an African tribe that had a storyteller and every night he would tell a story around the campfire. At some point, someone introduced them to TV and for a week or so they would watch TV—but then they turned it off and went back to the storyteller. Why? One of the tribesmen said, 'Because the storyteller knows me.' Part of our gig now is to be the storyteller that knows them. It is crucial."

Working with talent around the world, Geller tells her clients that if they share a struggle, the personal element is universal. But she warns that talent should never "go private," but rather "go

personal." The difference: Private is boring, because it's about "me, me, me and my, my, my." But "the minute you turn it around and make it 'you,' then the personal becomes universal. The most powerful word in the English language to absolutely guarantee listening is 'you.'"

Life-Stage Demographics

Digging deeper into building stronger, lifelong relationships with listeners, Geller talks about an exercise she utilizes with clients called "life-stage demographics." The goal is to figure out exactly who a station or personality is going to superserve, because traditional demographic breakdowns that talent have worked with in the past are no longer relevant.

"Pick somebody you want to superserve and make them your alpha listener. You want to 'broadcast,' not 'narrow-cast,' but it's good to have an alpha superserving audience. Target an audience and know them, understanding that you can't be all things to all people," she says.

Geller adds that she has found that if talent superserves the people who are in their life stage, they have successfully targeted that alpha listener. All the same, talent should be aware that there are numerous life stages listening to a station and not become overly narrow.

Geller expands further on this concept at lifestagedemographics.com. Her main point: It's all about knowing the listener.

Programmers should continually remind talent that those who call the station are not necessarily those who define the audience, Geller adds. "Often talent will make up their minds about an audience based on three phone calls from listeners—and that's not indicative of who's listening. Because air talent is smart and sensitive, they can actually be influenced by the listeners that call, and forget that that's fewer than 1%. How many times have you had people tell you that they listen all the time, but they've never called?"

In a time when PDs are pulled in many directions, there's never been a more important time to make sure they are working closely with talent. Successful stations aren't reading liner cards and talking only about what's going on at the station. Talking about what's important to her, what's going on in her life and giving her what she wants will help to build an indelible relationship with Ms. Listener.

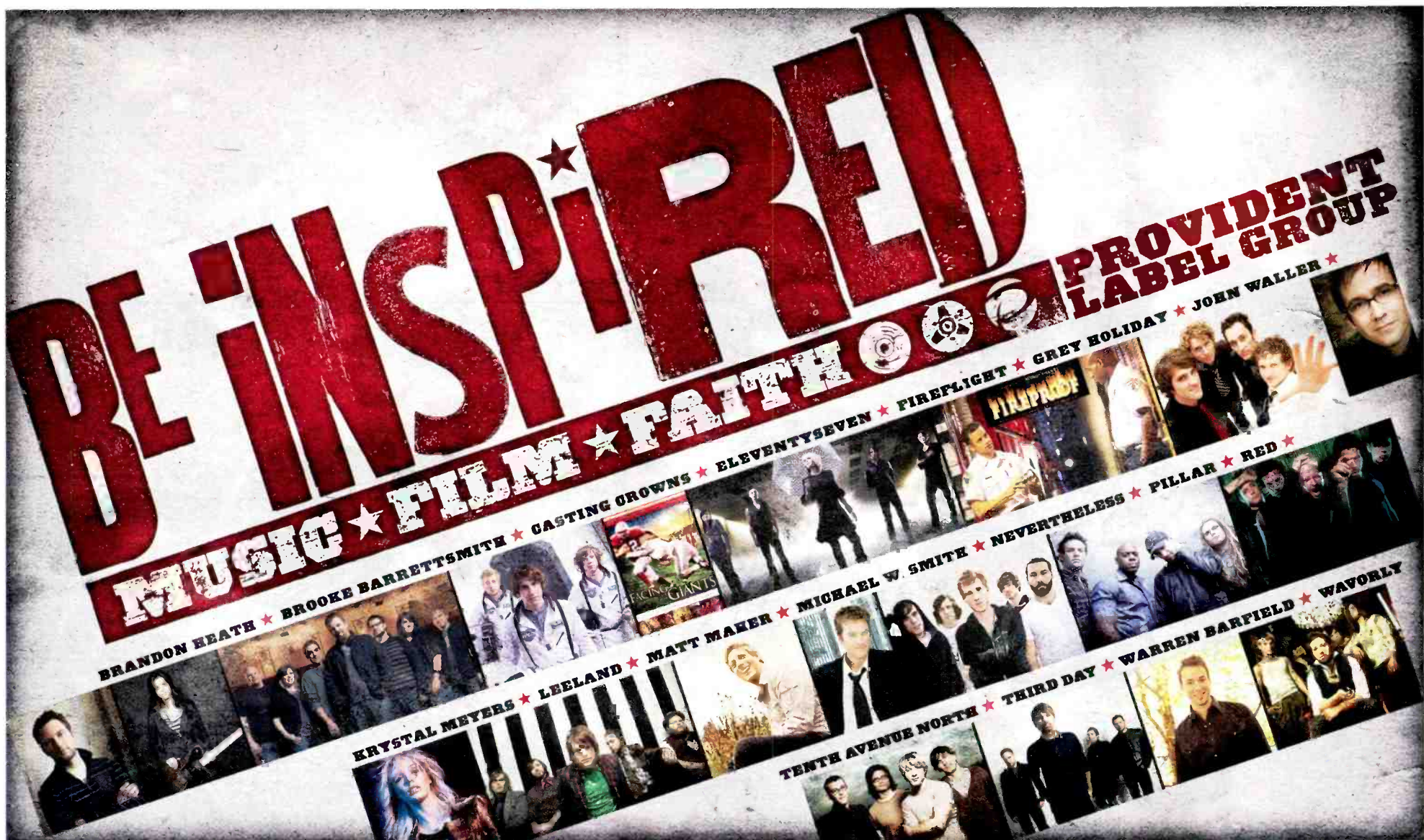
'People are looking for real. They want authenticity and they're hungry for it. So don't manufacture stuff for the air and don't preach; just be who you are.' —Valerie Geller



Valerie Geller



Tom Greene



YOU. WISER. MORE SUCCESSFUL.

How do you measure success? Ratings.
Revenue.
Lives changed and transformed!
A community inspired to make good happen every day!

Speak with TroyResearch's Jonathan Little. Become wiser and more successful with great research.
Ask him about his **FREE RESEARCH** offer for radio programmers attending GMA 2008.



TroyResearch

740-549-9700, ext.61
jlittle@troyresearch.com

Step three: Reach beyond insular, cocooned believers to engage a wider cross-section of the market

Big Events Make Big Impact

By Kevin Peterson

Hosting community events is an obvious way for Christian stations to develop stronger relationships with listeners, whether it's a station-specific affair or an activity with market-wide appeal that the station sponsors or attaches itself to. But there's a catch, programmers and managers say: Events must be inclusive and tailored to transcend beyond the loyal core audience to draw in those who are either unaware or indifferent to the station.

"We need to get creative and strategic in our promotional and marketing efforts," Blue Ridge Broadcasting soft AC/inspirational WMIT/Asheville, N.C., GM Jim Kirkland says. "We need to be more of a presence in our communities at general/secular events without diluting our convictions and who we represent."

He believes that stations should offer entertainment that goes beyond the scope of Christian demos—to reach beyond insular, cocooned believers and instead engage a general cross-section of the target demo. "We should be very approachable to the marketplace without conceding the difference in our lives made through Christ Jesus and make his grace evident in our work without being preachy and stereotypical."

Northwestern College and Radio assistant VP Reid Holsen says, "It's about getting in front of all those listeners that don't know we exist or those that have a preconceived notion about Christian radio. We have a huge opportunity to build relationships, not only with new listeners, but also in sectors of our communities that we haven't been in front of before to demonstrate the love of Christ through our stations."

Cox Radio Christian AC KKCM (Spirit 102.3)/Tulsa PD Chris Kelly says, "It is reaching out and appealing to those who have not normally thought about listening to Christian music radio. Churches see the unchurched as a mission field with opportunity. We as an industry could learn from that."

'Friday Night Party Crashers'

Side by Side Christian CHR WYSZ (Yesfm)/Toledo takes the party on the road to build stronger relationships. PD Jeff Howe says, "Friday nights we do what we call the Friday Night Party Crashers. People can invite a pair of DJs to their Friday night event, whether it is a small birthday

party at someone's home or a big church event. We either broadcast live or do call-ins, depending on availability of high-speed Internet. We take requests from the event, talk with people on the air and just hang out and play games or participate in the activities they are doing. Many times there will be people that have never listened to the station. With us having personal contact and them hearing and hopefully liking the music, we have some new listeners."

Pillar of Fire Christian AC WAWZ (Star 99.1)/Middlesex, N.J., has taken Christian events into major secular venues. OM Scott Taylor names New York's Madison Square Garden, the Izod Center at New Jersey's Meadowlands and the new Prudential Center in Newark. "A typical example of our schedule includes producing the N.Y./N.J. stop of Casting Crowns' the Altar and the Door tour at the Prudential Center, the Staten Island Pastors Event with Matthew West and New York Giants wide receiver David Tyree, a Switchfoot show with Rutgers football coach Greg Schiano at Rutgers University and a MercyMe date at Six Flags Great Adventure in Jackson, N.J.," he says. "Mixed in with all of this is a schedule of twice-weekly van stops through the spring to collect items for the troops in Iraq in conjunction with the Salvation Army. Of course, all of this only happens with a fiercely dedicated staff that works together and is passionate about sharing the love of Christ."

Possibly the biggest Christian music event taken to a secular venue is Salem Communications Christian AC KLTU/Dallas' Celebrate Freedom. Billed as the largest free outdoor concert in America, the event launched July 4, 1991, as a one-day Christian music concert that drew 3,000 people to Williams Square. It has since evolved into a two-day event with Christian music, children's rides, food, and last year, the addition of speaker Luis Palau delivering a message both evenings. The event was once held at Texas Stadium, home of the

Dallas Cowboys, but since 1996 has been hosted at Southfork Ranch, made famous by TV series "Dallas." Interstate Batteries has been the event's title sponsor since 1997.

In 2001, Celebrate Freedom drew more than 200,000 for the first time. This year's event is scheduled for June 27-28 and marks



the 18th consecutive year that KLTU has hosted the free concert. The event has done so well in Dallas that Salem has taken the concept to sister WFSH (104.7 the Fish)/Atlanta, which hosted its first one-day Celebrate Freedom last year at the Georgia International Horse Park, with 42,000 in attendance. This year's event is scheduled for late August.

Taking Ownership Of Events

For stations that don't have the resources to put together an event the size of Celebrate Freedom, there are often marquee events in most every market of which they can help take ownership. Central Florida Educational Foundation Christian AC WPOZ (Z88.3)/Orlando participates in Disney's annual Night of Joy in the market. For two nights in September, Disney shuts down the Magic Kingdom early and reopens exclusively for Night of Joy ticket holders. In addition to all the rides and attractions, stages located throughout the park feature continuous music from some of the biggest names in Christian music. In exchange for a sponsorship fee, the station receives park signage and the rights to put its personalities onstage to introduce artists. Additionally, WPOZ is allowed to broadcast from the event and the station can be heard throughout the park during both nights. While officially a Disney event, as an attendee walks through the park hearing the station, seeing its signs and personalities and hearing the music, it truly feels like a Z88.3 event.

No matter what the size of the market, there are always festivals, fairs, sporting events, concerts, air shows, movies and many other events that a station's current and potential listeners are attending. Stations should be there, too. **R&R**

'We need to be more of a presence in our communities at general/secular events without diluting our convictions and who we represent.'

—Jim Kirkland



AMPED CREATIVE

w e ' r e o u t t h e r e



the **WeekEnd 22**

the **real** INSIDE THE MUSIC
OUTSIDE THE NORM

www.AmpedCreative.com (615)331-0736 Radiohits1@aol.com

Got Research?

Affordable music research exclusively
for the Christian music industry!



Hit Music Research

Contact: Ken Farley (615)331-0736 Ken@Hitmusicresearch.com

www.Hitmusicresearch.com

daywind records

MUSIC YOU BELIEVE



THANK YOU, RADIO!
16 DOVE AWARD NOMINATIONS
INCLUDING **AUSTINS BRIDGE** AS
NEW ARTIST OF THE YEAR!

www.daywindrecords.com



SEARCHABLE NEWS DATABASE



News Archives



Search By Date



Word Search



www.radioandrecords.com

ACCURATE • TRUSTWORTHY • COMPREHENSIVE

R&R CHRISTIAN AC

POWERED BY **nielsen** BDS

DMDS DIGITAL DOWNLOADS AVAILABLE AT DMDS.COM



▶ WEST PALM BEACH-BASED QUARTET **TENTH AVENUE NORTH** IS A TOP 10 PARTICIPANT FOR THE FIRST TIME, AS "LOVE IS HERE" GAINS 46 PLAYS AND HOPS 13-10.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	1) NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	16	JEREMY CAMP LET IT FADE	NO. 1 (3 WKS) BEC/TOOTH & NAIL	1476 -68	3.448	4
2	2	27	MATTHEW WEST YOU ARE EVERYTHING	SPARROW/EMI CMG	1370 -130	3.999	1
3	4	12	STEVEN CURTIS CHAPMAN CINDERELLA	SPARROW/EMI CMG	1247 +21	3.677	2
4	3	28	MERCYME GOD WITH US	INO	1207 -125	2.894	6
5	6	11	CASTING CROWNS EVERY MAN	BEACH STREET/REUNION/PLG	1135 -2	2.607	9
6	5	13	FEE ALL BECAUSE OF JESUS	INO	1132 -5	2.682	8
7	8	33	ROBBIE SEAY BAND SONG OF HOPE	SPARROW/EMI CMG	1004 +73	3.669	3
8	7	33	CHRIS TOMLIN AMAZING GRACE (MY CHAINS ARE GONE)	SIXSTEPS/SPARROW/EMI CMG	921 -41	2.753	7
9	11	10	NEEDTOBREATHE WASHED BY THE WATER	ATLANTIC/WORD-CURB	864 +26	1.765	16
10	13	10	TENTH AVENUE NORTH LOVE IS HERE	REUNION/PLG	838 +46	2.438	12
11	10	13	DECEMBERADIO FIND YOU WAITING	SLANTED/SPRING HILL	814 -31	1.623	17
12	9	10	33MILES THANK YOU	INO	806 -64	2.059	14
13	12	42	CASTING CROWNS EAST TO WEST	BEACH STREET/REUNION/PLG	773 -26	2.247	13
14	14	9	MATT MAHER YOUR GRACE IS ENOUGH	ESSENTIAL/PLG	710 +91	2.470	10
15	16	11	JADON LAVIK COME THOU FOUNT	BEC/TOOTH & NAIL	640 +105	3.030	5
16	NEW		THIRD DAY CALL MY NAME	AIRPOWER/MOST INCREASED PLAYS ESSENTIAL/PLG	581 +295	1.276	19
17	18	6	AARON SHUST WATCH OVER ME	AIRPOWER BRASH	521 +65	1.470	18
18	17	16	BUILDING 429 SINGING OVER ME	WORD-CURB	491 -6	1.767	15
19	19	5	CHRIS SLIGH EMPTY ME	BRASH	484 +28	0.897	24
20	20	8	RUSH OF FOOLS CAN'T GET AWAY	MIDAS	464 +29	0.699	29
21	25	2	NATALIE GRANT I WILL NOT BE MOVED	CURB	451 +79	0.788	27
22	21	9	PHILLIPS, CRAIG & DEAN TOP OF MY LUNGS	INO	434 +7	0.816	26
23	24	14	CONNERSVINE LIVE FOR YOU	INO	422 +36	2.449	11
24	23	8	DAVID CROWDER BAND NEVER LET GO	SIXSTEPS/SPARROW/EMI CMG	381 -10	0.711	28
25	22	13	TOBYMAC FEATURING SITI MONROE ONE WORLD	FOREFRONT/EMI CMG	381 -21	0.924	23
26	NEW		MEREDITH ANDREWS YOU'RE NOT ALONE	WORD-CURB	339 +75	0.642	-
27	29	2	NEWSBOYS STAY STRONG	SPARROW/EMI CMG	335 +24	0.488	-
28	RE-ENTRY		LAURA STORY MIGHTY TO SAVE	INO	311 +39	0.482	-
29	30	3	THE AFTERS KEEPING ME ALIVE	INO	298 -6	0.674	-
30	RE-ENTRY		MAINSTAY WHERE YOUR HEART BELONGS	BEC/TOOTH & NAIL	292 +32	0.676	30

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
MATTHEW WEST Something To Say (Sparrow/EMI CMG) KBNJ, KCM5, WBDX, WCSG, WMSJ, WPAR, WRBS	7
THIRD DAY Call My Name (Essential/PLG) KLTY, KVMV, WAFJ, WBSN	4
MATT MAHER Your Grace Is Enough (Essential/PLG) KKFS, KPEZ, XM The Message	3
JADON LAVIK Come Thou Fount (BEC/Tooth & Nail) KLTY, KVMV, WMUZ	3
PLUMB In My Arms (Curb) KBNJ, KTSL, WCSG	3
MARK HARRIS All For The Glory Of You (INO) KPEZ, WJIE, XM The Message	3
SEVINGLORY The Best Is Yet To Come (7 Spin) Sirius Spirit 66, WMUZ	2

ADDED AT... WRBS

Baltimore, MD
PD: David Paul
MD: Chris Scotland
Matthew West, Something to Say, 1
Leeland, Opposite Way, 1

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
FIREFLIGHT Brand New Day (Flicker/PLG) TOTAL STATIONS: 20	280/16	WARREN BARFIELD Love Is Not A Fight (Essential/PLG) TOTAL STATIONS: 9	141/23
MIKESCHAIR Otherside (Curb) TOTAL STATIONS: 14	226/37	LEELAND Count Me In (Essential/PLG) TOTAL STATIONS: 13	139/5
PLUMB In My Arms (Curb) TOTAL STATIONS: 16	196/5	KUTLESS Word Of God Speak (BEC/Tooth & Nail) TOTAL STATIONS: 7	133/19
ADDISON ROAD All That Matters (INO) TOTAL STATIONS: 11	155/20	STELLAR KART Jesus Loves You (Word-Curb) TOTAL STATIONS: 12	130/23
MARK HARRIS All For The Glory Of You (INO) TOTAL STATIONS: 9	143/7	LIFEHOUSE Whatever It Takes (Geffen/Interscope) TOTAL STATIONS: 4	127/77

MOST INCREASED PLAYS

+295	THIRD DAY Call My Name (Essential/PLG) WFFH +23, WJJK +22, WAKW +21, WCSG +21, KTIS +20, KKCM +18, WMSJ +18, WQCR +16, KSEJ +15, KBNJ +14
+105	JADON LAVIK Come Thou Fount (BEC/Tooth & Nail) KLTY +31, WAFJ +12, XMES +11, KTSL +10, WDJC +8, WFFH +6, WFHM +5, WCSG +5, WMHK +5, KKFS +5
+91	MATT MAHER Your Grace Is Enough (Essential/PLG) WLEJ +20, SIST +13, KBIQ +12, WFHM +10, KLTY +9, KFSH +9, WJTL +9, KTIS +7, KFIS +5, KLJC +3
+79	NATALIE GRANT I Will Not Be Moved (Curb) WPAR +28, KSEJ +18, WDJC +14, SIST +8, WAKW +7, KVMV +6, WLEJ +5, KKFS +5, KTSL +4, WAFJ +4
+77	LIFEHOUSE Whatever It Takes (Geffen/Interscope) KBIQ +41, KLTY +26, WFSH +9, WAWZ +1

RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	1) NIELSEN BDS CERTIFICATIONS	PLAYS TW	LW
1	LINCOLN BREWSTER EVERLASTING GOD (INTEGRITY)		640	675
2	AARON SHUST MY SAVIOR MY GOD (BRASH)		632	645
3	MERCYME BRING THE RAIN (INO)		609	607
4	BRANDON HEATH I'M NOT WHO I WAS (MONOMODE/REUNION/PLG)		594	609
5	TREE63 BLESS'D BE YOUR NAME (INPOP)		571	600

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	1) NIELSEN BDS CERTIFICATIONS	PLAYS TW	LW
6	RUSH OF FOOLS UNDO (MIDAS)		570	595
7	BIG DADDY WEAVE EVERY TIME I BREATHE (FERVENT/WORD-CURB)		537	536
8	NATALIE GRANT IN BETTER HANDS (CURB)		522	595
9	CHRIS TOMLIN HOLY IS THE LORD (SIXSTEPS/SPARROW/EMI CMG)		507	500
10	STORYSIDE:B BE STILL (SILENT MAJORITY/COTEE)		499	507

FOR WEEK ENDING APRIL 13, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
53 Christian AC stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Christian AC Indicator chart compiled of 31 reporters, christian CHR 25, christian rock 27 and soft AC/inspirational 16. © 2008 Nielsen Business Media, Inc. All rights reserved.

SOFT AC/INSPIRATIONAL REPORTERS

WMIT/Asheville, NC
PD: Tom Greene
MD: Matt Stockman

WCDR/Dayton, OH
OM: Keith Hamer
PD/MD: Eric Johnson

WAFR/Network
OM: Marvin Sanders
PD: Rick Robertson
MD: Jim Stanley

WGSL/Rockford, IL
OM: Ron Tietzort
PD: Corey Neese
MD: Charmel Jacobs

KCFB/St. Cloud, MN
PD: Jim Park
MD: Chuck Heuberger

WGNV/Wausau, WI
OM: Karen Benke
PD: Mark Bystrom
MD: Todd Christopher

WHCF/Bangor, ME
OM: Tim Collins
PD/MD: Joe Polek

WNFR/Flint, MI
OM: Lori McNaughton
PD: Brian Smith
MD: Eilyn Davey

KNLB/Phoenix, AZ
PD: Faron Eckelbarger

KCRN/San Angelo, TX
PD/MD: Mark Mohr
APD: Steve Hayes

KYCC/Stockton, CA
PD: Scott Mearns
MD: Marina Tahod

KCBI/Dallas, TX*
PD: Mike Tirone
APD: Bill Bumpas
MD: John McLain

Family Life Communications/Network
PD: Dawn Bumstead
APD: Adam Biddele
MD: Bill Ronning

KLVV/Ponca City, OK
PD/MD: Tony Weir
APD: Jeremy Louis

WSMR/Sarasota, FL
OM: Douglas Poll
PD: Dan Young
MD: Paul Perrault

WOLW/Traverse City, MI
PD/MD: Patrick Green

R&R CHRISTIAN

POWERED BY nielsen BDS

DMDS DIGITAL DOWNLOADS AVAILABLE AT DMDS.COM



▶ AFTER STEPPING ASIDE LAST ISSUE FOR CASTING CROWNS' "EVERY MAN," JADON LAVIK RECAPTURES THE TOP BOX ON SOFT AC/INSPIRATIONAL WITH "COME THOU FOUNT" (2-1).

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	1	13	JEREMY CAMP NO MATTER WHAT IT TAKES	BEC/TOOTH & NAIL	949	+31
2	2	20	AFTERS NEVER GOING BACK TO OK	INO	930	+38
3	3	15	ADDISON ROAD ALL THAT MATTERS	INO	899	+14
4	4	12	FIREFLIGHT UNBREAKABLE	FLICKER/PLG	875	+10
5	6	14	HAWK NELSON FRIEND LIKE THAT	BEC/TOOTH & NAIL	823	+12
6	7	12	NEEDTOBREATHE WASHED BY THE WATER	ATLANTIC.WORD-CURB	793	+47
7	5	16	TOBYMAC FEAT. SITI MONROE ONE WORLD	FOREFRONT/EMI CMG	764	-51
8	8	12	STELLAR KART JESUS LOVES YOU	WORD-CURB	720	-17
9	9	9	RELIENT K THE BEST THING	CAPITOL/GOTEE	709	+47
10	10	14	SEVENGLORY LET IT BE LOVE	7 SPIN	576	-18
11	13	9	TENTH AVENUE NORTH LOVE IS HERE	REUNION/PLG	570	+56
12	11	21	DECEMBERADIO FIND YOU WAITING	SLANTED'SPRING HILL	505	-83
13	15	11	THE MYRIAD A THOUSAND WINTERS MELTING	KOSMOS/KOCH	461	+19
14	12	15	LEELAND COUNT ME IN	ESSENTIAL/PLG	457	-94
15	14	29	MAINSTAY BELIEVE	BEC/TOOTH & NAIL	431	-14
16	16	10	CASTING CROWNS EVERY MAN	BEACH STREET/REUNION/PLG	428	+9
17	21	5	DIZMAS YOURS	FOREFRONT/EMI CMG	420	+53
18	19	5	PAUL ALAN TO BRING YOU BACK	WHIPLASH	413	+33
19	17	9	RUSH OF FOOLS WE ALL	MIDAS	412	+19
20	20	6	EVERYDAY SUNDAY TELL ME YOU'LL BE THERE	INPOP	394	+20
21	18	5	ARTICLE ONE WITHOUT YOU	INPOP	392	+9
22	PEV		THIRD DAY CALL MY NAME	ESSENTIAL/PLG	337	+141
23	22	20	MATTHEW WEST YOU ARE EVERYTHING	SPARROW/EMI CMG	329	+15
24	23	2	PILLAR SMILING DOWN	ESSENTIAL/PLG	294	+23
25	29	3	CHRIS TAYLOR TAKE ME ANYWHERE	BEC/TOOTH & NAIL	281	+56
26	25	5	FLYLEAF ALL AROUND ME	SRE/OCTONE	279	+20
27	24	18	MERCYME GOD WITH US	INO	269	+2
28	26	18	STORYSIDE:B BE STILL	SILENT MAJORITY/GOTEE	250	0
29	28	6	MIKESCHAIR OTHERSIDE	CURB	238	+5
30	27	3	CHRIS SLIGH EMPTY ME	BRASH	230	-5

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	1	13	FALLING UP GOOD MORNING PLANETARIUM	BEC/TOOTH & NAIL	265	-5
2	5	10	ANBERLIN HELLO ALONE	TOOTH & NAIL	252	+14
3	4	12	RELIENT K DEVASTATION AND REFORM	CAPITOL/GOTEE	248	+9
4	2	12	WEDDING I'LL SLEEP WHEN I'M DEAD	BRAVE NEW WORLD	245	-6
5	3	14	SKILLET LIVE FREE OR LET ME DIE	ARON/STRE/INO	241	-8
6	13	11	THOUSAND FOOT KRUTCH THE FLAME IN ALL OF US	TOOTH & NAIL	237	+34
7	6	10	FAMILY FORCE 5 FACE DOWN	MAVERICK/GOTEE	236	+13
8	7	13	WAVORLY STAY WITH ME	FLICKER/PLG	221	+3
9	12	12	SECRET AND WHISPER VANISHINGS	TOOTH & NAIL	200	+10
10	11	11	DISCIPE LOVE HATE (ON AND ON)	SRE/INO	197	+5
11	8	14	ALMOST. SOUTHERN WEATHER	TOOTH & NAIL	193	-22
12	9	14	CHILDREN 18:3 YOU KNOW WE'RE ALL SO FOND OF DYING	TOOTH & NAIL	190	-15
13	17	4	P.O.D. ADDICTED	COLUMBIA/INO	184	+20
14	20	5	DEMON HUNTER FADING AWAY	SOLID STATE/TOOTH & NAIL	179	+35
15	14	8	EMERY THE PARTY SONG	TOOTH & NAIL	179	+13
16	15	6	PROJECT 86 MOLOTOV	TOOTH & NAIL	178	+13
17	13	10	EVERYDAY SUNDAY APATHY FOR APOLOGIES	INPOP	169	+8
18	13	14	HAWK NELSON FRIEND LIKE THAT	BEC/TOOTH & NAIL	167	-9
19	15	7	STELLAR KART SHINE LIKE THE STARS	WORD-CURB	159	-6
20	19	7	SPOKEN TRADING IN THIS TROUBLED HEART	TOOTH & NAIL	156	+11
21	23	6	SEVENTH DAY SLUMBER LAST REGRET	BEC/TOOTH & NAIL	153	+16
22	25	3	RED LOST	ESSENTIAL/PLG	148	+15
23	22	8	NUMBER ONE GUN WAKE ME UP	TOOTH & NAIL	132	-8
24	23	3	MXPX SECRET WEAPON	TOOTH & NAIL	131	+8
25	27	18	IVORYLINE BE STILL AND BREATHE	TOOTH & NAIL	131	+4
26	25	9	DEAS VAIL ANYTHING YOU SAY	BRAVE NEW WORLD	127	-1
27	24	4	EOWYN SILENT SCREAMS	EOWYN	118	-16
28	30	2	RUN KID RUN CAPTIVES COME HOME	TOOTH & NAIL	115	+14
29	21	15	THIS BEAUTIFUL REPUBLIC CASTING OFF	FOREFRONT/EMI CMG	105	-38
30	NEW		HIGH FLIGHT SOCIETY WAKE UP	RKT/ROCKETOWN	102	+14

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	2	9	JADON LAVIK COME THOU FOUNT	BEC/TOOTH & NAIL	246	+20
2	1	11	CASTING CROWNS EVERY MAN	BEACH STREET/REUNION/PLG	230	+4
3	6	9	TWILA PARIS LIVE TO PRAISE	MOUNTAIN SPRING	206	+11
4	9	12	JAIME JAMGOCHIAN SING OF OUR GOD	CENTRICITY	201	+16
5	7	14	PHILLIPS, CRAIG & DEAN TOP OF MY LUNGS	INO	200	+6
6	8	6	LAURA STORY MIGHTY TO SAVE	INO	193	+7
7	12	9	JEREMY CAMP LET IT FADE	BEC/TOOTH & NAIL	186	+29
8	5	6	WAYBURN DEAN THROUGH THE RAIN	WAYJADE	182	-14
9	4	11	STEVEN CURTIS CHAPMAN CINDERELLA	SPARROW/EMI CMG	181	-21
10	3	24	MATTHEW WEST YOU ARE EVERYTHING	SPARROW/EMI CMG	180	-41

SOFT AC/INSPIRATIONAL

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
11	14	3	RUSH OF FOOLS PEACE BE STILL	MIDAS	160	+11
12	11	6	KEITH & KRISTYN GETTY THE POWER OF THE CROSS	MARTINGALE	153	-5
13	16	7	33MILES THANK YOU	INO	135	-4
14	17	4	LESTER & HOLLY THERE IS A CROWN	LESTER & HOLLY	131	+4
15	15	14	VICKY BEECHING GREAT IS YOUR GLORY	SURVIVOR/SPARROW/EMI CMG	124	-21
16	19	6	KATHRYN SCOTT I BELONG	INTEGRITY	116	+10
17	NEW		MARK ROACH SURROUNDED	MYRRH/WORD-CURB	100	-2
18	18	3	GORDON MOTE DON'T LET ME MISS THE GLORY	SPRING HILL	96	-14
19	NEW		MICHAEL W. SMITH FEAT. ISRAEL HOUGHTON & CHRISTY NOCKELS SO GREAT	REUNION/PLG	92	+18
20	NEW		CHRIS RICE TELL ME THE STORY AGAIN	EB+FL/INO	92	+1

CHRISTIAN ROCK REPORTERS

KLYT/Albuquerque, NM
OM: Johann "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

WTR/Rochester, NY
PD/MD: Sammie Palermo
APD: Will "The Tuna" Benson

Planet Edge/Satellite
PD: Arron Daniels

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

WCVK/Bowling Green, KY
OM: Ken Burns
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

WVOF/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 Eyerly
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 Bellotti
MD: Reena Temburni

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

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

Firecape/Satellite
PD/MD: Joe Hayes

Whip Of Cords/Satellite
OM/PD: Matt Rhodes

KCLC/St. Louis, MO
MD: Dave Merkel

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

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

WJLZ/Norfolk, VA*
OM/PD: Anne Verebely
APD: Troy Alan

FOR WEEK ENDING APRIL 13, 2008

CHRISTIAN AC REPORTERS

KGZ/Abilene, TX
PD/MD: Gary Hill

WFSH/Atlanta, GA*
MD: Mike Stoudt

WVJ/Atlanta, GA*
OM/PD: Don Schaeffer
APD: Steve Williams

WAFJ/Augusta, GA*
PD/MD: Steve Swanson

KPEZ/Austin, TX*
OM: Mac Daniels
PD: Gary Walsh
APD/MD: Steve Etheridge

WRBS/Baltimore, MD*
PD: David Paul
MD: Chris Scotland

WDJC/Birmingham, AL*
APD/MD: Ronnie Bruce

KTSY/Boise, ID*
OM: Chris Gilbreth
PD: Jerry Woods
APD/MD: Travis Culver

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

WAYR/Brunswick, GA
PD/MD: Bart Wagner

WRCM/Charlotte, NC*
OM: Gary Morland
PD: Dwayne Harrison

WBDX/Chattanooga, TN*
OM/PD: Jason McKay
MD: Justin Wade

WJKL/Chicago, IL*

WAKW/Cincinnati, OH*
PD: Rob Lewis
MD: Daryl Pierce

WFHM/Cleveland, OH*
PD: Len Howser
MD: Josh Booth

KGTS/College Place, WA
PD: Elizabeth Nelson
MD: Ernest Beck

KBIQ/Colorado Springs, CO*
PD: Bret Stevens
MD: Jack Hamilton

KCVO/Columbia, MO
OM/PD: Jim McDermott

WMHK/Columbia, SC*
PD: Steve Sunshine

WCVO/Columbus, OH*
PD: Todd Stach
MD: Mike Russell

KBNJ/Corpus Christi, TX*
PD: Joe Fahl

KLTY/Dallas, TX*
PD: Chuck Finney
APD/MD: Michael Prendergast

KNWI/Des Moines, IA
PD/MD: Dave St. John

WMUZ/Detroit, MI*
PD: Miranda Belcher
MD: Jon Culbert

WWIB/Eau Claire, WI
OM: Paul Anthony
PD/MD: Greg Steward

WCTL/Erie, PA
OM: Ronald Raymond
PD/MD: Adam Frase

KHPE/Eugene, OR
MD: Paul Hernandez

KYTT/Eugene, OR
OM: Dave DeAndrea
PD/MD: Rick Stevens

KLRC/Fayetteville, AR
PD/MD: Mark Michaels

WCLN/Fayetteville, NC
OM/PD: Dan DeBruler
APD: Syndi Long
MD: Steve Turley

KGCB/Flagstaff, AZ
OM: Daniel White
PD/MD: Mike Medlin

WPER/Fredericksburg, VA
PD: Frankie Morea

KZKZ/Ft. Smith, AR
OM/PD: Dave Burdud

WLAB/Ft. Wayne, IN*
PD: Don Buettner
MD: Melissa Montana

WCSG/Grand Rapids, MI*
PD: Chris Lemke

WJQK/Grand Rapids, MI*
OM: Troy West
PD/MD: Gary Thompson

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

WLFJ/Greenville, SC*
PD/MD: Rob Dempsey
APD: Gary Miller

KAIM/Honolulu, HI*
OM: Jack Waters
PD/MD: Corry Reynolds

KSBH/Houston, TX*
PD: Chuck Pryor
MD: Jim Beeler

WCRJ/Jacksonville, FL*
PD: Roger Henderson
MD: Theresa Ross

WCQR/Johnson City, TN*
PD: Chalmer Harper

KOBC/Joplin, MO
OM/PD: Lisa Davis

KLJC/Kansas City, MO*
PD/MD: Michael Grimm

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

WLGH/Lansing, MI
PD: Jenn Czelada

KKSP/Little Rock, AR*
PD: Don Burns

KFSH/Los Angeles, CA*
OM: Jim Tinker
PD: Chuck Tyler
APD/MD: Bob Shaw

WJIE/Louisville, KY*
PD: Jim Galipeau
APD/MD: Chris Crain

WRVI/Louisville, KY
OM/PD: CC Matthews
APD: Dave Reichel

KSWP/Lufkin, TX
OM/PD: Al Ross
APD/MD: Michelle Ross

KVMV/McAllen, TX*
PD: James Gamblin
APD/MD: Bob Malone

KJIL/Meade, KS
PD/MD: Michael Luskey

WAWZ/Middlesex, NJ*
OM: Scott Taylor
PD: Johnny Stone
MD: Keith Stevens

KTIS/Minneapolis, MN*
PD: Jason Sharp

KBMQ/Monroe, LA
PD/MD: Phillip Brooks

WFFH/Nashville, TN*
PD/MD: Vance Dillard

Family Life Ministries/Network
PD: John Owens
APD: Kevin VanBuren
MD: Cecil VanHouten

New Life Media/Network
PD/MD: Joe Buchanan

WBSN/New Orleans, LA*
OM: Julie Headrick
PD: Tom Krimmier
MD: Libby Krimmier

KGBI/Omaha, NE*
PD: Melody Miller
MD: Jeff Devereaux

WPOZ/Orlando, FL*
OM/PD: Dean O'Neal
APD: Jeff Cruz

WMSJ/Portland, ME*
OM/PD: Paula K.
MD: Kenny Robinson

KFIS/Portland, OR*
PD: Dave Arthur
MD: Kat Taylor

KSLT/Rapid City, SD
OM: Tom Schoenstedt
PD/MD: Dave Masters

KSGN/Riverside, CA*
PD: Bryan O'Neal
MD: Brandi Lanai

WPAR/Roanoke, VA*
OM: Jackie Howard
MD: Brian Sumner

WQFL/Rockford, IL
PD/MD: Johnny V.

KKFS/Sacramento, CA*
PD/MD: Max Miller

Sirius Spirit 66/Satellite*
PD: Al Skop

XM The Message/Satellite*
OM: Jon Zellner
PD: Mike Abrams
MD: Jim Epperlein

KCMS/Seattle, WA*
PD: Scott Valentine
MD: Sarah Taylor

WFRN/South Bend, IN
PD: Jim Carter
MD: Doug Moore

WHPZ/South Bend, IN
PD/MD: Tom Scott

KTSL/Spokane, WA*
PD/MD: Beau Tyler

KWNO/Springfield, MO*
PD/MD: Jeremy Morris

KKJM/St. Cloud, MN
OM/PD: Diana Madsen

KHZR/St. Louis, MO*
OM: Sandi Brown
PD/MD: Greg Cassidy

WLPJ/Tampa, FL*
PD: Carmen Brown
APD: Dave Cruise
MD: Jeff MacFarlane

KKCM/Tulsa, OK*
OM: Steve Hunter
PD: Chris Kelly

KXOJ/Tulsa, OK*
PD: Bob Thornton
APD: Dave Gordon

WGTS/Washington, DC*
PD: Becky Wilson Aligned
MD: Rob Conway

WGRC/Williamsport, PA
OM: Don Casteline
PD/MD: Larry Weidman

WXHL/Wilmington, DE
OM: Dan Edwards
PD/MD: Dave Kirby
APD: Sal April

WHLN/Wilmington, NC
OM: Dan Edwards
PD/MD: Dave Kirby
APD: Sal April

WHLN/Wilmington, NC
OM: Dan Edwards
PD/MD: Dave Kirby
APD: Sal April

WHLN/Wilmington, NC
OM: Dan Edwards
PD/MD: Dave Kirby
APD: Sal April

* Monitored Reporters



▶ WITH 204 PLAYS AT 13 REPORTING STATIONS, "AMERICAN IDOL" ALUM **MANDISA** TAKES THE HIGHEST BOW ON CHRISTIAN AC INDICATOR AT NO. 27 WITH "VOICE OF A SAVIOR."

DMDS
DIGITAL DOWNLOADS
AVAILABLE AT DMDS.COM

THIS WEEK	LAST WEEK	WEEKS ON CHART	CHRISTIAN AC INDICATOR		PLAYS	
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	TW	+/-
1	1	14	JEREMY CAMP LET IT FADE	BEC/TOOTH & NAIL	933	-12
2	2	14	FEE ALL BECAUSE OF JESUS	INO	851	+3
3	3	11	STEVEN CURTIS CHAPMAN CINDERELLA	SPARROW/EMI CMG	749	+7
4	5	12	CASTING CROWNS EVERY MAN	BEACH STREET/REUNION/PLG	718	+17
5	6	10	AARON SHUST WATCH OVER ME	BRASH	618	+14
6	4	26	MATTHEW WEST YOU ARE EVERYTHING	SPARROW/EMI CMG	605	-113
7	7	9	NEEDTOBREATHE WASHED BY THE WATER	ATLANTIC/WORD-CURB	604	+8
8	8	26	MERCYME GOD WITH US	INO	533	-2
9	9	9	33MILES THANK YOU	INO	505	-14
10	10	10	DECEMBERADIO FIND YOU WAITING	SLANTED/SPRING HILL	502	+17
11	12	6	MATT MAHER YOUR GRACE IS ENOUGH	ESSENTIAL/PLG	455	+55
12	15	7	TENTH AVENUE NORTH LOVE IS HERE	REUNION/PLG	431	+47
13	11	21	BUILDING 429 SINGING OVER ME	WORD-CURB	419	+3
14	13	11	TOBYMAC FEAT. SITI MONROE ONE WORLD	FOREFRONT/EMI CMG	403	+13
15	27	2	THIRD DAY CALL MY NAME	ESSENTIAL/PLG	389	+174
16	16	4	MEREDITH ANDREWS YOU'RE NOT ALONE	WORD-CURB	382	+13
17	17	7	AFTERS KEEPING ME ALIVE	INO	363	+23
18	20	5	LAURA STORY MIGHTY TO SAVE	INO	328	+48
19	19	4	NEWSBOYS STAY STRONG	SPARROW/EMI CMG	327	+32
20	24	5	CHRIS SLIGH EMPTY ME	BRASH	321	+90
21	18	13	PHILLIPS, CRAIG & DEAN TOP OF MY LUNGS	INO	302	-10
22	28	3	RUSH OF FOOLS CAN'T GET AWAY	MIDAS	273	+64
23	23	3	NATALIE GRANT I WILL NOT BE MOVED	CURB	253	+5
24	21	8	DAVID CROWDER BAND NEVER LET GO	SIXSTEPS/SPARROW/EMI CMG	248	-5
25	29	3	MARK HARRIS ALL FOR THE GLORY OF YOU	INO	246	+48
26	26	9	MIKESCHAIR OTHERSIDE	CURB	222	+4
27	NEW		MANDISA VOICE OF A SAVIOR	SPARROW/EMI CMG	204	+16
28	25	6	DANIEL DOSS BAND GOD IN ME	SPARROW/EMI CMG	200	-19
29	22	11	MICHAEL ENGLISH THE ONLY THING GOOD IN ME	CURB	197	-56
30	NEW		WARREN BARFIELD LOVE IS NOT A FIGHT	ESSENTIAL/PLG	142	+19



CHRISTIAN CHR MUSIC RESEARCH

ARTIST TITLE	IMPRINT / PROMOTION LABEL	TOTAL	FAM%	BURN%	W 18-24	W 25-34	W 18-34
CASTING CROWNS EVERY MAN	BEACHSTREET/REUNION/PLG	4.30	93%	13%	4.00	4.09	4.05
THOUSAND FOOT KRUTCH FALLS APART	TOOTH & NAIL	4.27	100%	12%	4.11	4.13	4.12
NEEDTOBREATHE WASHED BY THE WATER	ATLANTIC/WORD-CURB	4.21	94%	16%	3.89	4.39	4.18
BRANDON HEATH DON'T GET COMFORTABLE	REUNION/PLG	4.20	92%	13%	4.23	4.29	4.26
MATTHEW WEST YOU ARE EVERYTHING	SPARROW/EMI CMG	4.20	96%	16%	3.96	4.18	4.09
STORYSIDE:BE BE STILL	GOTEE	4.18	95%	15%	4.07	4.34	4.22
FLYLEAF ALL AROUND ME	SRE/OCTONE	4.16	76%	20%	3.88	4.14	4.05
MERCYME GOD WITH US	INO	4.14	94%	22%	4.00	4.24	4.15
HAWK NELSON FRIEND LIKE THAT	BEC/TOOTH & NAIL	4.09	89%	12%	3.99	3.88	3.94
JEREMY CAMP NO MATTER WHAT IT TAKES	BEC/TOOTH & NAIL	4.07	82%	15%	3.98	4.05	4.01
DAVID CROWDER BAND NEVER LET GO	SIXSTEPS/SPARROW/EMI CMG	4.06	95%	22%	4.33	4.00	4.14
MAINSTAY BELIEVE	BEC/TOOTH & NAIL	4.05	95%	20%	3.88	3.90	3.89
STEVEN CURTIS CHAPMAN CINDERELLA	SPARROW/EMI CMG	4.05	84%	18%	4.10	3.69	3.85
ELEVENTYSEVEN LOVE IN YOUR ARMS	FLICKER/PLG	4.03	93%	13%	4.32	3.71	4.00
THE AFTERS NEVER GOING BACK TO OK	INO	4.02	95%	18%	3.95	3.95	3.95
TOBY MAC ONE WORLD	FOREFRONT/EMI CMG	4.02	96%	21%	3.74	4.22	3.99
STELLAR KART JESUS LOVES YOU	WORD-CURB	4.00	83%	12%	3.80	3.74	3.76
TENTH AVENUE NORTH LOVE IS HERE	REUNION/PLG	4.00	81%	13%	4.05	3.92	3.97
DECEMBERADIO FIND YOU WAITING	SLANTED/SPRING HILL	3.97	87%	24%	3.48	4.26	3.87
RED PIECES	ESSENTIAL/PLG	3.97	88%	18%	3.67	3.95	3.84

This report is a cumulative sample of current online music surveys conducted by Christian CHR stations across the country. Total sample size is 829 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



Straight advice from a creative straight shooter

'The Shawshank Redemption' And Country Radio

R.J. Curtis

RCurtis@RadioandRecords.com

Since I'm on vacation, I asked Citadel KUBL (K-Bull 93)/Salt Lake City PD Ed Hill to sit in for me. Ed and I have solved practically all of radio's challenges during our many phone conversations, and after most of them, I've thought, "That guy should write a column sometime." Well, here it is. I think you'll find it interesting and thought-provoking. As you read this, I'm in a pub, somewhere in Dublin, drinking a pint. See you again next week.

When R.J. Curtis asked if I wanted to be a guest columnist for R&R, I had a lot to ponder. Did I have the time? Did I have the desire and something to say? Finally, did I have the brass cajones to put myself out there? After seriously mulling it for about two-and-a-half seconds I said . . . Yes!

Why? Because I love the movie "The Shawshank Redemption," a wonderfully written masterpiece with a powerful message of hope that has some great analogies with the state of country radio now. And because I believe, as a line from the movie so eloquently states, that I have to "get busy living or get busy dying."

Like Andy Dufresne (played by Tim Robbins) and Ellis Boyd "Red" Redding (Morgan Freeman), country radio is in creative prison and it's time for us to break out. We can do it with a plan that includes hope, freedom and redemption. But can you do what Andy did? Is it worth it?

I say yes, because we have to. As in "The Shawshank Redemption," country radio needs a hammer, a tunnel and a big poster. We need to keep digging diligently every day to find that creative escape that country radio so desperately needs.

I've escaped quite a few times in my career. I've masterminded some plans that would make Andy Dufresne proud. But I always end up back in the joint. Because when I'm not creating, I'm dying in prison.

Creative prison is hell. And too many stations in our biggest markets are incarcerated now. Many of them have given up or become complacent. As Red says, "Prison life consists of routine, and then more routine." Well, programming can never be a "routine." Routine is radio prison.

As programmers, that is our lot in life. We need to break out every day with a great idea. When I create, I end up in a place I love with a perfectly executed campaign of writing, performance and passion that energizes the audience, the talent, management and the sales force. I get pumped. I am redeemed and in paradise.

Andy Dufresne: "You know what the Mexicans say about the Pacific? They say it has no memory. That's where I want to live the rest of my life. A warm place with no memory."

But alas . . . like the Pacific Ocean, the audience loses the memory of our last great thing and

things, and no good thing ever dies."

Red on staying excited: "I find I'm so excited, I can barely sit still or hold a thought in my head. I think it's the excitement only a free man can feel, a free man at the start of a long journey whose conclusion is uncertain." —Ed Hill



'Too many stations in our biggest markets are incarcerated now. Many of them have given up or become complacent.'

—Ed Hill

'When I'm not creating, I'm dying in prison; I need to create and free myself.'

—Ed Hill

we have to re-create it again. Until we get our creative mojo back on our stations, our talent, our staff and our advertisers are locked up with us.

I wasted three hours one afternoon listening to a top 15 station's afternoon talent—a well-known and well-respected veteran of our format. In three hours on a Friday, that talent had no callers on the air, no contesting, no artist info and nothing relating to anything about his very beautiful town. No happiness, joy or excitement. Nothing. I did not feel anything. He said the same thing, exactly the same way, in 90% of his breaks and he was not tracked. Abysmal.

Recently, two friends of mine had a similar experience with a different station. After visiting a top five market, they told me how disappointed they were at the sound of this influential station. They called it slow and unimaginative. They said that the station was lucky it didn't have a competitor. Wow. I listened; my friends were right.

After speaking with several people in and out of the industry, here is what I have surmised as the four biggest reasons country radio is hurting creatively:

■ **Clutter, entertainment and "the now."** Too many country PDs are using the old rules regarding clutter, entertainment and "the now." Good clutter can be awesome. We need to scream for attention these days. Be louder, cooler, funnier and more entertaining than ever. We need things on the air like texting and Web initiatives more often. Radio has always been a medium of "the now." We have to be "in the now" now more than ever.

■ **Fear of the personal stamp.** Too many PDs are either afraid or unable to put a personal stamp on their station. K-Bull 93 is me. Loud. Aggressive. Fun. Stupid, cheesy, phat and fearless. Cluttered, crazy and kind. Big-hearted, emotional and competitive. Vibrant, alive and real. If you are afraid to express yourself, then your station has nothing to say. And that is what the listeners will perceive. Nothing.

■ **Lack of passion for creativity and music.** Red says it best: "I have no idea to this day what those two Italian ladies were singing about. Truth is, I don't want to know. Some things are best left unsaid. I'd like to think they were singing about something so beautiful, it can't be expressed in words, and makes your heart ache because of it."

Like Red, you must be able to be moved by a song. A vocal. The words. You must be able to cry when you hear something that moves you. Then you must try to write something that moves others.

■ **Too many scientists, not enough creationists.** This is the most dangerous creative prison to be stuck in. It's a self-imposed maximum security prison of numbers and averages. Too many times when discussing programming I've heard about branding, strategy, research and not enough about creativity, writing and emotion.

This is a desperate treatise on our business. But like Andy, I have hope. Hope is what we deliver. Hope is what we have to have. Hope is what keeps our GM, our sales folks, jocks, our corporate folks motivated. We need to be purveyors of hope.

R&R

Purveyors Of Hope

Classic lines by Andy Dufresne and Ellis Boyd "Red" Redding, the main characters in the 1994 film "The Shawshank Redemption," offer some analogies to the current state of country radio. **Andy Dufresne on hope:** "Remember, Red, hope is a good thing, and maybe the best of

R&R COUNTRY

POWERED BY **nielsen** BDS

DMDS DIGITAL DOWNLOADS AVAILABLE AT DMDS.COM



► **TRACE ADKINS' "YOU'RE CONNA MISS THIS"** DOMINATES FOR A THIRD WEEK, MARKING HIS LONGEST NO. 1 RUN TO DATE. "LADIES LOVE COUNTRY BOYS" STAYED TWO WEEKS LAST SPRING.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	AUDIENCE (IN MILLIONS)	PLAYS TW	RANK
1	19	1	TRACE ADKINS	YOU'RE CONNA MISS THIS	NO. 1 (3 WKS)	☆	33.810 +0.995	4713	1
2	10	2	GEORGE STRAIT	I SAW GOD TODAY		☆	33.045 +3.413	4604	2
3	4	26	JAMES OTTO	JUST GOT STARTED LOVIN' YOU		☆	30.343 +1.940	4485	3
4	39	3	CHRIS CAGLE	WHAT KINDA GONE		☆	26.710 -2.286	3870	4
5	14	5	TAYLOR SWIFT	PICTURE TO BURN		☆	24.611 +1.196	3665	5
6	24	8	PHIL VASSAR	LOVE IS A BEAUTIFUL THING		☆	23.289 +1.866	3447	6
7	36	6	JASON ALDEAN	LAUGHED UNTIL WE CRIED		☆	23.176 +0.129	3377	7
8	8	10	BRAD PAISLEY	I'M STILL A GUY		☆	22.432 +2.962	3105	8
9	8	9	RASCAL FLATTS	EVERY DAY		☆	22.149 +1.620	3209	9
10	23	7	ALAN JACKSON	SMALL TOWN SOUTHERN MAN		☆	19.752 -3.175	2776	10
11	28	13	LADY ANTEBELLUM	LOVE DON'T LIVE HERE		☆	17.328 +1.665	2537	11
12	5	17	CARRIE UNDERWOOD	LAST NAME		☆	16.102 +3.748	2229	12
13	13	14	JEWEL	STRONGER WOMAN		☆	14.409 +0.545	2272	13
14	8	19	MONTGOMERY GENTRY	BACK WHEN I KNEW IT ALL		☆	13.761 +1.552	2234	14
15	4	21	KENNY CHESNEY	BETTER AS A MEMORY	AIRPOWER/MOST INCREASED AUDIENCE	☆	13.736 +4.065	1958	15
16	33	16	JAKE OWEN	SOMETHIN' ABOUT A WOMAN		☆	13.502 +0.964	2128	16
17	14	15	DIERKS BENTLEY	TRYING TO STOP YOUR LEAVING		☆	13.237 +0.631	2214	17
18	20	12	CARRIE UNDERWOOD	ALL-AMERICAN GIRL		☆	13.007 -3.800	1691	18
19	15	20	JOE NICHOLS	IT AIN'T NO CRIME		☆	12.158 +0.390	2096	19
20	12	23	BLAKE SHELTON	HOME	AIRPOWER	☆	10.987 +1.604	1856	20
21	7	5	TOBY KEITH	SHE'S A HOTTIE		☆	9.800 +2.312	1655	21
22	15	24	JOSH TURNER FEATURING TRISHA YEARWOOD	ANOTHER TRY		☆	9.534 +0.551	1686	22
23	28	27	ASHTON SHEPHERD	TAKIN' OFF THIS PAIN		☆	9.355 -0.082	1633	23
24	15	28	MIRANDA LAMBERT	GUNPOWDER & LEAD		☆	7.306 +1.350	1248	24
25	26	26	JOSH GRACIN	WE WEREN'T CRAZY		☆	6.351 -0.168	1359	25
26	11	29	KEITH ANDERSON	I STILL MISS YOU		☆	5.813 +0.527	1002	26
27	7	30	TIM MCGRAW	KRISTOFFERSON		☆	5.253 +1.028	838	27
28	15	32	TRISHA YEARWOOD	THIS IS ME YOU'RE TALKING TO		☆	4.920 +0.748	790	28
29	11	31	REBA MCENTIRE	EVERY OTHER WEEKEND		☆	4.647 +0.423	703	29
30	13	33	SARA EVANS	SOME THINGS NEVER CHANGE		☆	3.672 +0.022	729	30

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	AUDIENCE (IN MILLIONS)	PLAYS TW	RANK
31	34	12	PHIL STACEY	IF YOU DIDN'T LOVE ME		☆	3.446 +0.039	757	29
32	36	7	JULIANNE HOUGH	THAT SONG IN MY HEAD		☆	3.359 +0.388	615	33
33	35	11	JASON MICHAEL CARROLL	I CAN SLEEP WHEN I'M DEAD		☆	3.068 +0.085	709	31
34	38	4	GARY ALLAN	LEARNIN' HOW TO BEND		☆	2.945 +0.519	568	34
35	37	18	TRACY LAWRENCE	TIL I WAS A DADDY TOO		☆	2.873 +0.400	538	35
36	39	4	GARTH BROOKS	MIDNIGHT SUN		☆	2.351 +0.230	502	36
37	41	8	THE LOST TRAILERS	HOLLER BACK	BREAKER	☆	2.235 +0.227	447	37
38	45	6	LUKE BRYAN	COUNTRY MAN		☆	2.061 +0.406	299	45
39	46	2	HEIDI NEWFIELD	JOHNNY & JUNE		☆	1.951 +0.446	332	42
40	42	21	WHISKEY FALLS	FALLING INTO YOU		☆	1.917 +0.159	368	39
41	48	3	JIMMY WAYNE	DO YOU BELIEVE ME NOW		☆	1.880 +0.493	415	38
42	NEW	42	ALAN JACKSON	GOOD TIME	HOT SHOT DEBUT/MOST ADDED	☆	1.747 +1.581	244	46
43	44	7	EMILY WEST	ROCKS IN YOUR SHOES		☆	1.740 +0.028	359	40
44	47	7	LEANN RIMES	GOOD FRIEND AND A GLASS OF WINE		☆	1.531 +0.081	328	43
45	50	4	SUGARLAND FEATURING LITTLE BIG TOWN & JAKE OWEN	LIFE IN A NORTHERN TOWN		☆	1.435 +0.368	160	51
46	49	6	JO DEE MESSINA	I'M DONE		☆	1.336 +0.012	347	41
47	43	12	EAGLES	BUSY BEING FABULOUS		☆	1.153 -0.595	221	47
48	55	4	CRYSTAL SHAWANDA	YOU CAN LET GO		☆	1.068 +0.312	206	48
49	40	18	GARTH BROOKS & HUEY LEWIS	WORKIN' FOR A LIVIN'		☆	0.995 -1.116	158	52
50	57	2	JAMEY JOHNSON	IN COLOR		☆	0.982 +0.412	169	50
51	51	12	CLAY WALKER	SHE LIKES IT IN THE MORNING		☆	0.981 -0.041	107	57
52	52	10	SARAH JOHNS	HE HATES ME		☆	0.924 -0.090	310	44
53	54	14	THE ROAD HAMMERS	I DON'T KNOW WHEN TO QUIT		☆	0.789 +0.030	204	49
54	59	21	ELI YOUNG BAND	WHEN IT RAINS		☆	0.779 +0.246	82	-
55	60	2	LONESTAR	LET ME LOVE YOU		☆	0.731 +0.218	128	55
56	NEW	56	POINT OF GRACE	HOW YOU LIVE (TURN UP THE MUSIC)		☆	0.600 +0.315	89	59
57	NEW	57	RODNEY ATKINS	INVISIBLY SHAKEN		☆	0.571 +0.212	150	53
58	56	3	DOLLY PARTON	JESUS & GRAVITY		☆	0.505 -0.167	88	60
59	RE-ENTRY	59	MICA ROBERTS FEATURING TOBY KEITH	THINGS A MAMA DON'T KNOW		☆	0.445 -0.018	147	54
60	RE-ENTRY	60	CROSS CANADIAN RAGWEED	CRY LONELY		☆	0.385 +0.046	47	-

MOST INCREASED AUDIENCE (IN MILLIONS)
+4.065
KENNY CHESNEY
Better As A Memory (BNA)
KJGG +0.541, KSON +0.241, WKHX +0.204, WSOX +0.191, KUPL +0.183, KMLE +0.157, KILT +0.138, KSSN +0.134, KPLX +0.111, WPAW +0.101

+3.748
CARRIE UNDERWOOD
Last Name (Arista/Arista Nashville)
KJGG +0.382, WIL +0.305, WSOX +0.184, WYVK +0.172, KYGO +0.167, WMIL +0.156, WYVZ +0.154, KUPL +0.138, WCTO +0.121, WQDR +0.118

+3.413
GEORGE STRAIT
I Saw God Today (MCA Nashville)
WJUN +0.784, KNIX +0.360, WCOL +0.273, KYGO +0.253, WQDR +0.248, WYCD +0.246, WKIS +0.215, KILT +0.162, WPAW +0.158, WCTO +0.131

+2.962
BRAD PAISLEY
I'm Still A Guy (Arista Nashville)
KPLX +0.274, KSCS +0.272, WXTU +0.239, WMIL +0.191, KKWF +0.191, WYQK +0.173, WYCD +0.157, WFMS +0.136, WIL +0.119, WQDR +0.117

+2.312
TOBY KEITH
She's A Hottie (Show Dog Nashville)
KILT +0.243, WJUN +0.164, WYQK +0.158, WCOL +0.143, WGH +0.140, WYRK +0.137, KWJL +0.133, KMLE +0.130, KJGG +0.109, WCKX +0.092

NEW AND ACTIVE		
ARTIST / LABEL	AUDIENCE / GAIN	TOTAL STATIONS
ERIC CHURCH / His Kind Of Money (My Kind Of Love) (Capitol Nashville)	0.350/0.007	20
CHUCK WICKS / All I Ever Wanted (RCA)	0.250/0.155	28
KID ROCK / All Summer Long (Top Dog/Atlantic)	0.249/0.148	4
JEFF BATES / Don't Hate Me For Lovin' You (Black River)	0.242/0.088	11
DARIUS RUCKER / Don't Think I Don't Think About It (Capitol Nashville)	0.233/0.233	8
ASHLEY GEARING / Out The Window (Curb)	0.228/0.022	13

MOST ADDED

ALAN JACKSON 28 Good Time (Arista Nashville) KATC, KATM, KBEQ, KEEY, KFBI, KFKF, KHKI, KIZN, KNTY, KSKS, KSOP, KTTS, KUBL, KUZZ, KVOO, KYGO, WAMZ, WFBE, WIVK, WKCC, WKHX, WKSF, WOGK, WQKQ, WRNS, WXCX, WXTU, WYRK	TIM MCGRAW 14 Kristofferson (Curb) KBUL, KFRC, KSCS, KSON, KTOM, KUPL, KXKS, KXKT, WGTY, WMIL, WQDR, WPAW, WPCV, WQMX	BLAKE SHELTON 10 Home (Warner Bros./WRN) KHEY, KRTY, KYGO, WCOL, WCTO, WDSY, WMIL, WPKX, WXTU, WYCD
TOBY KEITH 14 She's A Hottie (Show Dog Nashville) KAJA, KFKF, KILT, KRKY, KTOM, KTTS, KVOO, WCOL, WMAO, WMIL, WPCV, WRBT, WSIX, WUSN	JIMMY WAYNE 12 Do You Believe Me How (Valory) KEEY, KKGO, KTOM, KWNR, KXKT, WBEE, WIOV, WKSF, WOGK, WPAW, WQHK, WYPY	ADAM GREGORY 10 Crazy Days (NSA/Midas/New Revolution) KATM, KHKI, KNTY, KSON, KUBL, KUZZ, WGNL, WGTY, WKDF, WSOX

FOR WEEK ENDING APRIL 13, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
#12 country and #7 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.
© 2008 Nielsen Business Media, Inc. All rights reserved.

FREE COUNTRY DAILY E-MAIL

NEWS OF THE DAY

DAILY TOP 5 SONGS

INDUSTRY PICS

RADIO & RECORDS
R&R COUNTRY
★★★★★ DAILY

ACCURATE
TRUSTWORTHY
COMPREHENSIVE

SUBSCRIBE NOW! WWW.RADIOANDRECORDS.COM/SUBSCRIBE.ASP



▶ "I SAW GOD TODAY" BECOMES
GEORGE STRAIT'S 14TH CANADA
COUNTRY NO. 1.

COUNTRY MONITORED REPORTERS

WQMX/Akron, OH OM: Chuck Collins PD: Sue Wilson APD/MD: Ken Steel	KSKS/Fresno, CA PD: Tom Jordan	WCKX/Memphis, TN PD: Tim Jones	KNTY/Sacramento, CA PD/MD: Bob McNeill
WGNA/Albany, NY PD/MD: Tom Jacobsen	WWGR/Ft. Myers, FL PD/MD: Justin Tyler APD: Steve Hart	WKIS/Miami, FL PD: Ken Boesen APD: Greg Valentine MD: Darlene Evans	WKQC/Saginaw, MI OM/MD: Mike Skot APD: Kevin Proffitt MD: John Richards
KRST/Albuquerque, NM OM/MD: Eddie Haskell MD: Paul Bailey	WQHK/Ft. Wayne, IN OM/MD: Rob Kelley MD: Dave Michaels	WMIL/Milwaukee, WI OM/MD: Kerry Wolfe APD: Scott Dolphin MD: Mitch Morgan	KSOP/Salt Lake City, UT APD/MD: Debby Turpin
WCTD/Allentown, PA OM/MD: Shelly Easton APD/MD: Jerry Padden	WOGK/Gainesville, FL PD: Mr. Bob MD: Big Red	KEEY/Minneapolis, MN OM/MD: Gregg Swedberg MD: Mary Gallas	KUBL/Salt Lake City, UT PD: Ed Hill MD: Pat Garrett
WKSF/Asheville, NC OM/MD: Jeff Davis MD: Brian Hatfield	WBCT/Grand Rapids, MI OM/MD: Doug Montgomery APD/MD: Dave Taft	KTOM/Monterey, CA OM: Sam Diggedy PD: Wes Poe APD: Jim Pearson	KAJA/San Antonio, TX OM/MD: George King MD: Kactus Lou
WKHX/Atlanta, GA OM/MD: Mark Richards MD: Mike Macho	WPAW/Greensboro, NC PD: Randall Bliss APD: Clay J.D. Walker	WKDF/Nashville, TN OM: Dave Kelly PD: Bud Ford	KSON/San Diego, CA PD: John Marks APD/MD: Brooks O'Brian
WUBL/Atlanta, GA OM/MD: Clay Hunnicutt APD/MD: Lance Houston	WRNS/Greenville, NC PD/MD: Wayne Carlyle	KRTY/San Jose, CA PD/MD: Julie Stevens	
WKXC/Augusta, GA PD: T Gentry	WRBT/Harrisburg, PA PD: Joe Kelly APD/MD: Newman	WSIX/Nashville, TN OM: Rich Davis PD: Keith Kaufman	KKWF/Seattle, WA PD: Lance Tidwell
KUZZ/Bakersfield, CA PD: Evan Bridwell APD/MD: Donna James	WVYZ/Hartford, CT PD: Pete Salant	WSM/Nashville, TN MD: Frank Seres	KMPS/Seattle, WA PD: Becky Brenner MD: Tony Thomas
WYPY/Baton Rouge, LA PD: Dave Dunaway APD/MD: Jimmy Brooks	KILT/Houston, TX PD: Jeff Garrison MD: Greg Frey	WGH/Norfolk, VA OM/MD: John Shornby APD/MD: Mark McKay	KXKS/Shreveport, LA OM: Gary McCoy PD: Chris Evans
KIZN/Boise, ID OM/MD: Rich Summers APD: Steve Shannon MD: Spencer Burke	WFMS/Indianapolis, IN PD: Bob Richards MD: J.D. Cannon	KKNG/Oklahoma City, OK OM/MD: Kevin Christopher MD: Lynn Waggoner	KIXZ/Spokane, WA OM: Robert Harder PD/AM/D: Paul "Coyote" Neumann
WKLB/Boston, MA OM: Don Kelley PD: Mike Brophay APD/MD: Ginny Rogers	WUSJ/Jackson, MS PD: Russ Williams	KTST/Oklahoma City, OK OM/MD: Tom Travis	WPXX/Springfield, MA OM/MD: Pat McKay APD: Marc Spencer
WYRK/Buffalo, NY PD: Wendy Lynn	WGNE/Jacksonville, FL PD/MD: Jeff Davis	KXKT/Omaha, NE PD: Erik Johnson MD: Craig Allen	KTTS/Springfield, MO OM/MD: Chris Cannon APD/MD: Curly Clark
WQBE/Charleston, WV OM: Jeff Whitehead PD: Ed Roberts MD: Bill Hagy	WXBQ/Johnson City, TN PD/MD: Bill Hagy	KHAY/Oxnard, CA	WIL/St. Louis, MO PD: Greg Mazingo APD/MD: Danny Montana
WSOC/Charlotte, NC PD: D.J. Stout APD/MD: Rick McCracken	KBEQ/Kansas City, MO PD: Mike Kennedy MD: T.J. McEntire	WXBM/Pensacola, FL PD/MD: Lynn West	KATM/Stockton, CA OM: Richard Perry PD: Randy Black MD: Nikki Thomas
WUSY/Chattanooga, TN MD: Bill Poindexter	KFKF/Kansas City, MO OM/MD: Dale Carter APD/MD: Tony Stevens	WXTU/Philadelphia, PA OM/MD: Roy Land PD: Bob McKay	WQYK/Tampa, FL OM/MD: Mike Culotta APD: Beecher Martin MD: Jay Roberts
WUSN/Chicago, IL PD: Mike Peterson MD: Marci Braun	WDAF/Kansas City, MO OM: Thom McGinty PD: Michael Cruise	KMLE/Phoenix, AZ PD: Kris Abrams APD: Andrew Bland MD: Gwen Foster	WKKO/Toledo, OH PD/MD: Gary Shores APD: Harvey Steele
WUBE/Cincinnati, OH OM: Patti Marshall PD: Travis Moon APD: Kathy O'Connor MD: Duke Hamilton	WIVK/Knoxville, TN OM/MD: Mike Hammond MD: Colleen Addair	KNIX/Phoenix, AZ PD: Ray Massie	KIIM/Tucson, AZ OM: Herb Crowe PD/MD: Buzz Jackson
KATC/Colorado Springs, CO OM: Bobby Irwin PD: Jim West	KMDL/Lafayette, LA PD: Scott Bryant MD: T.D. Smith	WOGI/Pittsburgh, PA OM: Frank Bell PD: Dave Anthony	KV00/Tulsa, OK PD: Luke Jensen MD: Dave Austin
WWNU/Columbia, SC PD: Rick Taylor MD: Tyler On The Radio	WPCV/Lakeland, FL OM/MD: Mike James APD/MD: Jeni Taylor	KUPL/Portland, OR PD: John Paul APD/MD: Rick Taylor	WIRK/West Palm Beach, FL PD: Mitch Mahan MD: JR Jackson
WCOL/Columbus, OH PD: John Crenshaw APD/MD: Dan E. Zuko	WIOV/Lancaster, PA OM: Ken Carson PD: Al Brock	KWJJ/Portland, OR OM: Clark Ryan PD: Mike Moore APD/MD: Savannah Jones	KFDI/Wichita, KS OM/MD: Beverlee Brannigan APD/MD: Carol Hughes
KPLX/Dallas, TX PD: Jan Jeffries APD: Smokey Rivers	WITL/Lansing, MI OM: Brent Alberts PD/MD: Chris Tyler APD: Jordan Lee	WQKQ/Portsmouth, NH OM: Mark Ericson PD: Mark Jennings MD: Dan Lunnie	WGGY/Wilkes Barre, PA PD: Doc Medek MD: Jessie Roberts
KSCS/Dallas, TX APD/MD: Chris Huff	WQDR/Raleigh, NC OM: Paul Michaels PD: Lisa McKay	WCTK/Providence, RI PD/MD: Stephen Guittari APD: Sam Stevens	WXCW/Wilmington, DE OM/MD: Dave Hovel APD: Mike Joseph MD: Chris Duff
KYGO/Denver, CO PD: Joel Burke MD: Garrett Doll	KBUL/Reno, NV PD: Brad Hansen APD/MD: Derek Gunn	WGTY/York, PA PD: Scott Donato MD: Dan Douglas	WQXX/Youngstown, OH OM: Scott Kennedy PD: Dave Steele APD: Doug James MD: Burton Lee
KHKI/Des Moines, IA OM: Jack O'Brien PD/MD: Andy Elliott	WAMZ/Louisville, KY PD: Coyote Calhoun MD: Night Train Lane	WQXX/Youngstown, OH OM: Scott Kennedy PD: Dave Steele APD: Doug James MD: Burton Lee	
WYCD/Detroit, MI PD: Tim Roberts APD/MD: Mike Scott	WMSL/Roanoke, VA PD: Brett Sharp MD: Robynn Jaymes		
KHEY/EI Paso, TX MD: Marty Austin	WBEE/Rochester, NY PD: Billy Kidd APD/MD: Weslea Neas		
WFBE/Flint, MI PD: April Rose APD: Keith Allen	KNCI/Sacramento, CA PD: Mark Evans APD: Greg Cole		

COUNTRY INDICATOR HIGHLIGHTS

NO. 1		
ARTIST	TITLE	IMPRINT / PROMOTION LABEL
TRACE ADKINS	YOU'RE GONNA MISS THIS	CAPITOL NASHVILLE

MOST ADDED			
ARTIST	TITLE	IMPRINT / PROMOTION LABEL	NEW STATIONS
ALAN JACKSON	GOOD TIME	ARISTA NASHVILLE	37
JIMMY WAYNE	DO YOU BELIEVE ME NOW	VALORY	13
GARY ALLAN	LEARNING HOW TO BEND	MCA NASHVILLE	12
GARTH BROOKS	MIDNIGHT SUN	PEARL/BIG MACHINE	11
KENNY CHESNEY	BETTER AS A MEMORY	BNA	9
HEIDI NEWFIELD	JOHNNY & JUNE	ASYLUM-CURB	9
TIM MCGRAW	KRISTOFFERSON	CURB	8

MOST INCREASED PLAYS			
ARTIST	TITLE	IMPRINT / PROMOTION LABEL	GAIN
ALAN JACKSON	GOOD TIME	ARISTA NASHVILLE	+508
KENNY CHESNEY	BETTER AS A MEMORY	BNA	+395
CARRIE UNDERWOOD	LAST NAME	ARISTA/ARISTA NASHVILLE	+366
TOBY KEITH	SHE'S A HOTTIE	SHOW DOG NASHVILLE	+332
PHIL VASSAR	LOVE IS A BEAUTIFUL THING	UNIVERSAL SOUTH	+294
TAYLOR SWIFT	PICTURE TO BURN	BIG MACHINE	+242
MONTGOMERY GENTRY	BACK WHEN I KNEW IT ALL	COLUMBIA	+193

INDICATOR EXCLUSIVES

TW	LW	ARTIST	TITLE	IMPRINT / PROMOTION LABEL	TW PLAYS	+/-
46	44	TRENT WILLMON	BROKEN IN	COMPADRE/MUSIC WORLD/QUARTERBACK	314	-66
47	52	JEFF BATES	DON'T HATE ME FOR LOVIN' YOU	BLACK RIVER	277	+26
48	58	ERIC CHURCH	HIS KIND OF MONEY (MY KIND OF LOVE)	CAPITOL NASHVILLE	274	+80
55	57	RICK HUCKABY	I GOT YOU COVERED	HEADCOACH	220	+25
57	—	KATIE ARMIGER	MAKE ME BELIEVE	COLD RIVER/NINE NORTH	185	+11
59	—	JENNIFER HANSON	'73 (EVERYTHING CHANGES)	UNIVERSAL SOUTH	168	-7

Get your first look at next week's complete Country Indicator chart action in R&R Country HotFax, in your e-mail in-box every Monday. To subscribe to R&R Country HotFax, visit www.radioandrecords.com.

THIS WEEK	LAST WEEK	WEEKS ON CHART	CANADA COUNTRY		PLAYS
			ARTIST	TITLE	
1	2	9	GEORGE STRAIT	I SAW GOD TODAY	660 -6
2	1	12	TRACE ADKINS	YOU'RE GONNA MISS THIS	658 -13
3	3	10	TAYLOR SWIFT	PICTURE TO BURN	641 +17
4	4	7	BRAD PAISLEY	I'M STILL A GUY	588 +14
5	7	11	CRYSTAL SHAWANDA	YOU CAN LET GO ♡	576 +26
6	6	11	JASON ALDEAN	LAUGHED UNTIL WE CRIED	568 +12
7	5	14	CHRIS CALKER	WHAT KINDA CONE	558 -13
8	8	7	DOC WAGNER	BEAUTIFUL LIFE ♡	494 -29
9	16	7	JAMES OTTO	JUST GOT STARTED LOVIN' YOU	487 +45
10	11	6	AARON LINES	MOMENTS THAT MATTER ♡	487 -10
11	12	10	DERIC RUTTAN	FIRST TIME IN A LONG TIME ♡	486 +6
12	13	12	PAUL BRANDT	THAT'S WORTH FIGHTIN' FOR ♡	483 +5
13	15	9	DIERKS BENTLEY	TRYING TO STOP YOUR LEAVING	464 +15
14	17	5	RASCAL FLATTS	EVERY DAY	459 +45
15	9	13	GORD BAMFORD	STAYED 'TIL TWO ♡	453 -56
16	10	21	ALAN JACKSON	SMALL TOWN SOUTHERN MAN	432 -68
17	25	4	MONTGOMERY GENTRY	BACK WHEN I KNEW IT ALL	390 +86
18	26	3	CARRIE UNDERWOOD	LAST NAME	377 +110
19	14	17	CARRIE UNDERWOOD	ALL-AMERICAN GIRL	368 -96
20	21	7	JESSIE FARRELL	BEST OF ME ♡	357 +15
21	18	13	JOHNNY REID	THANK YOU ♡	355 -41
22	20	11	LADY ANTEBELLUM	LOVE DON'T LIVE HERE	347 -20
23	22	19	EMERSON DRIVE	EVERYDAY WOMAN ♡	320 -19
24	18	10	PHIL VASSAR	LOVE IS A BEAUTIFUL THING	302 +41
25	19	24	RODNEY ATKINS	CLEANING THIS GUN (COME ON IN BOY)	301 -73
26	24	23	TERRI CLARK	IN MY NEXT LIFE ♡	283 -27
27	39	3	TOBY KEITH	SHE'S A HOTTIE	264 +69
28	44	2	SHANE YELLOWBIRD	DRIVE ME HOME ♡	258 +93
29	NEW	NEW	KENNY CHESNEY	BETTER AS A MEMORY	248 +116
30	30	5	JEWEL	STRONGER WOMAN	248 +8

FOR WEEK ENDING APRIL 13, 2008

♡ indicates CanCon



WTSS (Star 102.5)/Buffalo PD Brian Demay opens his programming toolbox

The Five Worst Practices Of AC Programmers

Keith Berman

KBerman@RadioandRecords.com

during the brilliant yet short-lived ABC-TV show “Sports Night,” Robert Guillaume’s character offered up this theory of management: “If you’re stupid, surround yourself with smart people. If you’re smart, surround yourself with smart people who disagree with you.” Along those lines, the AC and hot AC formats have been blessed with an abundance of brilliant programmers, but theories about the correct way to proceed vary. ■ Thankfully, not only are the people in our format families intelligent, but programmers are receptive to each other’s ideas and generously share their thoughts on how to kick ass and take names. Case in point: Brian Demay, the PD/afternoon guy at Entercom hot AC WTSS (Star 102.5)/Buffalo. ■ While we all have bad habits like leaving the seat up, blatantly breaking our diets and spending money on stupid gadgets that we don’t need, Demay has chosen to spend his hard-earned free time writing a piece shining a light on some of the bad habits he sees programmers in our formats perpetuating at their stations. In the following column, he offers some solutions to help break them.

Isn’t it ironic that most AC stations—designed to appeal almost exclusively to women—are by and large programmed by middle-aged guys? Since I belong to that group, I can fairly ask this question: What makes a bunch of 40-something men think we know what women want in a station?

I am certainly no expert on what women want. Just ask my wife. But I have had the good fortune of working with some phenomenal female PDs and GMs during the last 25 years, and, along the way, I’ve picked up some fairly universal truths as they pertain to the AC formats. Here is my list of the five worst practices of AC stations, addressed to my fellow gentlemen PDs.

1. You sound like a bad CHR/top 40 station from the ‘90s.

Digital stutter, zip, snap, laser sweeps, *big* voice-over guy with quick edits and massive compression—sound familiar? The truth is, once Nirvana came along, that stuff wasn’t cool anymore in the ‘90s—so why are you still doing it in 2008?

Of course a good hot AC needs to be upbeat, but treating your imaging like a game of Laser Tag

is turning women off. You need to talk to your audience in a friendly, warm, real way. Update your production library, use music that sounds like the songs you’re playing and use it creatively. Imaging that speaks to her, not at her, is what works.

2. You have a wild and crazy morning show that costs you a fortune, and you voice-track middays.

Recent studies have shown—and the PPM has proved—that mornings are not the most listened-to daypart anymore. Extreme competition from morning TV talk shows and people flexing their time into work has cut deeply into morning cumes. Since the AC battle is fought at work, why blandly automate what has become the station’s most important daypart?

I would argue that warm and friendly midday and afternoon talent—men and women who are involved in the community—are a much better investment than a team of envelope-pushing crazies in morning drive. A solid, informative morning show is still important, but the days of an AC “Morning Zoo” are long past. Believe me, you won’t miss the headaches, or the potential FCC fines.



‘A good hot AC needs to be upbeat, but treating your imaging like a game of Laser Tag is turning women off.’

—Brian Demay

‘Show me an AC with no marketing budget, and I’ll show you an AC that underperformed this year and the year before that.’

—Brian Demay

3. All you give away on-air is cash.

If a woman wins \$1,000, she’s going to use it to pay bills or do something for her family. Occasionally, this is a good prize, but if you rely solely on cash giveaways, you’re missing a great opportunity to be aspirational. AC radio doesn’t have to be milquetoast—we should be creative thinkers.

What promo sounds better on the air? “You win \$1,000 cash!” Or, “A limo will whisk you away to a preshow martini party, where you and four friends get a complete makeover. Then, we’ll send you to see John Mayer at the arena, plus a chance to meet him backstage!”

The best promotional money is spent giving your female listeners an experience they won’t buy for themselves. It’s theater of the mind, and, yes, it’s harder to put together than writing out a check, but be creative with your promotions and your station will stand out from the pack.

4. You use your database only as a sales tool.

An e-blast to P1s certainly has great monetary value, but your database will shrink if you bombard your P1s with nothing but sales pitches. There has to be a benefit to receiving these e-mails—or text messages. Whether that’s a special ticket presale, first chance to enter a contest or a secret link to a members-only promotion, make sure each e-blast has some value to the listener, or they’ll opt out.

Along the same lines, your Web site must reflect what you’re saying and doing on-air. An out-of-date Web site is useless and is another missed opportunity to make a lasting impression. Tease a contest on-air, and lead your listeners to your Web site for more information.

Tease the fact that an e-mail will be sent out tomorrow with a special code to buy those tickets you want—early and at a discount. There must be a seamlessness among on-air, Web, stream and database. If there’s not, you’re missing a huge marketing opportunity.

5. And speaking of marketing: You have to do it.

Show me an AC with no marketing budget, and I’ll show you an AC that underperformed this year and the year before that. Your jukebox AC isn’t going to win anything; not ratings, not revenue. That’s why we have iPods.

Finally, fellow gentlemen programmers, in addition to marketing and research, always use the best available resource at your disposal: your wives, girlfriends, daughters and female co-workers. You don’t program in a vacuum, so run your ideas by them first. As much as it may hurt to hear that your latest station promotion sucks, the female perspective is a valuable first step on the road to AC success. *R&R*

Where Brian’s Been

Can’t keep up with Demay? Neither can we. Besides his current run as PD/afternoon guy at Star in Buffalo, here is a recap of his shady past.

- WBQB (B101.5) & WFVA/Fredericksburg, Va. OM
- Clear Channel/Charlottesville, Va., cluster OM
- WUMX/Charlottesville, Va., PD/webmaster
- WCLR, WZLR & WPTW/Dayton OM
- WMBN & WWPZ/Traverse City, Mich., PD

—KB



▶ AFTER SOLID SUPPORT FROM VH1 (40-PLUS PLAYS FOR THE VIDEO), "IN GOD'S HANDS" BY **NELLY FURTADO** FEATURING KEITH URBAN DEBUTS ON AC AT NO. 25. A SOLO VERSION BY FURTADO APPEARED ON HER 2006 ALBUM "LOOSE."

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	37	COLBIE CAILLAT BUBBLY	NO. 1 (16 WKS)	113	2053 -62	16.642 2
2	4	14	SARA BAREILLES LOVE SONG	MOST INCREASED PLAYS	112	1767 +139	17.062 1
3	2	14	MICHAEL BUBLE LOST		143/REPRISE	1712 +46	15.063 3
4	3	42	FERGIE BIG GIRLS DON'T CRY		WILL.I.AM/A&M/INTERSCOPE	1645 -1	13.593 5
5	5	24	TIMBALAND FEATURING ONEREPUBLIC APOLOGIZE		MOSLEY/BLACKGROUND/INTERSCOPE	1585 -19	14.190 4
6	6	49	DAUGHTRY HOME		RCA/RMG	1547 -1	12.130 8
7	7	16	TAYLOR SWIFT TEARDROPS ON MY GUITAR		BIG MACHINE/UNIVERSAL REPUBLIC	1461 +17	11.992 9
8	8	36	PINK WHO KNEW		LAFACE/ZOMBA	1368 -6	13.353 6
9	9	14	MICHAEL MCDONALD (YOUR LOVE KEEPS LIFTING ME) HIGHER AND HIGHER		UNIVERSAL MOTOWN	1227 -21	5.864 13
10	10	41	ELLIOTT YAMIN WAIT FOR YOU		HICKORY/RED	1153 -52	9.389 11
11	11	16	ALICIA KEYS NO ONE		MBK/J/RMG	1104 +108	13.004 7
12	12	15	JORDIN SPARKS TATTOO		19/JIVE/ZOMBA	1045 +78	11.690 10
13	11	11	PLUMB IN MY ARMS		CURB/REPRISE	689 +52	1.942 21
14	10	10	EAGLES BUSY BEING FABULOUS		ERC	595 +125	4.179 15
15	16	8	CNOTE FORGIVE ME		JKH ENT	472 +131	1.218 26
16	9	9	LANDON PIGG FALLING IN LOVE AT A COFFEE SHOP		RCA/RMG	457 +53	2.845 17
17	7	7	DAUGHTRY FEELS LIKE TONIGHT		RCA/RMG	384 +84	6.299 12
18	6	6	KIMBERLEY LOCKE FALL		CURB/REPRISE	303 +34	0.731 -
19	19	20	DAUGHTRY OVER YOU		RCA/RMG	258 +29	2.058 20
20	21	6	JOHN MAYER SAY		AWARE/COLUMBIA	213 +46	3.633 16
NEW			LEONA LEWIS BLEEDING LOVE	MOST ADDED	SYCO/J/RMG	183 +107	4.235 14
22	22	3	MAROON 5 WON'T GO HOME WITHOUT YOU		A&M/OCTONE/INTERSCOPE	18 +34	1.670 24
24	24	7	STEVEN CURTIS CHAPMAN CINDERELLA		SPARROW/EMI CMG	180 +48	0.283 -
24	20	10	IDINA MENZEL BRAVE		WARNER BROS.	165 -20	1.761 23
NEW			NELLY FURTADO FEATURING KEITH URBAN IN GOD'S HANDS		MOSLEY/GEFFEN/INTERSCOPE	146 +55	0.729 -
26	26	3	REO SPEEDWAGON FIND YOUR OWN WAY HOME		SPEEDWAGON/MAILBOAT	146 +22	0.198 -
27	25	12	INGRID MICHAELSON THE WAY I AM		CABIN 24/ORIGINAL SIGNAL/RED	143 +16	2.819 18
28	23	8	QUEEN LATIFAH POETRY MAN		FLAVOR UNIT/VERVE	135 +1	0.373 -
NEW			JOSH GROBAN AWAKE		143/REPRISE	134 +105	0.588 -
NEW			LIFHOUSE WHATEVER IT TAKES		GEFFEN/INTERSCOPE	11E +24	1.146 27

RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	NIelsen BDS CERTIFICATIONS	PLAYS TW LW
1	PLAIN WHITE T'S HEY THERE DELILAH (FEARLESS/HOLLYWOOD)	114	1072 1156
2	NATASHA BEDINGFIELD UNWRITTEN (EPIC)	116	934 867
3	JOHN MAYER WAITING ON THE WORLD TO CHANGE (AWARE/COLUMBIA)	114	901 957
4	THE FRAY HOW TO SAVE A LIFE (EPIC)	116	808 839
5	GWEN STEFANI FEATURING AKON THE SWEET ESCAPE (INTERSCOPE)	114	807 825

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	NIelsen BDS CERTIFICATIONS	PLAYS TW LW
6	DANIEL POWTER BAD DAY (WARNER BROS.)	115	792 859
7	JAMES BLUNT YOU'RE BEAUTIFUL (CUSTARD/ATLANTIC)	114	773 718
8	SNOW PATROL CHASING CARS (POLYDOR/A&M/INTERSCOPE)	115	726 702
9	LIFHOUSE YOU AND ME (GEFFEN/INTERSCOPE)	117	716 688
10	CARRIE UNDERWOOD BEFORE HE CHEATS (ARISTA/ARISTA NASHVILLE/RMG)	115	708 743

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
LEONA LEWIS Bleeding Love (SYCO/J/RMG)	9
BRYAN ADAMS I Thought I'd Seen Everything (Badman)	9
DAUGHTRY Feels Like Tonight (RCA/RMG)	7
JOHN MAYER Say (Aware/Columbia)	7
JORDIN SPARKS Tattoo (19/Jive/Zomba)	5
ROOM FOR TWO Roots Before Branches (Curb/Warner Bros.)	5
TRACE ADKINS You're Gonna Miss This (Capitol)	5
CNOTE Forgive Me (JKH Ent)	4

ADDED AT... KKBA
Corpus Christi, TX
OM: Ed Ocanas
PD/MD: Bart Allison
APD: Norma Jean Morales
Bryan Adams, I Thought I'd Seen Everything, O India, Arie, Heart Of The Matter, O Leona Lewis, Bleeding Love, O

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
BUCKCHERRY Sorry (Eleven Seven/Atlantic/RRP)	109/7	MARIAH CAREY Touch My Body (Island/DJMG)	44/1
TOTAL STATIONS: 8		TOTAL STATIONS: 3	
PAULA ABDUL & RANDY JACKSON Dance Like There's No Tomorrow (Dream Merchant 21/CMG)	104/0	LINKIN PARK Shadow Of The Day (Warner Bros.)	36/4
TOTAL STATIONS: 20		TOTAL STATIONS: 6	
MATCHBOX TWENTY These Hard Times (Melisma/Atlantic)	97/23	SARAH MCLACHLAN Ordinary Miracle (Arista/RMG)	35/21
TOTAL STATIONS: 15		TOTAL STATIONS: 9	
FERGIE Clumsy (will.i.am/A&M/Interscope)	80/14	WILL HEDGECOCK I Don't Know (Kipling/Aspirin)	29/17
TOTAL STATIONS: 7		TOTAL STATIONS: 9	
SHERYL CROW Love Is Free (A&M/Interscope)	54/8	Yael Naim New Soul (Tot Ou Tard/Atlantic)	29/2
TOTAL STATIONS: 7		TOTAL STATIONS: 6	

MOST INCREASED PLAYS

+139	☆ SARA BAREILLES Love Song (Epic) WJKK +16, KBAY +15, WARM +9, KQIS +8, KBEZ +8, WMJY +8, WLQT +8, KKKY +7, WMXS +6, WMCC +6
+131	☆ CNOTE Forgive Me (JKH Ent) KSFJ +13, WOOD +8, WHLG +8, WKJY +8, KQIS +5, WFPQ +5, KSNE +4, KRNO +4, WMCV +3, KBEZ +3
+125	☆ EAGLES Busy Being Fabulous (ERC) WYJB +8, WSRS +8, WKJY +7, KTDY +6, WSPA +5, KNEV +4, KWAV +4, WWDE +4, KSNE +4, WSNY +4
+108	☆ ALICIA KEYS No One (MBK/J/RMG) KOST +16, WMJY +11, WMCN +11, WMGS +8, WASH +8, KTDY +5, WVAE +5, WJKK +5, WGSY +4, WLTE +4
+107	☆ LEONA LEWIS Bleeding Love (SYCO/J/RMG) KBIG +20, WMLX +9, WCDV +8, KKCW +7, WLTW +6, KUMU +6, WLEV +6, WTCB +6, WALK +5, WFMK +5

FOR WEEK ENDING APRIL 13, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
102 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.

Remove Pain from Ass

Song hooks are a pain no longer!

"Superior song hooks and software, with the same great service we get with XTrends. A total home run! It's great to work with both!"
—Stella Schwartz, PD
KOST-FM, Los Angeles

Introducing **Hook Exchange**, a new hook service that removes the pain from the process. Beyond tight, superb quality hooks, Hook Exchange provides sophisticated **FREE DESKTOP SOFTWARE** to give you newfound powers:

- Import Selector® browse lists, previous tests or spreadsheets to create your testlist
- Overlay and pull from Mediabase or BDS charts (or consultant safelists)
- Preview audio while building your list, even add your own hooks



ORDER YOUR NEXT MUSIC TEST THROUGH HOOK EXCHANGE! CALL 1-888-7HOOKEX (746-6539)



► **3 DOORS DOWN** RETURNS TO THE CHART'S UPPER HALF FOR THE FIRST TIME SINCE OCTOBER 2005, AS "IT'S NOT MY TIME" REACHES AIRPOWER STATUS AT NO. 20 (UP 306 PLAYS, THE FORMAT'S SECOND-BEST GAIN). THE TRACK ALSO ENTERS CHR/TOP 40 AT NO. 37.

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	34	SARA BAREILLES LOVE SONG	NO. 1 (7 WKS)	11 ² EPIC	3115 -31	15,765 1
2	2	14	DAUGHTRY FEELS LIKE TONIGHT		☆ RCA/RMG	2938 +15	14,005 3
3	3	27	BUCKCHERRY SORRY		11 ELEVEN SEVEN/ATLANTIC/RRP	2807 -53	14,061 2
4	4	23	LIFEHOUSE WHATEVER IT TAKES		☆ GEFEN/INTERSCOPE	2594 +18	11,493 6
5	5	18	MAROON 5 WON'T GO HOME WITHOUT YOU		A&M/OCTONE/INTERSCOPE	2560 +137	12,238 5
6	6	38	FINGER ELEVEN PARALYZER		11 ⁴ WIND-UP	2103 -135	12,274 4
7	7	17	JOHN MAYER SAY		AWARE/COLUMBIA	2088 +32	8,935 9
8	10	17	MATCHBOX TWENTY THESE HARD TIMES		☆ MELUSMA/ATLANTIC	1927 +25	8,199 12
9	8	28	TIMBALAND FEATURING ONEREPUBLIC APOLOGIZE		11 ⁴ ☆ MOSLEY/BLACKGROUND/INTERSCOPE	1875 -173	9,277 7
10	9	25	LINKIN PARK SHADOW OF THE DAY		11 ² ☆ WARNER BROS.	1822 -178	9,084 8
11	12	13	COLBIE CAILLAT REALIZE		☆ UNIVERSAL REPUBLIC	1803 +51	7,940 13
12	11	21	ALICIA KEYS NO ONE		11 ⁵ ☆ MBK/J/RMG	1721 -179	8,888 10
13	14	9	GAVIN DEGRAW IN LOVE WITH A GIRL		☆ J/RMG	1705 +90	6,636 15
14	16	13	ONEREPUBLIC STOP AND STARE		11 ☆ MOSLEY/INTERSCOPE	1664 +168	7,043 14
15	13	41	COLBIE CAILLAT BUBBLY		11 ³ ☆ UNIVERSAL REPUBLIC	1563 -78	8,596 11
16	15	19	THREE DAYS GRACE NEVER TOO LATE		11 ² JIVE/ZOMBA	1557 -44	5,479 16
17	18	7	FERRAS HOLLYWOOD'S NOT AMERICA		☆ CAPITOL	1147 +96	4,006 19
18	17	13	SHERYL CROW LOVE IS FREE		A&M/INTERSCOPE	1106 -106	4,429 18
19	19	10	JACK JOHNSON IF I HAD EYES		BRUSHFIRE/UNIVERSAL REPUBLIC	893 +19	3,061 21
20	23	4	3 DOORS DOWN IT'S NOT MY TIME	AIRPOWER	☆ UNIVERSAL REPUBLIC	837 +306	3,092 20
21	32	2	LEONA LEWIS BLEEDING LOVE	MOST INCREASED PLAYS/MOST ADDED	☆ SYCO/J/RMG	783 +408	5,043 17
22	20	7	THE LAST GOODNIGHT STAY BEAUTIFUL		VIRGIN	722 +90	2,114 25
23	22	11	MILEY CYRUS SEE YOU AGAIN		HOLLYWOOD	604 +42	2,159 24
24	25	9	MARIE DIGBY SAY IT AGAIN		HOLLYWOOD	566 +75	1,871 27
25	27	4	Yael Naim NEW SOUL		☆ TOT OU TARD/ATLANTIC	542 +75	2,831 22
26	24	10	THE BRAVERY BELIEVE		ISLAND/DJMG	534 +17	1,109 32
27	28	8	RIHANNA DON'T STOP THE MUSIC		11 ² SRP/DEF JAM/DJMG	497 +49	1,805 28
28	26	5	DUFFY MERCY		MERCURY/DJMG	480 +8	1,760 29
29	30	3	JORDIN SPARKS DUET WITH CHRIS BROWN NO AIR		11 19/JIVE/ZOMBA	453 +57	2,511 23
30	29	8	CHRIS BROWN WITH YOU		11 ² JIVE/ZOMBA	441 +27	1,689 30
31	21	11	PAT MONAHAN TWO WAYS TO SAY GOODBYE		COLUMBIA	417 -186	0,972 34
32	34	3	JASON MRAZ I'M YOURS		ATLANTIC/RRP	402 +77	0,928 35
33	31	7	VANESSA CARLTON HANDS ON ME		THE INC./UNIVERSAL MOTOWN	398 +9	0,901 36
34	33	5	THE SPILL CANVAS ALL OVER YOU		ONE ELEVEN/SIRE/REPRISE	380 +52	0,982 33
35	35	3	MADONNA FEATURING JUSTIN TIMBERLAKE 4 MINUTES		WARNER BROS.	376 +73	2,043 26
36	37	6	COUNTING CROWS YOU CAN'T COUNT ON ME		DGC/GEFFEN/INTERSCOPE	303 +10	0,507 -
37	38	4	AUGUSTANA SWEET AND LOW		EPIC	298 +33	0,509 -
38	36	8	LONDON PIGG FALLING IN LOVE AT A COFFEE SHOP		RCA/RMG	293 -10	0,557 -
39	39	5	COLLECTIVE SOUL ALL THAT I KNOW		EL	253 +2	0,269 -
40	NEW		JONAS BROTHERS WHEN YOU LOOK ME IN THE EYES		HOLLYWOOD	238 +49	1,178 31

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
LEONA LEWIS Bleeding Love (SYCO/J/RMG) KALC, KCIX, KDMX, KJMY, KLLC, KLLY, KLTV, KLZR, KMHX, KMXB, KMYI, KQKQ, KR5K, KSII, WAJI, WMBE, WQAL, WMMX, WXLO, WZPL	20
3 DOORS DOWN It's Not My Time (Universal Republic) KAMX, KMXB, KPLZ, KRUZ, KSRZ, KSTZ, KUDD, KURB, KYKY, WKTI, WMCX, WMMX, WPTD, WXMA, WZPL	15
GAVIN ROSSDALE Love Remains The Same (Interscope) KCDU, KLLY, KOSO, KSII, KUDD, KVLV, KZZO, WAYV, WBNS, WHBC, WNNF	11
JORDIN SPARKS DUET WITH CHRIS BROWN No Air (19/Jive/Zomba) KCDU, KMHX, KSII, KURB, WAYV, WMC, WXLO	7
ONEREPUBLIC Stop And Stare (Mosley/Interscope) KFBZ, KMYI, KSTP, KURB, WLNK, WOMX	6
THE LAST GOODNIGHT Stay Beautiful (Virgin) KALZ, KYKY, WMCX, WMMX, XM Flight 26	5
NATASHA BEDINGFIELD Pocketful Of Sunshine (Phonogenic/Epic) KLTV, KMXB, KR5K, KZZO, WMC	5
KID ROCK All Summer Long (Top Dog/Atlantic) KLLY, WAYV, WKDD, WMBE, WMMX	5
BRYAN ADAMS I Thought I'd Seen Everything (Badman) KCDU, KSII, Sirius The Pulse, WAJI, WAYV	5
MATT NATHANSON Come On Get Higher (Vanguard) KLCA, KLTV, KSII, KVLV, WAYV	5

ADDED AT ...
KRSK
Portland, OR
OM/PD: Clark Ryan
MD: Sheryl Stewart
Augustana, Sweet And Low, 20
London Pigg, Falling In Love At A Coffee Shop, 17
Natasha Bedingfield, Pocketful Of Sunshine, 17
Leona Lewis, Bleeding Love, 1

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
KATE VOEGELE Only Fooling Myself (MySpace/Interscope) TOTAL STATIONS: 19	222/2	TAYLOR SWIFT Our Song (Big Machine/Universal Republic) TOTAL STATIONS: 9	165/10
NATASHA BEDINGFIELD Pocketful Of Sunshine (Phonogenic/Epic) TOTAL STATIONS: 19	221/76	KID ROCK All Summer Long (Top Dog/Atlantic) TOTAL STATIONS: 14	139/40
PANIC AT THE DISCO Nine In The Afternoon (Decaydance/Fueled By Ramen/RRP) TOTAL STATIONS: 14	221/49	JAMES BLUNT Carry You Home (Custard/Atlantic) TOTAL STATIONS: 10	112/11
THE B-52S Funplex (Astralwerks/Capitol) TOTAL STATIONS: 17	199/7	PARAMORE crushcrushcrush (Fueled By Ramen/RRP) TOTAL STATIONS: 5	107/14
ANNA NALICK Shine (Epic) TOTAL STATIONS: 15	184/12	MARIAH CAREY Touch My Body (Island/DJMG) TOTAL STATIONS: 10	104/14



+408 ☆ LEONA LEWIS Bleeding Love (SYCO/J/RMG) KUDD +45, KMXB +30, KPLZ +27, WTMX +24, KZZU +23, KSII +19, WHBC +19, WMC +18, WTC +16, WMMX +16
+306 ☆ 3 DOORS DOWN It's Not My Time (Universal Republic) KRUZ +25, WKTI +24, KPEK +21, XF26 +21, KMXB +21, KAMX +21, WCDA +15, WXMA +15, WMC +14, WRQX +12
+168 ☆ ONEREPUBLIC Stop And Stare (Mosley/Interscope) KVLV +36, KMXB +19, KLTV +14, KZZU +12, WQAL +11, WTSS +11, KSRZ +9, WOMX +9, KMYI +7, SIFL +6
+137 ☆ MAROON 5 Won't Go Home Without You (A&M/Octone/Interscope) WOVD +40, WCDA +18, WHBC +15, KRUZ +13, WXMA +12, KBBY +11, WPLJ +11, KALZ +10, KIOI +8, KQKQ +7
+96 ☆ FERRAS Hollywood's Not America (Capitol) KLCA +21, KPEK +19, KLZR +14, KEZR +12, KDMX +11, WQAL +8, WXLO +8, KFYY +8, WCDA +5, XF26 +5

FOR WEEK ENDING APRIL 13, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
82 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.

It's About The Music!

Get a complete collection of **R&R's** year-end chart packs from 1974 through 2007.

Included in the package are the year-end charts for every R&R format throughout the years.
It's an invaluable resource!

For telephone service call
800-562-2706
or
818-487-4582
(between 5am and 5pm Pacific)

Fax: 818-487-4550
E-mail: radioandrecords@pubservice.com



Who's walking the walk and updating the music to suit changing times?

Behind Closed (Library) Doors

Carol Archer

CArcher@RadioandRecords.com

During the last six months or so, growing numbers of smooth jazz programmers have gone on record about the quest to freshen their stations' sound with sharp de-emphasis—or complete elimination—of '60s and '70s vocal chestnuts. In an effort to attract coveted younger demos, the programmers of WSJT/Tampa, KIFM/San Diego, KWJZ/Seattle and KSSJ/Sacramento claim to have repopulated their libraries with fresh, more contemporary-sounding material, while introducing a raft of new artists to the format.

But one leading programmer suggests that such assertions are, well, "bullshit," insisting that those stations' gold is nearly identical to all other smooth jazz outlets. Could it be so?

For deeper insight on the gold situation, I mined a cornucopia of airplay data from BDSradio.com. Analysis of data from 10 smooth jazz stations for the week of April 1 reveals significant differences among R&R's Smooth Jazz monitored reporting stations. In addition to the aforementioned stations, we surveyed KTWV (the Wave)/Los Angeles, WNUA/Chicago, KKSJ/San Francisco, WLVE (Love 94)/Miami, WLOQ/Orlando and Jones Radio Networks' smooth jazz format.

Conventional wisdom holds that the balance of currents to gold in smooth jazz runs around 30% current to 70% gold. Among our 10-station sample, the percentage of library material aired ranged from JRN's 66.6% gold on the low end; followed by KIFM (68.9%), KWJZ (69.2%), WLOQ (71%), KSSJ (71.7%), WSJT (74.2%), WNUA (75.9%), KTWV and KKSJ (both with 77.6%); to WLVE, where gold comprised 84% of its total spins. Bear in mind that while these percentages provide a sense of proportion, they do not distinguish vocals from instrumentals. Thus, the aforementioned gold percentages do not fully reflect the scope of WSJT, KIFM, KWJZ and KSSJ's shift away from '60s and '70s vocals.

Flower Power

The question at hand is not whether stations play more or fewer currents, but the composition of their

libraries, particularly in categories that include classic songs defining earlier eras—in this case, the '60s and '70s—including a slew of vocals. These tasty morsels were hits when the leading edge of the upper-most demo (55-64) was in its 20s, and later ensconced in the prime 35-44 cell as avid smooth jazz proponents when the format launched in 1987. Today many upper-demo cohorts are card-carrying members of AARP.

The most striking disparity in airplay on stations we sampled appears in pre-1970 gold. JRN gave five pre-1970 titles seven spins total during the week. Similarly, WSJT gave five songs a total of 13 plays; KIFM dusted off eight tunes in the category for 14 total spins; and WLOQ played nine songs 15 times total.

Of 11 pre-'70s songs with 27 total spins on WLVE, four from 1968 received 15 plays. KWJZ played one song from each year spanning 1959 to 1969 (two from 1968), giving each multiple spins that totaled 35.

On the four remaining stations, the number of pre-1970 gold titles increases, but not as dramatically as their airplay. KKSJ, for example, gave 43 spins to 14 tunes; WNUA, 47 spins to 15 songs; and KSSJ, 18 songs with 49 plays.

The Wave's airplay for the same vintage comprised 18 tunes, which received slightly less than 60 spins, in contrast to WSJT's scant exposure of five pre-1970 titles.

KSSJ/Sacramento station manager Lee Hansen applies a subtle approach to programming aging vocals. "For many younger listeners, these are not 'oldies,' they're just songs that they like for the same



'Removing or significantly reducing the number of mass-appeal hit AC, oldies and urban AC-leaning vocals we play from the '60s through today would be beyond risky, it would be moronic.'

—Paul Goldstein

reasons the 55-year-old liked them when they first came out. That is one reason I ask my jocks to not say, 'What a great song from 1971' or whatever year. Don't rub it in to the older listener and don't give the younger listener a reason to not like a high-testing hit."

No Guts, No Glory

There are different schools of thought concerning vintage vocal material. "It's of vital importance that our format aggressively seek fresh, new hit music that will be embraced by listeners such as new vocals," KTWV VP of programming Paul Goldstein says. "However, removing or significantly reducing the number of mass-appeal hit AC, oldies and urban AC-leaning vocals we play from the '60s through today would be beyond risky, it would be moronic, as these songs are still the most essential element in mass-appealing smooth jazz."

But not everyone agrees. Another accomplished PD with an enviable record of ratings achievements confides that for smooth jazz to survive, someone has to "have the balls to drop those ancient vocals, no matter how well they test." Still, it is easy enough to empathize with programmers' risk aversion when music tests are already scarce to nonexistent. Absent other resources, PDs must rely on gut to bolster the ranks of younger listeners—if they can summon the courage. Otherwise, they may face ossification.

One who continues to step out and adapt is WSJT PD Ross Block, who last fall instituted a new on- and off-air positioning statement, "the Evolution of Cool," to retarget a younger audience. He and MD Kathy Curtis scrutinized the station's library and now, '60s vocals have vanished from WSJT, those from the '70s are growing increasingly scant and numerous new artists populate the station's mix of currents, recurrenents and recent gold.

Best of all, Block's strategy of freshening and modernizing the music is paying off. "With adults 35-54, our average share in the four Arbitron surveys prior to 'The Evolution of Cool' was a 4.7, with an average rank of seventh. In the three surveys since, our average share is 5.6, with an average rank of third," he says.

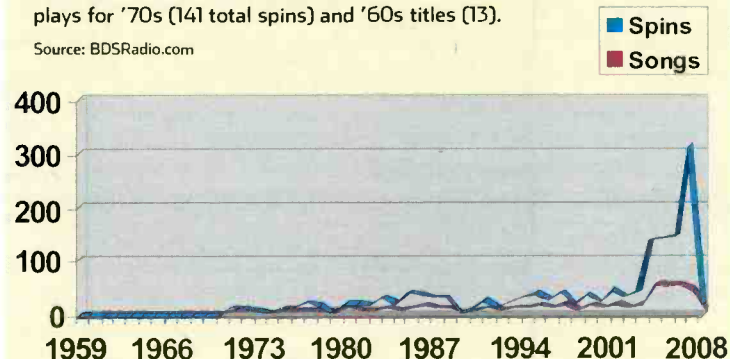
That is a very cool evolution, indeed.

R&R

Era Analysis: WSJT/Tampa

WSJT/Tampa's positioning statement, 'Evolution of Cool,' reflects a shift away from '60s and '70s gold, especially vocals, to retarget younger listeners. From April 1 to April 8, 317 spins were devoted to songs released in 2007, more than double the combined total plays for '70s (141 total spins) and '60s titles (13).

Source: BDSRadio.com



R&R SMOOTH JAZZ

POWERED BY **nielsen**
BDS

DMDS DIGITAL DOWNLOADS
AVAILABLE AT DMDS.COM



► **MARCUS MILLER'S "FREE,"** WHICH FEATURES CORINNE BAILEY RAE, POSTS THE CHART'S BIGGEST POSITION JUMP AND SPORTS MOST INCREASED PLAYS HONORS (18-11, UP 74).

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS		AUDIENCE	
					TW	+/-	MILLIONS	RANK
1	1	12	KENNY G SAX-O-LOCO	NO. 1 (4 WKS) STARBUCKS/CONCORD/CMG	523	+26	5.508	1
2	4	13	JESSY J TEQUILA MOON	PEAK/CMG	433	+34	4.044	2
3	2	17	EUGE GROOVE MR. GROOVE	NARADA JAZZ/BLG	437	-34	3.252	5
4	5	24	EVERETTE HARP OLD SCHOOL	SHANACHIE	393	+30	2.808	6
5	6	12	CHRIS STANDRING LOVE & PARAGRAPHS	ULTIMATE VIBE	385	+35	3.804	4
6	3	23	PAUL HARDCASTLE LUCKY STAR	TRIPPIN' N' RHYTHM	363	-43	3.970	3
7	9	16	PAUL BROWN OL' SKOOLIN'	PEAK/CMG	332	+71	2.747	8
8	11	10	NORMAN BROWN POP'S COOL GROOVE	PEAK/CMG	273	+23	2.155	9
9	8	11	MICHAEL McDONALD (YOUR LOVE KEEPS LIFTING ME) HIGHER AND HIGHER	UNIVERSAL MOTOWN	254	-16	2.782	7
10	10	20	CHUCK LOEB WINDOW OF THE SOUL	HEADS UP	243	-10	1.388	17
11	18	10	MARCUS MILLER FEAT. CORINNE BAILEY RAE FREE	MOST INCREASED PLAYS 3 DEUCES/CMG	243	+74	1.767	12
12	17	6	JOHN LEGEND EACH DAY GETS BETTER	G.O.O.D./COLUMBIA	219	+40	1.657	14
13	13	6	MINDI ABAIR SMILE	PEAK/CMG	219	-14	1.695	13
14	16	11	RICK BRAUN & RICHARD ELLIOT BETTER TIMES	ARTIZEN	211	+20	1.425	16
15	15	22	WALTER BEASLEY WHY NOT YOU	HEADS UP	203	+9	1.809	11
16	20	3	BRIAN CULBERTSON ALWAYS REMEMBER	GRP/VERVE	191	+53	2.018	10
17	19	7	THE SAX PACK FALLIN' FOR YOU	SHANACHIE	165	+24	1.375	18
18	22	4	JESSE COOK CAFE MOCHA	COACH HOUSE/KOCH	124	+6	0.645	25
19	21	7	ROBIN THICKE CAN U BELIEVE	STAR TRAK/INTERSCOPE	124	+1	1.369	19
20	26	17	BLAKE AARON BUMPIN' ON THE WES SIDE	INNERVISION	87	+10	0.501	-
21	24	4	SOUL BALLET DA DA DIAMONDS	ARTIZEN	85	+2	0.865	21
22	25	3	SEAL ROLLING	WARNER BROS.	80	+2	0.735	24
23	23	9	NILS DREAMIN'	BAJA/TSR	75	-5	0.526	29
24	28	6	MARC ANTOINE SPOOKY	PEAK/CMG	67	0	1.471	15
25	27	5	STEVE OLIVER FEATURING WARREN HILL ON THE UPSIDE	SOM	67	-1	0.238	-
26	30	4	ALICIA KEYS LIKE YOU'LL NEVER SEE ME AGAIN	MBK/J/RMG	64	+1	1.011	20
27	29	3	BOB BALDWIN THIRD WIND	NUGROOVE	58	-7	0.140	-
28	NEW		WAYMAN TISDALE THROWIN' IT DOWN	MOST ADDED RENDEZVOUS	55	+38	0.772	23
29	NEW		U-NAM KEEP THE FAITH	TRIPPIN' N' RHYTHM	52	-1	0.592	27
30	NEW		NICK COLIONNE KEEPIN' IT COOL	NARADA JAZZ/BLG	45	0	0.374	-

NEW AND ACTIVE

ARTIST TITLE / LABEL	AUD / GAIN	ARTIST TITLE / LABEL	AUD / GAIN	ARTIST TITLE / LABEL	AUD / GAIN
GERALD VEASLEY Slip N Slide (Heads Up)	48/5	CHAKA KHAN One For All Time (Burgundy/Columbia)	47/7	JAY SOTO Stay Awake (NuGroove)	21/7
TOTAL STATIONS:	6	TOTAL STATIONS:	9	TOTAL STATIONS:	3
EARL KLUGH Driftin' (Koch)	47/40	KIRK WHALUM Big Ol' Shoes (Rendezvous)	32/0	BRIAN BROMBERG Shag Carpet (Aristry)	21/2
TOTAL STATIONS:	12	TOTAL STATIONS:	4	TOTAL STATIONS:	2

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
WAYMAN TISDALE Throwin' It Down (Rendezvous) KBZN, KIFM, KTWV, Sirius Jazz Cafe, WNUA, WNVV	6
BRIAN CULBERTSON Always Remember (GRP/Verve) KOAS, KTWV, KWJZ, WSMJ, WVMV	5
SEAL Rolling (Warner Bros.) Sirius Jazz Cafe, WLOQ, WVMV	3
JOHN LEGEND Each Day Gets Better (G.O.O.D./Columbia) KOAS, WSMJ	2
JAY SOTO Stay Awake (NuGroove) Jones Radio Networks, XM Watercolors	2
EARL KLUGH Driftin' (Koch) Sirius Jazz Cafe, WNUA	2
JESSY J Tequila Moon (Peak/CMG) WLVE	1
CHRIS STANDRING Love & Paragraphs (Ultimate Vibe) KWJZ	1
SAX PACK Fallin' For You (Shanachie) WVMV	1
ALICIA KEYS Like You'll Never See Me Again (MBK/J/RMG) KOAS	1

ADDED AT...
KIFM
San Diego, CA
PD: Mike Vasquez
APD: J. Wiedenheimer
MD: Kelly Cole
Wayman Tisdale, Throwin' It Down, 7

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

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	2	11	KENNY G SAX-O-LOCO	STARBUCKS/CONCORD/CMG	197	-2
2	1	15	JESSY J TEQUILA MOON	PEAK/CMG	195	-4
3	3	15	EUGE GROOVE MR. GROOVE	NARADA JAZZ/BLG	182	+1
4	4	21	PAUL HARDCASTLE LUCKY STAR	TRIPPIN' N' RHYTHM	168	-8
5	11	11	NORMAN BROWN POP'S COOL GROOVE	PEAK/CMG	162	0
6	8	7	SAX PACK FALLIN' FOR YOU	SHANACHIE	156	+13
7	9	11	CHRIS STANDRING LOVE & PARAGRAPHS	ULTIMATE VIBE	152	+12
8	7	15	RICK BRAUN & RICHARD ELLIOT BETTER TIMES	ARTIZEN	146	-3
9	6	23	EVERETTE HARP OLD SCHOOL	SHANACHIE	144	-14
10	12	9	MARCUS MILLER FEAT. CORINNE BAILEY RAE FREE	3 DEUCES/CMG	138	+10
11	10	14	NILS DREAMIN'	BAJA/TSR	135	+1
12	11	8	STEVE OLIVER FEAT. WARREN HILL ON THE UPSIDE	SOM	129	-4
13	13	12	TOM BRAXTON FEAT. BRIAN SIMPSON ESCAPE	PACIFIC COAST JAZZ	127	-1
14	15	6	MINDI ABAIR SMILE	PEAK/CMG	125	+12
15	16	7	BOB BALDWIN THIRD WIND	NUGROOVE	121	+8
16	14	14	PAUL BROWN OL' SKOOLIN'	PEAK/CMG	118	+4
17	19	6	GERALD VEASLEY SLIP N SLIDE	HEADS UP	114	+4
18	20	7	SEKOU BUNCH TAKE SIN THREE	TRIPPIN' N' RHYTHM	112	+4
19	18	6	JIMMY SOMMERS FEAT. BRIAN CULBERTSON KICKIN' IT	GEMINI	112	+2
20	17	13	DARREN MOTAMEDY LOVE YOU JUST SO MUCH	MASHAD	108	-5
21	21	6	MIKE LEVINE HEADIN HOME	RHOMBUS	98	-2
22	26	4	DWAYNE KERR SMOOTH	DMANUS	95	+4
23	24	3	SOUL BALLET DA DA DIAMONDS	ARTIZEN	95	+1
24	23	15	CHUCK LOEB WINDOW OF THE SOUL	HEADS UP	93	-2
25	25	12	CHRIS GEITH WAVES OF LIFE	NUANCE	92	-2
26	NEW		EARL KLUGH DRIFTIN'	KOCH	90	+56
27	27	9	JEFF OSTER SERENGETI	RETSO	87	-1
28	30	2	JESSE COOK CAFE MOCHA	KOCH	82	+9
29	NEW		JACKIEM JOYNER JUST GROOVE	ARTIZEN	81	+8
30	28	4	JAY LEACH CLEARED FOR TAKEOFF	PLAYLIST	81	-6

MOST INCREASED PLAYS

+74
MARCUS MILLER FEAT. CORINNE BAILEY RAE
Free (3 Deuces/CMG)
WLVE +18, WDSJ +16, WSMJ +13, KKSJ +7, KJZS +6, KBZN +3, WNVV +3, KYOT +3, WJZZ +2, WSJW +1

+71
PAUL BROWN
Ol' Skoolin' (Peak/CMG)
WDSJ +18, WLVE +12, WJZZ +11, WVMV +10, WSMJ +6, WSJW +4, KJZS +3, KKSJ +3, KBZN +2, WSJT +2

+53
BRIAN CULBERTSON
Always Remember (GRP/Verve)
SLJC +9, KJZS +9, WSJW +8, KTWV +5, WVMV +5, WSMJ +5, WNUA +4, KYOT +4, WJZZ +3, WJZZ +3

+40
JOHN LEGEND
Each Day Gets Better (G.O.O.D./Columbia)
KJZY +8, WSJT +7, KKSJ +4, WLOQ +3, KBZN +2, KYOT +2, WNVV +2, WNUA +2, KKSJ +2, WDSJ +1

+40
EARL KLUGH
Driftin' (Koch)
XWRC +9, WJZZ +7, WVMV +7, SLJC +5, KIFM +3, WNUA +2, KJZS +2, KKSJ +2, KBZN +1, KKSJ +1

FOR WEEK ENDING APRIL 13, 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.
© 2008 Nielsen Business Media, Inc. All rights reserved.

SMOOTH JAZZ REPORTERS

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

* Monitored Reporters



The all too familiar story of two rock radio vets who became the casualty of format flips and downsizing

Outside Looking In

Mike Boyle

MBoyle@RadioandRecords.com

Unless you have been in the unfortunate position of losing your job, you cannot begin to imagine how it feels or the emotional turmoil that comes with questioning what you might have done differently to head off being put in that position. Perhaps the biggest lesson to be learned from the stories you're about to read is that a little respect and compassion go a long way, because no one knows if one day the shoe will be on the other foot.

Downsized In Fort Myers

Ryno (aka Mark Masca) was one year into a return visit to Beasley Broadcasting classic rock WRXX/Fort Myers as APD/afternoon host under WRXX/WJBX PD John Rozz. (Ryno previously worked across the hall at alternative sister WJBX.) In January, Rozz was let go after 10 years with the cluster. As a result, Ryno was thrust into the interim PD role, hopeful about his chance at landing the gig permanently. But two weeks later, he too found himself downsized out of a job as the station's format was retooled and its resources redirected.

"When Rozz left, I was told the PD's job was mine to lose, so I thought I was in a pretty good position to continue on there," Ryno says. "But at the same time, every day going in I knew it could be my last, because when you see a guy that has been there for as long as John getting blown out, you start to question everything."

Between the two firings, Ryno says he felt like a "zombie." "Every day in my car on the way home I'd breathe a sigh of relief and say, 'I made it through another day.'"

But then that fateful day came.

"When I walked into the GM's office and saw the business manager sitting there, I knew it was over," he recalls. "I felt like I didn't have a chance, but at the same time I knew it was their company and their radio station. I also knew I was a talented guy and eventually I would find something else."

Ryno says he didn't make a scene and only

asked for some time to pack up his belongings. "Brad Beasley, the GM, shook my hand on the way out and thanked me for being a 'class act.' I walked out of there with my head held high, because I gave them everything and I never worked harder in my career."

After becoming a little "emotional" in the car on the way home, Ryno says he cleared his head and the first thing he did was go online and apply for unemployment to supplement the short-term severance he was given. The second thing he did was jump back online and got the word out by networking "as fast and furious as possible."

Several months into his search, Ryno has garnered the attention of a Columbus, Ohio, PD for a gig—he previously worked at Clear Channel's '80s WBWR in the market—but is still waiting to hear what the outcome will be. He got that programmer's attention with a MySpace e-mail barrage by listeners he reached out to who were familiar with his on-air work in the market. Ryno says he didn't feel bad about giving out the PD's public e-mail address, and adds, "I just thought it was a great way for me to cut through all of that clutter."

Ryno says his biggest frustration about the job-hunting process is "dealing with people that can't take two seconds to hit reply and send a two-word e-mail back to you." He adds, "Many of these people that are in positions of hiring people right now have been in my position. Of the almost 80 ads that I have answered in over two months, I've only



'Nobody is going to come knocking on my door. I learned that a long time ago.'

—Ryno



Lee

received six responses back. I can certainly understand not returning a phone call, but when you are reading an e-mail you are right there in the e-mail . . . just hit reply and say, 'Got your stuff, thanks.'"

Through it all, Ryno remains positive. "I get up every day because I am determined to find a job. Nobody is going to come knocking on my door. I learned that a long time ago."

Format-Flipped In Houston

Longtime rock programmer Michael Lee (WQMF & WTFX/Louisville, WXXM/Memphis) was PD/afternoon host at Cumulus classic rock KIOL/Houston for 10 months until he and the entire airstaff were blown out in August 2007 when the station flipped to a Jack format.

Lee can't be sure, but he says he may have been partly responsible for his own demise.

"When the first PPM numbers started coming in on Houston I noticed how well the music stations were doing. And with us losing our morning show, Walton & Johnson, I sent an e-mail to my bosses saying that it looks like in the PPM world being a music station could pay some dividends and we might want to reconsider and relook at mornings and keep the station music-intensive . . . Well, they took my advice. I just didn't think it would cost me my job."

Like Ryno, Lee's biggest frustration in his radio job search—he's currently home in Lexington, Ky., doing marketing and promotion for the Kroger supermarket chain and weekends on LM Communications sports WLXG/Lexington—is not getting a return phone call or e-mail, especially from people he has known for years.

"It's a disgrace that just because you are not in a position to help someone now that they should ignore the fact that more than likely you are going to get back in the game. I don't hold grudges, but it might be hard to all of a sudden get a hold of me one day."

R&R

Reach Out

Contact Ryno at onyr95@yahoo.com and Michael Lee at mleewxmx@yahoo.com.



Virgin act Saving Abel recently paid a visit to Clear Channel alternative WEND (106.5 the End)/Charlotte. From left are guitarists Jason Nulls and Scott Bartlett, WEND PD Jack Daniel, lead vocalist Jared Weeks, bassist Eric Taylor and drummer Blake Dixon.

R&R ALTERNATIVE

POWERED BY **nielsen** BDS

DMDS DIGITAL DOWNLOADS AVAILABLE AT DMDS.COM



► **DEATH CAB FOR CUTIE** EARNs ITS THIRD ALTERNATIVE TOP 10 AS "I WILL POSSESS YOUR HEART" CLIMBS 12-10 (UP 134). "POSSESS" IS THE LEAD TRACK FROM "NARROW STAIRS," AVAILABLE MAY 13.

LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	24	PUDDLE OF MUDD PSYCHO	NO. 1 (2 WKS)	FLAWLESS/GEFFEN/INTERSCOPE	1595 +44	6.648	3
2	8	SEETHER RISE ABOVE THIS		WIND-UP	1516 +82	6.857	1
3	12	ATREYU FALLING DOWN		HOLLYWOOD	1438 +35	4.216	11
4	25	FOO FIGHTERS LONG ROAD TO RUIN		ROSWELL/RCA/RMG	1288 -172	4.754	7
5	28	THE BRAVERY BELIEVE		ISLAND/IDJMG	1216 -14	6.013	4
6	8	3 DOORS DOWN IT'S NOT MY TIME		UNIVERSAL REPUBLIC	1208 +36	4.568	8
7	3	THE RACONTEURS SALUTE YOUR SOLUTION		THIRD MAN/WARNER BROS.	1166 +286	4.429	9
8	11	PANIC AT THE DISCO NINE IN THE AFTERNOON		DECAYDANCE/FUELED BY RAMEN/RRP	1046 +33	3.806	13
9	37	FOO FIGHTERS THE PRETENDER		ROSWELL/RCA/RMG	1010 -51	6.732	2
10	4	DEATH CAB FOR CUTIE I WILL POSSESS YOUR HEART		ATLANTIC	1005 +134	4.282	10
11	3	DISTURBED INSIDE THE FIRE	AIRPOWER	REPRISE	977 +120	2.650	18
12	28	LINKIN PARK SHADOW OF THE DAY		WARNER BROS.	945 -65	4.772	6
13	6	LINKIN PARK GIVEN UP		WARNER BROS.	923 +81	3.496	14
14	12	ASHES DIVIDE THE STONE		ISLAND/IDJMG	919 +4	2.366	24
15	2	FLOBOTS HANDLEBARS	AIRPOWER/MOST INCREASED PLAYS/MOST ADDED	UNIVERSAL REPUBLIC	888 +354	5.343	5
16	9	10 YEARS BEAUTIFUL		UNIVERSAL REPUBLIC	859 +38	2.457	21
17	42	RISE AGAINST THE GOOD LEFT UNDONE		GEFFEN/INTERSCOPE	837 -13	4.153	12
18	9	APOCALYPTICA FEATURING COREY TAYLOR I'M NOT JESUS		20-20 ENT./JIVE/ZOMBA	825 -32	2.375	23
19	33	SEETHER FAKE IT		WIND-UP	820 -51	3.274	16
20	22	PARAMORE CRUSHCRUSHCRUSH		FUELED BY RAMEN/RRP	765 -27	2.466	20
21	11	THEORY OF A DEADMAN SO HAPPY		604/ROADRUNNER/RRP	764 +11	2.162	26
22	19	JACK JOHNSON IF I HAD EYES		BRUSHFIRE/UNIVERSAL REPUBLIC	742 -89	3.014	17
23	17	THREE DAYS GRACE RIOT		JIVE/ZOMBA	625 +16	1.750	30
24	9	R.E.M. SUPERNATURAL SUPERSERIOUS		WARNER BROS.	62 -75	2.354	25
25	6	PENNYWISE THE WESTERN WORLD		MYSpace	614 +4	2.521	19
26	9	VAMPIRE WEEKEND A-PUNK		XL/BEGGARS GROUP	605 +36	1.858	28
27	8	MGMT TIME TO PRETEND		COLUMBIA	602 +67	1.587	32
28	2	FOO FIGHTERS LET IT DIE		ROSWELL/RCA/RMG	590 +134	3.456	15
29	4	SAVING ABEL ADDICTED		SKIDDCO/VIRGIN	556 +72	1.167	38
30	4	LUDO LOVE ME DEAD		REDBIRD/ISLAND/IDJMG	496 +75	1.860	27
31	12	SIXX: A.M. LIFE IS BEAUTIFUL		ELEVEN SEVEN	447 -21	1.527	33
32	19	BREAKING BENJAMIN UNTIL THE END		HOLLYWOOD	446 -24	1.610	31
33	10	AGAINST ME! STOP		SIRE/REPRISE	439 -15	1.251	34
34	20	SICK PUPPIES MY WORLD		RMR/VIRGIN	409 -92	0.918	-
35	12	SERJ TANKIAN SKY IS OVER		SERJICAL STRIKE/REPRISE	393 -140	1.129	39
36	2	FINGER ELEVEN I'LL KEEP YOUR MEMORY VAGUE		WIND-UP	385 +25	1.832	29
37	14	SPOON DON'T YOU EVAH		MERGE	387 -3	1.239	35
38	2	THE KOOKS ALWAYS WHERE I NEED TO BE		ASTRALWERKS	370 +25	0.805	-
39	NEW	AVENGED SEVENFOLD AFTERLIFE		HOPELESS/WARNER BROS.	365 +38	0.872	-
40	11	BUCKCHERRY SORRY		ELEVEN SEVEN/ATLANTIC/RRP	360 -11	2.431	22

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
FLOBOTS Handlebars (Universal Republic) KFTE, KMYZ, KNXX, KPNT, KTBZ, KUCC, WBRU, WBZT, WCYY, WDWL, WRWK, WXDX, WXEG	13
FOO FIGHTERS Let It Die (Roswell/RCA/RMG) KCNL, KJEE, KNXX, KPNT, KQRA, KRAB, KXTE, WBZT, WFXH, WGRD, WJXB, WKQX	12
THE RACONTEURS Salute Your Solution (Third Man/Warner Bros.) KHBZ, KXTE, WRZX, WZNE	4
DEATH CAB FOR CUTIE I Will Possess Your Heart (Atlantic) KCXX, WWDC, WXDX, WZNE	4
CAROLINA LIAR I'm Not Over (Atlantic) KROQ, WEQX, WFNX, XM Ethel	4
ALKALINE TRIO Help Me (Epic) WFNX, WHTG, XETRA, XM Ethel	4
SEETHER Rise Above This (Wind-up) CIMX, WKRK, WWDC	3
LINKIN PARK Given Up (Warner Bros.) KTCL, WLUM, WMFS	3
SAFETYSUIT Someone Like You (Universal Motown) KFTE, KQXR, WNFZ	3
RED Already Over (Essential/RED/Epic) KMYZ, WTRZ, WZJO	3

ADDED AT...
KPNT
St. Louis, MO
PD: Tommy Mattern
MD: Scott Rizzuto
Flobots, Handlebars, 6 Foo Fighters, Let It Die, O

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
SAFETYSUIT Someone Like You (Universal Motown)	331/28	THE BLACK KEYS Strange Times (Nonesuch/Warner Bros.)	138/42
TOTAL STATIONS:	25	TOTAL STATIONS:	30
RED Already Over (Essential/RED/Epic)	232/9	PARAMORE Thats What You Get (Fueled By Ramen/RRP)	135/0
TOTAL STATIONS:	22	TOTAL STATIONS:	16
THE WHIGS Right Hand On My Heart (ATO/RED)	203/28	THE SPILL CANVAS All Over You (One Eleven/Sire/Reprise)	133/12
TOTAL STATIONS:	20	TOTAL STATIONS:	10
FILTER Soldiers Of Misfortune (Pulse)	202/25	TANTRIC Down And Out (Silent Majority/ILG)	132/11
TOTAL STATIONS:	26	TOTAL STATIONS:	15
STORY OF THE YEAR Wake Up (Epitaph)	142/5	GAVIN ROSSDALE Love Remains The Same (Interscope)	131/47
TOTAL STATIONS:	13	TOTAL STATIONS:	23

MOST INCREASED PLAYS

+354	FLOBOTS Handlebars (Universal Republic) KEDJ +31, KRIB +20, WDWL +20, KCXX +18, WLUM +17, KWOD +16, WWDC +16, KQRA +15, KUCC +14, CIMX +13
+286	THE RACONTEURS Salute Your Solution (Third Man/Warner Bros.) SIAN +29, WZJO +17, KNXX +16, WZNE +15, WZNE +15, WCYY +12, XETH +12, WEQX +11, WHTG +11, KNRK +10
+134	DEATH CAB FOR CUTIE I Will Possess Your Heart (Atlantic) KPNT +17, WCYY +14, WZNE +13, WHTG +11, WWDC +11, WBRU +9, KRAB +9, KWOD +8, KMYZ +8, KROX +7
+134	FOO FIGHTERS Let It Die (Roswell/RCA/RMG) KRZQ +32, SIAN +13, WHTG +12, KITS +10, WCYY +10, KNDD +9, KRAB +9, WFNX +9, WNFZ +8, KXTE +8
+120	DISTURBED Inside The Fire (Reprise) KHBZ +21, WJRR +16, WZNE +15, KNXX +10, KPNT +9, WKQX +8, KRAB +7, WKRR +7, WZJO +7, WMFS +7

FOR WEEK ENDING APRIL 13, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
69 alternative and 25 Canada rock stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2008 Nielsen Business Media, Inc. All rights reserved.



CONVENTION SEPTEMBER 17-19 08

Hilton Austin Hotel • Austin, Texas

REGISTER TODAY!
CO-LOCATED WITH **THE NAB RADIO SHOW**

www.radioandrecords.com/Conventions/RRconvention.asp for more information.

R&R ACTIVE ROCK

POWERED BY nielsen BDS

DMDS DIGITAL DOWNLOADS AVAILABLE AT DMDS.COM



► **THREE DAYS GRACE** CONTINUES ITS CLIMB UP THE CHART (14-13) WITH "RIOT." THE TRACK SCORES ITS SECOND-BIGGEST SPIN INCREASE (UP 88) SINCE FIRST CHARTING IN NOVEMBER.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW	CHG +/-	AUDIENCE MILLIONS	RANK
1	1	12	THEORY OF A DEADMAN SO HAPPY	NO. 1 (2 WKS) 604/ROADRUNNER/RRP	1519	+18	4.891	2
2	4	3	DISTURBED INSIDE THE FIRE	MOST INCREASED PLAYS REPRISE	1470	+157	4.634	4
3	3	9	3 DOORS DOWN IT'S NOT MY TIME	UNIVERSAL REPUBLIC	1450	+57	4.774	3
4	5	12	ATREYU FALLING DOWN	HOLLYWOOD	1356	+65	3.645	5
5	2	28	PUDDLE OF MUDD PSYCHO	FLAWLESS/GEFFEN/INTERSCOPE	1356	-116	5.171	1
6	8	8	SEETHER RISE ABOVE THIS	WIND-UP	1183	+78	3.263	7
7	10	11	SAVING ABEL ADDICTED	SKIDCO/VIRGIN	1172	+84	3.348	6
8	6	10	APOCALYPTICA FEATURING COREY TAYLOR I'M NOT JESUS	20-20 ENT./JIVE/ZOMBA	1172	+14	3.122	10
9	7	13	ASHES DIVIDE THE STONE	ISLAND/IDJMG	1129	+9	2.989	12
10	11	10	10 YEARS BEAUTIFUL	UNIVERSAL REPUBLIC	972	-7	2.247	15
11	12	7	LINKIN PARK GIVEN UP	WARNER BROS.	951	+24	2.586	13
12	9	20	FOO FIGHTERS LONG ROAD TO RUIN	ROSWELL/RCA/RMG	930	-155	3.252	8
13	14	25	THREE DAYS GRACE RIOT	JIVE/ZOMBA	891	+88	2.424	14
14	16	40	SIXX: A.M. LIFE IS BEAUTIFUL	ELEVEN SEVEN	776	-26	3.106	11
15	20	6	AVENGED SEVENFOLD AFTERLIFE	HOPELESS/WARNER BROS.	763	+129	1.569	18
16	13	13	CHEVELLE THE FAD	EPIC	743	-138	1.748	17
17	15	34	SEETHER FAKE IT	11 WIND-UP	742	-59	3.200	9
18	18	21	AIRBOURNE TOO MUCH, TOO YOUNG, TOO FAST	ROADRUNNER/RRP	686	+22	2.106	16
19	17	39	FIVE FINGER DEATH PUNCH THE BLEEDING	FIRM	653	-78	1.486	19
20	23	8	SEVENDUST PRODIGAL SON	7BROS/ASYLUM/ILG	563	+60	1.061	22
21	24	7	RED ALREADY OVER	ESSENTIAL/RED/EPIC	550	+60	0.910	24
22	22	18	DROWNING POOL ENEMY	ELEVEN SEVEN	544	+17	1.175	20
23	27	20	EGYPT CENTRAL YOU MAKE ME SICK	FAT LADY/ILG	464	-74	0.809	26
24	30	4	KID ROCK ALL SUMMER LONG	TOP DOG/ATLANTIC	433	+88	1.164	21
25	29	8	TANTRIC DOWN AND OUT	SILENT MAJORITY/ILG	425	+49	0.749	27
26	28	9	12 STONES ANTHEM FOR THE UNDERDOG	WIND-UP	409	+33	0.469	34
27	26	9	BLACK TIDE SHOCKWAVE	INTERSCOPE	387	-9	0.940	23
28	25	10	SERJ TANKIAN SKY IS OVER	SERJICAL STRIKE/REPRISE	383	-84	0.606	28
29	37	5	SIXX: A.M. PRAY FOR ME	ELEVEN SEVEN	341	+21	0.602	29
30	32	4	FILTER SOLDIERS OF MISFORTUNE	PULSE	324	+77	0.440	35
31	35	3	ANOTHER BLACK DAY WICKED SOULS	BIELER BROS.	313	+92	0.339	39
32	26	18	BULLET FOR MY VALENTINE SCREAM AIM FIRE	JIVE/ZOMBA	302	-172	0.586	30
33	34	5	P.O.D. ADDICTED	INO/COLUMBIA	288	+34	0.397	36
34	36	6	THOUSAND FOOT KRUTCH FALLS APART	TOOTH & NAIL	249	+56	0.273	-
35	39	2	THE RACONTEURS SALUTE YOUR SOLUTION	THIRD MAN/WARNER BROS.	233	+86	0.828	25
36	NEW	2	REV THEORY HELL YEAH	VAN HOWES/MALOOF/INTERSCOPE	209	+120	0.585	31
37	37	5	SKILLET THE LAST NIGHT	ARDENT/SRE/ATLANTIC	179	-7	0.265	-
38	NEW	1	HURT LODED	CAPITOL	155	+85	0.175	-
39	35	14	ALTER BRIDGE WATCH OVER YOU	UNIVERSAL REPUBLIC	155	-80	0.285	40
40	38	4	FINGER ELEVEN I'LL KEEP YOUR MEMORY VAGUE	WIND-UP	147	-17	0.190	-

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
MOTLEY CRUE The Saints Of Los Angeles (Motley)	19
FIVE FINGER DEATH PUNCH Never Enough (Firm)	15
REV THEORY Hell Yeah (Van Howes/Maloof/Interscope)	8
HURT Loded (Capitol)	7
FOO FIGHTERS Let It Die (Roswell/RCA/RMG)	6
THE RACONTEURS Salute Your Solution (Third Man/Warner Bros.)	5
GAVIN ROSSDALE Love Remains The Same (Interscope)	4
SEVENDUST Prodigal Son (7 Bros./Asylum/ILG)	3
ANOTHER BLACK DAY Wicked Souls (Bieler Bros.)	3
AVENGED SEVENFOLD Afterlife (Hopeless/Warner Bros.)	2

ADDED AT...
WXQR
Greenville, NC
PD/MD: Dave Tripp
Five Finger Death Punch, Never Enough, 6 Motley Crue, The Saints Of Los Angeles, 5

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
AGAINST ME! Stop (Sire/Reprise)	116/9	MOTLEY CRUE The Saints Of Los Angeles (Motley)	101/101
TOTAL STATIONS:	11	TOTAL STATIONS:	20
SOILWORK Exile (Nuclear Blast/Caroline)	107/20	ANEW REVOLUTION None (Koch)	101/8
TOTAL STATIONS:	31	TOTAL STATIONS:	31
SCARY KIDS SCARING KIDS Faces (Immortal/RED)	107/1	FIVE FINGER DEATH PUNCH Never Enough (Firm)	97/97
TOTAL STATIONS:	12	TOTAL STATIONS:	15
BUCKCHERRY Sorry (Eleven Seven/Atlantic/RRP)	106/0	FOO FIGHTERS Let It Die (Roswell/RCA/RMG)	81/67
TOTAL STATIONS:	9	TOTAL STATIONS:	27
FROM FIRST TO LAST Worlds Away (Suretone/Interscope)	103/26	COHEED AND CAMBRIA Leathers (Columbia)	78/4
TOTAL STATIONS:	14	TOTAL STATIONS:	12



+157	DISTURBED Inside The Fire (Reprise) WRXR +7, ZZRQ +16, WZOR +4, WXZZ +13, WCPK +12, KBPI +1, KLUJ +1, KOMP +1, WCCC +1, WWWW +10
+129	AVENGED SEVENFOLD Afterlife (Hopeless/Warner Bros.) KDOT +18, LNCN +1, KFRQ +1, WCCC +8, WRZK +8, WRUF +8, WYSP +8, WBYR +6, KTEG +5, WYBB +5
+120	REV THEORY Hell Yeah (Van Howes/Maloof/Interscope) KFRQ +27, EDJE +17, KXXR +12, KZRC +12, KHBT +11, XSQU +10, TRXQ +9, KBPI +7, WXQR +7, KHTQ +7
+101	MOTLEY CRUE The Saints Of Los Angeles (Motley) KATT +30, WYSP +12, WBSX +7, WRIF +6, KXXR +5, WTFX +5, WXQR +5, KHBT +4, WHDR +4, WYYY +4
+97	FIVE FINGER DEATH PUNCH Never Enough (Firm) KXXR +19, KFRQ +18, KBPI +13, KUPD +13, KILO +12, KTEG +6, WXQR +6, WCCC +2, WZOR +2, KATT +1

FOR WEEK ENDING APRIL 13, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
61 active rock stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2008 Nielsen Business Media, Inc. All rights reserved.

THE INDUSTRY'S #1 NEWS SITE!

FORMAT NEWS
15 Formats Covered

R&R HEADLINE
Updated: March 21
Headlines
Industry At A Glance

SEARCH R&R NEWS
News Search
Search By Key Phrase/Word



www.radioandrecords.com
ACCURATE • TRUSTWORTHY • COMPREHENSIVE



► **PUDDLE OF MUDD** HOLDS THE NO. 1 SPOT FOR A FIFTH CONSECUTIVE WEEK WITH "PSYCHO." EACH OF THE QUARTET'S THREE CHART-TOPPERS HAS LED THE LIST FOR AT LEAST FIVE FRAMES.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	1) NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	25	PUDDLE OF MUDD PSYCHO	NO. 1 (5 WKS) FLAWLESS/CEFFEN/INTERSCOPE	433 +10	1.562	1
2	2	8	3 DOORS DOWN IT'S NOT MY TIME	UNIVERSAL REPUBLIC	418 +18	1.354	2
3	3	41	SIXX: A.M. LIFE IS BEAUTIFUL	ELEVEN SEVEN	36 -24	1.251	3
4	6	12	THEORY OF A DEADMAN SO HAPPY	MOST INCREASED PLAYS 604/ROADRUNNER/RRP	333 +47	0.941	5
5	33		SEETHER FAKE IT	WIND-UP	312 -62	1.060	4
6	19		FOO FIGHTERS LONG ROAD TO RUIN	ROSWELL/RCA/RMG	294 -4	0.785	6
7	8		SEETHER RISE ABOVE THIS	WIND-UP	233 +36	0.633	10
8	7	14	THE BLACK CROWES GOODBYE DAUGHTERS OF THE REVOLUTION	SILVER ARROW	222 +5	0.676	9
9	8	49	THREE DAYS GRACE NEVER TOO LATE	JIVE/ZOMBA	214 +2	0.719	8
10	10	3	DISTURBED INSIDE THE FIRE	REPRISE	211 +45	0.732	7
11	10		10 YEARS BEAUTIFUL	UNIVERSAL REPUBLIC	190 +29	0.569	11
12	12	36	FOO FIGHTERS THE PRETENDER	ROSWELL/RCA/RMG	146 -8	0.400	15
13	14	5	DEF LEPPARD FEATURING TIM MCGRAW NINE LIVES	ISLAND/UMG	137 +8	0.484	12
14	20		AIRBOURNE TOO MUCH, TOO YOUNG, TOO FAST	ROADRUNNER/RRP	132 +6	0.282	16
15	17	16	BUCKCHERRY SORRY	ELEVEN SEVEN/ATLANTIC/RRP	128 +18	0.423	14
16	16	11	ASHES DIVIDE THE STONE	ISLAND/UMG	124 +6	0.250	17
17	19	8	APOCALYPTICA FEATURING COREY TAYLOR I'M NOT JESUS	AIRPOWER 20-20 ENT./JIVE/ZOMBA	118 +19	0.221	19
18	20	6	SAVING ABEL ADDICTED	SKIDD/CO/VIRGIN	110 +15	0.155	23
19	22	11	THREE DAYS GRACE RIOT	JIVE/ZOMBA	102 +13	0.463	13
20	21	4	KID ROCK ALL SUMMER LONG	TOP DOG/ATLANTIC	96 +1	0.153	25
21	18	8	R.E.M. SUPERNATURAL SUPERSERIOUS	WARNER BROS.	89 -13	0.224	18
22	23	7	ATREYU FALLING DOWN	HOLLYWOOD	82 -3	0.171	22
23	26	7	BLACK TIDE SHOCKWAVE	INTERSCOPE	73 +9	0.148	26
24	27	4	RUSH WORKING THEM ANGELS	ANTHEM/ATLANTIC	67 +10	0.153	24
25	25	6	LINKIN PARK GIVEN UP	WARNER BROS.	66 -1	0.186	21
26	24	18	BREAKING BENJAMIN UNTIL THE END	HOLLYWOOD	55 -25	0.118	28
27	28	10	ALTER BRIDGE WATCH OVER YOU	UNIVERSAL REPUBLIC	39 -4	0.077	30
28	NEW		SEVENDUST PRODIGAL SON	7BROS/ASYLUM/ILG	37 +6	0.037	-
29	NEW		TANTRIC DOWN AND OUT	SILENT MAJORITY/ILG	31 +5	0.047	-
30	NEW		SERJ TANKIAN SKY IS OVER	SERJICAL STRIKE/REPRISE	29 +2	0.142	27

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
MOTLEY CRUE The Saints Of Los Angeles (Motley) KAZR, KBER, WAQX, WDHA, WKLC, WNOR, WXMM	7
10 YEARS Beautiful (Universal Republic) WDHA, WRQK	2
APOCALYPTICA FEAT. COREY TAYLOR I'm Not Jesus (20-20/Jive/Zomba) WRQK, WVRK	2
LINKIN PARK Given Up (Warner Bros.) KAZR, WJXQ	2
REV THEORY Hell Yeah (Van Hornes/Maloof/Interscope) KBER, WNOR	2
SEETHER Rise Above This (Wind-up) WXFX	1
DISTURBED Inside The Fire (Reprise) WHJY	1
BUCKCHERRY Sorry (Eleven Seven/Atlantic/RRP) WJXQ	1
EGYPT CENTRAL You Make Me Sick (Fat Lady/ILG) KIOC	1

ADDED AT... KAZR
Des Moines, IA
PD: Ryan Patrick
MD: Andy Hall
Motley Crue, The Saints Of Los Angeles, 5
Linkin Park, Given Up, 1

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
12 STONES Anthem For The Underdog (Wind-up)	29/2	MUDVAYNE Dull Boy (Epic)	25/0
TOTAL STATIONS:	4	TOTAL STATIONS:	2
AVENGED SEVENFOLD Afterlife (Hopeless/Warner Bros.)	27/8	FILTER Soldiers Of Misfortune (Pulse)	22/3
TOTAL STATIONS:	9	TOTAL STATIONS:	8
CHEVELLE The Fad (Epic)	27/4	MOTLEY CRUE The Saints Of Los Angeles (Motley)	21/21
TOTAL STATIONS:	8	TOTAL STATIONS:	5

MOST INCREASED PLAYS

+47	THEORY OF A DEADMAN So Happy (604/Roadrunner/RRP) KMOD +13, KZRR +6, KIOC +4, WDHA +4, WRQK +4, KAZR +4, WNOR +4, WAQX +4, WVRK +3, KTUX +2
+45	DISTURBED Inside The Fire (Reprise) KUFO +11, WNOR +10, WHJY +7, WXMM +7, KTUX +5, KIOC +4, KAZR +4, WRQK +3, KCAL +2
+36	SEETHER Rise Above This (Wind-up) KAZR +13, KTUX +12, WXMM +6, WZZO +3, WXFX +3, KUFO +2, WONE +2, WDHA +1, WJXQ +1, WNOR +1
+29	10 YEARS Beautiful (Universal Republic) WNOR +21, WRQK +9, KUFO +6, WDHA +5, KMOD +1, WKLC +1, WXFX +1
+21	MOTLEY CRUE The Saints Of Los Angeles (Motley) WONE +2, KAZR +5, WDHA +5, WJXQ +3, WXMM +1

FOR WEEK ENDING APRIL 13, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
24 rock stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2008 Nielsen Business Media, Inc. All rights reserved.

RECURRENTS

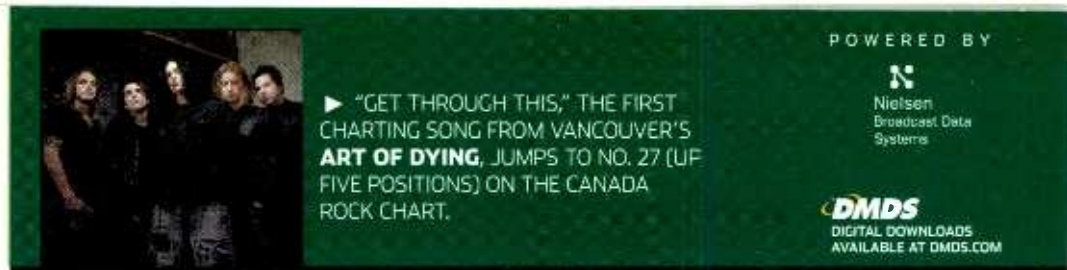
THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	1) NIELSEN BDS CERTIFICATIONS	PLAYS TW LW
1	FINGER ELEVEN PARALYZER (WIND-UP)		177 166
2	OZZY OSBOURNE I DON'T WANNA STOP (EPIC)		127 118
3	HELLYEAH ALCOHOLIN' ASS (EPIC)		119 110
4	GUNS N' ROSES SWEET CHILD O' MINE (CEFFEN/INTERSCOPE)		117 104
5	NICKELBACK ROCKSTAR (ROADRUNNER/RRP)		111 98

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	1) NIELSEN BDS CERTIFICATIONS	PLAYS TW LW
6	LINKIN PARK SHADOW OF THE DAY (WARNER BROS.)		111 145
7	AC/DC BACK IN BLACK (LEGACY/EPIC)		103 107
8	PINK FLOYD ANOTHER BRICK IN THE WALL (PART II) (COLUMBIA)		102 102
9	AEROSMITH SWEET EMOTION (COLUMBIA)		102 105
10	PEARL JAM EVEN FLOW (EPIC)		100 86

ROCK REPORTERS

WONE/Akron, OH* OM: Chuck Collins PD: T.K. O'Grady APD/MD: Tim Daugherty	KIOC/Beaumont, TX* OM: Trey Poston PD: Joey Armstrong	WEBN/Cincinnati, OH* OM/PD: Scott Reinhart MD: Dave Fritz	WQCM/Hagerstown, MD OM: Rick Alexander PD/MD: Mike Holder	WNOR/Norfolk, VA* PD: Harvey Kojan APD/MD: Sonja Morrell	WXRX/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 PD: Reeves Kirtner APD: Stephen Perry	WXMM/Norfolk, VA* OM/PD: John Shomby	KBER/Salt Lake City, UT* PD: Kelly Hammer APD/MD: Darby Wilcox	KMOD/Tulsa, OK* OM/PD: Don Cristi
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/MD: 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 Bozyk	KTUX/Shreveport, LA* OM: Gary McCoy PD/MD: Randy Hill	KBZS/Wichita Falls, TX PD: Liz Ryan
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: Guy Favazza	KALM/Riverside, CA* PD: Steve Hoffman APD/MD: Daryl Norsell

* Monitored Reporters



▶ "GET THROUGH THIS," THE FIRST CHARTING SONG FROM VANCOUVER'S ART OF DYING, JUMPS TO NO. 27 (UP FIVE POSITIONS) ON THE CANADA ROCK CHART.

POWERED BY
Nielsen
Broadcast Data
Systems
DMDS
DIGITAL DOWNLOADS
AVAILABLE AT DMDS.COM

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 McColly
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 Tarrants

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

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

KTBT/Houston, TX*
PD: 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

KFTE/Lafayette, LA*
PD: Scott Perrin
MD: Jude Vice

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

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

WBRU/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

WFXH/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 Firmage
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

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

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

ACTIVE

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

WZMR/Albany, NY*
OM: Kevin Callahan
PD: Nik Rivers

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

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

WJSE/Atlantic City, NJ
OM/PD: Rich DeSisto
APD/MD: Scott Reilly

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

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

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

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

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

WRXR/Chattanooga, TN*
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

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 Podell
APD/MD: Mark Pennington

KLAQ/EI Paso, TX*
OM/PD: Courtney Nelson
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

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

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

CANADA ROCK

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	TW	±
1	1	18	QUEENS OF THE STONE AGE MAKE IT WIT CHU	REKORDS REKORDS/INTERSCOPE/UNIVERSAL	513	-8	
2	2	23	FOO FIGHTERS LONG ROAD TO RUIN	ROSWELL/RCA/SONY BMG	433	-38	
3	3	6	SAM ROBERTS THEM KIDS	UNIVERSAL	427	-4	
4	4	24	AIRBOURNE TOO MUCH, TOO YOUNG, TOO FAST	ROADRUNNER/WARNER	390	-19	
5	5	18	PUDDLE OF MUDD PSYCHO	FLAWLESS/GEFFEN/UNIVERSAL	386	+18	
6	10	7	3 DOORS DOWN IT'S NOT MY TIME	UNIVERSAL REPUBLIC/UNIVERSAL	376	+35	
7	5	12	THEORY OF A DEADMAN SO HAPPY	604/UNIVERSAL	376	-10	
8	7	20	THE TREWS HOLD ME IN YOUR ARMS	THE BUMSTEAD/UNIVERSAL	336	-28	
9	8	21	STATE OF SHOCK HEARTS THAT BLED	CORDOVA BAY	332	-10	
10	8	13	AGAINST ME! STOP	SIRE/REFRISE/WARNER	320	-23	
11	11	9	R.E.M. SUPERNATURAL SUPERSERIOUS	WARNER BROS./WARNER	307	+9	
12	14	7	SEETHER RISE ABOVE THIS	WIND-UP	267	+10	
13	13	12	BUCKCHERRY SORRY	ELEVEN SEVEN/UNIVERSAL	247	-12	
14	21	3	THE RACONTEURS SALUTE YOUR SOLUTION	THIRD MAN/WARNER BROS./WARNER	242	+78	
15	12	25	LINKIN PARK SHADOW OF THE DAY	WARNER BROS./WARNER	232	-49	
16	15	32	SEETHER FAKE IT	WIND-UP	210	-13	
17	16	7	GOB UNDERGROUND	AQUARIUS/EMI	204	+9	
18	19	18	AGE OF DAZE AFFLICTED	WIDEAWAKE	192	+10	
19	17	10	RIDES AGAIN INFECTED	PUT IT ON/UNIVERSAL	190	+1	
20	18	7	ASHES DIVIDE THE STONE	ISLAND/UNIVERSAL	185	+2	
21	20	27	FINGER ELEVEN I'LL KEEP YOUR MEMORY VAGUE	WIND-UP	165	-14	
22	23	10	CITY AND COLOUR WAITING	DINE ALONE	134	-12	
23	22	24	MATTHEW GOOD I'M A WINDOW	UNIVERSAL	127	-32	
24	27	5	APOCALYPTICA FEATURING COREY TAYLOR I'M NOT JESUS	20-20 ENT./J VE/SONY BMG	114	-4	
25	29	4	LINKIN PARK GIVEN UP	WARNER BROS./WARNER	112	+4	
26	26	21	ECONOLINE CRUSH DIRTY	LOCK OUT	110	-14	
27	32	5	THE ART OF DYING GET THROUGH THIS	THORNY BLEEDER/UNIVERSAL	107	+3	
28	33	3	DEATH CAB FOR CUTIE I WILL POSSESS YOUR HEART	ATLANTIC/WARNER	102	+4	
29	36	17	RISE AGAINST THE GOOD LEFT UNDONE	GEFFEN/UNIVERSAL	97	+8	
30	31	22	RADIOHEAD BODYSNATCHERS	RADIOHEAD	96	-9	

FOR WEEK ENDING APRIL 13, 2008

♦ Indicates CanCon

WLKQ/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 Picozzi
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 "Crittter" Brown
APD: J.C. "Kelso" Kellison

WZZZ/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/MD: Jason LaChance

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

WYYX/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" Tyszler

WYSP/Philadelphia, PA*
PD: John Cook
APD: Spike
MD: Jeff Sottolano

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

XM Squizz/Satellite*
PD: Bodhi Ebright
MD: Grant Random

KISW/Seattle, WA*
OM/PD: Dave Richards
APD: Ryan Castle

WHBZ/Simonoygan, WI
PD: Ron Simonet
MD: Dave Nelson

WRBR/South Bend, IN
PD: Tommy Carroll

KHTQ/Spokane, WA*
PD/MD: Barry Bennett
APD: Kris Siebers

WLZX/Springfield, MA*
PD/MD: Courtney Quinn

KZRQ/Springfield, MO*
OM: Valorie Knight
PD: Simon Nytes

WXTB/Tampa, FL*
OM: Brad Hardin
PD: Double Down
APD: Mike Killabrew

WKLL/Utica, NY
MD: Ty



It's real, it's raw . . . it's 20 years old!

KPIG Radio = 'World Domination'

John Schoenberger

JSchoenberger@RadioandRecords.com

many of us knew Laura Ellen Hopper as a fairly quiet person, but when she was passionate about something, we knew to get out of the way. Sadly, we lost the visionary programmer of Northern California's KPIG Radio last Memorial Day weekend, but her legacy lives on through her station. ■ For almost 20 years, Hopper continued the good fight through ownership changes and an ever-changing radio landscape to keep KPIG on track with the original vision she had for the station—an Americana/triple A hybrid that was an integral part of the community and a sanctuary for a home-grown, hands-on style of radio.

Even though some considered KPIG a throwback to olden days of progressive free-form FM radio, it was also innovative and cutting edge. KPIG was the first U.S. station to stream full-time, in 1995.

Today, KPIG, owned by Mapleton Communications, is still a successful station—and then some. It was Mapleton, under the urging of Hopper, that facilitated the expansion of KPIG Radio's reach. It added KPYG/San Luis Obispo, Calif.'s signal in 2005; KPIG-AM/San Francisco in 2006; KZAP/Chico, Calif., in 2007; and—effective April 18—KNRO-AM/Redding, Calif. KPIG Radio is also available as a 24-hour satellite feed nationally via syndicator Dial-Global, with three affiliates soon to be named.

In 1975, Hopper and Jeremy Lansman purchased a neglected station in downtown Gilroy, Calif., and proceeded to launch the insurgent country outlet KFAT. The station shuttered in the mid-'80s, but the legendary status of that station continues today.

In 1983, Hopper left to become PD of classical KBOQ/Monterey. In 1988, she and fellow local radio veteran Leo Kesselman started KPIG, along with her husband, Frank Caprista. The idea was to take the basic premise of KFAT—without so much of the anarchy and chaos—and establish a radio voice for alternative country, roots music, singer/songwriters and other styles that weren't represent-

ed on the dial.

This year KPIG is celebrating its 20th anniversary and the station's success can be measured in more ways than one. Besides standing the test of time and expanding its footprint regionally—and soon nationally—it does very well in the ratings. In the fall '07 book, the “mother sty” in Monterey had a fourth-place 3.5 12+ and was ranked top five 25-54 with a 3.8. Meanwhile, sister KPYG was tied for No. 1 25-54 with an 8.3 in San Luis Obispo.

Labor Of Love

During the 20 years that OM Caprista has been with KPIG, he indicates that the philosophy Hooper established for the station has remained at its core. But it has also evolved.

“When we started, we had a more free-form format,” Caprista says. “Over time the DJs have been corralled in a bit—they still get to choose much of the music they play, but the songs have to fit within certain categories—so that we can ensure a consistent sound for the station. KPIG may sound kind of off the wall, but there is an intelligent design behind what we do.”

Most of the staff has been at KPIG for 10 years or longer. Several have public radio backgrounds, where the creative freedom was instilled in them. The staff includes Ralph Anybody, Travus T. Hipp, Karson, Unkle

Sherman, Warren, Arden and Aileen the Traffic and Weather Queen. In addition, Sleepy John hosts weekly live show “Please Stand By”; Cuz'n Al offers a bluegrass program; and Rev. Billy C. Wirtz serves up “Reverend Billy's Rhythm Revival.”



Hopper, left, and Caprista

“We also have a couple younger people—well, in their 30s—that we are training and grooming for the future of the station,” Caprista says. “They include Laura's daughter, Elli Mae, who has taken over her midday slot. It takes a certain kind of guy or gal to be a DJ on KPIG, and once they get the job,

they don't want to let go. They appreciate the freedom they have on the air and know that it is rare in today's broadcasting landscape.”

Caprista says the station is working on a special anniversary concert for late summer. In addition, it is gearing up for the 10th anniversary of its annual Harley-Davidson summer giveaway.

There are also several other benchmark events each year, including the Swine Soirée concerts at Santa Cruz fairgrounds; Humbug Hoedown at the Catalyst in Santa Cruz, which benefits Second Harvest Food Bank; and annual live-performance compilation CDs, which help support the Surfrider Foundation and Jacobs Heart Children Cancer Assn.

Caprista adds that Mapleton understands what KPIG is all about. “They allow us to flourish in a broadcasting environment that is trending in an opposite direction. We certainly see no end to this station in the foreseeable future. KPIG Radio is obviously growing in many different directions, the music to choose from is great, we are making money for the company and we are having a lot of fun doing it.”

Continued on page 58

'It takes a certain kind of guy or gal to be a DJ on KPIG, and once they get the job, they don't want to let go. They appreciate the freedom they have on the air and know that it is rare in today's broadcasting landscape.'

—Frank Caprista

In Honor Of Laura Ellen Hopper

KPIG architect Laura Ellen Hopper died of cancer in 2007 at the age of 57. At the Triple A Achievement Awards luncheon held Aug. 4, 2007, during the R&R Triple A Summit, we honored Hopper's contributions as a radio professional and fine human being by creating the Laura Ellen Hopper Visionary Award. Her husband Frank Caprista was on hand to receive it.

In the future, R&R will continue to present this award annually to someone within the triple A community that reflects the principals that guided Hopper's life: honesty, integrity, innovation and vision.—JS

Continued from page 57

This Is A Business

Ed Monroe joined KPIG as sales manager in late 1991. Hopper was responsible for the programming, but it was Monroe who came in to help make the station turn a profit. He is now market manager for KPIG-AM and is also responsible for national sales.

"I was a big KFAT fan and when I decided to take on KPIG, all my friends said I was a knucklehead for thinking I could have a lasting career at a station like that," Monroe recalls. "But I just loved what they were doing and thought I could translate my passion into something concrete for the station. I don't think we turned a profit until late '94 or early '95, but we stuck it out."

KPIG has woven itself into the tapestry of the Monterey market and is now a force throughout Northern California. Monroe says he is proud to be part of the brand and is convinced that "everyone else at the station feels the same way."

He says the key is staying true to the vision Hopper had for the station—and the only requirement she ever placed on him was: "Ed, I don't care what kind of promotions or deals you do with the clients, just make sure they are KPIG-cool," he recalls.

KPIG attracts a loyal audience in Northern California because it fits the lifestyle of many of its residents. "We are their radio station, period," Monroe says. "It is small-town radio that can also work in a larger market. And because of the fact that the jocks have interacted with folks all over the country for years via the Web, the idea of going regional and now national via Dial-Global is not something new for them. Plus, because we have to customize the station

regionally already, it is a fast transition to a national 24/7 feed."

In San Francisco, KPIG has always had strong awareness, first from the heritage of KFAT and second via the Internet. The addition of the AM signal has helped solidify the station's presence in market No. 4. "It is not the best signal," Monroe says, "but it does allow us to penetrate the car. It also gives a physical presence here with our studios."

Almost all KPIG-AM programming comes via the KPIG Radio Network with localized spots and information, but there are a few exclusive Bay Area programs each week, such as the "Saturday Ham Jam" in-studio performance, hosted by Jim Lynch. Further, presence in San Francisco gives it access to lots of bands that the station can feed through the regional network.

"In many ways, KPIG is Mapleton's flagship station and we don't ever want to let them down," Monroe says. "Frank, Laura and I were all thrilled when Mapleton took over because we knew they understood us. The company has proven that over and over again, with all the things they have done for this station. They are all about the unique brand the station has and," he adds with a laugh, "they also have taken to heart Laura's vision of world domination."

The Big Picture

Mapleton Communications came into being in fourth-quarter 2001 and closed on a group of Monterey properties, which included KPIG, at the end of that year. In early 2002, it started to assess the potential on how it could develop and expand the brand.

"We were very interested in KPIG," Mapleton president Adam Nathanson says. "We have a deep connection as a family with the station's roots. Many years ago, my father owned Falcon Cable, and it had the Gilroy franchise. When KFAT came on the air in 1975, Falcon offered them one of the community access channels to help cross-promote the music. So when we took over KPIG, Laura Hopper remembered that and that set us off on a good path together."

Nathanson says Mapleton immediately believed in the KPIG mind-set, but it was Hopper who got it thinking about expanding the station into other markets: "We feel it is one of the great radio stations in the country. The fact that it is live 24/7 and has an eclectic music mix that can't be duplicated makes the station very unique. We see KPIG as more than a radio station; it is the voice for a lifestyle and for people who are still passionate about discovering

new music."

Since Mapleton had a one-of-a-kind product, it agreed that expanding the station to other markets in Northern California made sense. And because KPIG was the first station to stream on the Web, it had already nurtured fans across the country and even around the world. Because of that awareness in other U.S. markets, Mapleton felt it made sense to partner with syndicator Dial-Global this year to make KPIG Radio a 24-hour satellite feed.

"We are finding as many ways as possible to extend the KPIG brand as a whole," Nathanson says. "Perhaps some of the markets or means of delivery wouldn't make business sense on their own, but when you put it all together it becomes a different story. KPIG now represents a physical as well as virtual community that touches people in many different places and in many different ways."

In addition, KPIG has launched a new Web site at kpig.com. It retains the personality of the original, while making it easier to navigate. Plus, it is used as a platform to offer a variety of audio and video content produced within the KPIG network. This includes taped performances from "Please Stand By" and "Saturday Ham Jam" as well as other sources.

"Between the main studios in Monterey and the studio we now have in San Francisco, we can attract more acts to come by for exclusive performances on the air, which we can then repurpose for the Web site," Nathanson says. "Plus, the DJs are blogging now, there are ways to request

music and interact with the personalities and the streaming and information about what is being played is more sophisticated."

Hopper Lives On

Nathanson reiterates what everyone else involved with KPIG is quick to say: The station was and remains the vision of Hopper. But he also credits the entire staff at KPIG for making this vision a reality.

"They all live and breathe this station. You can't pretend with a station like this. Like the logo says, it is 'Real Radio.' I try to stay out of their way as much as possible. Our job at Mapleton is to invest and strategize with the team and make their dreams a reality whenever we can. In the seven years we have owned KPIG, I think we have taken this station and the whole concept of a radio station brand to an entirely new level." **R&R**

'We see KPIG as more than a radio station; it is the voice for a lifestyle and for people who are still passionate about discovering new music.'

—Adam Nathanson

KPIG's Top 25 Most-Played Acts

Bob Dylan
The Rolling Stones
Van Morrison
John Hiatt
Bonnie Raitt
Los Lobos
Steve Earle
The Allman Brothers Band
The Beatles
Eric Clapton
Tom Petty & the Heartbreakers
Neil Young
The Grateful Dead
Lucinda Williams
The Subdudes
Little Feat
Stevie Ray Vaughan & Double Trouble
Jackson Browne
Dire Straits
Widespread Panic
John Fogerty
Lyle Lovett
Boz Scaggs
Todd Snider
Robert Earl Keen

Source: Nielsen BDS

Factoids

- KPIG has streamed online since 1995. In February, there were 25,000 registered streamers who, on average, listened for 2 hours and 20 minutes per session, according to the station.
- KPIG signed on in 1988. Laura Ellen Hooper and Frank Caprista were the original owners, along with Leo Kesselman. Elektra Broadcasting gained ownership in 1995. New Wave Broadcasting took over in 1997 and Mapleton Communications bought the station in 2001.
- KPIG reaches five markets in Northern California: KPIG/Monterey, KPYG/San Luis Obispo, KPIG-AM/San Francisco, KZAP/Chico and KNRO-AM/Redding. KPIG Radio is available nationally via Dial-Global.—JS



amos lee listen

impacting: april 28th

from the new album: **Last Days at the Lodge**
in stores & online june 24th, 2008

management: OK Management
www.amoslee.com

 BLUE NOTE
www.bluenote.com

alejandro escovedo always a friend

Impacting:
April 21st

from the album
Real Animal

In Store June 24th

ALEJANDRO ESCOVEDO

ALWAYS A FRIEND



www.alejandroescovedo.com
John Landau Management



R&R TRIPLE A

POWERED BY **nielsen** BDS

DMDS DIGITAL DOWNLOADS AVAILABLE AT DMDS.COM



► **JASON MRAZ** LANDS HIS THIRD TOP FIVE AS "I'M YOURS" VAULTS 7-4. MRAZ'S OTHER TOP FIVE SINGLES, "THE REMEDY (I WON'T WORRY)" AND "YOU AND I BOTH," EACH REACHED NO. 1.

LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	11 NIELSEN BDS CERTIFICATIONS	IMPRINT / PROMOTION LABEL	PLAYS TW	+/-	AUDIENCE MILLIONS	RANK
1	10	R.E.M.	SUPERNATURAL SUPERSERIOUS	NO. 1 (4 WKS)	WARNER BROS.	518	-24	1,921	1
2	10	COUNTING CROWS	YOU CAN'T COUNT ON ME		DGC/GEFFEN/INTERSCOPE	465	+11	1,648	2
3	20	JACK JOHNSON	IF I HAD EYES		BRUSHFIRE/UNIVERSAL REPUBLIC	436	-22	1,639	3
4	7	JASON MRAZ	I'M YOURS		ATLANTIC/RRP	387	+45	1,128	7
5	7	STEVE WINWOOD FEATURING ERIC CLAPTON	DIRTY CITY		COLUMBIA	382	+35	1,083	8
6	3	DEATH CAB FOR CUTIE	I WILL POSSESS YOUR HEART		ATLANTIC	366	+59	1,524	4
7	17	SHERYL CROW	LOVE IS FREE		A&M/INTERSCOPE	357	-2	1,077	9
8	23	INGRID MICHAELSON	THE WAY I AM		CABIN 24/ORIGINAL SIGNAL/RED	353	-82	1,445	5
9	12	THE BLACK CROWES	GOODBYE DAUGHTERS OF THE REVOLUTION		SILVER ARROW	315	+15	0.820	12
10	11	THE B-52S	FUNPLEX		ASTRALWERKS	293	+24	0.735	18
11	9	AUGUSTANA	SWEET AND LOW		EPIC	270	+20	0.764	15
12	7	VAN MORRISON	THAT'S ENTRAINMENT		LOST HIGHWAY	257	+14	0.760	16
13	18	SPOON	DON'T YOU EVAH		MERCY	256	+20	1.163	6
14	5	Yael Naim	NEW SOUL		TOT OU TARD/ATLANTIC	238	+38	0.851	11
15	30	MUDCRUTCH	SCARE EASY	AIRPOWER/MOST INCREASED PLAYS	REPRISE	227	+99	0.752	17
16	4	JAKOB DYLAN	SOMETHING GOOD THIS WAY COMES		COLUMBIA	225	+8	0.721	19
17	6	NEWTON FAULKNER	DREAM CATCH ME		AWARE/COLUMBIA	211	+5	0.864	10
18	19	MIKE DOUGHTY	27 JENNIFERS		ATO/RED	205	-41	0.789	13
19	16	ONEREPUBLIC	STOP AND STARE	11	MOSLEY/INTERSCOPE	192	+8	0.573	22
20	14	GLEN HANSARD & MARKETA IRGLOVA	FALLING SLOWLY		CANVASBACK/COLUMBIA	185	-41	0.778	14
21	5	MATT NATHANSON	COME ON GET HIGHER		VANGUARD	158	+19	0.532	23
22	NEW	NEEDTOBREATHE	MORE TIME		ATLANTIC	152	+29	0.243	-
23	2	VAMPIRE WEEKEND	A-PUNK		XL/BEGGARS GROUP	148	+16	0.657	21
24	7	LANDON PIGG	FALLING IN LOVE AT A COFFEE SHOP		RCA/RMG	146	+7	0.660	20
25	12	SHAWN MULLINS	ALL IN MY HEAD		VANGUARD	139	-9	0.339	-
26	4	TRISTAN PRETTYMAN	MADLY		VIRGIN	135	-11	0.361	27
27	NEW	DUFFY	MERCY		MERCURY/IDJMG	130	+11	0.507	24
28	RE-ENTRY	JOHN MAYER	SAY		AWARE/COLUMBIA	121	+14	0.302	-
29	NEW	MATT COSTA	MR. PITIFUL		BRUSHFIRE/UNIVERSAL REPUBLIC	121	+14	0.107	-
30	21	RADIOHEAD	JIGSAW FALLING INTO PLACE		TBD/ATO	121	-59	0.502	25

MOST ADDED

ARTIST	TITLE / LABEL	NEW STATIONS
OLD 97'S	Dance With Me (New West)	7
KT TUNSTALL	Little Favours (Relentless/Virgin)	4
GAVIN ROSSDALE	Love Remains The Same (Interscope)	4
MATT NATHANSON	Come On Get Higher (Vanguard)	3
FEIST	I Feel It All (Cherrytree/Polydor/Interscope)	3
SARA BAREILLES	Bottle It Up (Epic)	3
NEEDTOBREATHE	More Time (Atlantic)	2
ALANIS MORISSETTE	Underneath (Reprise)	2
AIMEE MANN	Freeway (SuperEgo)	2

ADDED AT... KTHX
 Reno, NV
 PD: Mark Keefe
 APD/MD: Dave Herold
 KT Tunstall, Little Favours, 1
 Old 97's, Dance With Me, 1
 James McMurry, Freeway View, 0
 Sara Bareilles, Bottle It Up, 0

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

NEW AND ACTIVE

ARTIST	TITLE / LABEL	PLAYS /GAIN	ARTIST	TITLE / LABEL	PLAYS /GAIN
FEIST	I Feel It All (Cherrytree/Polydor/Interscope)	118/15	GAVIN ROSSDALE	Love Remains The Same (Interscope)	65/47
BODEANS	Every Day (Resolution)	107/1	LINKIN PARK	Shadow Of The Day (Warner Bros.)	63/21
SARA BAREILLES	Bottle It Up (Epic)	83/21	DAVE BARNES	Until You (Razor & Tie)	61/6
TIFT MERRITT	Broken (Fantasy/CMG)	81/1	THE BRAVERY	Believe (Island/IDJMG)	56/13
JACK JOHNSON	Hope (Brushfire/Universal Republic)	67/7	RYAN BINGHAM	Bread & Water (Lost Highway)	52/27

MOST INCREASED PLAYS

+99	MUDCRUTCH Scare Easy (Reprise) KRVB +21, WCLZ +15, WNCN +10, WXXV +10, WRNX +10, WZEW +10, WRLT +7, CIDR +7, KTHX +7, WMMM +5
+59	DEATH CAB FOR CUTIE I Will Possess Your Heart (Atlantic) WCOO +11, KENZ +10, WRNX +10, WNCN +9, KRVB +9, KTHX +8, WRLT +7, KPRI +5, KCUV +3, WMMM +2
+47	GAVIN ROSSDALE Love Remains The Same (Interscope) WCOO +20, KTCTZ +9, KPML +8, WRNR +7, KINK +2, WXXV +2, KENZ +1, KWMT +1, KXLY +1, WMMM +1
+45	JASON MRAZ I'm Yours (Atlantic/RRP) KENZ +15, WMMM +13, WRNX +8, KXLY +6, WZEW +6, KPML +4, KPRI +4, KWMT +2, KINK +1, WNCN +1
+38	Yael Naim New Soul (Tot Ou Tard/Atlantic) KENZ +10, KPML +9, KTCTZ +8, WRNR +7, WRNX +5, WZEW +4, WCLZ +2, WCOO +1, KXLY +1, KINK +1

FOR WEEK ENDING APRIL 13, 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.
 © 2008 Nielsen Business Media, Inc. All rights reserved.

THIS WEEK			RECURRENTS						
ARTIST	TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW	PLAYS LW	ARTIST	TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW	PLAYS LW
1	SARA BAREILLES Love Song (Epic)		205	246	6	THE KILLERS Read My Mind (Island/IDJMG)		112	103
2	DAVID GRAY You're The World To Me (ATO/RED)		177	191	7	COLBIE CAILLAT Realize (Universal Republic)		109	116
3	EDDIE VEDDER Hard Sun (Monkey Wrench/J/RMG)		142	151	8	FEIST My Moon My Man (Cherrytree/Polydor/Interscope)		105	102
4	ROBERT PLANT / ALISON KRAUSS Gone, Gone, Gone (Done Moved On) (Rounder)		136	134	9	SNOW PATROL Shut Your Eyes (Polydor/A&M/Interscope)		104	109
5	BRUCE SPRINGSTEEN Girls In Their Summer Clothes (Columbia)		124	141	10	SNOW PATROL Chasing Cars (Polydor/A&M/Interscope)		103	107

CNN, FOX NEWS, GOOGLE, AP, AMC THEATERS, AND YOU

The research team they trust is radio's best research team, too.
 Call 908-707-4707

Edison
Media Research
www.edisonresearch.com

R&R TRIPLE A/ AMERICANA

POWERED BY **nielsen** BDS

DMDS DIGITAL DOWNLOADS AVAILABLE AT DMDS.COM



► **HAYES CARLL** MOVES INTO THE AMERICANA TOP 10 WITH "TROUBLE IN MIND." IN ITS SECOND FULL WEEK OF AIRPLAY, THE TITLE NEARLY DOUBLES ITS SPIN COUNT (UP 133) WHILE EARNING MOST ADDED HONORS FOR A SECOND STRAIGHT WEEK.

THIS WEEK	LAST WEEK	WEEKS ON CHART	TRIPLE A INDICATOR		PLAYS	
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	TW	+/-
1	1	9	R.E.M. SUPERNATURAL SUPERSERIOUS	WARNER BROS.	677	+21
2	7	3	DEATH CAB FOR CUTIE I WILL POSSESS YOUR HEART	ATLANTIC	544	+115
3	2	9	COUNTING CROWS YOU CAN'T COUNT ON ME	DGC/GEFFEN/INTERSCOPE	536	+6
4	3	17	JACK JOHNSON IF I HAD EYES	BRUSHFIRE/UNIVERSAL REPUBLIC	457	-25
5	4	7	VAN MORRISON THAT'S ENTRAINMENT	LCST HIGHWAY	451	+2
6	5	10	THE BLACK CROWES GOODBYE DAUGHTERS OF THE REVOLUTION	SILVER ARROW	445	+3
7	6	7	STEVE WINWOOD FEAT. ERIC CLAPTON DIRTY CITY	COLUMBIA	433	-4
8	10	4	JAKOB DYLAN SOMETHING GOOD THIS WAY COMES	COLUMBIA	423	+46
9	9	10	THE B-52S FUNPLEX	ASTRALWERKS	409	+1
10	8	6	JASON MRAZ I'M YOURS	ATLANTIC/RRP	408	-9
11	11	13	SHERYL CROW LOVE IS FREE	A&M/INTERSCOPE	343	+8
12	12	10	KATHLEEN EDWARDS THE CHEAPEST KEY	ZOE/ROUNDER	315	-19
13	13	5	AUGUSTANA SWEET AND LOW	EPIC	297	+1
14	17	3	THE KOOKS ALWAYS WHERE I NEED TO BE	ASTRALWERKS	286	+30
15	18	3	JACKIE GREENE SHAKEN	429/SLG	273	+34
16	15	4	Yael Naim NEW SOUL	TOT OUTARD/ATLANTIC	272	+12
17	14	6	WIDESPREAD PANIC BOOM BOOM BOOM	WIDESPREAD	267	-2
18	NEW		MUDCRUTCH SCARE EASY	REPRISE	241	+81
19	20	9	TRISTAN PRETTYMAN MADLY	VIRGIN	239	+9
20	27	3	NEWTON FAULKNER DREAM CATCH ME	AWA/E/COLUMBIA	234	+21
21	19	14	SHAWN MULLINS ALL IN MY HEAD	VANGUARD	234	-3
22	21	3	JIM WHITE CRASH INTO THE SUN	LUAKA BOP	231	+2
23	16	14	ROBERT PLANT / ALISON KRAUSS PLEASE READ THE LETTER	ROUNDER	217	-43
24	25	2	BACK DOOR SLAM IT'LL ALL COME AROUND	BLIX STREET	216	+9
25	NEW		THE BRAVERY BELIEVE	ISLAND/IDJMG	200	+16
26	28	18	SPOON DON'T YOU EVAH	MERGE	198	-12
27	5	12	NADA SURF WHOSE AUTHORITY	BARBUK	198	-17
28	NEW		VAMPIRE WEEKEND A-PUNK	XL/BECKARS GROUP	189	+15
29	23	13	TIFT MERRITT BROKEN	FANTASY/CMG	186	-37
30	24	12	JOE JACKSON INVISIBLE MAN	RYKODISC	183	-35

THIS WEEK	LAST WEEK	WEEKS ON CHART	AMERICANA		PLAYS		CUMULATIVE
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	TW	+/-	
1	1		JAMES MCMURTRY JUST US KIDS	LIGHTNING ROD	501	+58	1851
2	3		TIFT MERRITT ANOTHER COUNTRY	FANTASY/CMG	412	-3	5602
3	2		PAUL THORN A LONG WAY FROM TUPELO	PERPETUAL OBSCURITY	404	-31	3845
4	4		THE STEELDRIVERS THE STEELDRIVERS	ROUNDER	313	-9	2976
5	5		KATHLEEN EDWARDS ASKING FOR FLOWERS	ZOE/ROUNDER	302	-10	1729
6	9		THE WAIFS SUNDIRTWATER	COMPASS	299	+33	1687
7	16		VAN MORRISON KEEP IT SIMPLE	LOST HIGHWAY	290	+56	970
8	6		BODEANS STILL	RESOLUTION	287	-12	2344
9	7		DRIVE-BY TRUCKERS BRIGHTER THAN CREATION'S DARK	NEW WEST	280	-16	3963
10	38		HAYES CARLL TROUBLE IN MIND	LOST HIGHWAY	274	+133	415
11	12		RYAN BINGHAM MESCALITO	LOST HIGHWAY	267	+22	7278
12	18		JIM LAUDERDALE & THE DREAM PLAYERS HONEY SONGS	YEP ROC	260	+36	1791
13	14		TIM O'BRIEN CHAMELEON	PROPER AMERICAN	258	+18	932
14	8		WILLIE NELSON MOMENT OF FOREVER	LOST HIGHWAY	253	-27	4111
15	13		THE WAYBACKS LOADED	COMPASS	246	+5	973
16	24		CHATHAM COUNTY LINE IV	YEP ROC	239	+49	1076
17	10		BELLEVILLE OUTFIT WANDERIN'	INDEPENDENT	233	-27	1804
18	11		MANDO SAENZ BUCKET	CARNIVAL	233	-13	3498
19	17		KATHY MATTEA COAL	CAPTAIN POTATO/THIRTY TIGERS	229	+2	1237
20	15		ALLISON MOORER MOCKINGBIRD	NEW LINE	228	-8	2951
21	21		SOUTH AUSTIN JUG BAND STRANGE INVITATION	JANK JANKINS	215	+5	1452
22	19		GARY LOURIS VAGABONDS	RYKODISC	214	-6	2086
23	20		ROBERT PLANT / ALISON KRAUSS RAISING SAND	ROUNDER	183	-32	12332
24	22		STEVE EARLE WASHINGTON SQUARE SERENADE	NEW WEST	182	-21	14032
25	23		MALCOLM HOLCOMBE GAMBLIN' HOUSE	ECHO MOUNTAIN	180	-23	2668
26	32		DOC MARSHALLS HONEST FOR ONCE	INDEPENDENT	176	+11	892
27	25		JOE ELY & JOEL GUZMAN LIVE CACTUS!	RAK 'EM	174	-10	1045
28	33		WILL HOGE DRAW THE CURTAINS	RYKODISC	173	+14	4795
29	27		THE WRIGHTS THE WRIGHTS	SPLIT ROCK/31 TIGERS	170	-6	1807
30	26		CAROLYN WONDERLAND MISS UNDERSTOOD	BISMEAUX	161	-15	1794

MOST ADDED

OLO 97.5 26 Dance With Me (New West) KBAC, KDBB, KFMM, KLRR, KMTN, KNBA, KPND, KROK, KSPN, KSUT, KTAO, KTBC, KUT, KYSL, WBJB, WCBE, WDST, WFIV, WFPK, WFUV, WMWV, WTMD, WTYD, WUIN, WYEP, XM The Loft	CAT EMPIRE 20 So Many Nights (Velour) KFMM, KMTN, KNBA, KPND, KSPN, KSUT, KTAO, KTBC, KYSL, WCBE, WDST, WEXT, WFUV, WNCW, WNRN, WTMD, WTYD, WUIN, WVOD, WYEP	MUDCRUTCH 5 Scare Easy (Reprise) KDBB, KUT, WBHM, WNRN, WRSA	AIMEE MANN 4 Freeway (SuperEgo) KCMP, WBJB, WMVY, WDCM
JOE JACKSON 5 Too Tough (Rykodisc) KSUT, KTBC, WDST, WNRN, WYEP	PADDY CASEY 4 Fear (Victor/Sony BMG) KFMM, KSUT, WFPK, WNRN		

MOST ADDED

HAYES CARLL 24 Trouble In Mind (Lost Highway)	VAN MORRISON 7 Keep It Simple (Lost Highway)	SEAN HOGAN 6 Conspiracy Radio (Raving Rooster)	THE WILDERS 5 Someone's Got To Pay (Free Dirt)
MARCIA EALL 11 Peace, Love & BBQ (Alligator)	K.D. LANG 7 Watershed (Nonesuch/Reprise)	WALTER HYATT 5 Some Unfinished Business (King Tears)	BEARFOOT 5 Follow Me (Glacier)
WILLIE NELSON 11 One Hell Of A Ride (Columbia/Legacy)			



LOUISIANA. RECORDING IN PROGRESS.

►►► Increase your volume in the recording industry with Louisiana's Sound Recording Investor Tax Credit. It reimburses 25% of your investment in sound recording, production, recording studios and infrastructure projects.



TO LEARN MORE, CALL 225.342.5403 OR VISIT LOUISIANA FORWARD.COM/ENTERTAINMENT

© 2007 Louisiana Economic Development

R&R LATIN POP

POWERED BY **nielsen** BDS



► **BELANOVA** MOVES 6-5 WITH "CADA QUE..." ITS SECOND TOP FIVE SINGLE EARNS MOST INCREASED PLAYS (UP 99).

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW	+/	AUDIENCE MILLIONS	RANK
1	2	10	ENRIQUE IGLESIAS DONDE ESTAN CORAZON	NO. 1 (1 WK) UNIVERSAL LATINO	1074	+70	11.727	2
1	16	3	JUANES COTAS DE AGUA DULCE	UNIVERSAL LATINO	1060	-35	9.929	3
3	3	3	MANA SI NO TE HUBIERAS IDO	WARNER LATINA	1003	+88	13.585	1
4	24	4	FLEX TE QUIERO	EMI TELEVISION	815	+11	6.763	5
5	6	12	BELANOVA CADA QUE...	MOST INCREASED PLAYS UNIVERSAL LATINO	776	+99	6.522	7
6	5	11	CAMILA YO QUIERO	SONY BMG NORTE	623	-27	4.578	10
7	10	7	JESSE & JOY LLEGASTE TU	WARNER LATINA	610	+59	4.463	12
8	8	59	CAMILA TODO CAMBIO	SONY BMG NORTE	568	-20	6.724	6
9	9	25	YURIDIA AHORA ENTENDI	SONY BMG NORTE	545	+13	6.306	8
10	12	32	JUANES ME ENAMORA	UNIVERSAL LATINO	481	-12	8.184	4
11	10	10	LA NUEVA BANDA TIMBIRICHE TU, TU, TU	EMI TELEVISION	459	0	1.637	-
12	11	11	MIGUEL BOSE FEATURING BIMBA BOSE COMO UN LOBO	WARNER LATINA	440	-19	4.056	14
13	13	35	AVENTURA MI CORAZONCITO	PREMIUM LATIN	428	-35	3.315	18
14	19	6	PLAYA LIMBO 10 PARA LAS 10	SONY BMG NORTE	387	+44	1.474	-
15	15	47	MANA OJALA PUDIERA BORRARTE	WARNER LATINA	361	-34	3.550	16
16	14	25	ALEJANDRA GUZMAN SOY SOLO UN SECRETO	EMI TELEVISION	351	-64	2.280	33
17	16	19	LA FACTORIA PERDONAME	UNIVERSAL LATINO	345	-45	1.988	37
18	18	7	ENUR FEATURING NATASJA CALABRIA 2008	ULTRA	342	-43	2.800	27
19	24	12	KANY GARCIA AMIGO EN EL BANO	SONY BMG NORTE	334	+39	2.791	28
20	20	31	ENRIQUE IGLESIAS ALGUIEN SOY YO	INTERSCOPE/UNIVERSAL LATINO	324	-26	4.334	13
21	23	6	TOMMY TORRES PEGADITO	WARNER LATINA	323	+41	4.671	9
22	21	7	ALEKS SYNTEK HASTA EL FIN DEL MUNDO	EMI TELEVISION	322	+26	2.757	30
23	22	3	RBD EMPEZAR DESDE CERO	EMI TELEVISION	303	+18	3.315	19
24	33	2	LUIS MIGUEL SI TU TE ATREVES	WARNER LATINA	249	+71	3.214	21
25	25	27	MARCO ANTONIO SOLIS NO PUEDO OLVIDARLA	FONOVISA	234	-9	4.486	11
26	28	2	ALEJANDRA GUZMAN HASTA EL FINAL	EMI TELEVISION	232	+25	1.054	-
27	27	6	EDNITA NAZARIO DESPUES DE TI	SONY BMG NORTE	222	+13	3.166	22
28	26	11	MANNY MANUEL SE ME OLVIDO	UNIVERSAL LATINO	211	+1	2.834	26
29	NEW		ALEJANDRO FERNANDEZ ERES	MOST ADDED SONY BMG NORTE	201	+81	1.816	-
30	NEW		FONSECA ENREDAME	EMI TELEVISION	189	+48	2.043	36
31	29	43	PEPE AGUILAR POR AMARTE	EMI TELEVISION	185	-9	3.339	17
32	34	4	PEDRO FERNANDEZ AMIGA POR FAVOR	MACHETE	175	0	3.626	15
33	37	16	GILBERTO SANTA ROSA CONTEO REGRESIVO	SONY BMG NORTE	170	+7	3.102	23
34	31	12	JUAN LUIS GUERRA Y 440 SOLO TENGO OJOS PARA TI	EMI TELEVISION	168	-16	3.223	20
35	36	12	DIVINO FEATURING ABRAHAM ME ARRODILLO ANTE TI	LUAR/MACHETE	165	0	2.498	31
36	NEW		WISIN & YANDEL AHORA ES	MACHETE	154	+3	1.446	-
37	40	4	RIHANNA DON'T STOP THE MUSIC	SRP/DEF JAM/IDJMG	152	-27	2.227	34
38	30	11	CHAYANNE LOLA	SONY BMG NORTE	151	-38	2.979	25
39	35	6	CHENOA TODO IRA BIEN	UNIVERSAL LATINO	145	-20	1.112	-
40	NEW		MOTEL Y TE VAS	WARNER LATINA	141	+28	0.534	-

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
ALEJANDRO FERNANDEZ Eres (Sony BMG Norte) KLOL, WFID, WIOA, XHFG, XHPX	5
LUIS MIGUEL Si Tu Te Atreves (Warner Latina) KBMG, WIAC, XHFG	3
BABYBOY Ya No Llores (Let Me Love You) (786 Music/Siente) KTCY, WVIV, WXYX	3
LA FACTORIA Perdoname (Universal Latino) WMGE, WVIV	2
KANY GARCIA Amigo En El Bano (Sony BMG Norte) KRIO, WVIV	2
MOTEL Y Te Vas (Warner Latina) KXXS, WVIV	2
ENRIQUE IGLESIAS Donde Estan Corazon (Universal Latino) WVIV	1
MANA Si No Te Hubieras Ido (Warner Latina) WVIV	1
CAMILA Todo Cambio (Sony BMG Norte) WVIV	1
FLEX Te Quiero (EMI Televisa) WVIV	1

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
JUAN Buscando Tu Sombra (Fonovisa) TOTAL STATIONS: 5	115/20	PEPE AGUILAR Perdono Y Olvido (EMI Televisa) TOTAL STATIONS: 4	88/18
CHAMBAO Papeles Mojados (Sony BMG Norte) TOTAL STATIONS: 5	97/20	SARA BAREILLES Love Song (Epic) TOTAL STATIONS: 2	81/19
ANA ISABELLE Quien Dijo Amigos (La Calle/Univision) TOTAL STATIONS: 3	96/23	SKAPULARIO Eres Veneno (AMM) TOTAL STATIONS: 3	80/54
SEAN KINGSTON Take You There (Beluga Heights/Epic) TOTAL STATIONS: 2	96/3	GILBERTO SANTA ROSA No Te Vayas (Sony BMG Norte) TOTAL STATIONS: 2	79/31
FERGIE Clumsy (will.i.am/A&M/Interscope) TOTAL STATIONS: 4	92/4	GLORIA TREVI El Favor De La Soledad (Univision) TOTAL STATIONS: 4	79/8

MOST INCREASED PLAYS

+99	BELANOVA Cada Que... (Universal Latino) KRIO +28, KXXS +24, KPSP +19, WVIV +14, WPAT +12, KLLO +12, WRMA +9, XAVO +5, KSSE +5, XHFG +4
+88	MANA Si No Te Hubieras Ido (Warner Latina) WMGE +15, KRIO +16, KLVE +16, WPAT +14, WFID +12, KPSP +8, WKAQ +7, WVIV +7, XLTN +6, KBMG +5
+81	ALEJANDRO FERNANDEZ Eres (Sony BMG Norte) WFID +19, KLLO +15, XHPX +14, XHFG +12, WIOA +8, WPAT +6, WIAC +5, KBMG +2, KVVA +1, WAMR +1
+71	LUIS MIGUEL Si Tu Te Atreves (Warner Latina) WIOA +25, KEXA +20, WIAC +13, XHFG +13, WPAT +11, KBMG +11, KLLO +3, WRMA +1
+70	ENRIQUE IGLESIAS Donde Estan Corazon (Universal Latino) WMGE +23, KLLO +16, KSSE +11, KVVA +9, XHFG +8, WPAT +7, WKAQ +7, KRIO +6, KLVE +6, KPSP +5

ADDED AT...

WKAQ
San Juan, PR
PD: Carlos Gonzalez
APD: Natalia Cuevas
Los Cafres, Bastara, 19
Juan Luis Guerra Y 440, Como Yo, 13
Jesse & Joy, Ya No Quiero, 12

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

FOR WEEK ENDING APRIL 13, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
27 Latin pop, 16 tropical and 9 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	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	KLLE/Fresno, CA PD: Al Sanchez MD: Ramona Rivera	KVIB/Phoenix, AZ PD: Bobby Ramos APD: Mark Garcia
WNNW/Boston, MA OM: Kevin Wright PD: Johnny McKenzie	WRUM/Orlando, FL PD: Raymond Torres	WPRM/Puerto Rico PC: Jorge Pabon	WORC/Worcester, MA OM: Lilly Guzman PD/AMD: Sergio Toribio	WTLQ/Ft. Myers, FL PD: Hector Velazquez	WODA/Puerto Rico OM: Jose Nelson PD/MD: Rogie Gallart
WLAT/Hartford, CT PD: Robbie "DJ" Triguero	WEMG/Philadelphia, PA PD: Maria Del Pilar	WZNT/Puerto Rico PD: Pedro Arroyo	LATIN RHYTHM	KXOL/Los Angeles, CA OM: Pio Ferro PD: Jerry Pulles	WVOZ/Puerto Rico PD: Jamie Ortiz MD: Edgar Diaz
WXDJ/Miami, FL PD: Gino "Latino" Reyes	WUBA/Philadelphia, PA OM: Thea Mitchem PD: Milca Madera	WSPR/Springfield, MA PD: Marcos Rivera	KFZO/Dallas, TX OM: Andy Lockridge APD: Alejandro Covarrubias MD: Jesus Lopez	WCAA/New York, NY OM: Pete Manriquez PD: Tony Santos MD: DJ Kazanova	KVVZ/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			



▶ **AVENTURA'S "EL PERDEDOR" FINALLY MAKES THE TOP 10 IN ITS 21ST WEEK ON THE TROPICAL CHART (15-10, UP 23 SPINS). IT'S THE LONGEST TRIP TO THE TOP 10 SINCE LAST DECEMBER WHEN DON OMAR'S "AYER LA VI" TOOK A 22-WEEK TREK.**

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	17	NG2 ELLA MENEA	SONY BMG NORTE	378 -15	2,989	4
2	2	21	FLEX TE QUIERO	EMI TELEVISION	321 -15	2,964	5
3	3	28	GILBERTO SANTA ROSA CONTEO REGRESIVO	SONY BMG NORTE	295 -5	3,721	2
4	6	19	HECTOR ACOSTA SIN PERDON	VENEMUSIC	229 +13	3,817	1
5	4	9	ANGEL & KHRIZ LA VECINA	VII/MACHETE	203 -25	1,517	14
6	5	36	JUAN LUIS GUERRA Y 440 LA TRAVESIA	EMI TELEVISION	199 -28	1,549	12
7	13	31	JUANES ME ENAMORA	UNIVERSAL LATINO	198 +26	1,179	17
8	7	13	JUANES GOTAS DE AGUA DULCE	UNIVERSAL LATINO	196 -12	0,931	23
9	8	11	OLGA TANON FEATURING MILLY QUEZADA COSAS DEL AMOR	UNIVISION	193 -6	1,136	19
10	15	21	AVENTURA EL PERDEDOR	PREMIUM LAT N	183 +23	2,731	6
11	17	8	DLG QUIERO DECIRTE QUE TE AMO	LA CALLE/UNIVISION	181 +34	1,548	13
12	9	22	TITO NIEVES MI MAYOR SACRIFICIO	LA CALLE/UNIVISION	175 -20	0,857	26
13	10	18	ALEXIS & FIDO SOY IGUAL QUE TU	SONY BMG NORTE	167 -17	1,035	22
14	12	7	WISIN & YANDEL AHORA ES	MACHETE	156 -20	2,387	7
15	14	26	WISIN & YANDEL SEXY MOVIMIENTO	MACHETE	151 -19	1,080	21
16	18	6	N'KLABE EL DIA DE TU SUERTE (HOY)	NU LIFE/MACHETE	149 +3	2,134	8
17	20	10	ENRIQUE IGLESIAS DONDE ESTAN CORAZON	UNIVERSAL LATINO	148 +5	1,671	11
18	11	21	LOS HERMANOS ROSARIO ALO	M.P./JVN/J&N	148 -29	0,719	30
19	23	15	XTREME FEATURING ADRIENNE NO ME DIGAS QUE NO	LA CALLE/UNIVISION	142 +10	0,775	28
20	21	7	GILBERTO SANTA ROSA NO TE VAYAS	SONY BMG NORTE	141 -1	0,925	24
21	15	8	TITO "EL BAMBINO" EN LA DISCO	EMI TELEVISION	135 -8	0,350	-
22	24	23	FRANK REYES AMOR DESPERDIADO	M.P./JVN/J&N	132 +4	3,327	3
23	35	10	ANDY ANDY ME VAS A PERDER	EMI TELEVISION	123 +39	1,143	18
24	22	10	EL GRAN COMBO DE PUERTO RICO YO NO MENDIGO AMOR	SONY BMG NORTE	122 -20	0,684	33
25	25	4	JUAN LUIS GUERRA Y 440 COMO YO	EMI TELEVISION	119 -7	0,716	31
26	29	2	EL CHAVAL DONDE ESTAN ESOS AMIGOS	MAS	104 +3	1,872	10
27	27	5	MARC ANTHONY EL DIA DE SUERTE	SONY BMG NORTE	104 -1	0,562	35
28	34	2	MANA SI NO TE HUBIERAS IDO	WARNER LATINA	99 +14	1,924	9
29	28	20	TITO ROJAS DIGAME SENORA	M.P./JVN/J&N	99 -5	0,905	25
30	26	13	MARLON LA BILIRUBINA	LA CALLE/UNIVISION	97 -10	0,751	29

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	3	13	WISIN & YANDEL AHORA ES	MACHETE	420 +17	5,020	1
2	1	24	FLEX TE QUIERO	EMI TELEVISION	417 +28	4,467	2
3	2	21	AVENTURA EL PERDEDOR	PREMIUM LATIN	369 -15	3,741	6
4	4	10	ANGEL & KHRIZ LA VECINA	VII/MACHETE	322 -52	3,821	3
5	5	21	ALEXIS & FIDO SOY IGUAL QUE TU	SONY BMG NORTE	288 -26	3,766	5
6	8	42	LA FACTORIA PERDONAME	UNIVERSAL LATINO	253 +6	3,413	7
7	6	26	DON OMAR CANCION DE AMOR	VII/MACHETE	220 -15	1,260	29
8	7	10	ENRIQUE IGLESIAS DONDE ESTAN CORAZON	UNIVERSAL LATINO	215 -18	0,937	37
9	10	26	WISIN & YANDEL SEXY MOVIMIENTO	MACHETE	207 +21	3,767	4
10	9	14	JUANES GOTAS DE AGUA DULCE	UNIVERSAL LATINO	202 -7	0,761	-
11	14	9	JOWELL & RANDY LET'S DO IT	WARNER LATINA	186 +5	1,957	11
12	24	4	TONY DIZE PERMITAME	AIRPOWER/MOST INCREASED PLAYS/MOST ADDED WY/MACHETE	183 +67	3,395	8
13	12	3	MANA SI NO TE HUBIERAS IDO	WARNER LATINA	173 +2	1,046	31
14	13	9	KUMBIA ALL STARZ FEATURING FLEX POR TI BABY	EMI TELEVISION	171 -20	0,767	-
15	19	8	ERRE XI CARITA BONITA	MAS FLOW/MACHETE	168 +5	1,846	16
16	11	18	XTREME FEATURING ADRIENNE NO ME DIGAS QUE NO	LA CALLE/UNIVISION	144 +2	1,311	27
17	15	23	PITBULL FEATURING LIL JON THE ANTHEM	FAMOUS ARTISTS/TVT	140 -19	1,864	15
18	18	6	BELANOVA CADA QUE...	UNIVERSAL LATINO	137 0	0,479	-
19	23	17	FLO RIDA FEATURING T-PAIN LOW	POE BOY/ATLANTIC	136 -9	1,734	20
20	21	12	RIHANNA DON'T STOP THE MUSIC	SRP/DEF JAM/IDJMG	135 +6	1,931	13
21	22	7	CAMILA YO QUIERO	SONY BMG NORTE	135 -14	0,490	-
22	28	4	YOMO TU TE LAS TRAE	BLACK PEARL	118 +17	1,615	23
23	32	20	VOLTIO FEATURING JOWELL Y RANDY PONMELA	SONY BMG NORTE	114 +25	0,919	38
24	16	5	DADDY YANKEE SOMOS DE CALLE	EL CARTEL/INTERSCOPE	112 -30	1,096	30
25	30	4	J-KING & MAXIMAN EN LA DISCO	BLACK LION	105 +15	1,738	19
26	29	18	NEJO Y DALMATA ALGO MUSICAL	UMS/UNIVERSAL LATINO	104 +5	0,870	40
27	27	4	WEBBIE, LIL' PHAT & LIL' BOOSIE INDEPENDENT	TRILL/ASYLUM/ATLANTIC	102 -1	1,969	10
28	26	3	KANY GARCIA AMIGO EN EL BANO	SONY BMG NORTE	97 +9	0,429	-
29	31	5	BABY RANKS DE FUGA	STAR-DOME LATINO	90 0	0,998	34
30	36	3	MARIAH CAREY TOUCH MY BODY	ISLAND/IDJMG	87 +13	2,259	9

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL
1	2	12	DISIDENTE ENEMIGO	PISTOLERO/V&J
2	1	17	MOTEL Y TE VAS	WARNER LATINA
3	17	5	MOTEL UNO, DOS, TRES	WARNER LATINA
4	7	28	CAFE TACVBA VOLVER A COMENZAR	UNIVERSAL LATINO
5	5	14	BELANOVA CADA QUE...	UNIVERSAL LATINO
6	6	20	MANU CHAO ME LLAMAN CALLE	BECAUSE/NACIONAL
7	9	6	CIRCO ALGUIEN	SONY BMG NORTE
8	4	8	SEÑOR FLAVIO MALITO	NACIONAL
9	3	7	TODOS TUS MUERTOS ANDATE	NACIONAL
10	8	6	DON TETTO HA VUELTO A SUCEDER	786/CABEZA DE RATON
11	11	4	MONTE NEGRO ME DUELE NO ESTAR JUNTO A TI	FEED THE HUNGRY
12	NEW		TURBO IMPORTA POP	PISTOLERO/V&J
13	18	15	ALEJANDRA GUZMAN SOY SOLO UN SECRETO	EMI TELEVISION
14	14	4	CECI BASTIDA YA ME VOY	NOT LISTED
15	15	23	PASTILLA COLORES	SONY BMG NORTE
16	RE-ENTRY		LOS MONO PROMESAS	SONIC 360
17	NEW		DJ BITMAN TROPILOVE	NACIONAL
18	NEW		PORTER VAQUERO GALACTICO	TERCER PISO
19	NEW		JORGE VILLAMIZAR NINGUNA	WARNER LATINA
20	NEW		CHAMBAO PAPELES MOJADOS	SONY BMG NORTE

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

R&R NATIONAL AIRPLAY OVERVIEW

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

The Billboard 200 is based on a national sample of retail stores, mass merchant, direct-to-consumer transactions and internet sales. Both physical albums and internet sales will be downloaded albums from such services as iTunes. Hot Digital Songs - The top 75 paid download songs sold via the internet.

Billboard TOP ALBUMS

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	CERT.	PEAK POSITION
1	1	1	LEONA LEWIS	Spirit		1
2	1	2	GEORGE STRAIT	Troubadour		1
3	NEW	1	JAMES OTTO	Sunset Man		3
4	3	5	VARIOUS ARTISTS	NOW 27		5
5	2	2	R.E.M.	Accelerate		2
6	5	16	SOUNDTRACK	Alvin And The Chipmunks		5
7	NEW	1	RAY J	All I Feel		7
8	9	6	RICK ROSS	Trilla		8
9	NEW	1	P.O.D.	When Angels & Serpents Dance		9
10	7	4	DANITY KANE	Welcome To The Dollhouse		10
11	RE-ENTRY	4	VARIOUS ARTISTS	A Body + Soul Collection: Midnight Fire		11
12	12	2	PANIC AT THE DISCO	Pretty Odd		2
13	16	14	TAYLOR SWIFT	Taylor Swift		5
14	NEW	1	NINE INCH NAILS	Ghosts I-IV		14
15	13	10	JACK JOHNSON	Sleep Through The Static		1
16	36	27	GREATEST GAINER DAUGHTRY	Daughtry		3
17	31	25	JORDIN SPARKS	Jordin Sparks		10
18	4	1	DAY26	DAY26		1
19	3	3	COUNTING CROWS	Saturday Nights & Sunday Mornings		3
20	18	7	THE RACONTEURS	Consolers Of The Lonely		18
21	17	10	SARA BAREILLES	Little Voice		7
22	15	9	FLO RIDA	Mail On Sunday		4
23	25	19	JONAS BROTHERS	Jonas Brothers		5
24	24	17	ALICIA KEYS	As I Am		3
25	29	23	MILEY CYRUS	Hannah Montana 2 (Soundtrack)/Meet Miley Cyrus		3

Billboard HOT DIGITAL SONGS

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	CERT.	THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	CERT.
1	1	8	BLEEDING LOVE	LEONA LEWIS (SYCO/J/RMG)		26	23	14	INDEPENDENT	WEBBIE, LIL' PHAT & LIL' BOOSIE (TRILLA/ASYLUM)	
2	1	3	4 MINUTES	MADONNA FEAT. JUSTIN TIMBERLAKE (WARNER BROS.)		17	15	11	NEW SOUL	YAEI NAIM (TOT JO TARD/ATLANTIC)	
3	3	4	LOLLIPOP	LIL WAYNE FEAT. STATIC MAJOR (CASH MONEY/UNIVERSAL MOTOWN)		28	22	5	SHAWTY GET LOOSE	LIL MAMA FEAT. CHRIS BROWN & T-PAIN (FAMILIAR FACES/JIVE/ZOMBA)	
4	5	14	NO AIR	JORDIN SPARKS DUET WITH CHRIS BROWN (JIVE/ZOMBA)		29	28	18	SORRY	BUCKCHERRY (ELEVEN SEVEN/ATLANTIC/RIP)	
5	7	9	SEXY CAN I	RAY J & YUNG BORG (KNOCKOUT/DEJA 34/KOCH/EPIC)		30	24	12	WHEN YOU LOOK ME IN THE EYES	JONAS BROTHERS (HOLLYWOOD)	
6	4	3	TOUCH MY BODY	MARIAH CAREY (ISLAND/IDJMG)		31	29	12	REALIZE	COLBIE CAILLAT (UNIVERSAL REPUBLIC)	
7	5	7	LOVE IN THIS CLUB	USHER FEAT. YOUNG JEEZY (JIVE/ZOMBA)		32	27	3	BUST IT BABY (PART 2)	PLIES FEAT. NE-YO (BIG GATES/SLIP-N-SLIDE/ATLANTIC)	
8	1	1	WHAT ABOUT NOW	DAUGHTRY (RCA/RMG)		33	31	29	OUR SONG	TAYLOR SWIFT (BIG MACHINE)	
9	10	19	SEE YOU AGAIN	MILEY CYRUS (HOLLYWOOD)		34	26	37	APOLOGIZE	TIMBALAND FEAT. ONE REPUBLIC (MOSLEY/BLACKGROUND/INTERSCOPE)	
10	1	1	PRAYING FOR TIME	CARRIE UNDERWOOD (FREMANTLE/19)		35	49	5	BREAK THE ICE	BRITNEY SPEARS (JIVE/ZOMBA)	
11	1	1	SOMEWHERE OVER THE RAINBOW	ISRAEL 'IZ KAMAKAWIWO OLE (BIG BOY/MOUNTAIN APPLE)		36	17	4	YOU'RE GONNA MISS THIS	TRACE ADKINS (CAPITOL NASHVILLE)	
12	11	23	LOW	FLO RIDA FEAT. T-PAIN (PDE BOY/ATLANTIC)	3	37	32	26	NEVER TOO LATE	THREE DAYS GRACE (JIVE/ZOMBA)	
13	12	23	LOVE SONG	SARA BAREILLES (EPIC)	2	38	40	29	TATTOO	JORDIN SPARKS (JIVE/ZOMBA)	
14	18	19	DON'T STOP THE MUSIC	RIHANNA (SRP/DEF JAM/IDJMG)		39	-	1	MANY RIVERS TO CROSS	ANNIE LENNOX (FREMANTLE/19)	
15	1	1	SHOUT TO THE LORD	AMERICAN IDOL TOP 8 (FREMANTLE/19)		40	34	11	WHATEVER IT TAKES	LIFEHOUSE (GEFFEN/INTERSCOPE)	
16	9	16	STOP AND STARE	ONE REPUBLIC (MOSLEY/INTERSCOPE)		41	41	11	YAH!!!	SOUJIA BOY TELL EM FEAT. ARAB (COLLIPARK/INTERSCOPE)	
17	16	8	POCKETFUL OF SUNSHINE	NATASHA BEDIINGFIELD (PHONOGENI/EPIC)		42	36	5	THE BOSS	RICK ROSS FEAT. T-PAIN (SLIP-N-SLIDE/DEF JAM/IDJMG)	
18	13	5	DAMAGED	DANITY KANE (BAD BOY/ATLANTIC)		43	50	10	FEELS LIKE TONIGHT	DAUGHTRY (RCA/RMG)	
19	19	20	WITH YOU	CHRIS BROWN (JIVE/ZOMBA)		44	44	8	KILLA	CHERISH FEAT. YUNG JOC (MUSIC LINE/CAPITOL)	
20	21	17	SUPERSTAR	LUPE FIASCO FEAT. MATTHEW SANTOS (1ST & 15TH/ATLANTIC)		45	35	22	SHADOW OF THE DAY	LINKIN PARK (WARNER BROS.)	
21	20	8	ELEVATOR	FLO RIDA FEAT. TIMBALAND (PDE BOY/ATLANTIC)		46	68	2	SHAKE IT	METRO STATION (RED INK/RED/COLUMBIA)	
22	25	10	NINE IN THE AFTERNOON	PANIC AT THE DISCO (DECAY/DANCE/FUELED BY RAMEN/RRP)		47	43	31	NO ONE	ALICIA KEYS (MBK/J/RMG)	
23	4	3	BEAT IT	FALL OUT BOY FEAT. JOHN MAYER (FUELED BY RAMEN/ISLAND/IDJMG)		48	38	51	TEARDROPS ON MY GUITAR	TAYLOR SWIFT (BIG MACHINE)	
24	-	-	BETTER IN TIME	LEONA LEWIS (SYCO/J/RMG)		49	42	12	ALL-AMERICAN GIRL	CARRIE UNDERWOOD (ARISTA/ARISTA NASHVILLE)	
25	30	15	SAY	JOHN MAYER (AWARE/COLUMBIA)		50	45	-	PICTURE TO BURN	TAYLOR SWIFT (BIG MACHINE)	

VIDEO CHANNELS

MTV
Sr. VP/Music & Talent: Amy Doyle
VP/Music & Talent: Peter Baron
Viacom 212-258-8000

	TW	LW
1	Usher, Love In This Club	6 0
2	Madonna, 4 Minutes	6 0
3	Jordin Sparks Duet With Chris Brown, No Air	5 2
4	Rick Ross, The Boss	3 2
5	Britney Spears, Break The Ice	5 5
6	DAY26, Got Me Going	5 6
7	Danity Kane, Damaged	5 9
8	Lil Wayne, Lollipop	1 7
9	All Time Low, Dear Maria, Count Me In	4 5
10	Ray J & Yung Berg, Sexy Can I	3 0
11	Jonas Brothers, When You Look Me In The Eyes	3 1
12	Flo Rida, Elevator	2 2
13	30 Seconds To Mars, A Beautiful Lie	3 2
14	Leona Lewis, Bleeding Love	3 5
15	Method Man, I'll Be There For You/You're So Beautiful	2 0
16	John Mayer, Say	1 7
17	Mobb Deep, Shook Ones	2 0
18	Eminem, Lose Yourself	2 0
19	Gnarls Barkley, Run	2 2
20	Lil Mama, Slide/Def Jam	2 4
21	Secondhand Serenade, Fall For You	2 3
22	Snoop Dogg, Life Of Da Party	2 3
23	Tokio Hotel, Ready, Set, Go!	2 4
24	Janet, Rock With U	1 7
25	Colbie Caillat, Realize	1 0
26	Dirty, Dirty	1 0
27	Kid Sister, Pro Nails	1 0
28	Lupe Fiasco, Superstar	1 0
29	Wyclef Jean, Fast Car	1 0
30	Paramore, That's What You Get	1 0
A+	Usher, Love In This Club	6 0
A+	Madonna, 4 Minutes	6 0

VH1
Exec. VP/Talent & Music: Rick Krim
Sr. VP/Music & Talent: Bruce Gilmer
VP/Music & Talent: Sandy Aouate
Viacom 212-258-7800

	TW	LW
1	Leona Lewis, Bleeding Love	38 38
2	Buckcherry, Sorry	23 21
3	Sara Bareilles, Love Song	22 23
4	Lifehouse, Whatever It Takes	21 19
5	Alicia Keys, Like You'll Never See Me	21 26
6	Daughtry, Feels Like Tonight	20 19
7	OneRepublic, Stop And Stare	20 20
8	Mariah Carey, Touch My Body	20 20
9	Madonna, 4 Minutes	18 0
10	Colbie Caillat, Realize	18 17
11	Jordin Sparks Duet With Chris Brown, No Air	18 17
12	Maroon 5, Won't Go Home Without You	17 14
13	Duffy, Mercy	17 14
14	Usher, Love In This Club	16 0
15	matchbox twenty, These Hard Times	15 14
16	John Mayer, Say	15 13
17	Sheryl Crow, Love Is Free	13 14
18	Glenn Hansard & Marketa Irglova, Falling	13 15
19	Three Days Grace, Never Too Late	13 17
20	Formo, Holywoodland	13 17
21	Augustana, Sweet And Low	13 17
22	Lupe Fiasco, Superstar	10 12
23	Counting Crows, You Can't Count On Me	9 9
24	Yael Naim, Hey Soul	9 9
25	Foo Fighters, Long Road To Ruin	9 15
26	Dirty, Dirty	8 5
27	R.E.M., Supernatural Superstitions	8 9
28	John Mayer, Say	8 10
29	George Michael, An Easter Affair	7 0
30	Gnarls Barkley, Run	6 12
A+	Madonna, 4 Minutes	18 0
A+	Usher, Love In This Club	16 0
A+	Augustana, Sweet And Low	10 3

BET
VP/Music Prog: Stephen Hill
MD: Kelly G
Viacom 212-975-4055

	TW	LW
1	Lil Wayne, Lollipop	20 19
2	Usher, Love In This Club	18 0
3	Ray J & Yung Berg, Sexy Can I	15 14
4	Flo Rida, Elevator	14 15
5	Mariah Carey, Touch My Body	12 12
6	Mike Jones, Drop And Gimme 50	12 12
7	Rahsaan DeVaughn, Customer	11 9
8	Snoop Dogg, Life Of Da Party	11 12
9	Jordin Sparks Duet With Chris Brown, No Air	11 12
10	DAY26, Got Me Going	10 7
11	Shawty Lo, Day Know	10 4
12	V.I.C., Get Silly	10 6
13	Rick Ross, The Boss	10 14
14	Ashanti, The Way That I Love You	9 13
15	Rocko, Umma Do Me	8 5
16	The Dream, Faisa	8 8
17	Fat Joe, I Won't Tell	8 8
18	Flo Rida, Low	7 0
19	J. Holiday, Suffocate	7 3
20	Trey Songz, Last Time	6 3
21	Kellie Pickler, I Wonder	6 3
22	Lil Mama, Slide/Def Jam	6 5
23	Chris Brown, With You	6 8
24	Sheek Louch, Good Love	6 9
25	Keyshia Cole, Let It Go	6 9
26	Jon J. Aronson, Crank Dat Batman	5 0
27	Lil Boosie, Wipe Me Down	5 0
28	Lupe Fiasco, Hip-Hop Saved My Life	5 3
29	Soulja Boy Tell Em, YAHHH!	5 5
30	Janet, Rock With U	5 5
A+	Usher, Love In This Club	18 0
A+	DAY26, Got Me Going	10 4
A+	Trey Songz, Last Time	6 3

Great American Country
MD: Tony Trivato
Scraps 615-327-7525

	TW	LW
1	James Otto, Just Got Started Lovin' You	31 24
2	Lady Antebellum, Love Don't Live Here	30 24
3	Phil Vassar, Love Is A Beautiful Thing	29 21
4	Bucky Covington, It's Good To Be Us	29 24
5	Carrie Underwood, All-American Girl	28 24
6	Trace Adkins, You're Gonna Miss This	28 24
7	Alan Jackson, Small Town Southern Man	27 25
8	Jason Aldean, Laughed Until We Cried	26 24
9	Taylor Swift, Picture To Burn	26 26
10	Trace Adkins, You're Gonna Miss This	26 16
11	Brad Paisley, Letter To Me	24 21
12	Joe Nichols, It Ain't No Crime	24 23
13	Blake Shelton, Home	23 0
14	Gary Allan, Watching Airplanes	23 22
15	Trisha Yearwood, This Is Me/You're Talking	21 28
16	Jewel, Stronger Woman	20 17
17	Clay Walker, Fall	20 19
18	Garth Brooks, Midnight Sun	20 29
19	Taylor Swift, I'm Only Me When I'm Dancin'	19 19
20	Diaries Bentley, Trying To Stop You	19 26
21	Kenny Chesney, Don't Blink	18 13
22	Billy Ray Cyrus With Miley Cyrus, Ready, Set, Go!	17 17
23	LeAnn Rimes, Good Friend And A Glass	13 7
24	Ashlan Shepherd, Talkin' Off This Pan	13 17
25	Mica Roberts, Things A Mama Don't Do	12 13
26	Miranda Lambert, Gunpowder & Lead	11 0
27	Josh Gracin, We Weren't Crazy	11 0
28	Diaries Bentley, Free And Easy/Down In The South	11 1
29	Jason Michael Carter, I Will Possess Your Heart	11 2
30	Montgomery Gentry, What Do Ya Think	11 7
A+	Blake Shelton, Home	23 0
A+	Miranda Lambert, Gunpowder & Lead	11 0
A+	Josh Gracin, We Weren't Crazy	11 0

MTV2
Sr. VP/Music & Talent: Amy Doyle
VP/Music & Talent: Peter Baron
Viacom 212-258-8000

	TW	LW
1	Usher, Love In This Club	15 0
2	Method Man, I'll Be There For You/You're So Beautiful	9 9
3	30 Seconds To Mars, A Beautiful Lie	9 11
4	We The Kings, Check Out Juliet	9 11
5	Shawty Lo, Durn, Durn	8 9
6	Tokio Hotel, Ready, Set, Go!	8 9
7	Rick Ross, The Boss	8 10
8	Paramore, That's What You Get	7 6
9	All Time Low, Dear Maria, Count Me In	7 8
10	Jason Michael Carter, I Will Possess Your Heart	7 8
11	Shawty Lo, Fooksh	6 5
12	Sheek Louch, Good Love	6 7
13	Ray J & Yung Berg, Sexy Can I	6 7
14	Lil Wayne, Lollipop	6 7
15	Against Me!, Stop	6 8
16	Black Tide, Shockwave	6 8
17	2 Pac, Keep Ya Head Up	6 8
18	Dirty, Dirty	6 8
19	Ice Cube, I Was A Good Day	5 2
20	Z-Pac, Keep Ya Head Up	5 2
21	The Notorious B.I.G., Warning	5 2
22	Gnarls Barkley, Run	5 4
23	Snoop Dogg, Life Of Da Party	5 6
24	Linkin Park, Given Up	5 8
25	The Bravery, Believe	5 8
26	George Lamont, Seven Spanish Angels	5 9
27	Seether, Rise Above This	5 10
28	Flo Rida, Elevator	5 11
29	Bianca Brinkley, Ladies	4 2
30	N.W.A., Exorciss Yourself	4 2
A+	Usher, Love In This Club	15 0
A+	Death Cab For Cutie, I Will Possess Your Heart	6 0

FUSE
Dir. Pmg. Janis Untertweiser
Rainbow-Media 212-324-3416

	TW	LW
1	Panic At The Disco, Nine In The Afternoon	21 20
2	Trace Adkins, You're Gonna Miss This	20 20
3	OneRepublic, Stop And Stare	18 16
4	30 Seconds To Mars, A Beautiful Lie	17 12
5	Averaged Sevenfold, Afterlife	17 15
6	Lupe Fiasco, Superstar	17 12
7	Paramore, That's What You Get	16 15
8	Foo Fighters, Long Road To Ruin	16 15
9	Linkin Park, Given Up	16 19
10	Aron, Falling Down	16 12
11	Ray J & Yung Berg, Sexy Can I	15 11
12	Buckcherry, Sorry	15 17
13		

R&R OPPORTUNITIES

OPPORTUNITIES

NATIONAL



Connoisseur Media is looking for general managers for our current and growing portfolio of radio stations. Our management team is results driven, focused on long-term value creation and poised to succeed in both traditional broadcasting and digital media. Visit www.connoisseurmedia.com to learn more about our dynamic and growing platform. Send résumé to Peter Kosann at pkosann@connco.com.

EAST



MIDDAY TALENT

WPLJ is looking for a gifted communicator, with 3-5 years experience, who can entertain the tri-state area middays on Citadel Broadcasting's flagship FM station in NYC. If that's you, rush your résumé & CD air check (no mp3s) to:

Tom Cuddy
VP/Programming
WPLJ-FM
2 Penn Plaza
New York, NY 10121

No calls. EOE.



America's Premiere radio station, B101 Philadelphia has a morning opportunity of a lifetime! We're expanding our show to include a real person who is funny, outgoing and trustworthy. Do you see the world's cup as half-full and find humor in nearly everything you see? Are you honest with life and can be honest with the audience? You must always be prepared, plugged into pop culture and be a positive B101 ambassador. Are you strategic and open to direction? Send us your package. Opportunity@B101Radio.com or 10 Presidential Blvd., Bala Cynwyd, PA 19004 EOE

SOUTH



ABC Radio Networks is searching for a Director of Programming for the Hispanic division. If you have 7+ years experience managing programming, developing and implementing new programs, recruiting/managing staff and achieve coverage and ratings, send résumé to Elisa.Torres@Citcomm.com. Must be fully bilingual Spanish-English and have full knowledge of Arbitron and Research tools, as well as Microsoft Office.

POSITIONS SOUGHT

HIGHLY EXPERIENCED RADIO ENGINEER seeks temporary assignments anywhere! Station construction, systems integration, troubleshooting, maintenance, training. Bill Elliott, 305-230-6834. Email: billelliott@3DSJ.com.

Light and airy, with ability to build instant rapport! Smooth, easy-going style, and voice. Seeking on-air positions. Ketra Weeks 972-230-9118 ketraweeks@aol.com.

Tired of the beach - 8+ Radio vet looking to relocate. Experience in: AC, Rock, Classic, Country, websites and IT work to! Visit www.bogointeractive.com.

Dependable, energetic, detail oriented, goes the extra mile to make the team successful. Embraces challenges, follows directions. Thadeus 972-266-7323 thadeus.steele@yahoo.com.

Legendary Pajama Bar hosted by Jimi B. Theatre of the mind radio looking now. Please request demo via pajamabar@excite.com.

Bilingual, with creative copy and on-air delivery. Industrious, and extremely reliable Plus very detail/deadline oriented Juan Adame 214-779-3207 yohnna@yahoo.com.

Strong news, sports, talk writing/delivery. Solid Prep, technical and board-op skills. Able to adapt to different environments. David 817-372-7764 davidmdrd@yahoo.com.

22 plus years on air experience throughout Northeast, Southeast and West Coast. Plenty of seasoning and very conversational with news experience too!!! E-mail fmdjay@yahoo.com cell 760-519-5969.

Traffic Manager with 12 years exp seeks position in Radio/TV/Entertainment Industry in NY Area only Summer2007NJ@yahoo.com.

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

Hardworking disciplined well-trained broadcaster with top 5-market experience looking to move on to own show. E-mail me: jpfalcetta@yahoo.com.

Locutor con 30+ años experiencia. Busca trabajo don-dequiera en los Estados Unidos. Musica, Noticio y experiencia del programa. Llame a Jorge Capdevila. 813-446-0227. capdevila.jorge@yahoo.com.

Personality with 30+ years experience. Looking for work anywhere in the United States. Music, News and program experience. Call Jorge 813-446-0227. capdevila.jorge@yahoo.com.

Over 10 years in multiple formats - I Get Radio. Résumé, head shot, demos - www.getgeoffmoore.com.

MARKETPLACE ADVERTISING



Payable in advance. Order must be typed and accompanied by payment. Visa/MC/AMEX accepted. One inch minimum, additional space up to six inches available in increments of one inch. Rates for R&R Marketplace (per inch):

1 Time	\$95.00
6 Insertions	\$90.00
13 Insertions	\$85.00
26 Insertions	\$75.00
51 Insertions	\$70.00

Marketplace

(323) 954-3434
Fax: (323) 954-3411
email: rcorrea@radioandrecords.com

R&R Opportunities Advertising

1x	2X
\$200/inch	\$150/inch

Rates are per week (maximum 35 words per inch including heading). All ads appear on the R&R website, choice of Street Talk Daily or R&R Today daily e-mailed newsletter, and the magazine.

Blind Box: add \$50

The R&R address and your box number adds 12 words to your ad. Regular Opportunities rates apply to Blind Box ads, but a \$50 service charge is added for shipping and handling.

Positions Sought: \$50/inch

Individuals seeking employment may run ads in the Positions Sought section at the special rate of \$50/inch.

R&R THE BACK PAGES

POWERED BY **nielsen** BDS

DMS DIGITAL DOWNLOADS AVAILABLE AT DMS.COM

CHR/TOP 40					
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL
1	1	15	SARA BAREILLES LOVE SONG	NO. 1 (3 WKS)	11 ² ☆ EPIC
2	1	12	JORDIN SPARKS DUET WITH CHRIS BROWN NO AIR		11 ☆ 19/JIVE/ZOMBA
3	6	8	LEONA LEWIS BLEEDING LOVE	MOST INCREASED PLAYS	SYCO/J/RMG
4	2	17	CHRIS BROWN WITH YOU		11 ² ☆ JIVE/ZOMBA
5	4	18	MILEY CYRUS SEE YOU AGAIN		11 ☆ HOLLYWOOD
6	9	8	USHER FEATURING YOUNG JEEZY LOVE IN THIS CLUB		11 LAFACE/ZOMBA
7	5	23	FLO RIDA FEATURING T-PAIN LOW		11 ³ POE BOY/ATLANTIC
8	10	9	MARIAH CAREY TOUCH MY BODY		11 ISLAND/IDJMG
9	7	22	BUCKCHERRY SORRY		11 ☆ ELEVEN SEVEN/ATLANTIC
10	11	19	ONEREPUBLIC STOP AND STARE		11 MOSLEY/INTERSCOPE

NO. 1 MOST ADDED

3 DOORS DOWN It's Not My Time (UNIVERSAL REPUBLIC)

NO. 1 MOST INCREASED PLAYS

LEONA LEWIS Bleeding Love (SYCO/J/RMG)

TOP 5 NEW AND ACTIVE

JOHN MAYER Say (AWARE/COLUMBIA)

COLBY O'DONIS FEAT. AKON What You Got (KONLIVE/GEFFEN/INTERSCOPE)

SEAN KINGSTON FEAT. THE DEY & JUELZ SANTANA There's Nothin' (BELUGA HEIGHTS/EPIC)

PANIC AT THE DISCO Nine In The Afternoon (DECAYDANCE/FUELED BY RAMEN/RRP)

PITBULL FEAT. LIL JON The Anthem (FAMOUS ARTISTS/TVT)

COMPLETE CHR/TOP 40 CHART ON PAGE 25

RHYTHMIC					
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL
1	1	12	RAY J & YUNG BERG SEXY CAN I	NO. 1 (2 WKS)	11 ² ☆ KNOCKOUT/DEJA 34/KOCH/EPIC
2	2	9	USHER FEATURING YOUNG JEEZY LOVE IN THIS CLUB		11 ☆ LAFACE/ZOMBA
3	3	9	MARIAH CAREY TOUCH MY BODY		11 ☆ ISLAND/IDJMG
4	9	4	LIL WAYNE FEATURING STATIC MAJOR LOLLIPOP	MOST INCREASED PLAYS	☆ CASH MONEY/UNIVERSAL MOTOWN
5	10	4	COLBY O'DONIS FEATURING AKON WHAT YOU GOT		☆ KONLIVE/GEFFEN/INTERSCOPE
6	4	19	CHRIS BROWN WITH YOU		11 ² ☆ JIVE/ZOMBA
7	7	13	2 PISTOLS FEATURING T-PAIN & TAY DIZM SHE GOT IT		☆ UNIVERSAL REPUBLIC
8	10	9	JORDIN SPARKS DUET WITH CHRIS BROWN NO AIR		11 ☆ 19/JIVE/ZOMBA
9	6	31	FLO RIDA FEATURING T-PAIN LOW		11 ³ POE BOY/ATLANTIC
10	8	19	WEBBIE, LIL' PHAT & LIL' BOOSIE INDEPENDENT		11 TRILL/ASYLUM/ATLANTIC

NO. 1 MOST ADDED

NELLY FEAT. FERGIE Party People (DERRTY/UNIVERSAL MOTOWN)

NO. 1 MOST INCREASED PLAYS

LIL WAYNE FEAT. STATIC MAJOR Lollipop (CASH MONEY/UNIVERSAL MOTOWN)

TOP 5 NEW AND ACTIVE

NE-YO Closer (DEF JAM/IDJMG)

ASHANTI The Way That I Love You (THE INC./UNIVERSAL MOTOWN)

RIHANNA Take A Bow (SRP/DEF JAM/IDJMG)

ICE CUBE Gangsta Rap Made Me Do It (LENCH MOB)

ESTELLE FEAT. KANYE WEST American Boy (HOME SCHOOL/ATLANTIC)

COMPLETE RHYTHMIC CHART ON PAGE 28

URBAN					
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL
1	1	9	USHER FEATURING YOUNG JEEZY LOVE IN THIS CLUB	NO. 1 (4 WKS)	11 ☆ LAFACE/ZOMBA
2	2	12	RAY J & YUNG BERG SEXY CAN I		11 ☆ KNOCKOUT/DEJA 34/EPIC/KOCH
3	5	4	LIL WAYNE FEAT. STATIC MAJOR LOLLIPOP	MOST INCREASED PLAYS	☆ CASH MONEY/UNIVERSAL MOTOWN
4	3	9	MARIAH CAREY TOUCH MY BODY		11 ☆ ISLAND/IDJMG
5	6	11	RICK ROSS FEATURING T-PAIN THE BOSS		11 ☆ SLIP-N-SLIDE/DEF JAM/IDJMG
6	4	18	THE-DREAM FALSETTO		11 ☆ RADIO KILLA/DEF JAM/IDJMG
7	11	11	2 PISTOLS FEATURING T-PAIN & TAY DIZM SHE GOT IT		11 ☆ UNIVERSAL REPUBLIC
8	14	7	ASHANTI THE WAY THAT I LOVE YOU		11 ☆ THE INC./UNIVERSAL MOTOWN
9	7	21	SHAWTY LO DEY KNOW		11 ☆ D4L/ASYLUM
10	10	18	ROCKO UMMA DO ME		11 ☆ ROCKY ROAD/ISLAND URBAN/IDJMG

NO. 1 MOST ADDED

KEYSHIA COLE Heaven Sent (IMANI/GEFFEN/INTERSCOPE)

NO. 1 MOST INCREASED PLAYS

LIL WAYNE FEAT. STATIC MAJOR Lollipop (CASH MONEY/UNIVERSAL MOTOWN)

TOP 5 NEW AND ACTIVE

MARIO Music For Love (3RD STREET/J/RMG)

ONE CHANCE U Cant (J/RMG)

V.I.C. Get Silly (YOUNG MUGUL/WARNER BROS.)

SEAN KINGSTON FEAT. THE DEY & JUELZ SANTANA There's Nothin' (BELUGA HEIGHTS/EPIC)

ESTELLE FEAT. KANYE WEST American Boy (HOME SCHOOL/ATLANTIC)

COMPLETE URBAN CHART ON PAGE 30

URBAN AC					
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL
1	2	29	RAHEEM DEVAUGHN WOMAN	NO. 1 (1 WK)	11 ☆ JIVE/ZOMBA
2	1	26	JAHEIM NEVER		11 ☆ DIVINE MILL/ATLANTIC
3	3	23	KEYSHIA COLE I REMEMBER		11 IMANI/GEFFEN/INTERSCOPE
4	4	23	ALICIA KEYS LIKE YOU'LL NEVER SEE ME AGAIN		11 MBK/J/RMG
5	5	27	MARY J. BLIGE JUST FINE		11 MATRIARCH/GEFFEN/INTERSCOPE
6	6	21	ERYKAH BADU HONEY		11 UNIVERSAL MOTOWN
7	8	9	MARIAH CAREY TOUCH MY BODY	MOST INCREASED PLAYS	11 ISLAND/IDJMG
8	7	13	ANGIE STONE SOMETIMES		11 STAX/CMG
9	9	12	KEITH SWEAT FEATURING PAISLEY BETTIS SUGA SUGA SUGA		11 KEIA/ATCO/RHINO
10	10	25	JILL SCOTT MY LOVE		11 HIDDEN BEACH

NO. 1 MOST ADDED

RAHSAAN PATTERSON Feels Good (ARTISTRY)

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)

MARY J. BLIGE Stay Down (MATRIARCH/GEFFEN/INTERSCOPE)

DWELE I'm Cheatin' (KOCH)

THE-DREAM Falsetto (RADIO KILLA/DEF JAM/IDJMG)

USHER FEAT. YOUNG JEEZY Love In This Club (LAFACE/ZOMBA)

COMPLETE URBAN AC CHART ON PAGE 31

COUNTRY					
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL
1	1	19	TRACE ADKINS YOU'RE GONNA MISS THIS	NO. 1 (3 WKS)	11 ☆ CAPITOL NASHVILLE
2	2	10	GEORGE STRAIT I SAW GOD TODAY		11 ☆ MCA NASHVILLE
3	4	26	JAMES OTTO JUST GOT STARTED LOVIN' YOU		11 ☆ RAYBOW/WARNER BROS./WARNER
4	3	39	CHRIS CAGLE WHAT KINDA GONE		11 ☆ CAPITOL NASHVILLE
5	5	14	TAYLOR SWIFT PICTURE TO BURN		11 ☆ BIG MACHINE
6	8	24	PHIL VASSAR LOVE IS A BEAUTIFUL THING		11 ☆ UNIVERSAL SOUTH
7	6	36	JASON ALDEAN LAUGHED UNTIL WE CRIED		11 ☆ BROKEN BOW
8	10	8	BRAD PAISLEY I'M STILL A GUY		11 ☆ ARISTA NASHVILLE
9	9	8	RASCAL FLATTS EVERY DAY		11 ☆ LYRIC STREET
10	7	23	ALAN JACKSON SMALL TOWN SOUTHERN MAN		11 ☆ ARISTA NASHVILLE

NO. 1 MOST ADDED

ALAN JACKSON Good Time (ARISTA NASHVILLE)

NO. 1 MOST INCREASED AUDIENCE

KENNY CHESNEY Better As A Memory (BNA)

TOP 5 NEW AND ACTIVE

ERIC CHURCH His Kind Of Money (My Kind Of Love) (CAPITOL NASHVILLE)

CHUCK WICKS All I Ever Wanted (RCA)

KID ROCK All Summer Long (TOP DOG/ATLANTIC)

JEFF BATES Don't Hate Me For Lovin' You (BLACK RIVER)

DARIUS RUCKER Don't Think I Don't Think About It (CAPITOL NASHVILLE)

COMPLETE COUNTRY CHART ON PAGE 44

AC					
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL
1	1	37	COLBIE CAILLAT BUBBLY	NO. 1 (16 WKS)	11 ³ ☆ UNIVERSAL REPUBLIC
2	4	14	SARA BAREILLES LOVE SONG	MOST INCREASED PLAYS	11 ² ☆ EPIC
3	2	14	MICHAEL BUBLE LOST		11 ☆ 143/REPRISE
4	3	42	FERGIE BIG GIRLS DON'T CRY		11 ⁵ ☆ WILL.I.AM/A&M/INTERSCOPE
5	5	24	TIMBALAND FEATURING ONEREPUBLIC APOLOGIZE		11 ⁴ ☆ MOSLEY/BLACKGROUND/INTERSCOPE
6	6	49	DAUGHTRY HOME		11 ⁴ ☆ RCA/RMG
7	7	16	TAYLOR SWIFT TEARDROPS ON MY GUITAR		11 ³ ☆ BIG MACHINE/UNIVERSAL REPUBLIC
8	8	36	PINK WHO KNEW		11 ³ ☆ LAFACE/ZOMBA
9	9	14	MICHAEL MCDONALD (YOUR LOVE KEEPS LIFTING ME) HIGHER AND HIGHER		11 ☆ UNIVERSAL MOTOWN
10	10	41	ELLIOTT YAMIN WAIT FOR YOU		11 ³ ☆ HICKORY/RED

NO. 1 MOST ADDED

LEONA LEWIS Bleeding Love (SYCO/J/RMG)

NO. 1 MOST INCREASED PLAYS

SARA BAREILLES Love Song (EPIC)

TOP 5 NEW AND ACTIVE

BUCKCHERRY Sorry (ELEVEN SEVEN/ATLANTIC/RRP)

PAULA ABDUL & RANDY JACKSON Dance Like There's No Tomorrow (DREAM MERCHANT 21/CMG)

MATCHBOX TWENTY These Hard Times (MELISMA/ATLANTIC)

FERGIE Clumsy (WILL.I.AM/A&M/INTERSCOPE)

SHERYL CROW Love Is Free (A&M/INTERSCOPE)

COMPLETE AC CHART ON PAGE 47

R&R THE BACK PAGES

POWERED BY **nielsen** BDS

DMDS DIGITAL DOWNLOADS AVAILABLE AT DMDS.COM

HOT AC					
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL
1	1	34	SARA BAREILLES LOVE SONG	NO. 1 (7 WKS)	11 ⁺ EPIC
2	2	14	DAUGHTRY FEELS LIKE TONIGHT		☆ RCA/RMG
3	3	27	BUCKCHERRY SORRY		11 ELEVEN SEVEN/ATLANTIC/RRP
4	4	23	LIFHOUSE WHATEVER IT TAKES		☆ GEFFEN/INTERSCOPE
5	5	18	MAROON 5 WON'T GO HOME WITHOUT YOU		A&M/OCTONE/INTERSCOPE
6	6	38	FINGER ELEVEN PARALYZER	11 ⁴	WIND-UP
7	7	17	JOHN MAYER SAY		AWARE/COLUMBIA
8	10	17	MATCHBOX TWENTY THESE HARD TIMES		☆ MELISMA/ATLANTIC
9	8	28	TIMBALAND FEATURING ONEREPUBLIC APOLOGIZE	11 ⁴ ☆	MOSLEY/BLACKGROUND/INTERSCOPE
10	9	25	LINKIN PARK SHADOW OF THE DAY	11 ² ☆	WARNER BROS.

NO. 1 MOST ADDED

LEONA LEWIS Bleeding Love (SYCO//RMC)

NO. 1 MOST INCREASED PLAYS

LEONA LEWIS Bleeding Love (SYCO//RMC)

TOP 5 NEW AND ACTIVE

KATE VOGUELE Only Fooling Myself (MYSPEACE/INTERSCOPE)

NATASHA BEDINGFIELD Pocketful Of Sunshine (PHONOGENIC/EPIC)

PANIC AT THE DISCO Nine In The Afternoon (DECAYDANCE/FUELED BY RAMEN/RRP)

THE B-52S Funplex (ASTRALWERKS/CAPITOL)

ANNA NALICK Shine (EPIC)

COMPLETE HOT AC CHART ON PAGE 48

SMOOTH JAZZ					
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL
1	1	12	KENNY G SAX-O-LOCO	NO. 1 (4 WKS)	STARBUCKS/CONCORD/CMG
2	4	13	JESSY J TEQUILA MOON		PEAK/CMG
3	2	17	EUGE GROOVE MR. GROOVE		NARADA JAZZ/BLG
4	5	24	EVERETTE HARP OLD SCHOOL		SHANACHIE
5	6	12	CHRIS STANDRING LOVE & PARAGRAPHS		ULTIMATE VIBE
6	3	23	PAUL HARCASLE LUCKY STAR		TRIPPIN' N' RHYTHM
7	9	16	PAUL BROWN OL' SKOOLIN'		PEAK/CMG
8	11	10	NORMAN BROWN POP'S COOL GROOVE		PEAK/CMG
9	8	11	MICHAEL McDONALD (YOUR LOVE KEEPS LIFTING ME) HIGHER AND HIGHER		UNIVERSAL MOTOWN
10	10	20	CHUCK LOEB WINDOW OF THE SOUL		HEADS UP

NO. 1 MOST ADDED

WAYMAN TISDALE Throwin' It Down (RENDEZVOUS)

NO. 1 MOST INCREASED PLAYS

MARCUS MILLER FEAT. CORINNE BAILEY RAE Free (3 DEUCES/CMG)

TOP 5 NEW AND ACTIVE

GERALD VEASLEY Slip N Slide (HEADS UP)

EARL KLUGH Driftin' (KOCH)

CHAKA KHAN One For All Time (BURGUNDY/COLUMBIA)

KIRK WHALUM Big Ol' Shoes (RENDEZVOUS)

JAY SOTO Stay Awhile (NUGROOVE)

COMPLETE SMOOTH JAZZ CHART ON PAGE 51

ALTERNATIVE					
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL
1	1	24	PUDDLE OF MUDD PSYCHO	NO. 1 (2 WKS)	FLAWLESS/GEFFEN/INTERSCOPE
2	3	8	SEETHER RISE ABOVE THIS		WIND-UP
3	4	12	ATREYU FALLING DOWN		☆ HOLLYWOOD
4	2	25	FOO FIGHTERS LONG ROAD TO RUIN		ROSWELL/RCA/RMG
5	5	28	THE BRAVERY BELIEVE		ISLAND/DJMG
6	6	8	3 DOORS DOWN IT'S NOT MY TIME		☆ UNIVERSAL REPUBLIC
7	11	3	THE RACONTEURS SALUTE YOUR SOLUTION		☆ THIRD MAN/WARNER BROS.
8	8	11	PANIC AT THE DISCO NINE IN THE AFTERNOON		☆ DECAYDANCE/FUELED BY RAMEN/RRP
9	7	37	FOO FIGHTERS THE PRETENDER	11 ☆	ROSWELL/RCA/RMG
10	12	4	DEATH CAB FOR CUTIE I WILL POSSESS YOUR HEART		ATLANTIC

NO. 1 MOST ADDED

FLOBOTS Handlebars (UNIVERSAL REPUBLIC)

NO. 1 MOST INCREASED PLAYS

FLOBOTS Handlebars (UNIVERSAL REPUBLIC)

TOP 5 NEW AND ACTIVE

SAFETY SUIT Someone Like You (UNIVERSAL MDTOWN)

RED Already Over (ESSENTIAL/RED/EPIC)

THE WHIGS Right Hand On My Heart (ATO/RED)

FILTER Soldiers Of Misfortune (PULSE)

STORY OF THE YEAR Wake Up (EPITAPH)

COMPLETE ALTERNATIVE CHART ON PAGE 53

ACTIVE ROCK					
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL
1	1	12	THEORY OF A DEADMAN SO HAPPY	NO. 1 (2 WKS)	604/ROADRUNNER/RRP
2	4	3	DISTURBED INSIDE THE FIRE	MOST INCREASED PLAYS	REPRISE
3	3	9	3 DOORS DOWN IT'S NOT MY TIME		UNIVERSAL REPUBLIC
4	5	12	ATREYU FALLING DOWN		HOLLYWOOD
5	2	28	PUDDLE OF MUDD PSYCHO		FLAWLESS/GEFFEN/INTERSCOPE
6	8	8	SEETHER RISE ABOVE THIS		WIND-UP
7	10	11	SAVING ABEL ADDICTED		SKIDDCO/VIRGIN
8	6	10	APOCALYPTICA FEATURING COREY TAYLOR I'M NOT JESUS		20-20 ENT./JIVE/ZOMBA
9	7	13	ASHES DIVIDE THE STONE		ISLAND/DJMG
10	11	10	10 YEARS BEAUTIFUL		UNIVERSAL REPUBLIC

NO. 1 MOST ADDED

MOTLEY CRUE The Saints Of Los Angeles (MOTLEY)

NO. 1 MOST INCREASED PLAYS

DISTURBED Inside The Fire (REPRISE)

TOP 5 NEW AND ACTIVE

AGAINST ME! Stop (SIRE/REPRISE)

SOILWORK Exile (NUCLEAR BLAST/CAROLINE)

SCARY KIDS SCARING KIDS Faces (IMMORTAL/RED)

BUCKCHERRY Sorry (ELEVEN SEVEN/ATLANTIC/RRP)

FROM FIRST TO LAST Worlds Away (SURETONE/INTERSCOPE)

COMPLETE ACTIVE ROCK CHART ON PAGE 54

ROCK					
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL
1	1	25	PUDDLE OF MUDD PSYCHO	NO. 1 (5 WKS)	FLAWLESS/GEFFEN/INTERSCOPE
2	2	8	3 DOORS DOWN IT'S NOT MY TIME		UNIVERSAL REPUBLIC
3	3	41	SIX: A.M. LIFE IS BEAUTIFUL		ELEVEN SEVEN
4	6	12	THEORY OF A DEADMAN SO HAPPY	MOST INCREASED PLAYS	604/ROADRUNNER/RRP
5	4	33	SEETHER FAKE IT	11	WIND-UP
6	5	19	FOO FIGHTERS LONG ROAD TO RUIN		ROSWELL/RCA/RMG
7	9	8	SEETHER RISE ABOVE THIS		WIND-UP
8	7	14	THE BLACK CROWES GOODBYE DAUGHTERS OF THE REVOLUTION		SILVER ARROW
9	8	49	THREE DAYS GRACE NEVER TOO LATE	11 ²	JIVE/ZOMBA
10	10	3	DISTURBED INSIDE THE FIRE		REPRISE

NO. 1 MOST ADDED

MOTLEY CRUE The Saints Of Los Angeles (MOTLEY)

NO. 1 MOST INCREASED PLAYS

THEORY OF A DEADMAN So Happy (604/ROADRUNNER/RRP)

TOP 5 NEW AND ACTIVE

12 STONES Anthem For The Underdog (WIND-UP)

AVENGED SEVENFOLD Afterlife (HOPELESS/WARNER BROS.)

CHEVELLE The Fad (EPIC)

MUDVAYNE Dull Boy (EPIC)

FILTER Soldiers Of Misfortune (PULSE)

COMPLETE ROCK CHART ON PAGE 55

TRIPLE A					
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL
1	1	10	R.E.M. SUPERNATURAL SUPERSERIOUS	NO. 1 (4 WKS)	WARNER BROS.
2	3	10	COUNTING CROWS YOU CAN'T COUNT ON ME		DCC/GEFFEN/INTERSCOPE
3	2	20	JACK JOHNSON IF I HAD EYES		BRUSHFIRE/UNIVERSAL REPUBLIC
4	7	7	JASON MRAZ I'M YOURS		ATLANTIC/RRP
5	6	7	STEVE WINWOOD FEATURING ERIC CLAPTON DIRTY CITY		COLUMBIA
6	8	3	DEATH CAB FOR CUTIE I WILL POSSESS YOUR HEART		ATLANTIC
7	5	17	SHERYL CROW LOVE IS FREE		A&M/INTERSCOPE
8	4	23	INGRID MICHAELSON THE WAY I AM		CABIN 24/ORIGINAL SIGNAL/RED
9	9	12	THE BLACK CROWES GOODBYE DAUGHTERS OF THE REVOLUTION		SILVER ARROW
10	10	11	THE B-52S FUNPLEX		ASTRALWERKS

NO. 1 MOST ADDED

OLD 97'S Dance With Me (NEW WEST)

NO. 1 MOST INCREASED PLAYS

MUDCRUTCH Scare Easy (REPRISE)

TOP 5 NEW AND ACTIVE

FEIST I Feel It All (CHERRYTREE/POLYDOR/INTERSCOPE)

BODEANS Every Day (RESOLUTION)

SARA BAREILLES Bottle It Up (EPIC)

TIFT MERRITT Broken (FANTASY/CMG)

JACK JOHNSON Hope (BRUSHFIRE/UNIVERSAL REPUBLIC)

COMPLETE TRIPLE A CHART ON PAGE 60

He's 'Already There,' but Lonestar lead makes a go of solo success

Richie McDonald

By Erica Farber

After more than a dozen years as lead vocalist for platinum-selling group Lonestar, Richie McDonald announced last year he was leaving to begin a new chapter as a solo artist. With country music continuing to be an important part of his musical life, McDonald's latest project is an inspirational album that allows him to share his personal beliefs and celebrate his faith.

Liuer Notes

Profile: Richie McDonald

Title: Singer/songwriter

Favorite radio format:

"A little bit of everything; I'm a surfer."

Favorite TV show:

"Last year as a family we watched 'American Idol' every weekend."

Favorite song:

"'Country Roads.' It was the first song I ever learned to play."

Favorite artists: "Tim McGraw. And Sugarland is unbelievable. Jennifer [Nettle's] voice is so passionate. Also, Ronnie Milsap, Kenny Rogers and Sheryl Crow."

Favorite movie:

"Forrest Gump"

Favorite book: "My wife turned me on to Karen Kingsbury. I am now reading 'A Thousand Tomorrows' and 'Between Sundays.'"

Favorite restaurant:

"The Hermitage Steakhouse in Nashville."

Beverage of choice:

"Coffee with lots of cream."

Hobbies: "Basketball, skiing, the lake, anything I can do with my family."

E-mail address:

nashmgr@aol.com

First discovering music: It was at an early age. There was always a guitar around the house, but I never realized it was an instrument; it was more of a weapon for my little sister. When I would go to the mall with my friends, they'd hang out at the arcade and I would always be in the music store looking at instruments and sheet music. My grandfather played for the Dallas Symphony Orchestra. He had this room in his house with all these string instruments, guitars and cellos. I had no idea it would lead where it has.

Deciding to go out on your own: It's one of the hardest decisions I've ever made in my life. Being with this group of guys for 15 years, you make a lot of memories, a lot of music and a lot of friends, but I thought the time had come to open a new chapter in my life. We had great success and accomplished a lot—vocal group of the year, having songs of the year, selling 2 million records and having No. 1 records. You get to a point where you've accomplished a lot and wonder what's left to do. That was one of the factors for me in making the decision. Another factor was my son Rhett, who is now 12. He was getting ready for bed one night and raised up his arms and I see these little arm hairs. He was my first little baby boy, so it hit me like a ton of bricks. While we were having No. 1 records, my family was growing up before my eyes. It was time to slow down and spend more time with them.

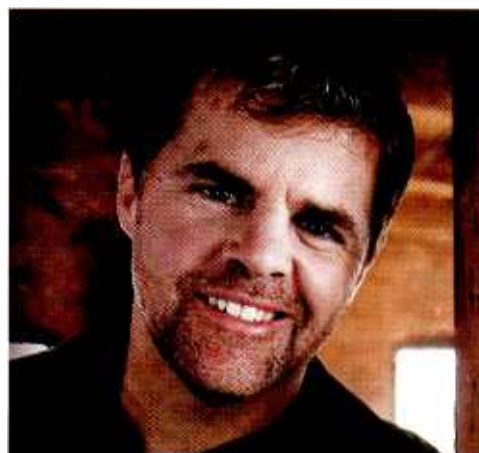
Your first inspiration project: I got a phone call one night from Greg Lucid, Jim Brickman's partner. He asked if I had ever thought of doing an inspirational record. It was something I wanted to do and over the years I collected some songs and put them in the top desk drawer, waiting for the right opportunity. That's how "I Turn to You" came about. Doors were closing but a lot were opening. This record was produced by Frank Myers, who did an incredible job. Someone said

to me, "So you're going to become a Christian artist," and I said, "I'm really a Christian every day."

Is country still an important part of your musical career? I don't want anybody to think I am jumping ship and leaving the country format, but I want to do both. The concept was produced by Tommy Lee James, who I've written a lot of songs with over the years. We recorded this album and named it "Slow Down." My strong point is the ballad, and this is my chance to do songs I feel can really make a difference in people's lives.

Upcoming release dates: "I Turn to You" comes out June 7. I have an exclusive with Family Christian Bookstores. Then Wal-Mart and Lifeway are onboard. I was trying to find a home for the country record and finally found two people who were as passionate about this project as I am. We're looking at a single probably in May or June and the release of the album will be later on in the year.

Biggest challenge: Leaving a successful band after 15 years. My goal was to slow down, and it sounds like I'm busier than ever. I'm glad I had the chance to do the inspirational record. There are important mes-



sages in that music. I'm glad I had the opportunity to make a country record, because I feel the same way about that. The challenge is to balance it out. I don't want to get back to the point where I can't be at a kindergarten graduation or a birthday party.

State of the music industry: The digital world and downloads definitely changed the way we do business, but I don't think I could be in a better place. We had a lot of success as a band on a major label and had a great relationship with them for well over 10 years, but nowadays the playing field is level for everybody. There are so many more avenues to get your music heard.

Career highlight: I'm most proud of what I accomplished with [my Lonestar bandmates] Michael [Britt], Dean [Sams] and Keech [Rainwater]—the longevity we had and the lives we touched. I can walk into my house everyday and see the awards on my mantle for the success we had, but I'm most proud that as a group we touched a lot of people and made a difference. I still hear how "I'm Already There" helped someone through a tough time or how "Amazed" was used at their wedding.

Career disappointment: I don't have too many regrets. When I moved to Nashville I met Dean Sams, who put Lonestar together. The first day of rehearsals I remember sitting in my apartment thinking, "I don't know if this is really what I want to do. I came to Nashville to be an artist, but I never thought I'd do it in a band." My phone was ringing and it was Dean because I was supposed to be at rehearsals. So I didn't make rehearsals the first day and the next day I went.

Most influential individual: My mom. She always drove me to talent shows and paid for the instruments and the sheet music. She encouraged me to chase my dreams. Now I'm in the same situation, because my kids want to follow in the same footsteps and I don't want to discourage them from doing what I've done.

Musical influence: John Denver. I loved his music, his voice and his melodies as a songwriter.

Advice for music industry: For anybody coming to Nashville to pursue music, it's much more than singing and songwriting. It is a business. Make a point to learn all you can. I made a few mistakes along the way on the business side. I never took the time to learn things—and knowledge is the key to this business. The more you know, the better you'll do. If you have talent and get discovered, you need to know the best way to protect your interest. R&R

'Lonestar had great success and accomplished a lot. But I thought the time had come to open a new chapter in my life.'

—Richie McDonald

We're pleased to announce

CHRISTIAN

R&R

Summit 2008

**NEW
LOCATION!**

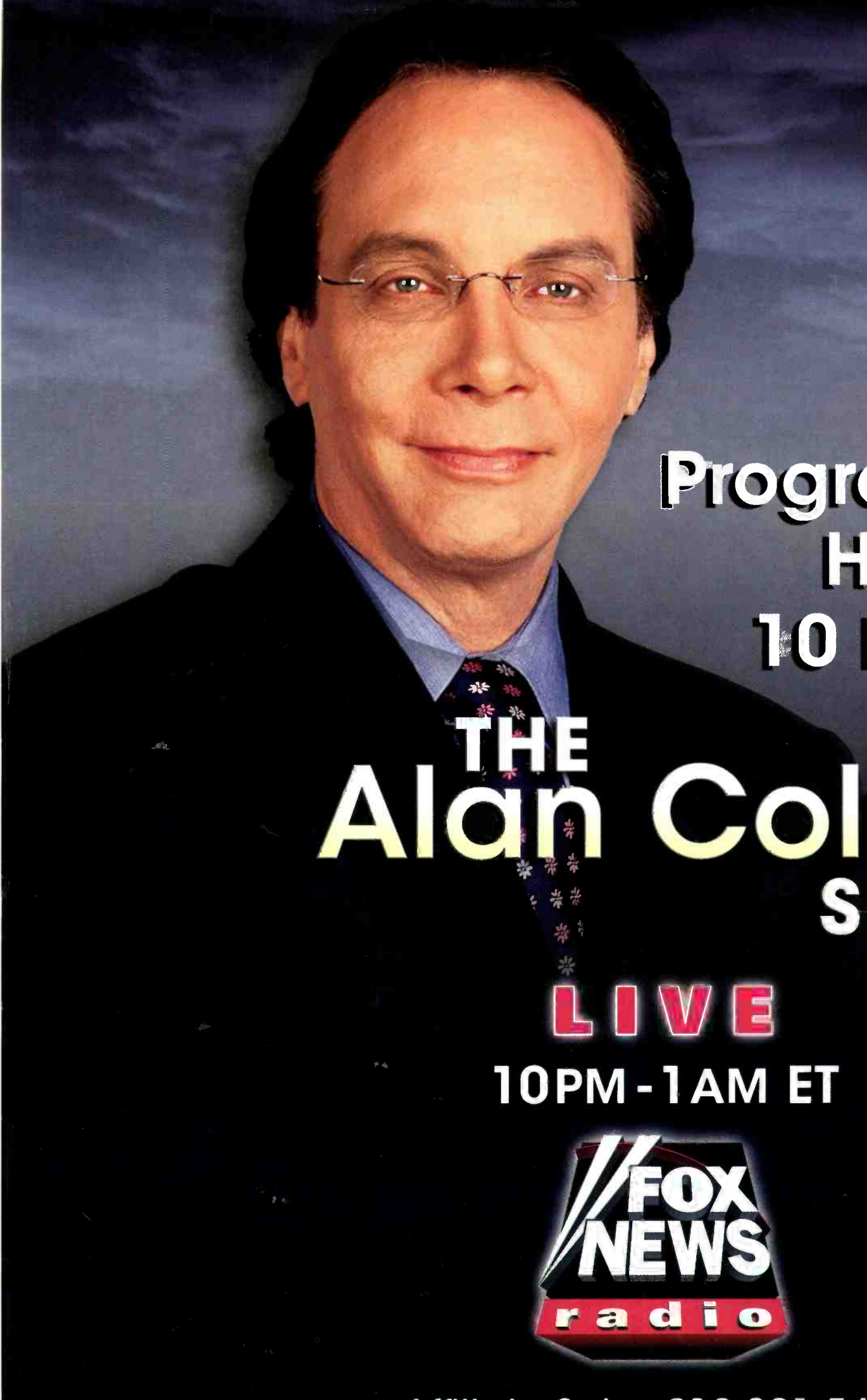
October 27-28, 2008

Sheraton Music City Hotel, Nashville, TN

REGISTER NOW!

radioandrecords.com

Take Back Your Nights



Programs Don't
Have to be
10 Hours Old

THE Alan Colmes SHOW

LIVE

10PM-1AM ET



Affiliate Sales 212.301.5439