

THE SPIN

MAKE 'BELIEVE'



T-Pain And Lil Wayne Each Earn Their Fifth Urban No. 1s, As Their Collaborative 'Can't Believe It' Tops The Chart p.19

GET REAL

202 Members Live Dual Lives On Cable Reality TV Show 'Z Rock' p.46

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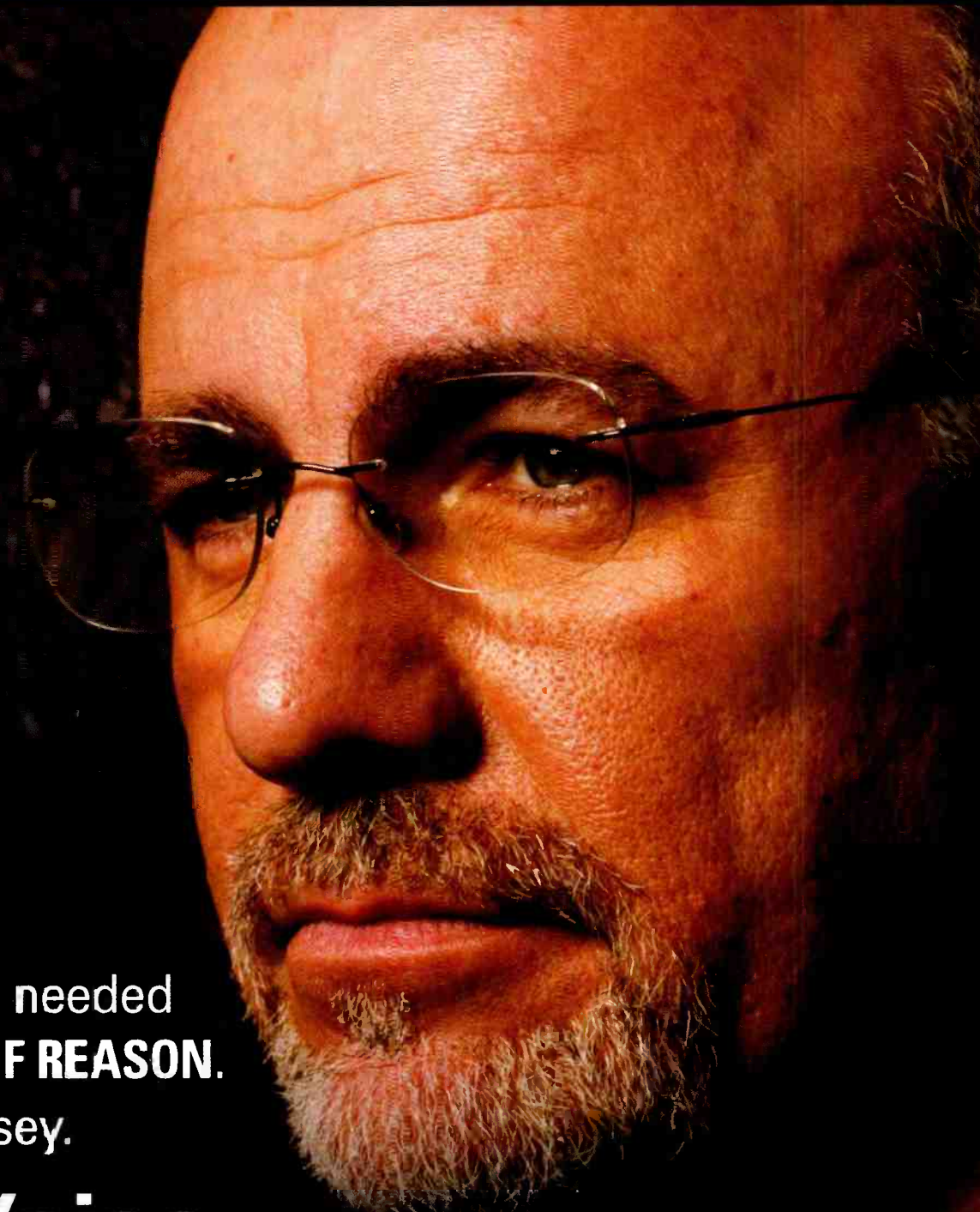
ALL-CHRISTMAS FORMAT: It's The Most Wonderful Time Of The Year—Til 't's Over p.12

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PERFORMANCE ROYALTIES: The Global Impact p.6

THE PPM: Concerns Raised By Minority Broadcasters During R&R Convention Resonate Following PPM Rollout p.54

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***National media appearances
focused on the economic crisis:***

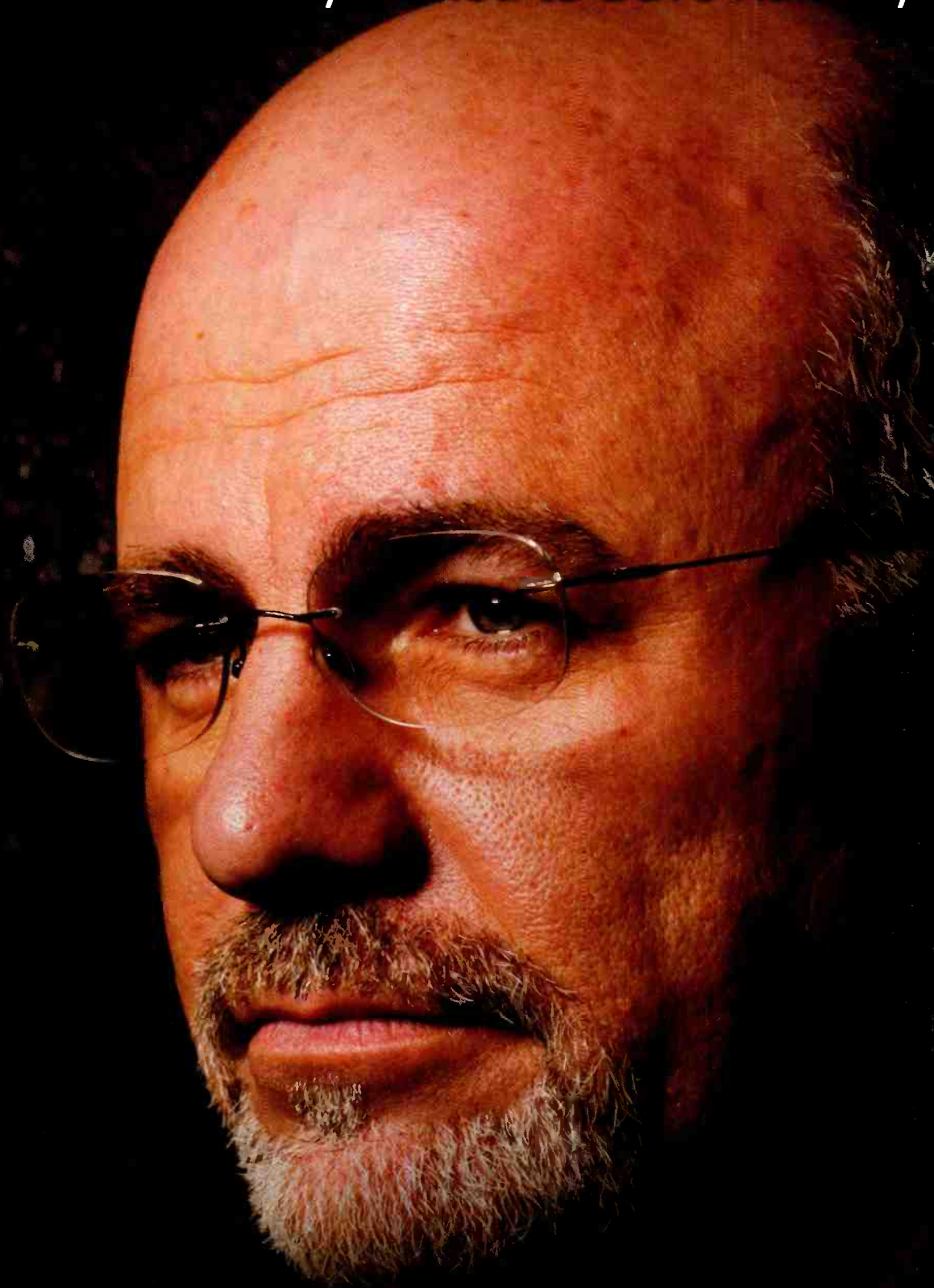
Your World with Neil Cavuto (5x)
Fox Business' Happy Hour (3x)
The O'Reilly Factor
Fox Business with Dagen McDowell
and Brian Sullivan
Fox Business with Stuart Varney (5x)
Fox Business' Bulls & Bears (2x)
America's Nightly Scoreboard (2x)
Larry King Live (3x)
Fox & Friends (7x)
Geraldo at Large (2x)
Good Morning America (3x)
Nightline
The Early Show
Huckabee
The Morning Show with
Mike and Juliet (3x)
Money for Breakfast
Glenn Beck
Rick & Bubba (3x)
The Phil Valentine Show

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WGST Atlanta – Randy Cook
KTRH Houston – Michael Berry
KEX Portland – The Morning Update
with Paul Linnman
WWTN Nashville – Ralph Bristol
KTRH Houston – Morning News with
Lana Hughes and J.P. Pritchard
KCMO Kansas City – Chris Stigall
WSCC Charleston – FM Kelly Golden
KTSA San Antonio – Trey Ware
WOOD Grand Rapids – Rick and Scott
WWBA Tampa – Dan Guidert
KNRS Salt Lake City – Bob Lonsberry
WWL New Orleans – First News with
Monica Pierre and Bob DelGiorno



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R&R News Focus

UMG's Morris Renews Contract, Hires Flom

Universal Music Group chairman/CEO Doug Morris has signed a new long-term deal to lead the world's largest record label. Terms were not disclosed. Additionally, former Atlantic and



Morris

Capitol top executive Jason Flom is nearly finished with negotiations that will bring him into the UMG fold. Morris was a mentor to Flom when the latter started Lava Records as an imprint of Atlantic and Morris was then-chairman of Warner Music Group. Flom left his position as chairman/CEO of Capitol Music Group earlier this year, amid layoffs and restructuring at parent company EMI.

A source close to the negotiations says it is likely Flom will start a new imprint through Universal Republic, headed by president/CEO Monte Lipman. For his part, Morris says that Flom would be working in an A&R capacity.—*Bill Werde, Billboard*

Check, Austin, Powell Power CC/Philly

Clear Channel/Philadelphia makes three programming changes: WISX (My 106.1) PD Brian Check is promoted to OM of the six-station cluster,



Austin

Kashon Powell is upped from APD/MD to PD of urban WUSL (Power 99), and Tracy Austin is hired as PD of CHR/top 40 WIOQ (Q102), replacing Rick Vaughn, now programming CHR/top 40 sister

WKSC/Chicago. "Brian Check and Kashon Powell have demonstrated leadership and commitment to our media company and their promotions are well deserved," cluster president Manuel Rodriguez says. "Additionally, we're ecstatic to have Tracy Austin join the Philadelphia team."

Together, Powell and Check take over duties once held by Thea Mitchem, recently named OM of the company's Washington-Baltimore stations. Austin recently returned to the United States following a two-year stint programming Nova 106.9 in Brisbane, Australia. Check will continue to program WISX as well as overseeing operations for the cluster, which also includes urban AC WDAS-FM, alternative WRFF (Radio 104.5 FM) and tropical WUBA-AM (Rumba 1480 AM).—*Kevin Carter*

The PPM: Lawsuits, Opposition Continue To Pile On

Not one, but two states—New York and New Jersey—filed lawsuits Oct. 10 against Arbitron over its PPM ratings service. In New York, Attorney General Andrew Cuomo accused Arbitron of, among other things, deceptively claiming that its electronic ratings system is valid, fair and representative of diverse radio markets. In New Jersey, Attorney General Anne Milgram called the PPM a "new, unaccredited system for measuring listenership [that] harms minority consumers and violates New Jersey's consumer fraud, advertising and anti-discrimination laws."

As it did Oct. 6 with the state of New York, Arbitron immediately asked the U.S. District Court for the District of New Jersey for a declaratory judgment and injunctive relief against Milgram to prevent any attempt to restrain Arbitron's publication of its PPM listening estimates. Arbitron said it denies all allegations in both cases and intends to "defend itself and its interests vigorously."

On the same day the suits were filed, Rep. Nydia M. Velázquez, D-N.Y., held a press conference on the steps of New York's City Hall. The congresswoman declared that the ratings issued Oct. 6 for New York and seven other new PPM markets "drastically cut numbers for minority radio stations and demonstrate that the company is out of touch with minority listeners."

Meanwhile, Radio One's Alfred Liggins defended the PPM in a recent Washington Post article. "Anytime you adopt a new technology, there are always short-term dislocations," the CEO of the largest African-American-targeted radio company said. "There's going to be a learning curve . . . but [electronic measurement] is reality. I'd much rather get reality on the road than delay, delay, delay."

Despite the legal firestorm and all the rhetoric, Emmis/New York senior VP/market manager Dan Halyburton says buyers haven't been dissuaded. "While there is considerable discussion, there seems to be no hesitation to use PPM," he says.

Ditto from a high-ranking, New York-based ad agency executive who told R&R that, despite the litigation, it's business as usual. "This isn't the first time that we've used unaccredited data when we have a reasonable expectation that it will be accredited in the future," the exec said. And a representative for media negotiating and audience analysis agency MAGNA called the PPM "superior methodology" and recommended "using the data immediately." But Beasley country WXTU/Philadelphia VP/GM Natalie Conner has a different perspective, born of the fact that Arbitron has adjusted the Philadelphia panel to meet demographic and ethnic quotas. "I've never seen such a mess," she says. "In September's data, the market indexed at 120 for African-American. There'll be no station more [negatively] impacted than us with that kind of overdelivery."

—*Mike Boyle, Julie Gidlow, Paul Heine & Ken Tucker*



Milgram

ON THE WEB

iBiquity Hits HD Radio Milestones

iBiquity Digital serves up some milestone announcements related to the technology. First, the HD radio developer reports that 1.5 million HD radio chipsets have been shipped, with such manufacturers as Texas Instruments and NXP making the chips for modules built by ACE Dixxio, Kiryung, LG Innotek, Samsung EM and others. In addition, iBiquity says that more than 1 million of those HD modules have been made for retail receivers using Texas Instruments chipsets. In related news, iBiquity has certified its 100th HD radio product, which are available at more than 14,000 stores and online retailers.—*Mike Boyle*

Entercom/Austin Enlists Vaeth-Dubroff

Nancy Vaeth-Dubroff has been named president/market manager of Entercom's three-station cluster in Austin: talk KJCE-FM, hot AC KAMX-FM and AC KKMJ-FM.

She replaces Melissa Forrest, recruited by Clear Channel as president/market manager of its Atlanta cluster in August. Vaeth-Dubroff previously served as executive VP/COO of GreenStone Media and president/COO of Susquehanna Radio. She is a member of the RAB Board and the 2004 recipient of American Women in Radio and Television's Lifetime Achievement Award/Houston.—*Alexandra Cahill*



Vaeth-Dubroff

Davis Programs KZPS/Dallas

Clear Channel classic rock/Texas music hybrid KZPS (Lone Star 92.5)/Dallas has chosen programmer Don Davis to replace Duane Doherty, who exited the station in April. Davis most recently served as PD of Cox classic rock WFYV/Jacksonville.

The Lone Star brand replaced a classic rock format on KZPS in late April 2007. In the last three Arbitron surveys, the station has trended 1.8-2.0-2.0 12+.

—*Mike Boyle*

NUMBER CRUNCH

<h1>7</h1> <p>The number of Latin- and urban-targeted stations in New York that appeared in both the spring diary survey and September PPM survey and were down in total week 12+ AQH share in the PPM report. One was up and one station was flat.</p>	<h1>9</h1> <p>The number of Latin- and urban-targeted stations in Los Angeles that appeared in both the spring diary survey and September PPM survey and were down in total week 12+ AQH share in the PPM report. Four stations saw their ratings rise and one station was flat.</p>	<h1>5</h1> <p>The number of Latin- and urban-targeted stations in San Francisco that appeared in both the spring diary survey and September PPM survey and were down in total week 12+ AQH share in the PPM report. Three stations saw their ratings rise and one station was flat.</p>
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NEWS UPDATES AROUND THE CLOCK:
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Political Dollars Flow For Some, Elude Others

Grabbing a greater share of political advertising in 2008 was a stated goal of CBS Radio president/CEO Dan Mason and other industry leaders. In September Mason told R&R that the goal was on track. "There is no doubt that this year is going to be a record year for political advertising," he said. "It's panning out for our company already."

But that's not necessarily so for others. Clear Channel/Nashville market manager Tom English, whose cluster includes news/talk WLAC, says that since 1996, most presidential money has been spent on "battleground states. [With] Tennessee being considered a 'safe' Republican state, we really haven't seen much from the candidates in the general election.

"The majority of political spending we have seen this year has been 'issue' more than candidate-based," English adds. "But there hasn't been a lot of that either."

Meanwhile, Beasley country WXTU/Philadelphia VP/GM Natalie Conner says her station has "fared pretty well so far." Conner expects presidential dollars to be up roughly 20% over spending in the 2004 election. "Obama has placed 3-to-1 over McCain," Conner says. "What has surprised me is that no issue money has been placed—zero."

Emmis/New York senior VP/market manager Dan Halyburton has a different take. "Simply put, we received very little campaign money during the primary or for the general," he says.—Ken Tucker



Halyburton

CBS, Clear Channel Continue Digital Expansion

CBS Radio has launched a "Now Playing" widget on the Web sites of rock WXRK/New York, AC WWFS/New York, triple A WXRT/Chicago and urban WVEE/Atlanta, among others. The widget, which will be rolled out to every CBS Radio music station within the next four to six weeks, allows listeners to learn the title, artist and album of the song currently being played and the previous 10 tracks aired on the station; purchase the song through iTunes or Amazon; and share links to the station via e-mail or AOL Instant Messenger.



iPhone

Through a partnership with Last.fm, listeners can also dedicate songs or search for specific tracks for on-demand listening.

Meanwhile, Clear Channel Radio has launched iHeartRadio, a network/application where users will be able to access the company's terrestrial and Internet radio streams on the iPhone or iPod Touch. The free, one-time download is available through Apple's apps store. CCR launched iHeartRadio with some of its top stations, including CHR/top 40s WHITZ New York and KIIS/Los Angeles, urban WWPR/New York, rhythmic KYLD/San Francisco, news KTRH/Houston and sports KFAN/Minneapolis. The stations have been streaming to cell phones via Sprint, U.S. Cellular and MetroPCS for the past year.

As previously reported, CBS Radio and Entercom stations are also available on iPhones.—Ken Tucker & Mike Boyle

Budget Cuts Hit L.A., Hartford

Budget cuts slam CBS Radio's Los Angeles cluster and Buckley Broadcasting in Hartford. CBS spokeswoman Karen Mateo says the changes in L.A. affect several part-time positions and a smaller number of full-time employees.

According to a source, the cuts include three reporters based at news KFWB's Orange County and Long Beach bureaus, plus at least four other full-time and seven part-time KFWB staffers. Additionally, four full-time employees exit news KNX.

At Buckley Broadcasting, talk WDRG-AM/Hartford midday host Mary Jones is replaced by syndicated host Glenn Beck while oldies WDRG-FM afternoon host Doug Taylor exits, with midday jock Larry Wells grabbing afternoons and Floyd Wright covering mid-days. Three other full-time employees and three part-timers were also cut.

—Mike Stern

Persigehl Buzzes In Portland

Dan Persigehl, who programmed Entercom hot AC KRSK (105-1 the Buzz)/Portland, Ore., from 2000 to 2005, returns to that role, as cluster VP of programming Clark Ryan relinquishes day-to-day control of the station. Persigehl will continue to program adult hits sister KYCH (97-1 Charlie FM).

"Hot AC is in a very strong cycle musically," he says. "Combining that with the awesome talent on the station is a recipe for success, as long as the cook doesn't screw it up."—Keith Berman

Business Briefing By Jeffrey Yorke

Emmis' Fiscal Q2 Net Revenue Slips 1.5%

Emmis' second-quarter net revenue dipped 1.5% to \$94.2 million and station operating income slipped slightly, to \$26.5 million. The company reported Oct. 10 that its diluted net per-share income for the quarter ending Aug. 31 was 2 cents, compared with 4 cents earned during the same period last year. Emmis' pro forma radio net revenue fell 1.7% and domestic radio net revenue plunged 8.4%. While the company is credited with cutting costs significantly, Emmis performed worse than market competitors. For instance, Emmis dropped in Los Angeles by 13% while the market declined 11%; in New York, Emmis fell 14%, with the entire market off 7%. CFO Patrick Walsh says rhythmic WQHT (Hot 97) and urban AC WRKS (Kiss) have "performed largely in line," but the "New York Rock Experience" at recent triple A convert WRXP is "still developing" and is "considerably short of the revenues recorded at the former [smooth jazz] WQCD."

The group's international radio presence in Slovakia, Hungary, Bulgaria and Belgium grew an amazing 38%, with net revenue and station operating expenses, excluding depreciation and amortization, hitting \$14.9 million and \$9 million, respectively.

WWI Directors Soak Up Company Stock

Westwood One executives dipped

into their own pockets to buy scads of company shares Oct. 2 for 40 cents apiece. Newly arrived president/CEO Tom Beusse grabbed 375,000 shares; CFO Roderick M. Sherwood III, who joined in mid-September, bought 1 million shares and the next day another 250,000; and COO Steven Kalin bought 250,000 shares.

Tidbits

Janet McGregor is the NAB's new COO/CFO, heading financial operations and investments. She succeeds resigned CFO/executive VP Michael Williams. McGregor takes an expanded role with oversight of the NAB's conventions and business operations, science and technology, information technology and administration... On Oct. 13, President Bush signed the RIAA-backed PRO-IP Act, which stiffens penalties for music and movie piracy at the federal level. The law also creates an intellectual property czar who will report to the president on how to better protect copyrights... Former FCC Commissioner Kathleen Abernathy and two former FCC colleagues have joined Washington law firm Wilkinson Barker Knauer as partners. Barry Ohlson, a former senior legal adviser to Commissioner Jonathan Adelstein, and Natalie Roisman, a former attorney/adviser in the policy division of the FCC's Media Bureau, join Abernathy as a three-member legal team that has departed from Akin Gump.

Transactions at a Glance

American General Media's KTRC-AM/Santa Fe, N.M., to Hutton Broadcasting for \$500,000... Great Commission Broadcasting's construction permit for a new FM in Kirksville, Mo., to Lake Area Educational Broadcasting Foundation for \$25,000.

Deal of the Week

WZJS-FM/Banner Elk, WECR-FM/Beech Mountain, WXIT-AM/Blowing Rock, WATA-AM/Boone, WMMY-FM/Jefferson and WECR-AM/Newland, N.C.

PRICE: \$2.3 million TERMS: Asset sale for cash

BUYER: Curtis Media Group, headed by president/CEO Donald Curtis. Phone: 919-790-9392. It owns 19 other stations. This represents its entry into this market.

SELLER: George R. Reed. Phone: 904-285-3239

FORMAT: Classic rock; AC; news/talk/sports; talk/oldies; country; gospel

BROKER: Media Services Group

COMMENT: George R. Reed, receiver for Aisling Broadcasting of WZJS-FM/Banner Elk, WECR-FM/Beech Mountain, WXIT-AM/Blowing Rock, WATA-AM/Boone, WMMY-FM/Jefferson and WECR-AM/Newland, N.C., to Curtis Media Group's High Country Adventures for \$2.3 million, payable in cash at closing with a \$116,250 escrow deposit.

2008 Deals to Date

Dollars to Date:	\$687,906,147	(Last Year: \$2,911,669,678)
Dollars This Quarter:	\$28,784,640	(Last Year: \$34,423,000)
Stations Traded This Year:	600	(Last Year: 1,520)
Stations Traded This Quarter:	34	(Last Year: 86)

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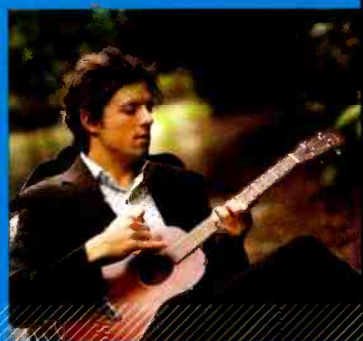


JENNIFER HUDSON, ATOP URBAN AC FOR A THIRD ISSUE, BOWED LAST WEEK ON THE BILLBOARD 200 AT NO. 2 WITH 217,000 COPIES SOLD OF HER SELF-TITLED DEBUT SET, THE BEST FIRST-WEEK SUM FOR A NEW FEMALE ARTIST THIS YEAR.

R&R NO.1

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"I'M YOURS" BY **JASON MRAZ** CONTINUES ITS MARCH ACROSS MULTIPLE FORMATS. THE FORMER TRIPLE A NO. 1 LEADS HOT AC FOR A SECOND WEEK AND RISES 14-13 WITH MOST INCREASED PLAYS AT AC AND 20-18 WITH AIRPOWER HONORS AT CHR/TOP 40.



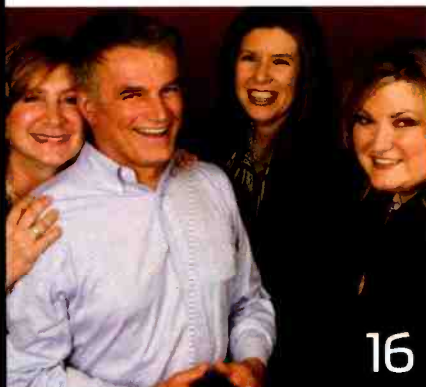
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'Electronic measurement is reality. I'd much rather get reality on the road than delay, delay, delay.' p 3



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What's New This Week Online

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Find out who's ruling radio in the Great White North with R&R's Canada charts.
▶ [Click on Charts](#)

T

Oct. 21
Arbitron releases third-quarter financial results and conducts a 10 a.m. teleconference.
▶ [Visit Radioand-Records.com for coverage and analysis](#)

W

Oct. 22
Deeper as-it-happens news coverage, more exclusives.
▶ [Click on News](#)

T

Oct. 23
Updated charts and playlists from across the street to across the nation.
▶ [Click on Charts](#)

F

Oct. 24
Journal Communications issues third-quarter financial results during an 11 a.m. teleconference.
▶ [Bookmark Radioand-Records.com for coverage and analysis](#)

Not surprisingly, enacting the PRA in America would have far-reaching—even global—ramifications

Performance Royalties: The Letter Of The Law

Owen J. Sloane and Rachel Stilwell



'If the United States passes the PRA and subsequently becomes a signatory to the Rome Convention, U.S. performers and labels will likely reap new international performance royalties—but only from our most robust trade partners.'

the Performance Rights Act, a controversial bill supported by performers and record labels and excoriated by terrestrial radio, will be considered by Congress in 2009. If passed, the PRA would end terrestrial radio stations' exemption from copyright laws requiring satellite radio, webcasters and cable radio broadcasters to pay royalties for the broadcast of sound recordings.

Artists and labels argue that they can no longer depend on a causal link between airplay and commensurate sales of the recordings that are broadcast and that airplay's promotional value has decreased as fewer recordings are sold. Terrestrial broadcasters argue that due to brutal competition for advertising revenue, they cannot afford to pay these new royalties. Broadcasters point out that recent decreases in record sales are largely attributed to consumer theft of recordings and are not caused by radio broadcasters.

PRA advocates have long argued that its passage would provide important parity and fairness among music broadcasting platforms and among nations.

Parity Among Platforms

Among those who argue for "parity among platforms" is Marybeth Peters, Register of Copyrights with the U.S. Copyright Office. Testifying at a House subcommittee hearing, she argued that radio broadcasters should no longer receive "an exemption from the performance right from sound recordings," primarily because of the need to provide parity among "commercial competitors who depend upon the use of sound recordings" to attract listeners and revenue. She notes that the promotional value of airplay that once existed only in terrestrial radio has been diluted by increased competition among new forms of media. Terrestrial broadcasters retort that largely due to that same competition to which Peters refers, terrestrial radio is in less of a position than ever to dole out new royalties.

Parity Among Nations

PRA proponents say that the United States is one of few industrialized countries that don't recognize performance rights for sound recordings. As Peters notes, with respect to the lack of financial remuneration for terrestrial broadcasts of recordings, the United States "stands out as the most prominent industrialized country without this protection." In most countries, broadcasters pay royalties to artists and producers.

Almost all such countries are signatories to an international treaty called the Rome Convention. Peters argues that such countries recognize that "more often than not, a performer is the reason for the popularity and endurance of a particular musical recording."

The Rome Convention, in force since 1961, is the only international treaty specifically governing performers' rights in sound recordings. Eighty-six countries including Great Britain and France are now signatories. More than 100 nations are not signatories, the United States most prominent among them. In this reciprocal treaty system, only those performers and owners of sound recordings that are nationals of a Rome Convention member country receive performance royalties from other member countries.

Many PRA proponents assert that the United States' failure to become a signatory collectively costs U.S. performers and labels a significant amount of money annually and that this international revenue stream cannot be tapped unless the United States becomes a signatory.

Article 12 of the Rome Convention specifies that performers and owners of sound recordings are entitled to be paid for the broadcast of their recordings. If the United States were to become a signa-

tory, it would be required to adopt laws that create rights for artists and labels to collect royalties for sound recordings broadcast on terrestrial radio. If the PRA passes, the United States could at last sign the Rome Convention.

But some ask, "Why bother?" Almost all portions of the Rome Convention are incorporated into another important treaty to which the United States became a signatory in 1995: the Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS). This provides minimum standards for many forms of intellectual property regulation. Thus, some argue that it is not necessary for the United States to adhere to the Rome Convention because we already enjoy TRIPS' broader protections. However, while TRIPS adopts almost all the Rome Convention's standards, it does not adopt Article 12, the provision creating performance rights in sound recordings that are broadcast. Thus U.S. performers and labels can seek royalties only for sound recordings broadcast internationally if the United States adopts the Rome Convention.

Media attorney Mathew DelNero argues that even if the United States were to sign the Rome Convention, U.S. performers and labels may not reap significant revenue through the collection of new international royalties. Under the terms of Article 12, a signatory country may, at the time of signing, or anytime thereafter, "opt out" of Article 12 while still adhering to the rest of the treaty. Because the United States exports far more sound recordings than any other country in the world, if it becomes a Rome Convention signatory, many member countries would immediately face a huge outflow of new royalties to the United States. Any heavily importing member country would then owe far more to the United States in performance royalties than it would reap in royalties related to recordings made in its own country. Such a country would likely opt out of Article 12. Because U.S. artists and labels wouldn't collect any performance royalties from nations that "opt out" of Article 12, the argument for having the United States become a signatory is thereby significantly undermined.

However, not every country adhering to the Rome Convention imports far more recordings than it exports. Several countries including Great Britain and France have robust recording industries and have long recognized a right of public performance in sound recordings. Such countries have a significant interest in collecting performance royalties from countries besides the United States. Because these countries have money to lose by opting out of Article 12, they would likely refrain from opting out even if the United States became a signatory. Thus, by continuing to refuse to become a signatory to the Rome Convention, the United States likely sacrifices performance royalties that it would otherwise reap from countries that enjoy robust recording industries. If the United States passes the PRA and subsequently becomes a signatory to the Rome Convention, U.S. performers and labels will likely reap new international performance royalties—but only from our most robust trade partners. **R&R**

Owen J. Sloane is a principal and Rachel Stilwell is an attorney at law firm Berger Kahn in Marina Del Rey, Calif. Contact them at osloane@bergerkahn.com and rstilwell@bergerkahn.com.

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Memphis

Overlooking the Mississippi River in southwestern Tennessee, Memphis is well-known for the important roles it played in the emergence of the blues and rock'n'roll. Bars on the city's famed Beale Street provided a blues hotbed that eventually found its way onto the airwaves in the late '40s via WDIA-AM, the first radio station in America programmed entirely by African-Americans. (Today the station programs urban AC.) Elvis Presley got his start in the Beale Street clubs and Memphis-based Sun Studio was the first to record him. Ike Turner's band is credited with recording the first rock'n'roll record at Sun, "Rocket 88."

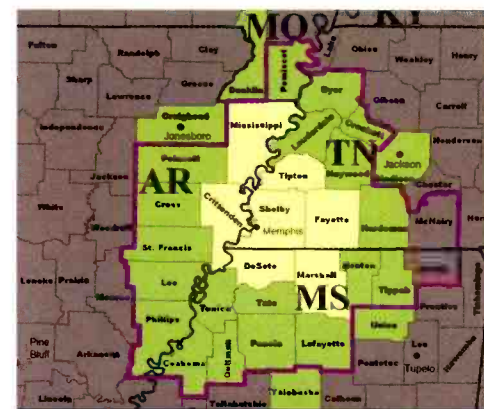
Isaac Hayes became a superstar in the late '60s and '70s when Memphis-based Stax Records released "Hot Buttered Soul" and the Grammy Award- and Academy Award-winning soundtrack to "Shaft." Hayes, who died Aug. 10, also left his mark on radio as part of the on-air lineup at Emmis urban AC WRKS (98.7 Kiss FM)/New York from 1996 to 2001 and, more recently, at Citadel urban oldies WRBO-FM/Memphis.

With African-Americans comprising 43.4% of the Memphis metro, urban formats rule this market of 1 million people and 27 rated radio stations. Urban or rhythmic formats commanded the top six positions 12+ in the spring Arbitron

survey, led by Clear Channel urban WHRK-FM and followed by urban AC sister KJMS-FM WDIA, WRBO, Flinn rhythmic KXHT-FM and Clear Channel gospel WHAL-AM.

Clear Channel's eight-station cluster captured a 38.9 share in the market. Entercom's five stations were a distant second (16.2), and Citadel and Flinn tied for third place with a 9.6 share each.

While urban formats occupy the market's top ratings positions, hot AC, country and AC formats dominate in revenue. The market also supports three country outlets: Citadel's WGKX-FM, Clear Channel's KFIN-FM and First Broadcasting's WVIM-FM, which flipped from oldies in March.—Alexandra Cahill



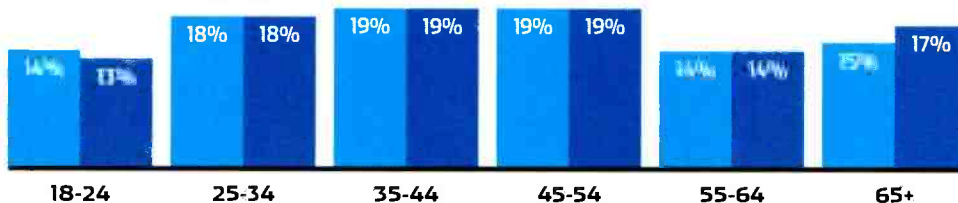
- Radio Metro Rank: 49
- Population 12+: 1,072,800
- No. Of Radio Stations (Rated): 27
- TV DMA Rank: 47
- Population 2+: 1,685,677
- TV Households: 667,890
- No. Of TV Stations (Net./Ind./Public/Loc. Cable): 6/2/2/0

WHO THEY ARE

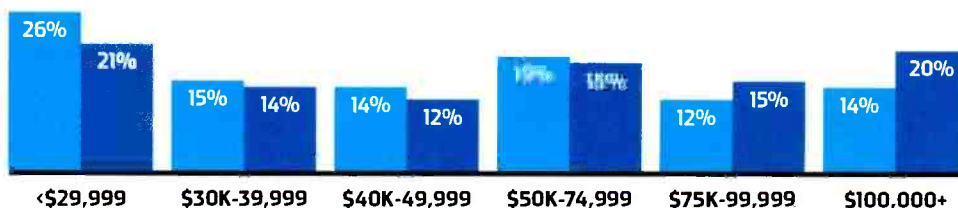
	Memphis DMA %	US %
Men	48%	49%
Women	52%	51%
Married	53%	57%
Never Married (Single)	28%	25%
Widowed/Legally Separated/Divorced	19%	18%
White	59%	83%
Black/African-American	39%	12%
Hispanic	N/A	13%
Other	N/A	3%
Employed Full-Time (35 Hours Or More)	50%	50%
Employed Part-Time (Less Than 35 Hours)	16%	15%
Not Employed	34%	35%
No Children In Household (Under 18)	59%	59%
One Or More Children	41%	41%
Two Or More Children	24%	25%
Three Or More Children	9%	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	\$157.4M	\$117.8M	-25%
Newspaper	59.3M	76.8M	29%
Outdoor	21.2M	22.3M	5%
Local Magazine	3.5M	3.7M	8%

SOURCE: Nielsen Monitor-Plus DMA; Nielsen Monitor-Plus does not measure local ad revenue for radio in the Memphis DMA.

Local Online Ad Revenue (Mil)

	LOCAL	NATIONAL	TOTAL	SHARE
Pure Play	\$34.8M	\$127.5M	\$162.3M	70.6%
Newspapers	19.5M	1.3M	20.8M	9.1%
Magazines	0.6M	17.0M	17.6M	7.7%
Television	4.2M	13.0M	17.1M	7.4%
Directories	6.4M	3.9M	10.2M	4.4%
Radio	0.9M	0.2M	1.1M	0.5%
Other Print	0.8M	0.1M	0.8M	0.4%
Total	\$67M	\$163.0M	\$230M	

© 2008, Borrell Associates, estimates based on Q1 figures, DMA

SQAD Cost Per Point TV Monitor

TELEVISION P25-54	EARLY AM	EARLY NEWS	PRIME	LATE NEWS
September '08	▼\$50	▼\$71	▼\$197	▲\$120
August '08	▼\$51	▼\$75	▼\$198	▼\$119
June '08	▲\$55	▲\$90	▲\$203	▲\$120
March '08	49	67	169	101

SOURCE: SQAD Q3 2008, DMA

SQAD Cost Per Point Radio Monitor

RADIO P18-49	AM DRIVE	MIDDAY	PM DRIVE
September '08	\$78	▲\$80	▲\$81
August '08	78	▲78	▲79
June '08	▲78	▲71	▼75
March '08	73	67	76

SOURCE: SQAD Q3 2008, METRO

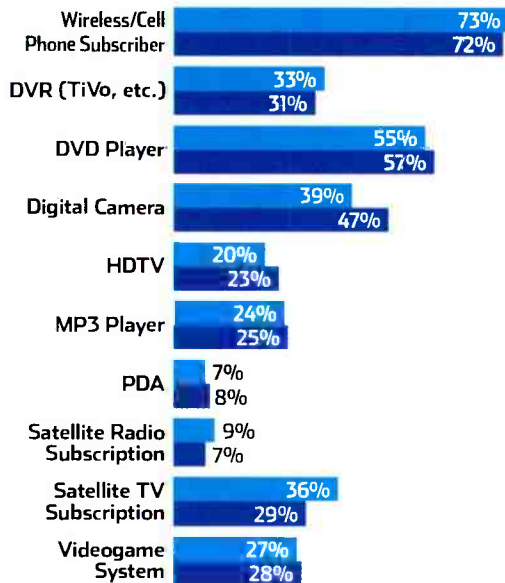
COLOR KEY:

- ▲ Trending Upward
- ▼ Trending Downward

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MEDIA

Items In Household (vs. US)



SOURCE: Scarborough USA+, Release 2 2007, DMA

Newspaper Readers

Any Daily (Cume)	38%
Any Sunday (Average)	43%
Online (Past 30 Days)	14%

Out-Of-Home COMMUTING TIME

(To Work, One-Way)	
< 10 Minutes	18%
10-19 Minutes	28%
20-29 Minutes	22%
30-59 Minutes	22%
60+ Minutes	N/A
Don't Commute	N/A

MODE OF TRAVEL

Carpool	N/A
Drive (Not Carpool)	95%
Public Transportation (Combination of bus, taxi or other)	9%

Newspaper, OOH and Web: Scarborough Memphis Local Market Study, Release 1 2008; Cable: Nielsen; TV: Nielsen Spring 2008 Live+7, all DMA

Web Connection (HHLTD)

Cable Modem	18%
Dial-Up	15%
DSL	24%
Other Connection	4%
None	41%

Cable Penetration

Cable, Non ADS	51%
Alternate Delivery Sys.	35%
Digital Cable	N/A
Cable With Pay	25%

Television Usage

Early AM (5-9a)	38%
Early Fringe (3-5p)	52%
Early News (5-5:30p)	57%
Prime Access (6-7p)	61%
Prime	67%
Late News (10-10:30p)	67%

Audio/Video Stores Shopped Past 12 Months (HHLTD)

Best Buy	20%	Sears	6%	Did Not Shop For Audio/Video Items	42%
Circuit City	14%	Target	12%	Any Audio/Video Store Shopped	58%
Radio Shack	8%	Wal-Mart	35%		
Sam's Club	11%	Other Store	18%		

SOURCE: Scarborough Memphis Local Market Study, Release 1 2008, DMA

RADIO

Top Revenue Generators (Mil)

			2007 ESTIMATED REVENUE
CALLS	OWNER	FORMAT	
WMC-FM	Entercom	hot AC	\$6.1M
WGKX-FM	Citadel	country	5.6M
WRVR-FM	Entercom	AC	4.8M
WHRK-FM	Clear Channel	urban	5.0M
WRBO-FM	Citadel	urban oldies	4.6M
KJMS-FM	Clear Channel	urban AC	4.3M
WEGR-FM	Clear Channel	classic rock	3.9M
WDIA-AM	Clear Channel	urban AC	3.4M
WREC-AM	Clear Channel	talk	2.4M
WHAL-FM	Clear Channel	gospel	2.4M

SOURCE: 2008 BIA Financial Networks

Radio Ownership

OWNER	NO. OF STATIONS	RATINGS SHARE
Clear Channel	5 FM, 3 AM (8)	38.9
Entercom	4 FM, 1 AM (5)	16.2
Citadel	4 FM	9.6
Flinn	3 AM, 2 FM	9.6

SOURCE: Arbitron Spring 2008, Metro

Radio Formats

3 country, 3 gospel, 3 news/talk, 2 AC, 2 hot AC, 2 sports, 2 urban AC, 1 adult standards, 1 alternative, 1 CHR/top 40, 1 Christian talk, 1 classic country, 1 oldies, 1 regional Mexican . . . and 5 others

Ratings

PERSONS 12+, WINTER 08-SPRING 08 (RANK)	PERSONS 18-34 SPRING 08 (RANK)	PERSONS 25-54 SPRING 08 (RANK)
WHRK-FM 7.8-10.0 (1)	WHRK-FM (1)	KJMS-FM (1)
KJMS-FM 7.5-8.0 (2)	KXHT-FM (2)	WHRK-FM (2)
WDIA-AM 5.8-7.8 (3)	KJMS-FM (3)	WRBO-FM (3)
WRBO-FM 6.6-6.9 (4)	WRBO-FM (4)	WHAL-FM (3)
KXHT-FM 3.8-5.3 (5)	WGKX-FM (5)	WDIA-AM (4)

SOURCE: Arbitron Winter 2008, AQH share, Mon-Sun 6a-mid, Metro

Top-Selling Albums

ARTIST	TITLE	ARTIST	TITLE
1 JAZMINE SULLIVAN	FEARLESS	6 KINGS OF LEON	ONLY BY THE NIGHT
2 YOUNG JEEZY	RECESSION	7 THE PUSSYCAT DOLLS	DOLL DOMINATION
3 NE-YO	YEAR OF THE GENTLEMAN	8 DEMI LOVATO	DON'T FORGET
4 METALLICA	DEATH MAGNETIC	9 KID ROCK	ROCK N ROLL JESUS
5 JOE	JOE THOMAS, NEW MAN	10 DARIUS RUCKER	LEARN TO LIVE

SOURCE: Nielsen SoundScan, for week ending: 09/28/2008

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TIMELINE

1 YEAR AGO Jack Evans joins GAP West as VP of programming and operations. ■ Nate Bell

rings in as PD of WMIB/Miami. ■ Lance Tidwell lassoes KKWF/Seattle PD post.

5 YEARS AGO Crys Quimby appointed PD of WCBS-

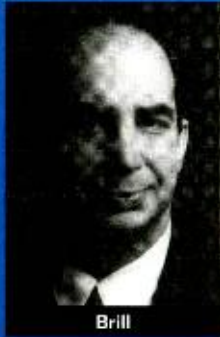
AM/New York. ■ Smokey Rivers gets WNEW-FM/New York PD chair. ■ Dave Alpert recruited as market manager for Susquehanna/Kansas City.



Quimby

10 YEARS AGO Andrea Ganis elevated to executive VP at Atlantic Records. ■ Steve Swenson

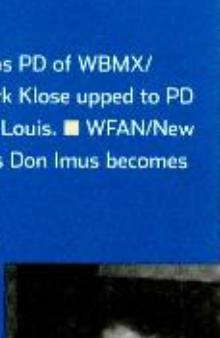
swings to WCBS-AM/New York as VP/GM. ■ Joel Salkowitz selected as PD of KTXQ/Dallas.



Swenson

15 YEARS AGO Billy Brill becomes VP of pop

promotion at EMI Records Group. ■ PD Jon Robbins rolls into WLLZ/Detroit. ■ Ken Johnson tapped as PD/morning man of WILD/Boston.



Brill

20 YEARS AGO Tony Kidd set as PD of WBMX/Chicago. ■ Mark Klose upped to PD of KSD-FM/St. Louis. ■ WFAN/New York moves to 660 AM as Don Imus becomes morning man.

25 YEARS AGO Marty Greenberg appointed president/COO of Duffy Broadcasting. ■ Chris Conway chosen to be VP/GM of KSDO-AM & FM/San Diego. ■ Bob Garrett tapped as PD of KHTR/St. Louis.



Garrett

30 YEARS AGO Storer buys KHTZ (now KLSX) Los Angeles for \$4 million. ■ Richard Bartell is named GM of KMJC/San Diego. ■ Charlie Cook recruited by WGBS/Miami to be PD.

—Compiled by Hurricane Heeran (hheeran@radioandrecords.com)

'Gentlemen! Start! Your! Intestines!'

Last week, for reasons still unclear, **WMMR/Philadelphia** morning dudes **Preston & Steve** decided to host an in-studio competitive eating match, the perfect complement to your drive to work. Professional competitive eaters (apparently, that's an actual career option) **Micah "Wing Kong" Collins** and **Eric "Steakbellie" Livingston** faced off—and made listeners dry-heave in their cars—by consuming mass quantities of two, shall we say, "nontraditional" breakfast foods: baked beans and (gaaaag) haggis. More on the latter in a minute. Wing Kong (6-foot-one-inch, 285 pounds) wolfed down five pounds and four ounces of baked beans in just 58 seconds (and it was probably just as pretty as it sounds), breaking the 5-year-old world record of 5.25 pounds in one minute and 25 seconds, set by archrival **Dale Boone**, according to the fake-sounding International Federation of Competitive Eating.

WMMR PD **Bill Weston**, hand clapped firmly over his mouth, picks up the story: "This was followed by an aperitif event

with **Steakbellie**—who's six-foot-one-inch and 230 pounds," he said, his voice mysteriously muffled, "who scarfed down three pounds of that vile Scottish delicacy . . . haggis [sheep heart, lungs and intestines, roasted with a tad of oatmeal inside a sheep's stomach] in eight minutes. The previous record was one pound." Once safely away from the in-studio carnage, Weston says, "With the lingering aroma of yesterday morning's events still in the air, I can't help but conjure up the images of Monty Python's 'Mr. Creosote,' post-'wafer-thin mint' and **Ann-Margret** in 'Tommy' with the bathtub full of baked beans. I'm having a salad for lunch."

Wing Kong fun facts: He once ate 125 chicken wings in 10 minutes, 48 hard-boiled eggs in eight minutes and eight pounds of cranberry sauce in eight minutes. **Steakbellie** fun facts: He once ate a 2-foot-long turkey hoagie, small bag of chips and a half-gallon of lemonade in 3:34; 35 Krystal Burgers in eight minutes; and the entire McDonald's Dollar Menu (13 items) in only 5:23.

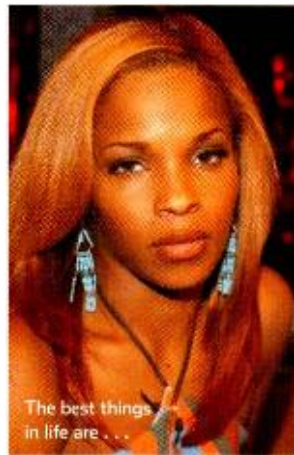


Mr. Creosote: still has room for one 'wafer-thin mint.'

Quick Hits

■ You knew it was just a matter of time before the **Ryan Seacrest Tour of America™** pulled over in the country's largest market. His Premiere-syndicated "On Air With Ryan Seacrest" has made it to the top of the domestic radio pyramid: Clear Channel CHR/top 40 **WHTZ (Z100)/New York**, where it will run 10 a.m.-1 p.m. Monday through Friday. With Seacrest's arrival, midday goddess **Shelley Wade** moves to overnights and will now be heard 2 a.m.-5 a.m. Afternoon dude **JJ Kincaid** will allow the Tri-State area to bask in yet another hour of aural ecstasy, as his shift will now start an hour earlier at 1 p.m., immediately following Seacrest, whose show will feature gossip/sleaze updates from Z100's own **Danielle Monaro**, as well as the "High Noon Countdown" hosted by Seacrest himself. The "American Idol" host is no stranger to Z100:

His version of "American Top 40" has been running there since January 2004.



The best things in life are . . .

■ Meanwhile, across the hall at urban **WWPR (Power 105.1)/New York**, **Free** has been hired to co-host "The Ed Lover Morning Show." Ms. Free is best-known for the five years she hosted BET's "106 & Park." In 2006, she segued to afternoons on the late **KKBT (100.3 the Beat)/Los Angeles**.

■ Clear Channel alternative **WXDX (105.9 the X)/Pittsburgh** hires market vet **Mark Madden** to drive you home from 3 p.m. to 6 p.m. The shift has been vacant since **Tom Grimm** left last month. Madden most recently worked at crosstown ESPN affiliate **WEAE-AM**, and his headful of sports knowledge will not go untapped. OM **John Moschitta** describes Madden's new show as "a mix of sports talk, topic A and pop culture, along with 'X' music."

■ A man known as **John Tesh** moves from nights to middays at Clear Channel's **KSSK-AM/Honolulu**, guaranteeing that when he does a station visit, he'll be all done with his shift early enough to grab a delicious Lava Flow or three at Duke's on Waikiki Beach.

■ After two years at Zomba Label Group, **Tom Starr** will exit the company at the end of the month. Due to restructuring, the Midwest regional position is being eliminated. Starr, a 19-year industry vet, has a long and illustrious promo history: He was a VP at Elektra, a national at Epic, spent time at Interscope and MCA, and has spent the past four years in his hometown of St. Louis—two with Atlantic and the past two with Jive. He can be reached at 636-527-8806, 818-519-7190 or tstarrmail@aol.com.

■ The budget cuts continue at Denver Radio Co.: The latest contestant is **Blake Powers**, afternoon jock on CHR/top 40 **KONN**, who becomes the fifth person (including programming guru **Tim Maranville**) to leave the company since Oct. 1. Powers' six years in the market include **KIMN, KDJM (Jammin' 92-5)** and **KALC (Alice 105-9)**, which netted him nine Colorado Broadcasting Assn. Awards. And here's the worst part: "My fiancée, an international travel agent, is moving here next month from overseas, so this was the absolute last issue I needed," says Powers, who can be reached at 303-745-7050, 720-335-8989 or blakepowersradio@aol.com.

■ Fresno fave **Chris Daniel** has made the move to the talk side, as he's inked for the 5 p.m.-7 p.m. shift on Peak Broadcasting talk monster **KMJ/Fresno**. Daniel is a well-known commodity in the market for his 15 years in mornings at Clear Channel rocker **KRZR**. Most recently, he had worked at **KKDG (Edge 105.9)/Fresno** and did a stint at **KIFR (106.9 Free FM)/San Francisco**.

■ Citadel CHR/top 40 **KKOB (93.3 KOB-FM)/Albuquerque** has a—hang onto something—actual damn job opening, as promotion director **Mark Anderson** exits after five years.

The Programming Department

■ Lousy news for the fans of Philadelphia radio royalty **Marian Newsome-McAdam**, who has been downsized from Beasley rhythmic WRDW (Wired 96.5) as her MD/Web content director position is eliminated. Newsome-McAdam is well-known and loved in the market for her 11 years across the street at Clear Channel's WIOQ (Q102), a gig that also happened to vanish two years ago. Luckily, a position was created for her at Wired, but the challenging economic environment has now taken its toll on her position, as well as several other support and administrative staffers in the cluster. The fun part: Newsome-McAdam is more than ready to kick ass for [your company here], but happens to be six months pregnant with her second child, so a position where she could utilize her mad skillz from/near home would be ideal. Reach out to her and toss around some ideas: marianmcadam12@aol.com or 215-850-1179.

■ After more than eight years in Phoenix with Emmis and Bonneville at KPXX (98.7 the Peak), PD **Joel Grey** has left the building. "I created the very first non-'Bob/Jack' adult hits station in the United States and reached No. 1 with adults 25-54," says Grey, who can be reached at 602-617-1280, joelgrey1@cox.net or on Facebook.

■ **Jim Spector** is the new PD of Journal rocker KEZO (Z-92)/Omaha, inbound from WWUZ, WWVB-FM and WYSK/Fredericksburg, Va. The gig has been open since July, when **Steve Brill** left to become OM of Citadel's five-station cluster in Des Moines.

■ **Jim Trapp** has left the comfy PD office at CBS Radio adult hits KJAQ (96.5 Jack FM)/Seattle. In the meantime, **Carey Curelop**, PD of classic rock sister KZOK, will babysit Jack.

■ **Picazzo Stevens** has come home to California as the new PD of Cumulus rhythmic KVYB (103.3 the Vibe)/Oxnard-Ventura, Calif. The gig has been up for grabs since **Mambo** left in June. Most recently, Stevens was APD/afternoon personality at Emmis rhythmic KDHT (Hot 93.3)/Austin, but most of his radio experience is in Cali, most notably at KISV/ Bakersfield, KBOS/Fresno, KDON/Monterey and KGGI and KWIE/Riverside.

■ We have a winner! It's not even Halloween, but Bonneville has already yanked the Giant Pre-Emptive Holiday Format Lever of Cheer at hot AC WMVN/St. Louis, which kicked off the all-Christmas deal Oct. 10. No one seems surprised: We had been warned that WMVN, which is flipping to sports/talk Jan. 1, might be making this move at some point, but the weather outside isn't exactly frightful. The weekend after the flip, it was in the 80s in St. Louis.

■ **Artie Fufkin** has left the MD/afternoon throne at Simmons alternative KXRK (X96)/Salt Lake City, leaving PD **Todd Nuke 'Em** alone, staring into a yawning chasm just aching to be filled by that special someone who can kick ass on-air and wield Selector and Audition like a Jedi lightsaber.



Go ahead! Kick my ass!

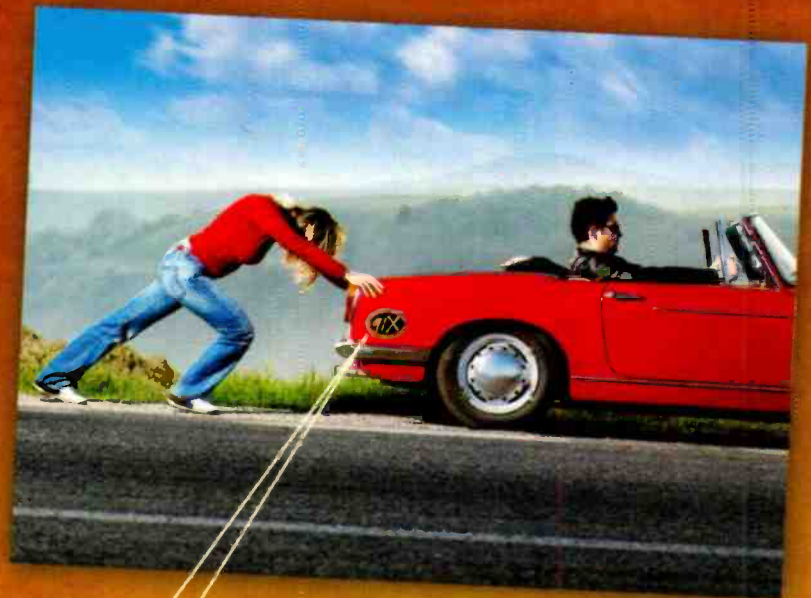
Bond Will Do Time For His Crime

Former radio personality **Bruce Bond** has been sentenced to 27 months to seven years in prison for his role in a \$4.3 million international forged-check scheme that victimized the FCC, Bard College and others. According to Newsday,

Bond, best-known for his years at Cumulus' WNNK/Harrisburg, was arrested May 20 at his New York apartment. On Sept. 24, he pleaded guilty to second-degree grand larceny, identity theft and possession of forgery devices. "Never

in my wildest imagination did I think I would be in this position," Bond said at his sentencing. "My eyes certainly have been opened up. I apologize to my family and friends. I also promise I'll never be back in this courtroom again."

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Scientific analysis of all-Christmas music format reveals

HOLIDAY FORMAT'S MERRY

By R.J. Curtis

We're getting close to the most wonderful time of the year, when upwards of 300 stations flip the format switch and segue to all-Christmas music. Typically, the rush begins on or around Thanksgiving—so before that tryptophan-induced nap of yours is over, at least one station in a market near you will likely be pumping out Burl Ives and Brenda Lee for the next five weeks. ■ Clear Channel's KESZ (KEZ)/Phoenix is generally regarded as the first large-market station to play all-Christmas music in 1999. That move was seen as a maverick, almost novelty gimmick at the time, but has since become a consistently reliable tactic that almost always guarantees a spike in seasonal listening.

Most of those employing the tactic—the majority are AC stations—have become an unstoppable fall ratings force, robbing come from nearly every other station in the market and piling up shares that easily distance them from all competitors.

Simply put, it works every time.

The poster children for all-Christmas are big stations in major markets, such as Jerry Lee's WBEB/Philadelphia and the Clear Channel triumvirate of KODA/Houston, WLTW/New York and KOST/Los Angeles.

During the past two years, as Philadelphia and Houston have entered the era of electronic audience measurement with Arbitron's PPM ratings service, researchers have taken listening data from this specialized temporary format and put it under a microscope, to better understand audience patterns and the types of people who tune in all-Christmas stations. Direct

Marketing Results president/COO Tripp Eldredge, who works closely with Ty Henderson, a research partner at the University of Texas, tracked the migration patterns of radio users in the five weeks before, during and after the Christmas season. Additionally, tapping into a year's worth of pre-currency ratings that preceded New York's Oct. 6 commercialization, the pair has included Big Apple PPM data in the mix and come up with some consistent patterns for all three markets, all with the blessing of and partnership with Arbitron.

With panelists remaining in the sample for months on end, one of the "real values of PPM," according to Eldredge, is that their behavior can be observed through time. This was impossible with the diary service, where a new batch of diarykeepers entered the sample every week. "We've never had information past one week and oftentimes that wasn't very accurate," he says.



Side Channels May Keep Christmas Merry For Non-ACs

After analyzing years of PPM data and evaluating listening patterns of all-Christmas stations, Direct Marketing Results president/COO Tripp Eldredge has discovered that up to half of a station's existing heavy PIs flee the station—but that exodus is offset by a massive influx of new PIs who flock to the holiday outlet and stick around for most of the five weeks that stations usually continue playing Christmas tunes.

Listeners come from all over the market and represent a multitude of formats.

For those stations in other formats, CustomChannels.net president Dave Rahn has a solution to stop the bleeding. He's been helping stations create fully customized, Internet-only side channels since

1999 and designs Christmas channels for all formats. Recently, Rahn says country has eclipsed AC as his biggest customer.

"A streaming channel is a way to keep it under your brand umbrella, rather than having them come someone else," says Rahn, who estimates his company will provide anywhere from 70 to 100 custom channels this year.

In many cases, for those stations that do flip to all-Christmas, Rahn can provide a custom channel of regular programming so that heavy PIs can enjoy their favorite station online.

For stations that

stream an all-Christmas channel online, Rahn encourages them "to include as many normal station promotions on the stream, such as food drives or Christmas concerts, DJ greetings, custom jingles and imaging."

So how early is too early for an all-Christmas channel? Rahn says, "Right now it's Oct. 1; we've already done AC WAJI/Fort Wayne, Ind."

During the past 10 years, he says he has determined a lot of variables that make the specialized format successful—down to the songs that are played. "We've learned a

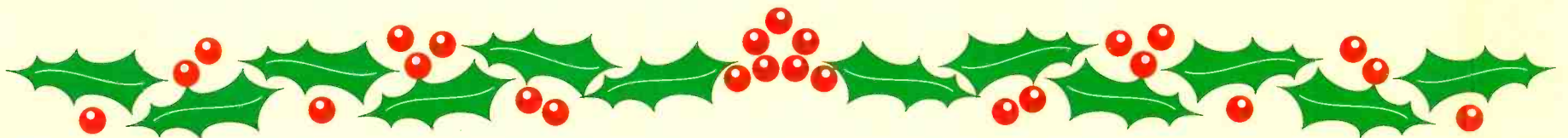
lot about what is requested and what is available. What we're finding is there are only so many top-drawer Christmas songs. We encourage stations to use crossover/all-genre songs in the mix, because it becomes a big math problem keeping different versions of same songs separated."

The good news, he adds, is that there's been plenty of good Christmas music through the years. "Years ago an artist would do an album and only fans knew about it, but it's raised the profile of contemporary Christmas music."

For obvious reasons, Rahn is a proponent of creating a custom channel, but he notes another good reason: "Don't drive them away by doing nothing and conceding it."—RJC



Rahn



it's the most wonderful time of the year—until it's over

CHRISTMAS

... And Bah Humbug New Year

Study Period

Christmas is an ideal study period, according to Eldredge, since it provides a real-time experiment during a major programming change that happens at virtually the same time all over the country. Examining the listening patterns of three stations (KODA, WBEB, WLTW) allowed Eldredge and Henderson to consider variables. The three five-week periods were selected in order to remove what Eldredge calls "the random wobble. Some weeks go through the roof and others are small."

Not surprisingly, the all-holiday format triggers a massive audience increase. KODA doubled its 27,600 AQH persons during the five-week Christmas period, according to Eldredge. Prior to Christmas, KODA was running with a 197,000 P1 cume; during Christmas, it shot up to 375,000.

Typically, Eldredge says, "we would wonder if it is more occasions or more time—but we see that the average number of occasions goes down from 21 to 16 per week. However, time per occasion goes from nine minutes to 11 minutes."

Eldredge and Henderson wanted to understand how KODA gets such a groundswell of new P1 listening, so they traveled back in time to see where they came from. One-third were KODA P1s, one-quarter were rock listeners, roughly 20%

were P1s of news/talk, 9% arrived via country or AC, and a few came from Christian stations.

In other words, two-thirds were not existing KODA P1s and the vast majority were lured from rock or news/talk outlets. WLTW's and WBEB's newfound P1s had similar formative origins. Still, "each market had its own peculiarity," Eldredge says. "Houston's was Christian, Philly was country and urban, and New York was also urban."

But in all three markets, each station saw a massive increase in ratings, followed by "a New Year's hangover," Eldredge says. Post-holidays, KODA's ratings were flat or below what they had been before the switch. KODA lost nearly 200,000 P1s after Christmas—more than they gained, Eldredge says. The conclusion: "It has a positive but also a negative effect."

Archeological Dig

Still not finished with this electronic archeological dig, Eldredge and Henderson went deeper and began tracking new and existing P1s. Looking at every listener KODA had in the five weeks before Christmas, they discovered that a whopping 43% of what Eldredge refers to as "the deep or super P1s" go away while KODA is in

'Stations gain huge numbers of prime P1s from all-Christmas music, followed by a New Year's hangover.'

—Tripp Eldredge

all-holiday mode and "they don't come back in the five weeks after holiday programming."

But that bad news is offset by some spectacular news. The station nearly doubles its P1 cume with listeners who migrate from those other formats. On the other hand, "in five weeks, after the new P1s go back to their usual choices, it leaves an interesting structural change to the audience." Left with 43% fewer heavy P1s, KODA's AQH drops because those rock and AC listeners don't use radio as much; overall they're not very good radio listeners, according to Eldredge.

A similar pattern emerged in New York and Philadelphia. The latter's WBEB lost one-third of its prime P1s but gained 244% in new P1s during Christmas and swelled up to almost 88,000 AQH persons (up from 37,000). Likewise in New York, where Eldredge says WLTW lost half its prime P1s but more than made up for it in new P1 reinforcements.

In all three cases, prime P1s fade during Christmas music by an average of one-third to one-half, "and most did not return. Instead, stations gain huge prime P1s and afterward end up flat or slightly better after Christmas music ends." WBEB was an exception, fading less at the end

Continued on page 14

All-Christmas: A Symbol Of The Holiday Season

Clear Channel AC mainstay KOST/Los Angeles started playing all-Christmas music in 2001, and PO Stella Prado says that initially, many people in the building didn't think it would work, primarily because of the non-winter-type climate in Southern California.

However, through the years, the numbers have borne out her opinion that going all-Christmas is a positive: "Our cume and TSL go up; it's a win-win situation for us," she says.

Prado stresses that there's a complete package that goes with playing the tunes. "It's not only Christmas music, but it's what's around it." For example, she and KOST have made an annual tradition while

the station is airing holiday music of soliciting wishes from listeners and granting some of them, which she describes as "awesome promotion."

As far as when to yank the holiday format lever, Prado believes it depends on the station's region and its weather. If a market is experiencing a cold, rainy or snowy fall, a station can probably get away with going all-Christmas a little early. But for the Brazil-born Prado, where Christmas comes during the summer, a Southern California Christmas with lights



Prado

on palm trees is not out of the ordinary: "When it's Christmastime, it's Christmastime for everyone around the world. You like to hear the music no matter what. It gets them in the spirit, it gets them to go out shopping, you think

about families and get-togethers and Christmas parties. There's more to it than just the music. It's the symbol of the whole holiday season."

Despite the joy that comes from bringing Christmas cheer to the masses, there is the potential drawback of keeping a careful eye

on station logs to ensure there's not too much overlap. "There are like 20 different versions of 'Rudolph the Red-Nosed Reindeer,'" Prado says with a laugh.

The PPM has just rolled out in Los Angeles and Prado is looking forward to the possibilities that KOST will see under Arbitron's new electronic measurement system when the station switches to holiday music. It goes without saying that with malls and other public areas piping in Christmas music during the holidays, the potential for PPM wearers to be exposed to any station's holiday music is enormous. "Our cume is going to go higher up the scale," Prado says. "I'm excited for all the holiday music lovers." —Keith Bernau

PRADO: KELLY A. SWIFT / RETNA LTD.

Hot Holiday Hits

Continued from page 13

than the stations in Houston or New York.

Eldredge and Henderson also discovered that birth months contribute to behavioral patterns. People born in December gave Christmas music the lowest amount of listening, while January babies gave it the highest. The theory is a feeling among December babies that the Christmas season has always taken away emphasis from their birthday. Additionally, while men tend to listen more to radio, women always give more quarter-hours to Christmas music. The 35-64 demo contributes the most holiday listening, while 6- to 11-year-olds—who are being measured for the first time—are also listening a great deal.

But according to Eldredge, the biggest, most dramatic discovery when it comes to Christmas formats is that no Hispanic stations contribute to the new P1 migration. “Hispanics don’t appear to respond favorably to Christmas music,” he says. Of the three markets, Philly has the smallest Hispanic population, “so KODA or [WLTW] may be driving away many of their Hispanic listeners during those five Noël-intensive weeks.”

Eldredge says that when he presented this data at the Arbitron summer Fly-In, someone accused him of being the Grinch that stole the Christmas music format. Rather than steering operators away from holiday programming, Eldredge contends he is espousing a strategy of minimizing risks and maximizing rewards.

Among the specific suggestions he made at the Fly-In:

- Put the station’s regular format online as a station stream.
 - Keep regular programming items in place.
 - Consider doing a survey to determine which prime P1s aren’t Christmas music fans.
 - Have a plan to tell them when to come back.
- The key is understanding prime P1s. “Now

‘If your station wasn’t in great shape, Christmas would make you better—though it couldn’t work miracles. If you were WBEB/Philadelphia or WLTW/New York, it would make you a lot better.’

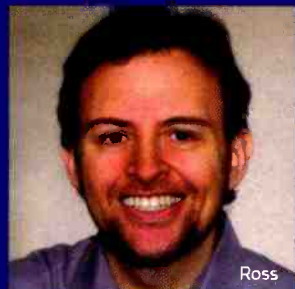
—Sean Ross

	AC HOLIDAY SONGS TITLES	ARTIST	TOTAL
1	ROCKIN’ AROUND THE CHRISTMAS TREE	Brenda Lee	12109
2	JINGLE BELL ROCK	Bobby Helms	11864
3	THE CHRISTMAS SONG (MERRY CHRISTMAS TO YOU)	Nat King Cole	11667
4	A HOLLY JOLLY CHRISTMAS	Burl Ives	11577
5	HAPPY XMAS (WAR IS OVER)	John Lennon & Yoko Ono	11534
6	ALL I WANT FOR CHRISTMAS IS YOU	Mariah Carey	11264
7	PLEASE COME HOME FOR CHRISTMAS	Eagles	11106
8	WHITE CHRISTMAS	Bing Crosby	10838
9	FELIZ NAVIDAD	Jose Feliciano	10443
10	IT’S THE MOST WONDERFUL TIME OF THE YEAR	Andy Williams	10394
11	IT’S BEGINNING TO LOOK A LOT LIKE CHRISTMAS	Johnny Mathis	10079
12	MERRY CHRISTMAS DARLING	Carpenters	9856
13	JINGLE BELL ROCK	Daryl Hall John Oates	9812
14	DO THEY KNOW IT’S CHRISTMAS?	Band-Aid	9752
15	LAST CHRISTMAS	Wham!	9445
16	WONDERFUL CHRISTMAS TIME	Paul McCartney	9398
17	RUDOLPH THE RED-NOSED REINDEER	Gene Autry	8470
18	HAPPY HOLIDAY/THE HOLIDAY SEASON	Andy Williams	8009
19	WINTER WONDERLAND	Eurythmics	7969
20	BLUE CHRISTMAS	Elvis Presley	7183
21	CHRISTMAS EVE (SARAJEVO 12/24)	Trans-Siberian Orchestra	7081
22	SANTA CLAUS IS COMIN’ TO TOWN	Bruce Springsteen	7032
23	CHRISTMAS CANON	Trans-Siberian Orchestra	6862
24	IT’S THE MOST WONDERFUL TIME OF THE YEAR	Johnny Mathis	6852
25	STEP INTO CHRISTMAS	Elton John	6609
26	THE CHRISTMAS SHOES	NewSong	6302
27	WHERE ARE YOU CHRISTMAS?	Faith Hill	5056
28	HERE COMES SANTA CLAUS (DOWN SANTA CLAUS LANE)	Gene Autry	5006
29	LITTLE SAINT NICK	The Beach Boys	4970
30	SLEIGH RIDE	Leroy Anderson	2901
31	HOME FOR THE HOLIDAYS	Carpenters	2623
32	CELEBRATE ME HOME	Kenny Loggins	2506
33	SAME OLD LANG SYNE	Dan Fogelberg	1326
34	HAVE YOURSELF A MERRY LITTLE CHRISTMAS	James Taylor	1037
35	DO YOU HEAR WHAT I HEAR	Whitney Houston	613
36	(THERE’S NO PLACE LIKE) HOME FOR THE HOLIDAYS	Perry Como	545
37	O HOLY NIGHT	Josh Groban	371
38	RUDOLPH THE RED-NOSED REINDEER	Burl Ives	267
39	IT’S BEGINNING TO LOOK LIKE CHRISTMAS	Bing Crosby	252
40	SLEIGH RIDE	Carpenters	143

SOURCE: Nielsen BDS-monitored AC airplay of holiday titles from all eras covering the period from R&R issues dated from Nov. 17, 2007, through Jan. 5, 2008.

Marketing Muscle

Christmas music has become a great substitute for fall marketing, thanks to word-of-mouth, Edison Media Research VP of music and programming Sean Ross says. Even before the PPM, Christmas has consistently been a sweet spot for mainstream AC stations. “If your station wasn’t in great shape, Christmas would make you better—though it couldn’t work miracles.” If you were WBEB/Philadelphia or WLTW/New York, “it would make you a lot better.”



Ross

Ross says everyone waited for the year when some stations making the flip decided that it’s not worth the trouble, but it certainly hasn’t happened since the trend got off its feet roughly a decade ago. If anything, the latest surprise is that Philadelphia and New York could actually get better with the PPM, Ross says. “People have interpreted PPM to say, ‘Give up TSL and program to come even more,’ saying, ‘Let’s go for the come play and not worry about January.’”

And what about a recommendation of keeping regular ratings benchmarks on a station while going all-Christmas? Ultimately, “it can make sense for both regular people and cumers,” Ross says. “You try to create a trusting infrastructure on the existing radio station.”—RJC

we’ll see what programmers will do to minimize the drop-off,” he says. “It’s essential that stations understand who these heavy/deep P1s are and how to cultivate them.”

Evolution Of Format?

Most formats gradually evolve, so what about all-Christmas? How much different do these stations sound today compared with their predecessors from the late ’90s? “From a broad perspective, there hasn’t been a revolution,” Coleman Insights president/COO Warren Kurtzman says. “What we’ve learned after a number of years is that there is a certain type of music—traditional—that drives the listening here.”

Initially, many stations were putting a lot of different songs on the air. “We’ve learned it’s the core traditional songs that resonate,” Kurtzman says. Rather than a seismic evolution, this adjustment has been “more of a focus.”

It would appear that historically, other stations in a market with an all-Christmas AC tend to concede the position and a great part of the fall book to the holiday outlet. Kurtzman suggests that there is no reason that other formats shouldn’t bring it on as well. For instance, CBS Radio’s oldies WODS/Boston has previously flipped to all-holiday music.

“Our gut says other stations can have success with this,” Kurtzman says, though he stresses that it depends on a station’s target audience. For example, even though the data compiled by Eldredge and Henderson indicates the biggest come migration to all-Christmas stations comes from the rock format, Kurtzman doesn’t recommend the yule format for those stations. After all, 25-54 females aren’t a rock station’s primary target.

If a station outside of AC does decide to roll the dice, Kurtzman recommends using strong external marketing and implementing a plan for how to market the station after the season ends. **R&R**

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Doug Stephan celebrates 20 years hosting talk for women

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At some point in life, you most likely were given this fine piece of career advice: “Do something you love and the money will follow.” While that concept, for many people, is easy to understand but hard to execute, the radio industry probably boasts a higher-than-average number of people who have successfully applied the nugget of wisdom to their careers. ■ One example of the concept coming to fruition may be syndicated host Doug Stephan, who is not only celebrating 20 years as a talk host—which he loves—but he has dedicated himself and his Stephan Multimedia syndicated show “Doug Stephan’s Good Day” to talking about a topic he greatly enjoys: women.

“I know it sounds laughable but I’ve always loved women,” Stephan says. “My daughter laughingly calls me a ‘sensitive new age guy.’”

While many experiments with talk directed at women have come and gone, Stephan has effectively refined his approach, building a talk show that

focuses on and is successful with female audiences.

At the beginning of his career, Stephan was a politically oriented host. “What occurred is not unlike what happened with Art Bell,” he says, drawing a parallel with the now-retired host of “Coast to Coast AM.” “When Art was first on

the air he was a right-wing political host, then he found that his own interests were best-served by talking about the paranormal, because it’s something he’s followed.”

Stephan’s Staff

A big part of the show’s success comes from Stephan’s foresight to surround himself with women who are not only part of the show but bring diverse viewpoints and opinions to the airwaves. “I have three women on the air with me now,” he says. “I normally get things going and then get out of the way.”

While it’s never polite to ask a woman’s age, Stephan reveals that his co-hosts represent three different decades. Roberta Facinelli, who’s been with Stephan the longest, is in her 50s; Maria T. Bailey is in her 40s; and Jennifer Horn just turned 30. Additionally, two are married and one is single. “We get a really well-rounded overview of the audience we are aiming for.”

The other advantage his cast provides is insight into what topics are important to his audience. While he once did a great deal of his

‘I have three women on the air with me now. I normally get things going and then get out of the way.’

—Doug Stephan

Five Networks, No Letters

With more than 20 years of hosting and syndicating his own show, Doug Stephan has worked with a variety of network partners that he calls the nonlettered networks—working with nearly everyone except ABC, CBS or NBC. While some of Stephan’s partners are famous, others are infamous.

First came Pat Robertson’s News Talk Radio Network. “What a trip that was,” Stephan says.

After a stop at the Sun Network, Stephan worked with Sonny Bloch, a financial show host who eventually went to jail for fraud. “I found out what was going on soon enough to save my ass and get out of there,” Stephan says.

Then it was on to Talk America before finally settling in at Radio America. “That’s been my originating network ever since.”—MS

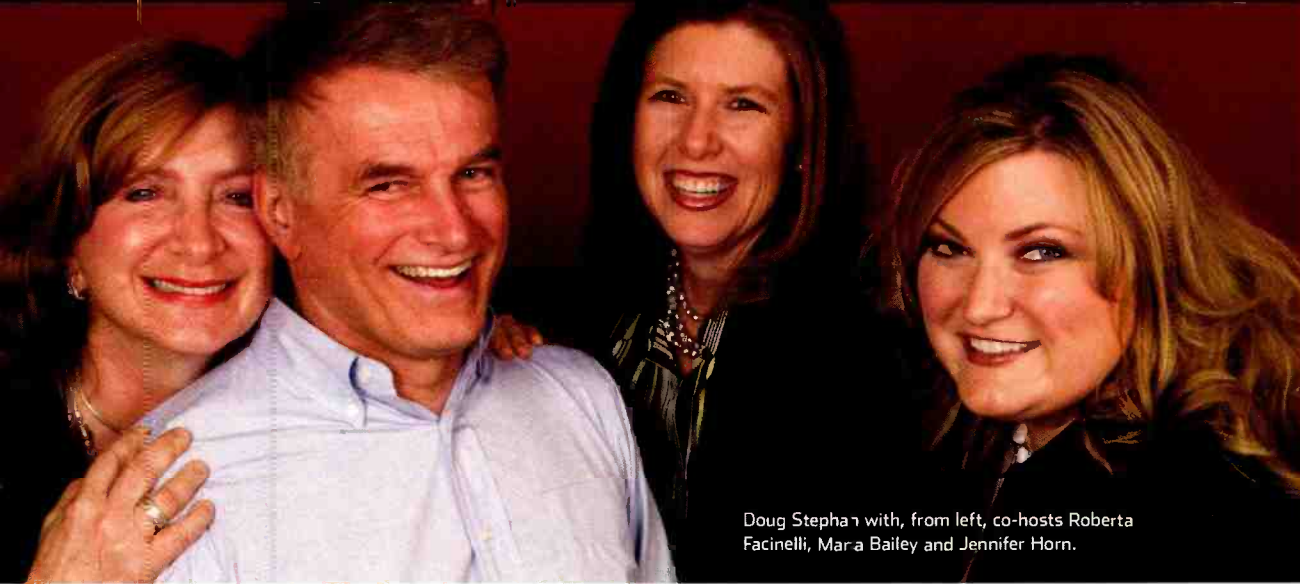
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Doug Stephan with, from left, co-hosts Roberta Facinelli, Mar a Bailey and Jennifer Horn.

own research, Stephan says the addition of Bailey to the show took things to a whole new level. She not only appears on the show but also hosts syndicated program "MomTalk Radio," has written three books about marketing to mothers and advises companies like Disney, Build-a-Bear Workshop and Cartoon Network about how to reach their target audience—women with children—more effectively.

What Women Want

Although many men have room in their lifestyle for lis-

tening to political talk, Stephan feels women aren't as interested or tolerant of that format. In his opinion, women don't engage in political talk because "they find nothing gets solved. Women are very solution-oriented. Women want to fix problems. Mothers are fixers."

That belief even influences Stephan's staffing decisions. "I have many more women working around me than men. I would rather have mostly women on my staff. Women's instincts are better at finding solutions for problems."

On the other hand, he does admit to one potential side effect. "One of my problems is that over the years, I've tended to, in some circumstances, get romantically involved with

the women who are on the air with me," Stephan says sheepishly. "That's a disaster waiting to happen."

While primarily carried on talk stations, Stephan's show is also cleared on about a dozen music stations, and he says he is seeing increased interest in that area. He cites Citadel's pairing of its syndicated "Don Inus Show" and True Oldies format on a number of stations across the country as a model that is opening some people's eyes to the potential of pairing a syndicated talk-based show with syndicated music formats.

"What people are beginning to realize is that most of the syndicated music formats don't do anything ratings-wise in morning drive," Stephan says. "What people want in the morning is a personality-driven conversation program so they know what's going on in the world to feel adequately informed. And they want companionship."

He stresses the difference between his show and other syndicated talk programs. "What programmers are looking for and are open to is a show that is stridently not political," he says. "Stations carrying shows like Billy Bush, John Tesh or Delilah at night are the kind that could take my show and like having me on in the morning." **R&R**

Listen To Mother

When she's not co-hosting Stephan Multimedia's syndicated show "Doug Stephan's Good Day," Maria Bailey keeps plenty busy. "In real life I own a media company that specializes in marketing to mothers," Bailey says. "We work with companies to create, research, develop and market products and media for moms." Included on her client list are Precious Moments, Warner Bros. and Johnson & Johnson.

Bailey also hosts her own syndicated show, "Mom Talk Radio," which is heard on several south Florida stations and has become one of the most downloaded parenting shows from iTunes. She has written three books about marketing to mothers.

A fan of radio, Bailey passionately believes that content for women—especially moms—is a huge untapped opportunity. "I still believe that female content on the radio is one of the most underserved and underutilized segments," she says. "There's absolutely no radio for moms. It's such a mobile media, and it's where moms are. We're in the car more than anybody else and if I'm not listening to Barney, I'm stuck listening to sports talk or political talk."

On the sales side, she cites multiple examples of how radio advertisers could utilize programming directed to mothers: "65% of moms don't know what they are cooking for dinner at 4:30 in the afternoon," Bailey says.

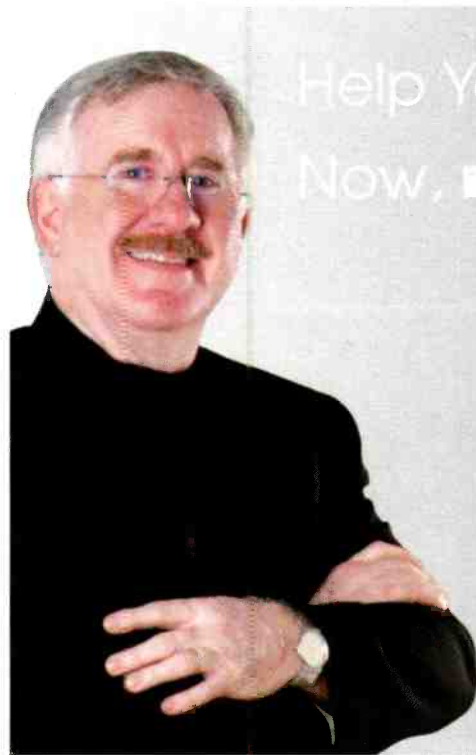
"If I was a food solution company, I would be on radio at four in the afternoon when she's waiting in a carpool line and dreading that she doesn't know what she's cooking."

Ad content could be tailored to the needs of mothers by being solution-driven. "We know 70% of all kids are doing their homework in the car," Bailey says. She suggests presenting three tips, sponsored by Office Depot, on ensuring your back seat is prepared for afternoon study period. That can be just the start. "Then you can take them online to a podcast with more detailed information," Bailey says.

Bailey is baffled by what she perceives as a lack of interest in programming for

women. "It's just a no-brainer when it comes to selling product that the content be geared toward women. They're spending 85% of the household income. You'd think a sales manager would want programming that reflected the advertisers that are spending the most money—places like Wal-Mart, Target and grocery stores."

Her latest book, "Mom 3.0," focuses on using new-media technology to market to mothers, but contains a chapter dedicated to radio. "It's in the book because no one has taken advantage of the opportunity radio has for reaching women," Bailey says. "There just has to be something in between Delilah and politics that's relevant." —MS



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Winning Team

R&R rhythmic/urban/gospel editor Darnella Dunham and R&R sales manager Kristy Scott presented Island Def Jam Music Group executives with R&R Industry Achievement Awards for urban and rhythmic label of the year. IDJMG senior VP of rhythmic promotion Rick Sackheim also received a plaque for label promotion executive of the year. From left are Sackheim, Scott, Dunham and IDJMG West Coast director of promotions Brian Samson.

Nothing But The Hitz

Mickey "MeMpHiTz" Wright Jr., a member of Zomba Label Group's A&R team, has been named chairman/CEO of Hitz Committee Entertainment. Zomba has partnered with Hitz Committee on recorded music, TV, film and music publishing projects. Standing, from left, are BMG Label Group director of business and legal affairs Pamela Gurley, BMG VP of business and legal affairs Michael Newman, BMG executive VP of new ventures/Zomba executive VP of operations Deane Marcus, BMG COO Ivan Gavin, Zomba executive VP/GM Tom Carrabba, Hitz Committee president/COO Glenn Delgado, Zomba executive VP Peter Thea and BMG executive VP of business and legal affairs Dan Zucker. Seated, from left, are Wright and BMG chairman/CEO Barry Weiss.



Tea For Two

Former Duchess of York Sarah Ferguson discussed her new children's book, "Tea for Ruby," with affiliates during a visit to ABC News Radio's New York studios. Ferguson is pictured with ABC News Radio director of programming Wayne Fisk.

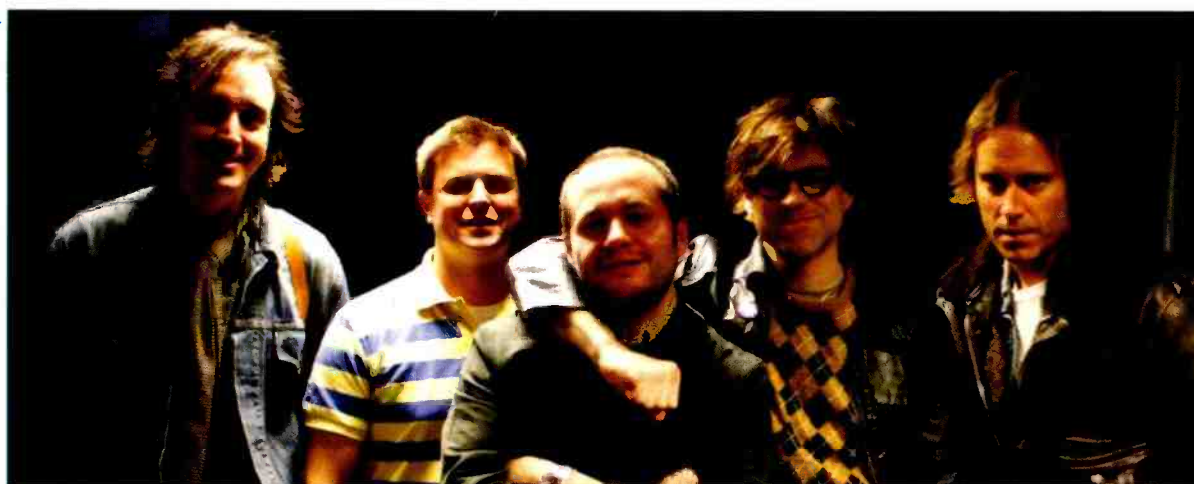


Bringing Down The House

Decca act James closed out its recent U.S. tour in support of new CD "Hey Ma" by performing a sold-out show, presented by Entravision alternative KDLD and KLDE (Indie 103.1)/Los Angeles, Oct. 5 at the House of Blues in Anaheim, Calif. Clockwise from far left are James keyboardist Mark Hunter, guitarist/violinist/percussionist Saul Davies, bassist Jim Glennie, vocalist Tim Booth and trumpeter Andy Diagram; R&R news editor Julie Gidlow; and James guitarist Larry Gott and drummer David Baynton-Power.

Highway Stars

Lost Highway act Ryan Adams & the Cardinals stopped by Clear Channel triple A KPTL (Capital 106.3)/Des Moines while in town for a recent show. From left are Cardinals drummer Brad Pemberton, KPTL morning host Frank Monroe, Lost Highway VP of promotion and artist development Ray DiPietro, Adams and Cardinals guitarist Neal Casal.



True Calling

During a visit to Nashville, Premiere Radio Networks host Blair Garner chatted with MCA Nashville artist Lee Ann Womack about her new studio album, "Call Me Crazy," which drops Oct. 21.



Something To Talk About

Greenlandic singer/songwriter and Yes Dear Entertainment client Simon Lynge, left, was a featured performer at Macy's Passport 2008 Fashion and Compassion event Sept. 25 in Santa Monica, Calif. Lynge, who was in Los Angeles for two performances prior to his October tour of the United Kingdom and Denmark, was greeted at the benefit by celebrity blogger/ABC Radio Networks syndicated host Perez Hilton.

Formats

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

R&R SPIN SPOTLIGHT



Rihanna's Rapid Rise

Just three years since her debut in 2005, Rihanna owns the third-highest Rhythmic top 10 total among female artists this decade. Four of her top 10s have climbed to the chart's upper quarter this year.

Total Top 10s 2000-08, Artist

- 13, Ashanti
- 9, Beyoncé
- 9, Mariah Carey
- 9, Ciara
- 9, Missy Elliott
- 8, Rihanna
- 7, Alicia Keys
- 7, Jennifer Lopez



Seether

On A Roll At Active Rock

Seether scoots closer to the mark for the longest top 10 streak in the Nielsen BDS-based Active Rock chart's 11-year ledger. Here's a look at the format's most impressive runs.

Consecutive Top 10s, Artist, Years

- 10, Disturbed, 2002-08*
- 10, Godsmack, 2002-07*
- 9, Linkin Park, 2003-08
- 9, Nickelback, 2001-06
- 8, Creed, 1997-2000
- 8, Metallica, 1997-99
- 8, Seether, 2003-08*
- 8, Shinedown, 2003-08*

* Current streak

THE SPIN



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

High Five! Pink Atop CHR/Top 40

Pink pockets her fifth CHR/Top 40 No. 1, as "So What" (Zomba) leaps 3-1 with Most Increased Plays (up 1,140). The song's ascension pushes Pink into a tie with Avril Lavigne and Justin Timberlake for second-most chart-toppers in the Nielsen BDS-based list's 16-year history. Only Mariah Carey has more, with six.

With Pink's previous smash-es "U + Ur Hand" and "Who Knew" reaching the top, her new No. 1 marks the fifth time an artist has notched at least three consecutive chart reigns. Lavigne and Ace of Base's first three singles each hit No. 1, while Timberlake (as a lead artist) and Alanis Morissette share the record with four No. 1s in a row.



Seether, Shinedown Extend Top 10 Streaks

Seether earns its eighth consecutive Active Rock top 10 and ninth overall, as "Breakdown" (Wind-up) jumps 13-9.

Its current streak, which began with "Gasoline" in November 2003, matches Shinedown for third-longest active top 10 stretch and pushes toward the format's all-time mark (See Spin Spotlight, left).

"Breakdown" is the third top 10 from Seether's "Finding Beauty in Negative Spaces," the quartet's second consecutive album to sport a trio of top 10s.

Shinedown, meanwhile, collects its ninth Rock top 10 in a row—its entire chart output—as "Second Chance" (Atlantic) rises 11-10. The quintet moves into a third-place tie with Nickelback for the longest consecutive top 10 streak in the chart's history, after Aerosmith's current run of 12 and 3 Doors Down's 11. "Chance" also strides 14-12 at Active Rock, where it's poised to extend the group's top 10 string to nine.

Rihanna, T.I. Tackle Top 10

Rihanna simultaneously scores her seventh and eighth Rhythmic top 10s, as "Disturbia" (IDJMG) climbs 11-8 and T.I.'s "Live Your Life" (Atlantic), on which she's featured, rockets 22-10 with Airpower and Most Increased Plays (up 1,135). With her twin trips, Rihanna ties Ciara for most top 10s by a female artist since the former's arrival in 2005. The jumps also move Rihanna up on the tally of most top 10s by women this decade (see Spin Spotlight, left).

Along with his vault at Rhythmic, T.I. rises 13-8 at Urban with "Life." The track becomes his 16th top 10 at Urban in the 2000s, tying him with R. Kelly for third-most top 10s in that span, a list headed by Ludacris (20) and Lil Wayne (18).

T.I. also nets his first top 10 as a lead at CHR/Top 40, as "Whatever You Like" (Atlantic) jumps 11-8.

Everybody Loves 'Somebody'

In its second week, Nickelback's "Gotta Be Somebody" (Roadrunner/RRP) keeps soaring at multiple formats. The first single from "Dark Horse," due Nov. 18, shoots 7-6 at Rock and 19-14 at Active Rock and Hot AC with Most Increased Plays on all three charts. The cut also leaps 22-15 at Alternative and 32-26 at CHR/Top 40.

Paramore's 'Decode' Cracks Alternative

Paramore collects its fourth Alternative chart hit as "Decode" (RJP) opens at No. 35 with Most Increased Plays (up 263). The foursome, with vocals from Hayley Williams, ranks second among female-led groups for most chart appearances this decade, trailing Evanescence, with five. "Decode" is one of two Paramore songs on the soundtrack to the Kristen Stewart/Robert Pattinson film "Twilight," which hits stores Nov. 4 in advance of the movie's Nov. 21 release.

T-Pain, Lil Wayne Make 'Believe' No. 1

T-Pain and Lil Wayne each earn their fifth Urban No. 1s, as their collaborative "Can't Believe It" (Zomba) lifts 2-1. The song marks T-Pain's second trip to the summit as a lead artist, following last year's "Buy U a Drank (Shawty Snappin')." For Lil Wayne, "Believe" makes it three turns at No. 1 this year, as "Lollipop" led for seven weeks and "A Milli" reigned for three.





Womack doesn't sugarcoat first album in three years

Dark And Crazy

Ken Tucker

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Three years after her last album was lauded by the industry but stalled at radio, Lee Ann Womack is back with "Call Me Crazy," out Oct. 21 via MCA Nashville. ■ The veteran's prior project, 2005's "There's More Where That Came From," has sold 480,000 copies in the United States, according to Nielsen SoundScan, and won album of the year at the Country Music Assn. Awards. Lead single "I Hate Myself in the Morning" reached the top 10, but two other singles failed to crack the top 20, a far cry from the late '90s, when Womack routinely topped the chart.

Things peaked in 2000 with the album and single "I Hope You Dance." The set has sold 2.6 million copies, while the track not only topped the country airplay chart but spent 11 weeks at No. 1 on the AC chart.

In the time since the last album, Womack did "family stuff," wrote a lot and worked with 17-year-old daughter Aubrey, an aspiring artist ("Around our house music has a way of sneaking in there," she says).

Once she was ready to hit the studio, Womack teamed with producer Tony Brown (Reba McEntire, Brooks & Dunn). "I had wanted to work with Tony since I came to town," Womack says,

adding that she's a fan of his work with Steve Earle, Lyle Lovett and George Strait. "I kind of knew what he would like and what he would gravitate toward and it's a lot of the same things that I do."

The album has a dark vibe, with plenty of drinking and love lost, but Womack says it wasn't intentional. "I try to go through the whole process with blinders on and just cut songs that really work for me. Sometimes it ends up being different when I don't even realize it's different.

"It probably seems dark compared to what's been made around [Nashville] the last couple years," she continues. "I don't think it's dark compared to Hank Williams or George Jones. It's what I gravi-

tate toward—songs that make you feel something."

Universal Music Group Nashville chairman Luke Lewis appreciates Womack's honesty. "There's plenty of happy love songs these days. I welcome songs about pain, especially from someone that can sing that well and emote," he says.

Haunting first single "Last Call," which includes

the memorable line "I bet you're in a bar because I'm always your last call," moves 41-33 on R&R's Country chart.

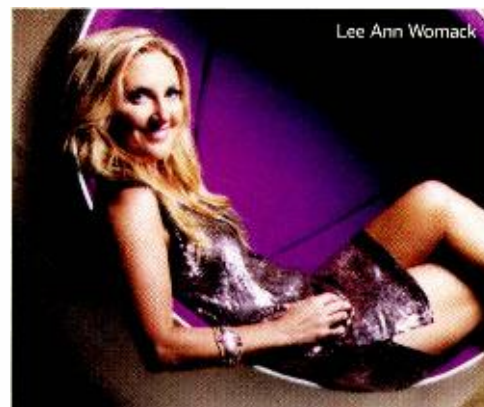
Wilks Broadcasting country KBEQ/Kansas City PD Mike Kennedy had no qualms about playing the single despite Womack's recent track record at radio. "I was just wait-

ing for the right song and I honestly think this is it," he says.

Not every track is downbeat. Thought-provoking "The Bees," which features vocals from Keith Urban, comes out of left field. Beasley country WKIS/Miami PD Ken Boesen says Womack delivers songs that "speak to listeners on a higher level. 'I Hope You Dance,' for instance, was a message that connected with listeners and encouraged them to live their lives to the fullest. For better or worse, she sings 'smart songs'—that present a deeper message, a new message or at least a common message in a new way."

The set includes a duet with George Strait, "Everything but Quits," and a cover of his "The King of Broken Hearts," which Womack says is an anthem in Texas. "I really did not want to cut the song but I love it—that's why I didn't want to cut it." After hearing her sing it when Strait was inducted into the Country Music Hall of Fame in 2006, Lewis and Brown convinced Womack to record it.

Lewis calls Womack a "mature artist," and she agrees. "I'm at a place in my life that I'm allowing myself to enjoy it more," she says. "Because I've had time off and a chance to breathe, it allowed me to come back with a different kind of energy."



'It probably seems dark compared to what's been made around Nashville the last couple years. I don't think it's dark compared to Hank Williams or George Jones.'

—Lee Ann Womack

Sky High

The members of Nina Sky manage to effortlessly dwell in multiple worlds without compromising who they are. Twin sisters Natalie and Nicole Albino have enough swagger to appear on a hip-hop track, the flavor to be credible in R&B, the Puerto Rican heritage to sing reggaeton and a bit of sunshine that is usually found in pop music. "We're Latinas but we're musicians and we embrace all this music," says Nicole, who began playing guitar and mixing records as a DJ when she was a teenager.

The Queens, N.Y., natives released their debut in 2004 when they were only 18 after "Move Ya Body" blew up in clubs and on radio. The single was a multiformat hit that peaked at No. 5 (CHR/top 40), No. 6 (rhythmic) and No. 18 (urban) on R&R's Nielsen BDS-fueled

charts. Follow-up "Turnin' Me On" also worked well for rhythmic, reaching No. 33. The set has shifted 231,000 units, according to Nielsen SoundScan.

While it's been four years since Nina Sky has released a project of its own, the duo has been busy writing and guesting on songs with artists like N.O.R.E., Alchemist, DJ Envy & Red Café and Tony Touch. More important, this has been a time for Natalie and Nicole to live. "A lot of the first album was based on other people's experiences and not stuff that we'd been through," says Natalie, who does the heavy lifting in the writing arena. "Four years later, we've traveled all over the world, been in relationships and [lived] real-life stuff."

Nina Sky's sophomore effort, "The Musical," is scheduled for first-quarter 2009, and Natalie and Nicole play a significant role behind the

scenes as executive producers. Lead single "Curtain Call," featuring Rick Ross, moves 40-38 on R&R's Rhythmic chart. Another cut, "The Real," showcases more vocal texture than previous appearances and the duo sings with emotion without being overly dramatic on the Ryan Leslie-produced track. Other highlights include the bass-heavy and mixshow-friendly Salaam Remi production "On Some Bullshit," "Ain't Easy" (produced by the Runners) and "Chapters Closed" (produced by Cipha Sounds).

Nicole describes "The Musical" as an "R&B/pop album with a hip-hop beat. The music and the songs are bigger, and we put more time into crafting them. Last time it was about knocking them out because we were on a time constraint. We called the album 'The Musical' because this is a big production. We want it to speak to you."—Dannella Dunham



WOMACK: DANNY CLINCH



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Online is the new outdoors, and other eye-opening Web revelations from R&R '08. Part two of a three-part series

Juggling Chain Saws For Fun. . . The Sequel

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Last week, I began my review of the CHR/top 40 session at the recent R&R Convention in Austin: "Juggling Chain Saws: The Changing Role of Today's PD." The session's focus was the whole new set of responsibilities the modern programmer, or "brand manager," must face on a daily basis, including the maintenance of a station's brand via the Web, texting, mobile, outdoor, social networking, etc. Oh, yeah, and when you get a second, don't forget about that station in the back.

Panelists were Clear Channel's KHTS (Channel 933)/San Diego PD Jimmy Steele; Border Media Partners VP of English programming Mark Landis; Tracy Austin, former longtime PD of KRBE/Houston and WKSS/Hartford, who since last week's column was named PD of Clear Channel's WIOQ (Q102)/Philadelphia; and Cruze, whose programming prowess has graced such stations as WFNX/Boston, WMGK/Philadelphia, KBTZ (the Buzz)/Houston, WKBQ/St. Louis and, most recently, WWDC (DC101)/Washington.

Several thought-provoking themes were discussed at length, including these two, which would make intriguing bumper stickers: "Online is the new outdoors" and "The Web site is now the station van"—meaning, it's now more strategically advantageous to redistribute some of those promotional resources that had been spent on street presence to online, where more bodies can be reached more efficiently.

"It's still very important to be in the street, but the days of sending interns out or hiring part-timers are over," Steele said. "It's just not utilizing your time appropriately. We're all running leaner and we have to be smarter. While we've eliminated some promotions positions, we've actually hired Web positions."

Directing people to your Web site is great, but it's also important to keep the look and feel of it fresh and new, Cruze said: "You know how the sta-

tion van needed to be repainted at the end of every year? So does your Web site. The van served as that rolling billboard, and your Web site is now where a lot of people are getting that same effect. It absolutely kills me to roll into a station or log on to its Web site on Monday morning and the first thing you see is what's happening Saturday night at 10:30. That stuff will make people not take your site seriously, and that's worse than the wrap peeling off your van."



Austin



Steele

Lose The Coozies

The time-honored radio tradition of sending out an intern in the station van to give away free swag is also on the wane, mostly because of today's leaner market conditions—that, plus the Web offers a more targeted approach. "We've gotten away from the mentality of, 'Let's go to a place, set up the van, throw out a lot of coozies and T-shirts,'" Landis said. "We need to go where people are, then take the video crew and see what people will say. When we launched Jack-FM [KJXK] in San Antonio, people didn't want stuff—they wanted to talk about the station, so we set up a Talk to Jack booth."

Several panelists agreed that giving away "stuff" just for the sake of giving away, well, stuff is no longer an efficient use of time, money and resources. "In a world that's so saturated, how will a T-shirt or a drink coozie extend your brand?" Steele asked. "Why do we spend money on these

'We looked at so many sites and said, "We don't want this to look like a radio station Web site."'

—Mark Landis



'I'm much more willing to allow things to exist on the Web site because, even if it appeals to maybe 10% of my audience, the 90% who don't want to see it just won't click on it.'

—Cruze



things when it's just not smart?" That's not to say that all giveaways no longer have any value: Cruze said, "Premiums still have their place, but we have to be smart about how we use them. I'm not sure why, but people still love getting T-shirts. But rather than randomly shooting them out of a cannon, why not mail them to people who use your Web site? Hide them like Easter eggs. If you make it interactive, it'll pay off. Just randomly pick some people out of your database and mail them a T-shirt. That gets you word-of-mouth that's much better for the cost of the T-shirt and the mailing, rather than blowing out 100 of them at a concert."

Flush The Clutter

To better communicate a station brand via the Web, the less busy-looking a Web site is, the better, Cruze said: "If you go to Google's Web site, there are four clickable things on their home page. Check out a station Web site that has a dedicated staff and a full Web effort, and you'll find there aren't as many clickable things. At DC101, the site had, like, 87,000 things on the home page. You had no idea where to click or where to go. You can still do a lot of stuff, but you just have to find an organized way to do it."

Most of the panelists admitted it's sometimes a matter of trial and error to see what works online. "We have to make money off it," Steele said. "If there's clutter, they haven't figured out how to sell it. A lot of it is our own fault. We have to focus on what we can control and provide a unique brand experience."

Landis took a decidedly different approach: "We looked at so many sites and said, 'We don't want this to look like a radio station Web site.' Our CFO said no banner ads. He also limited pre-roll to seven to 10 seconds. He was thinking like a user, since users don't want to sit through a bunch of stuff to get to the content. We have to think in different terms of how to make money off it but still provide less clutter."

All agreed that much of Web planning involves the time-sucking tradition of sitting in endless meetings, which can often be counterproductive. "I was used to sitting for four hours every week in a promotions meeting," Austin said. "There's got to be a better way."

Steele added, "We're taught to police the product. Don't police the online experience as much. How many of you put the cram-down sales promotion on the Web site? If you make the online experience the dumping ground, it clutters your site and turns away the P1s."

Sometimes, though, clutter is tolerable, "as long as it doesn't become a lot," Cruze said. "I'm much more willing to allow things to exist on the Web site because, even if it appeals to maybe 10% of my audience, the 90% who don't want to see it just won't click on it. If 10% really like it, it can live on a site just fine, but just don't clutter it up. In a lot of cases, it'll make clients happy because they were looking for that 10%. You have to set limitations, and you have to see where you can deliver the best for your client without compromising the product."

R&R

Next week: Time management and video made the radio star.

R&R CHR/TOP 40

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THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW	+/ -	AUDIENCE MILLIONS	RANK
1	3	8	PINK NO. 1 (WK)/MOST INCREASED PLAYS SO WHAT	LAFACE/ZOMBA	☆	9213	+140	59.775	1
2	17	17	RIHANNA DISTURBIA	SRP/DEF JAM/IDJMG	11 ☆	9070	-364	56.716	2
3	13	13	LEONA LEWIS BETTER IN TIME	SYCO/J/RMG	11 ☆	8011	+400	50.666	4
4	16	16	NE-YO CLOSER	DEF JAM/IDJMG	11 ²	7985	-456	55.791	3
5	7	7	KATY PERRY HOT N COLD	CAPITOL	☆	7560	+1002	47.709	5
6	16	16	JORDIN SPARKS ONE STEP AT A TIME	19/JIVE/ZOMBA	11 ☆	7255	-409	40.420	6
7	6	16	SECOND-HAND SERENADE FALL FOR YOU	GLASSNOTE/ILG/ATLANTIC		6791	-273	35.796	9
8	5	5	T.I. WHATEVER YOU LIKE	GRAND HUSTLE/ATLANTIC	11	6151	+1126	40.222	7
9	24	24	CHRIS BROWN FOREVER	JIVE/ZOMBA	11 ² ☆	5736	-1133	36.909	8
10	9	19	KARDINAL OFFISHALL FEATURING AKON DANGEROUS	KONLIVE/GEFFEN/INTERSCOPE	11 ² ☆	5053	-961	30.439	10
11	8	8	KEVIN RJDOLF FEATURING LIL WAYNE LET IT ROCK	CASH MONEY/UNIVERSAL REPUBLIC		4683	+418	26.538	11
12	12	5	FLO RIDA FEATURING WILL.I.AM IN THE AYER	POE BOY/ATLANTIC		4550	-302	25.691	13
13	9	9	M.I.A. PAPER PLANES	XL/INTERSCOPE		4523	-588	23.206	18
14	16	9	SAVING PRIVATE RYEL ADDICTED	SKIDDQ/VIRGIN/CAPITOL	11	4434	+545	18.693	20
15	9	9	DAVID ARCHULETA CRUSH	19/JIVE/ZOMBA	☆	4377	+144	23.228	17
16	17	17	CHRISTINA AGUILERA KEEPS GETTIN' BETTER	RCA/RMG	☆	4240	+400	24.304	15
17	13	29	JESSE McCARTNEY LEAVIN'	HOLLYWOOD	11 ²	4181	-502	25.589	14
18	20	5	JASON MRAZ AIRPOWER I'M YOURS	ATLANTIC/RRP	☆	3673	+589	19.842	19
19	25	2	BRITNEY SPEARS AIRPOWER WOMANIZER	JIVE/ZOMBA	☆	3307	+883	23.290	16
20	19	9	DAUGHTRY WHAT ABOUT NOW	RCA/RMG	☆	3272	-12	15.665	21
21	21	8	SHONTE LEE T-SHIRT	SRC/UNIVERSAL MOTOWN		3256	+293	14.932	22
22	22	6	JESSE McCARTNEY IT'S OVER	HOLLYWOOD		2803	+138	14.055	24
23	19	19	ESTELLE FEATURING KANYE WEST AMERICAN BOY	HOME SCHOOL/ATLANTIC	11	2617	-1028	26.138	12
24	25	8	NATASHA BEDINGFIELD ANGEL	PHONOGENIC/EPIC	☆	2580	+125	9.292	29
25	23	3	NE-YO MISS INDEPENDENT	DEF JAM/IDJMG		2431	+686	14.489	23
26	22	2	NICKELBACK GOTTA BE SOMEBODY	ROADRUNNER/RRP	☆	2290	+1034	8.673	30
27	29	7	GAVIN ROSSDALE LOVE REMAINS THE SAME	INTERSCOPE	☆	2060	+359	7.576	33
28	23	16	COLDPLAY VIVA LA VIDA	CAPITOL	11 ²	2039	-594	12.800	25
29	27	17	THE PUSSYCAT DOLLS WHEN I GROW UP	INTERSCOPE	11	1651	-315	11.908	26
30	31	3	JONAS BROTHERS LOVEBUG	HOLLYWOOD		1532	+269	5.285	37
31	26	2	AKON RIGHT NOW (NANA NA)	SRC/UNIVERSAL MOTOWN	☆	1500	+445	9.777	28
32	34	3	T-PAIN FEATURING LIL WAYNE CAN'T BELIEVE IT	NAPPY BOY/KONVICT/JIVE/ZOMBA		1462	+278	8.500	31
33	25	3	O.A.R. SHATTERED (TURN THE CAR AROUND)	EVERFINE/ATLANTIC/RRP		1284	+136	4.240	40
34	23	4	LIL WAYNE FEATURING T-PAIN GOT MONEY	CASH MONEY/UNIVERSAL MOTOWN	11	1256	+53	7.355	34
35	NEW	1	FALL OUT BOY I DON'T CARE	ISLAND/IDJMG	☆	1043	+102	2.710	-
36	30	11	SEPTEMBER CRY FOR YOU	ROBBINS		1040	-326	11.342	27
37	40	2	SAVAGE FEATURING SOULJA BOY TELL'EM SWING	DAWN RAID/UNIVERSAL REPUBLIC		970	+27	4.389	38
38	38	17	DAVID COOK THE TIME OF MY LIFE	19/RCA/RMG	11 ☆	924	-55	4.347	39
39	39	4	SEETHER RISE ABOVE THIS	WIND-UP	11	892	-55	2.284	-
40	NEW	1	NEW KIDS ON THE BLOCK & NE-YO SINGLE	INTERSCOPE		844	+52	3.191	-

MOST ADDED

ARTIST TITLE / LABEL NEW STATIONS

BEYONCE 67
If I Were A Boy (Music World/Columbia)

T.I. FEAT. RIHANNA 27
Live Your Life (Def Jam/Grand Hustle/IDJMG/Atlantic)

NICKELBACK 24
Gotta Be Somebody (Roadrunner/RRP)

NE-YO 19
Miss Independent (Def Jam/IDJMG)

THE KILLERS 16
Human (Island/IDJMG)

KANYE WEST 14
Love Lockdown (Roc-A-Fella/Def Jam/IDJMG)

JASON MRAZ 13
I'm Yours (Atlantic/RRP)

ADDED AT... KRUF 94.5
Shreveport, LA
GM: Gary McCoy
PD: Erin Bristol
MD: Andrew "A.G." Gordon

Beyonce, If I Were A Boy, O
David Cook, Light On, O
Kanye West, Love Lockdown, O
Metro Station, Seventeen Forever, O
T.I. Feat. Rihanna, Live Your Life, O

FOR REPORTING STATIONS PLAYLISTS GO TO:
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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
T.I. FEAT. RIHANNA ☆ Live Your Life (Def Jam/Grand Hustle/IDJMG/Atlantic) TOTAL STATIONS: 61	84U/519	HINDER ☆ Without You (Universal Republic) TOTAL STATIONS: 50	682/112
REHAB Bartender Song (Universal Republic) TOTAL STATIONS: 62	811/55	BRANDY Right Here (Departed) (Epic) TOTAL STATIONS: 60	660/110
KANYE WEST Love Lockdown (Roc-A-Fella/Def Jam/IDJMG) TOTAL STATIONS: 76	773/236	THRIVING IVORY Angels On The March (Wind-up) TOTAL STATIONS: 27	536/67
BEYONCE If I Were A Boy (Music World/Columbia) TOTAL STATIONS: 90	763/763	RIHANNA Rehab (SRP/Def Jam/IDJMG) TOTAL STATIONS: 54	524/202
METRO STATION Seventeen Forever (Columbia) TOTAL STATIONS: 49	683/160	GAVIN DEGRAW ☆ Cheated On Me (J/RMG) TOTAL STATIONS: 56	518/50

MOST INCREASED PLAYS

+1140	☆ PINK So What (LaFace/Zomba) WHIF +54, KHFI +39, WXXL +37, KZZP +33, WXXX +32, WZBZ +31, KWNZ +31, WIOQ +29, WDKF +29, HSLZ +28
+1126	T.I. Whatever You Like (Grand Hustle/Atlantic) WHYI +43, KIIS +40, KHKS +37, WDKF +32, KJND +31, WLDI +31, WKST +30, KKPJ +29, KKHH +26, WKSZ +25
+1034	☆ NICKELBACK Gotta Be Somebody (Roadrunner/RRP) WJIM +36, WRVW +31, WKXZ +27, WDJX +26, FWNZ +26, WEZB +23, WNOK +22, KHKS +22, WAEV +22, SHI +21
+1002	☆ KATY PERRY Hot N Cold (Capitol) WHIT +52, KKHH +51, KQMQ +46, KXXM +46, WDKF +35, WSTW +34, KSAS +30, KKPJ +29, KHKS +29, WLDI +25
+883	☆ BRITNEY SPEARS Womanizer (Jive/Zomba) WKCI +29, WFME +28, WPKY +27, WKZL +22, MHB +21, WAKS +21, KSMB +21, WIOQ +20, KMXV +19, KZCH +19

FOR WEEK ENDING OCTOBER 12, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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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</p> <p>WIXX/Appleton, WI
PD: Jason Hillery
MD: David Burns</p> <p>WKSZ/Appleton, WI
PD: Dayton Kane
APD/MD: Brian Davis</p> <p>WSTR/Atlanta, GA
PD: John Dimick
MD: Michael Chase</p> <p>WWWQ/Atlanta, GA
OM/MD: Rob Roberts
APD/MD: Johnny O</p> <p>WZBZ/Atlantic City, NJ
PD: Rob Garcia</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>WFMF/Baton Rouge, LA
PD: Kevin Campbell</p> <p>KQXY/Beaumont, TX
PD/MD: Brandin Shaw
APD: Patrick Sanders</p> <p>WXKX/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>WXKS/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/MD: Sue O'Neil</p> <p>WXXX/Burlington, VT
OM/MD: Ben Hamilton
MD: Pete Belair</p> <p>WDJQ/Canton, OH
PD: John Stewart
MD: Nikolina</p> <p>WIHB/Charleston, SC
OM/MD: Bryan Taylor
APD: Dave Ryan
MD: Sean Mack</p> <p>WSSX/Charleston, SC
OM/MD: Mike Edwards</p> <p>WVSR/Charleston, WV
OM: Jeff Whitehead
PD: Wade Hill
MD: Jason Reed</p> <p>WNKS/Charlotte, NC
OM/MD: John Reynolds
MD: Otis</p> <p>WDDO/Chattanooga, TN
OM/MD: Danny Howard
MD: Sean Stewart</p> <p>WKSC/Chicago, IL
PD: Rick Vaughn
MD: Jeff Murray</p> <p>WKFS/Cincinnati, OH
OM: Scott Reinhardt
PD: Mark Anderson</p> <p>WAKS/Cleveland, OH
OM: Keith Abrams
PD: Bo Matthews
APD/MD: Kasper</p> <p>KKMG/Colorado Springs, CO
OM: Bobby Irwin
PD: John Fox</p> <p>KVUU/Colorado Springs, CO
PD: Chris Pickett
MD: Darren McKee</p> <p>WNOK/Columbia, SC
PD/MD: Tommy BoDean</p> | <p>WCCQ/Columbus, GA
PD: Dave Arwood</p> <p>WNCI/Columbus, OH
PD: Michael McCoy
APD: Erin Rafferty</p> <p>KKPN/Corpus Christi, TX
OM/MD: Scott Holt
APD/MD: Dave Ross</p> <p>KHKS/Dallas, TX
PD: Patrick Davis
APD/MD: Billy The Kidd</p> <p>WKDF/Dayton, OH
OM: Tony Tilford
APD/MD: Ryan Drake</p> <p>WVYB/Daytona Beach, FL
OM: Frank Scott
PD: Ammie Olson</p> <p>KKDM/Des Moines, IA
PD/MD: Greg Chance
MD: Scotty Cage</p> <p>WKQI/Detroit, MI
PD: Dom Theodore
APD/MD: Beau Daniels</p> <p>WPCW/Flint, MI
PD/MD: Shawn Powers</p> <p>WXKB/Ft. Myers, FL
PD: Matt Johnson
MD: Bruce The Moose</p> <p>WYKS/Gainesville, FL
OM/MD: Kevin Quinn</p> <p>WHTS/Grand Rapids, MI
OM: Steve Stewart
PD: Jack Spade</p> <p>WSNX/Grand Rapids, MI
OM: Doug Montgomery
PD: Eric O'Brien
APD: Holmes</p> <p>WHHY/Montgomery, AL
OM: Bill Jones
PD/MD: Steve Smith</p> <p>WRVW/Nashville, TN
OM/MD: Rich Davis
MD: Tommy Butter</p> <p>WBLL/Nassau, NY
OM: Nancy Cambino
PD: Jeremy Rice
APD: Al Levine
MD: Tim Clarke</p> <p>WFBC/Greenville, SC
PD: Chase Murphy</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>KKHH/Houston, TX
PD: Mark Adams
APD/MD: Greg Morgan</p> <p>KRBE/Houston, TX
PD: Leslie Whittle</p> <p>WZYH/Huntsville, AL
PD/MD: Jeff Andrews</p> <p>WNOU/Indianapolis, IN
OM: Brian Wallace
PD: Tim Rainey</p> <p>WYOY/Jackson, MS
PD: Zak Tyler
APD/MD: Nate West</p> <p>WAPE/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
PD/MD: Jason Reed</p> <p>KMXV/Kansas City, MO
OM: Mike Rowen
PD: Ponch
MD: Steve Serrano</p> <p>WWST/Knoxville, TN
PD: Rick Bailey
MD: Scott Bohannon</p> <p>KSMB/Lafayette, LA
OM: Keith LeBlanc
PD: Bobby Novasad
MD: Chris Reed</p> <p>WLAN/Lancaster, PA
PD: Jeff Hurlley</p> <p>WJIM/Lansing, MI
PD: Josh Strickland</p> <p>WLKT/Lexington, KY
PD: JB Wilde</p> <p>KLAL/Little Rock, AR
OM/MD: 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
MD: Joe Mack</p> <p>WHYI/Miami, FL
OM/MD: Rod Phillips
MD: Michael Yo</p> <p>WXSS/Milwaukee, WI
OM/MD: Brian Kelly
APD/MD: JoJo Martinez</p> <p>KDWB/Minneapolis, MN
OM/MD: Rob Morris
MD: Lucas</p> <p>WABB/Mobile, AL
PD: Chris Michaels
APD/MD: QTIP</p> <p>KHOP/Modesto, CA
OM: Richard Perry
PD: MoJoe Roberts
APD: Madden
MD: Orphan Andrew</p> <p>WHY/Montgomery, AL
OM: Bill Jones
PD/MD: Steve Smith</p> <p>WRVW/Nashville, TN
OM/MD: Rich Davis
MD: Tommy Butter</p> <p>WBLL/Nassau, NY
OM: Nancy Cambino
PD: Jeremy Rice
APD: Al Levine
MD: Tim Clarke</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
PD: Tom "Jammer" Naylor
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/MD: Mark Todd
MD: Corey Young</p> <p>WXXL/Orlando, FL
PD: Zak Tyler
APD/MD: Jana Sutter</p> <p>WIOQ/Philadelphia, PA
PD: JR Ammons
APD/MD: Jo Jo Brooks</p> <p>KZZP/Phoenix, AZ
PD: 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
PD: Alex Tear
APD: Drew Hall
MD: DJ Bonics</p> <p>WJBQ/Portland, ME
OM/MD: Tim Moore
MD: Mike Adams</p> <p>KKRZ/Portland, OR
PD: Brian Bridgman
APD: Mick Lee</p> <p>WPRO/Providence, RI
OM/MD: Tony Bristol
APD/MD: Davey Morris</p> <p>WDCC/Raleigh, NC
OM: Chris Shebel
PD: Randi West
APD/MD: Brody</p> <p>KWNZ/Reno, NV
PD: Justin Tyme
APD: Johnny B</p> <p>KWYL/Reno, NV
OM/MD: Nick Elliott
APD: Rude Boy
MD: Amy Black</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>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
APD/MD: Ryan Sampson</p> <p>XM Top 20 on 20/Satellite
OM: Jon Zellner
PD: Michelle Cartier
MD: Priestly</p> <p>WAEV/Savannah, GA
PD/MD: Russ Francis</p> <p>KBKS/Seattle, WA
PD: Becky Brenner
APD: Bender
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/MD: Valerie Knight
MD: Noah Sherwood</p> <p>KSLZ/St. Louis, MO
MD: Taylor J</p> <p>WNTQ/Syracuse, NY
OM/MD: Tom Mitchell
MD: Rick Roberts</p> <p>WVHT/Syracuse, NY
PD: Butch Charles
MD: Jeff Wise</p> <p>WFLZ/Tampa, FL
OM: Doug Hamand
PD/MD: Tommy Chuck</p> <p>WTWR/Toledo, OH
PD: Chris Reynolds</p> <p>WVKS/Toledo, OH
OM: Bill Michaels
PD: Nathan Reed
MD: Boomer</p> <p>KRQQ/Tucson, AZ
OM/MD: Tim Richards
MD: Chris Peters</p> <p>KHTT/Tulsa, OK
OM/MD: Tod Tucker
APD: Billy "The Baby DJ"
Sexaur
MD: Mikey B.</p> <p>WIHT/Washington, DC
OM/MD: Thea Mitchem
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
PD: J-Dub</p> |
|--|---|--|---|



▶ WITH THE FORMAT'S GREATEST GAIN (UP 180), **BRITNEY SPEARS'** "WOMANIZER" VAULTS 20-9 ON CANADA CHR/TOP 40. HER NEW CD, "CIRCUS," IS DUE DEC. 2, SPEARS' 27TH BIRTHDAY.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	CHR/TOP 40 INDICATOR	IMPRINT / PROMOTION LABEL	PLAYS	
						TW	+/-
1	1	17	RIHANNA	DISTURBIA	SRP/DEF JAM/IDJMG	3610	-107
2	4	8	PINK	SO WHAT	LAFACE/ZOMBA	3497	+352
3	6	13	LEONA LEWIS	BETTER IN TIME	SYCO/J/RMG	3299	+239
4	3	17	JORDIN SPARKS	ONE STEP AT A TIME	19/JIVE/ZOMBA	3142	-69
5	2	14	NE-YO	CLOSER	DEF JAM/IDJMG	3089	-145
6	5	18	SECONDHAND SERENAEO	FALL FOR YOU	GLASSNOTE/ILG/ATLANTIC	3071	-24
7	8	7	KATY PERRY	HOT N COLD	CAPITOL	2945	+429
8	7	24	CHRIS BROWN	FOREVER	JIVE/ZOMBA	2430	-330
9	10	8	DAVID ARCHULETA	CRUSH	19/JIVE/ZOMBA	2322	+152
10	13	8	KEVIN RUDOLF FEAT. LIL WAYNE	LET IT ROCK	CASH MONEY/UNIVERSAL REPUBLIC	2183	+233
11	15	9	SAVING ABEL	ADDICTED	SKIDDCO/VIRGIN/CAPITOL	2089	+213
12	9	16	KARDINAL OFFISHALL FEAT. AKON	DANGEROUS	KONLIVE/GEFFEN/INTERSCOPE	2069	-299
13	11	9	M.I.A.	PAPER PLANES	XL/INTERSCOPE	1987	-93
14	18	5	T.I.	WHATEVER YOU LIKE	GRAND HUSTLE/ATLANTIC	1943	+454
15	14	9	DAUGHTRY	WHAT ABOUT NOW	RCA/RMG	1907	+30
16	12	13	FLO RIDA FEAT. WILL.I.AM	IN THE AYER	PDE BOY/ATLANTIC	1837	-183
17	16	4	CHRISTINA AGUILERA	KEEPS GETTIN' BETTER	RCA/RMG	1823	+211
18	19	12	JASON MRAZ	I'M YOURS	ATLANTIC/RRP	1599	+234
19	21	8	SHONTELLE	T-SHIRT	SRC/UNIVERSAL MOTOWN	1451	+129
20	17	29	JESSE MCCARTNEY	LEAVIN'	HOLLYWOOD	1406	-180
21	25	6	JESSE MCCARTNEY	IT'S OVER	HOLLYWOOD	1311	+140
22	24	7	NATASHA BEDINGFIELD	ANGEL	PHONOGENIC/EPIC	1250	+75
23	32	2	BRITNEY SPEARS	WOMANIZER	JIVE/ZOMBA	1160	+561
24	39	2	NICKELBACK	GOTTA BE SOMEBODY	ROADRUNNER/RRP	1023	+624
25	22	16	COLDPLAY	VIVA LA VIDA	CAPITOL	926	-318
26	30	3	NE-YO	MISS INDEPENDENT	DEF JAM/IDJMG	910	+237
27	23	17	ESTELLE FEAT. KANYE WEST	AMERICAN BOY	HOME SCHOOL/ATLANTIC	894	-325
28	31	5	GAVIN ROSSDALE	LOVE REMAINS THE SAME	INTERSCOPE	761	+145
29	33	4	JONAS BROTHERS	LOVEBUG	HOLLYWOOD	724	+127
30	NEW	AKON	RIGHT NOW (NA NA NA)		SRC/UNIVERSAL MOTOWN	675	+337
31	34	5	LIL WAYNE FEAT. T-PAIN	GOT MONEY	CASH MONEY/UNIVERSAL MOTOWN	625	+80
32	28	8	THE PUSSYCAT DOLLS	WHEN I GROW UP	INTERSCOPE	575	-122
33	36	2	FALL OUT BOY	I DON'T CARE	ISLAND/IDJMG	553	+60
34	27	11	SEPTEMBER	CRY FOR YOU	ROBBINS	504	-255
35	37	3	O.A.R.	SHATTERED (TURN THE CAR AROUND)	EVERFINE/ATLANTIC/RRP	493	+88
36	40	2	SAVAGE FEAT. SOULJA BOY	TELL'EM SWING	DAWN RAID/UNIVERSAL REPUBLIC	413	+22
37	RE-ENTRY	T-PAIN FEAT. LIL WAYNE	CAN'T BELIEVE IT		NAPPY BOY/KONVICT/JIVE/ZOMBA	395	+84
38	NEW	SEETHER	RISE ABOVE THIS		WIND-UP	372	0
39	25	16	BOYS LIKE GIRLS	THUNDER	COLUMBIA	357	-334
40	38	15	REHAB	BARTENDER SONG	UNIVERSAL REPUBLIC	348	-52

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	CANADA CHR/TOP 40	IMPRINT / PROMOTION LABEL	PLAYS	
						TW	+/-
1	1	8	PINK	SO WHAT	LAFACE/SONY BMG	918	+22
2	4	7	KATY PERRY	HOT N COLD	CAPITOL/EMI	826	+100
3	2	17	RIHANNA	DISTURBIA	SRP/DEF JAM/UNIVERSAL	740	-89
4	3	20	LADY GAGA FEAT. COLBY O'DONIS	JUST DANCE	STREAMLINE/KONLIVE/INTERSCOPE/UNIVERSAL	673	-112
5	5	11	LEONA LEWIS	BETTER IN TIME	SYCO/J/SONY BMG	632	-20
6	7	7	KEVIN RUDOLF FEAT. LIL WAYNE	LET IT ROCK	CASH MONEY/UNIVERSAL REPUBLIC/UNIVERSAL	604	+42
7	8	9	M.I.A.	PAPER PLANES	XL/BEGGARS GROUP	577	+16
8	16	5	T.I.	WHATEVER YOU LIKE	GRAND HUSTLE/ATLANTIC/WARNER	555	+134
9	20	3	BRITNEY SPEARS	WOMANIZER	JIVE/SONY BMG	546	+180
10	9	12	HEDLEY	OLD SCHOOL	UNIVERSAL	542	+16
11	14	5	CHRISTINA AGUILERA	KEEPS GETTIN' BETTER	RCA/SONY BMG	504	+32
12	18	5	DEBORAH COX	BEAUTIFUL U R	DECO/KOEH	496	+90
13	11	17	DANNY FERNANDES	PRIVATE DANCER	CP	484	-28
14	12	14	JORDIN SPARKS	ONE STEP AT A TIME	19/JIVE/SONY BMG	471	-30
15	30	2	NICKELBACK	GOTTA BE SOMEBODY	EMI	466	+196
16	6	16	THE PUSSYCAT DOLLS	WHEN I GROW UP	INTERSCOPE/UNIVERSAL	455	-153
17	10	24	CHRIS BROWN	FOREVER	JIVE/SONY BMG	438	-76
18	13	16	THEORY OF A DEADMAN	ALL OR NOTHING	604/UNIVERSAL	429	-56
19	15	11	FLO RIDA FEATURING WILL.I.AM	IN THE AYER	POE BOY/ATLANTIC/WARNER	389	-36
20	29	3	KARDINAL OFFISHALL FEAT. KERI HILSON	NUMBA 1 (TIDE IS HIGH)	KONLIVE/GEFFEN/UNIVERSAL	372	+100
21	21	6	EVA AVILA	GIVE ME THE MUSIC	SONY BMG	358	+7
22	17	28	KARDINAL OFFISHALL FEATURING AKON	DANGEROUS	KONLIVE/GEFFEN/UNIVERSAL	346	-75
23	19	28	NE-YO	CLOSER	DEF JAM/UNIVERSAL	339	-59
24	22	16	COLDPLAY	VIVA LA VIDA	PARLOPHONE/EMI	312	-23
25	23	18	STATE OF SHOCK	BEST I EVER HAD	CORDOVA BAY	299	-22
26	31	12	SECONDHAND SERENAEO	FALL FOR YOU	GLASSNOTE/ILG/ATLANTIC/WARNER	261	-4
27	24	8	SIMPLE PLAN	SAVE YOU	LAVA/ATLANTIC/WARNER	261	-54
28	28	10	ROBIN THICKE	MAGIC	STAR TRAK/INTERSCOPE/UNIVERSAL	260	-13
29	34	4	ELISE ESTRADA	CRASH & BURN	ROCKSTAR	252	+26
30	27	21	KATY PERRY	I KISSED A GIRL	CAPITOL/EMI	247	-27

FOR WEEK EN DING: OCTOBER 12, 2008

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Format trendsetters discuss exposing new music, crossovers and future trends

Music Masters

Darnella Dunham

DDunham@RadioandRecords.com

Staying on top of new music is a never-ending challenge for MDs, especially at the rhythmic format, where many stations aggressively inject new titles into rotation. Last month at the R&R Convention in Austin, Entravision's KBMB (103.5 the Bomb)/Sacramento PD Pattie Moreno moderated a lively discussion featuring some of the format's most-respected MDs, who shared their philosophies with an audience that came with no shortage of questions.

The PPM was top of mind, and many were interested to hear how the new ratings methodology is affecting the music selection process. Beasley's WRDQ (Wired 96.5)/Philadelphia MD/interactive content director Marian Newsome-McAdam was in a good position to tackle that topic: Philadelphia was Arbitron's first PPM test market, and the ratings service replaced the diary there in March 2007. Newsome-McAdam, an 11-year Philly radio vet, said metered measurement hasn't changed the station's music philosophy. "My PD [Leo Baldwin] is very passionate and has really good ears and if he loves something, he's going to play it. PPM has not really affected the way we choose music."

But it has affected the way programmers handle major artist interviews. For example, rather than airing them live, CBS Radio WBBM-FM (B96)/Chicago records interviews with artists for playback one week later. The reason? To promote greater tune-in, APD/MD Eric Bradley said. "With PPM that's what it's about. You've got to get people to come to your station, and if you can really maximize that, then you've won. [The competition] plays it live and no one's going to care. I'm going to promote it and really make people tune in to hear it."

To get even more mileage out of major artist interviews, B96 posts them on its Web site and sends a link to its e-mail database. "Hopefully we get some good success from it," Bradley said.

Millcreek's KUUU (U92)/Salt Lake City APD/MD Kevin Cruise added, "We'll run the

phoner the next day or a couple of days later so that we can promote it."

Early Exposure

Discussing the ways their stations introduce new music, panelists cited mixes as the most common method. But several MDs pointed to specialty shows as important vehicles to help expose new songs.

Emmis KDHT (Hot 93.3)/Austin provides a platform for unsigned and underground artists with weekend segment "Mixtape FM," MD/night show host Deuce said. Like many stations, Hot 93.3 also does a nighttime song battle, "Hot or Not."

"Outside of that, as far as finding new music, you always want to listen to what's hot on the street," Deuce said. "Listen to your mixers. If there's a

record they say is hot in the club, you might want to take a look at it, especially if it's getting response. Just because you got that [MD] title, you've got to still listen to the people who surround you."

KBMB MD/afternoon driver Short-E has taken a theme approach to midday feature "The Music Meeting," where two new songs are aired and listener votes determine which one advances to the following day's competition. Themes range from R&B dudes to R&B ladies, from Cali week to a fall music preview. "I got the idea just from watching TV," he said. "It gives it something for people to look forward to the next day."

Emmis KPWR (Power 106)/Los Angeles' week-day mix show "New @ 2" consistently made 2 p.m.-3 p.m. the highest-rated hour in middays under the



Bradley

'We get so wrapped up in competing with the other station that we don't think about the life of our audience.'

—Kevin Cruise



'A lot of people in L.A. are embracing more of that upbeat, party-feel music. At one point in my power rotation, all five of my records were over 120 BPM.'

—E-Man



Moreno

diary methodology. Starting as a mini-feature that played two new songs at 2 p.m., its popularity led the station to expand it to a 40-minute segment. "We play nothing but new music in the mix," APD/MD E-Man said. "We can play up to 10 or 12 songs to expose new records."

A station benchmark, "New @ 2" now also has an online component. Recent "New @ 2" playlists have their own Web page at power106.fm, which E-Man said is the station's third-most-viewed page.

Homecoming

Many CHR/top 40 stations have become more aggressive about playing new hip-hop and R&B. "Everybody knows hip-hop has gone mainstream," Bradley said. The impact of that trend on rhythmic radio was a major point of discussion during the panel.

Observing that the programmers on the panel represent stations unafraid to take musical risks, E-Man said, "We're the ones who will break the records, and we've seen over the past year or two that the pop stations will jump on a record right when we add it or a few days or a week after we play it."

While no one begrudged hip-hop and R&B artists for crossing over, panelists did express frustration with their inability to land interviews with such pop acts as the Pussycat Dolls and Justin Timberlake with the same ease that their pop counterparts secure acts that are also core at the rhythmic format.

They also expressed the sentiment that rhythmic radio's ability to connect with artists in a way that pop stations can't makes their showing up on the top 40 competitor a nonissue.

"The artists I know aren't too connected with the pop station as much as when they come over to our station," Deuce said. "It's like a family thing almost. We know these artists, we can crack jokes and have fun." WQHT (Hot 97)/New York APD/MD Jill Strada added, "It should feel like they're coming home, because this is where hip-hop lives, right?"

For some programmers, roping an interview with a major artist before the competition does is no longer a concern. "Are your listeners keeping score? Mine aren't," Cruise said. "I might be going out on a limb here, but we get so wrapped up in competing with the other station that we don't think about the life of our audience. We're the ones keeping track, the audience is not."

When Malkan KZFM/Corpus Christi, Texas, OM/morning show host Ed Ocañas asked panelists what they foresee as the format's next musical trends, two answers came back: hip-hop-influenced pop and party music.

"More music is going in that pop lane but still hip-hop at the same time," Deuce said. "You see more artists collaborating, like Lil Wayne with Kevin Rudolph, so I see it going more mainstream where both realms are equally out there together."

E-Man cited a dance-influenced trend developing in his market. "What we've seen, especially in L.A., is that a lot of people are embracing more of that upbeat, party-feel music," he said. "At one point in my power rotation, all five of my records were over 120 BPM." Helping propel this movement, he added, are "artists like Chris Brown and Ne-Yo and Pitbull embracing the trend and saying, 'This sound is cool and we're making it cool.'" R&R



▶ AT FOUR WEEKS ON THE LIST, **KANYE WEST** CROSSES THE AIRPOWER THRESHOLD WITH THE FORMAT'S SECOND-BEST GAIN (UP 725), AS "LOVE LOCKDOWN" BOLTS 24-14. HIS FOURTH SET, "808s & HEARTBREAK," ARRIVES NOV. 25.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	10	T.I. WHATEVER YOU LIKE	NO. 1 (4 WKS)	☆	6272 -29	48.197 1
2	2	11	T-PAIN FEATURING LIL WAYNE CAN'T BELIEVE IT	NAPPY BOY/KONVICT/JIVE/ZOMBA	☆	5527 +2	41.929 2
3	3	7	M.I.A. PAPER PLANES		X/INTERSCOPE	4433 +92	27.246 6
4	5	7	NE-YO MISS INDEPENDENT		DEF JAM/IDJMG	4127 +484	34.618 3
5	6	6	LIL WAYNE FEAT. BOBBY VALENTINO & KIDD KIDD MRS. OFFICER	CASH MONEY/UNIVERSAL MOTOWN	☆	3890 +547	27.933 5
6	8	8	THE GAME FEATURING LIL WAYNE MY LIFE		GEFFEN/INTERSCOPE	3564 +473	29.477 4
7	4	21	LIL WAYNE FEATURING T-PAIN GOT MONEY	CASH MONEY/UNIVERSAL MOTOWN	☆	3274 -535	24.136 8
8	11	14	RIHANNA DISTURBIA		SRP/DEF JAM/IDJMG	3180 +330	22.537 9
9	7	17	NELLY FEATURING ASHANTI & AKON BODY ON ME		DERRTY/UNIVERSAL MOTOWN	2886 -263	18.962 11
10	22	3	T.I. FEAT. RIHANNA LIVE YOUR LIFE	AIRPOWER/MOST INCREASED PLAYS	☆	2731 +1135	25.407 7
11	9	26	NE-YO CLDSER		DEF JAM/IDJMG	2717 -376	20.459 10
12	10	22	CHRIS BROWN FOREVER		JIVE/ZOMBA	2585 -465	17.402 12
13	14	6	PITBULL FEATURING LIL JON KRAZY	MR. 305/FAMOUS ARTIST/THE ORCHARD	☆	2445 +371	16.163 14
14	24	4	KANYE WEST LOVE LOCKDOWN	AIRPOWER	☆	2268 +725	16.417 13
15	12	25	KARDINAL OFFISHALL FEATURING AKON DANGEROUS		KONLIVE/GEFFEN/INTERSCOPE	2236 -361	12.781 18
16	23	3	AKON RIGHT NOW (NA NA NA)	AIRPOWER	☆	2182 +603	12.714 19
17	17	12	SLIM FEATURING YUNG JOC SO FLY		M3/ASYLUM	2092 +119	15.150 16
18	13	15	SAVAGE FEATURING SOULJA BOY TELL'EM SWING		DAWN RAID/UNIVERSAL REPUBLIC	1922 -288	10.309 20
19	19	7	LUDACRIS CO-STARRING CHRIS BROWN & SEAN GARRETT WHAT THEM GIRLS LIKE		DTP/DEF JAM/IDJMG	1899 +123	13.203 17
20	15	27	DAVID BANNER FEATURING CHRIS BROWN GET LIKE ME		B.I.G. F.A.C.E./SRC/UNIVERSAL MOTOWN	1767 -229	9.494 21
21	26	8	LEONA LEWIS BETTER IN TIME		SYCO/J/RMG	1656 +253	9.125 22
22	16	20	YUNG BERG FEATURING CASHA THE BUSINESS		YUNG BOSS/KOCH/EPIC	1523 -538	8.266 24
23	30	4	JAY-Z & T.I. FEATURING KANYE WEST & LIL WAYNE SWAGGA LIKE US		ROC-A-FELLA/DEF JAM/IDJMG	1512 +410	15.726 15
24	20	19	YOUNG JEEZY FEATURING KANYE WEST PUT ON		CTE/DEF JAM/IDJMG	1424 -282	8.993 23
25	21	12	MIKE JONES FEAT. TREY SONGZ, LIL WAYNE & TWISTA CUDDY BUDDY		ICE AGE/ASYLUM	1266 -409	5.764 31
26	31	5	JOHN LEGEND FEATURING ANDRE 3000 GREEN LIGHT		HOME SCHOOL/G.O.O.D./COLUMBIA	1056 +88	7.081 26
27	28	20	LIL WAYNE A MILLI		CASH MONEY/UNIVERSAL MOTOWN	1017 -255	8.104 25
28	33	5	KEVIN RUDOLF FEATURING LIL WAYNE LET IT ROCK		CASH MONEY/UNIVERSAL REPUBLIC	986 +86	6.343 29
29	25	12	LL COOL J FEATURING THE-DREAM BABY		DEF JAM/IDJMG	900 -568	7.078 27
30	29	10	E-40 FEATURING AKON WAKE IT UP		SICK WID IT/BME/REPRISE/WARNER BROS.	880 -312	4.903 33
31	27	11	JAZMINE SULLIVAN NEED U BAD		J/RMG	875 -451	4.631 35
32	32	19	FLO RIDA FEATURING WILL.I.A.M IN THE AYER		POE BOY/ATLANTIC	811 -105	4.668 34
33	36	6	BRANDY RIGHT HERE (DEPARTED)		KOCH/EPIC	779 -38	5.035 32
34	38	2	CIARA FEATURING T-PAIN GO GIRL		LAFACE/ZOMBA	716 +139	2.991 -
35	35	6	DAVID BANNER FEATURING LIL WAYNE SHAWTY SAY		B.I.G. F.A.C.E./SRC/UNIVERSAL MOTOWN	686 -141	4.596 36
36	34	17	RICK ROSS FEATURING NELLY & AVERY STORM HERE I AM		SLIP-N-SLIDE/DEF JAM/IDJMG	681 -198	4.311 37
37	NEW		PLEASURE P. DID YOU WRONG		BLUESTAR/ATLANTIC	657 +129	2.299 -
38	40	2	NINA SKY FEATURING RICK ROSS CURTAIN CALL		POLO GROUNDS/JACK MOVE/J/RMG	617 +65	2.826 -
39	NEW		SHONTELLE T-SHIRT		SRC/UNIVERSAL MOTOWN	614 +96	3.282 -
40	NEW		LADY GAGA FEATURING COLBY O'DONIS JUST DANCE		STREAMLINE/KONLIVE/INTERSCOPE	585 +141	3.113 -

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
BEYONCE If I Were A Boy (Music World/Columbia)	31
BEYONCE Single Ladies (Put A Ring On It) (Music World/Columbia)	21
T-PAIN FEAT. CHRIS BROWN Freeze (Konvict/Nappy Boy/Live/Zomba)	14
NE-YO Mad (Def Jam/IDJMG)	14
AKON FEAT. LIL WAYNE I'm So Paid (Konvict/SRC/Universal Motown)	12
KANYE WEST Love Lockdown (Roc-A-Fella/Def Jam/IDJMG)	10
T.I. FEAT. RIHANNA Live Your Life (Def Jam/Grand Hustle/IDJMG/Atlantic)	10
SO CENT Get Up (Shady/Aftermath/Interscope)	9
JENNIFER HUDSON Spotlight (Arista/RMG)	7
PITBULL FEAT. LIL JON Krazy (Mr. 305/Famous Artist/The Orchard)	6

ADDED AT...
WRDW
 Philadelphia, PA
 PD: Leo Baldwin
 Bo Benton Feat. Pusher Deville & Lil Ronnie, I Know You Want It, O
 Jadakiss Feat. Ne-Yo, By My Side, O
 Ne-Yo, Mad, O
 T-Pain Feat. Chris Brown, Freeze, O
FOR REPORTING STATIONS PLAYLISTS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
PINK So What (LaFace/Zomba)	450/109	UNK Show Out (Big Oomp/Koch)	323/38
ESTELLE FEAT. SEAN PAUL Come Over (Home School/Atlantic)	438/99	JIM JONES & RON BROWZ FEAT. JUELZ SANTANA Pop Champagne (Ether Boy/Columbia/Universal Motown)	291/66
KATY PERRY Hot N Cold (Capitol)	374/14	SHAWTY PUTT FEAT. TOO SHORT & LIL JON Dat Baby (BME/Razor & Tie)	247/0
BEYONCE If I Were A Boy (Music World/Columbia)	368/368	CASSIE FEAT. LIL WAYNE Official Girl (NextSelection/Bad Boy/Atlantic)	241/46
JENNIFER HUDSON Spotlight (Arista/RMG)	335/146	BRITNEY SPEARS Womanizer (Jive/Zomba)	238/81

MOST INCREASED PLAYS

+1135 ☆ T.I. FEAT. RIHANNA Live Your Life (Def Jam/Grand Hustle/IDJMG/Atlantic)
+725 ☆ KANYE WEST Love Lockdown (Roc-A-Fella/Def Jam/IDJMG)
+603 ☆ AKON Right Now (Na Na Na) (SRC/Universal Motown)
+547 ☆ LIL WAYNE FEAT. BOBBY VALENTINO & KIDD KIDD Mrs. Officer (Cash Money/Universal Motown)
+484 ☆ NE-YO Miss Independent (Def Jam/IDJMG)

FOR WEEK ENDING OCTOBER 12, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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How urban radio can reclaim its deep community connection

Extra-Large Community Commitment

Darnella Dunham

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there was a time when what was then known as black radio served as a true mouthpiece for its community. Such personalities as Frankie Crocker and Martha Jean “the Queen” Steinberg were as memorable as their stations, and the airwaves were frequently used to address African-American issues, even if it meant breaking the format.

Today, the role of on-air talent is often minimized, and, outside of morning drive, urban, urban AC and gospel stations are more music-intensive than ever. In this environment, can black radio reclaim the voice it once had?

Broadcasters tackled this question and urban radio’s overall relationship with its community during the “Voice of the People” panel discussion Sept. 19 at the R&R Convention in Austin.

Community service was cited as urban-formatted radio’s primary responsibility to its listeners by the panelists, even more so than for other formats. To illustrate the point, Gray Communications consultant Tony Gray referenced a diagram of a pyramid formed by the programming elements that make up a successful station. Presented by Coleman Research in an earlier convention session, music formed the base of the pyramid, which Gray called “the most important component.” Moving upward, personality was next, then contesting and marketing, followed by news. Community interests, the smallest segment, was positioned at the top.

“If you were to strip this down and look at an ethnic station or a black-formatted station, [community interests are] much more important than they are for many general-market formats,” Gray said. “It’s difficult to put an exact percentage of how much of your success is due to that, but if you’ve been in urban radio for any length of time, you know that there’s a strong link to the community that helps the stations survive.” Gray attributed

much of the ratings success that many top-ranked urban stations currently enjoy to “years and years of commitment that those stations have had to aiding people in the black community.”

Blame It On Deregulation

The Telecommunications Act of 1996, which ushered in an unprecedented era of consolidation in the radio industry, is often blamed for diminished community service at radio. “Large corporations control 90% of the broadcast facilities in this country,” Gray said, “and so it’s made it a little more difficult for us to aggressively act as servants to these communities because, first and foremost, the stations are looked upon as businesses, as profit centers for the corporations that own them. But for successful urban stations, it’s still a key component to have an intimate relationship with the community that you serve. It is, in fact, part of our responsibility.”

Geometric Media consultant George Cook reminded the audience that broadcasters were previously required by the FCC to routinely conduct ascertainment studies. “You had to go into the community and determine what were the issues impacting them and come up with a plan to address all of those issues. The great broadcasters never forgot that.”

When it comes to providing more than mere lip service to the community, action speaks louder than words, Radio One/St. Louis OM Boogie D said. “It’s not just about running PSAs and doing voter regis-



Anderson



Cook

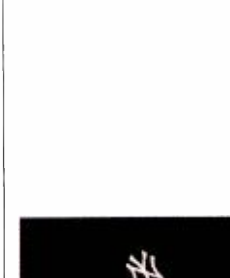
‘In St. Louis, it’s not just talking about community service but actually being in the community.’

—Boogie D



‘The Internet has a huge impact on society, but African-Americans get their entertainment and news from their favorite radio stations.’

—Tony Gray



JayTek

tration drives. In St. Louis, every book we do what I like to call the ‘community promotion’ and then we do the ‘on-air promotion.’ It’s not just talking about community service but actually being in the community.”

Who You Turn To

“Radio is still the primary source of information and entertainment for African-Americans in this country,” Gray said. “The Internet has a huge impact on society as a whole but still, primarily, African-Americans get their entertainment and their news from their favorite radio stations.”

According to the 2008 edition of Arbitron’s Black Radio Today study, radio is atop the media food chain for African-Americans. More than 90% of black consumers aged 12+ listen to radio each week—a higher penetration than TV, magazines, newspapers or the Internet, the study found.

Radio played a crucial role in spreading the word about the Jena 6. A big story in the African-American community, its racially charged subject matter concerned Perry Broadcasting/Augusta, Ga., cluster PD JayTek. “I was definitely a little worried about it,” he said during the convention session.

“I was in Shreveport [La.] at the time and a lot of my listeners were not black people. We got behind it, of course, but I did worry about, ‘How is this going to make my white listeners feel? Are they going to feel like we’re jumping on them? Are they going to say, ‘I’m just not going to listen to that station anymore?’” But it was important enough of an issue that we needed to be there.”

Many programmers believe there is a larger commitment to community service at urban stations than at other formats. Without it, African-American issues wouldn’t be adequately addressed, they say. “If you work at a top 40 or a pop station, you play the music but you don’t care about the community,” Boogie D said. “You’re not going into the hood. The pop station is going to play Soulja Boy and Lil Wayne but they really don’t want you at the club. They don’t want you at [their] events.”

“I think there’s a greater connection between the urban radio station and the urban audience base,” Cook said. When referring to their favorite station, audiences of general-market stations are more likely to say, “That’s the station I listen to,” Cook said. But among urban listeners, the expression is more typically, “That’s my station.”

“People proudly wear that brand and associate themselves with that brand,” “Rickey Smiley Show” executive producer Tazz “Daddy” Anderson said. “That says that we have to be a little bit more responsible to the community that we serve, and it is looked upon a little bit differently.”

After Hurricane Ike rocked Houston, Radio One urban KBXX (97.9 the Box) “Madd Hatta Morning Show” host Madd Hatta supervised his community, Cook said. “He did extended shifts, disseminating information about where they’re distributing water, where gas was available. That’s where you see radio really shine at its best, when it services the community at every level and brings the topics that are of concern to the community to the fore.”

R&R



► **BEYONCÉ** PRIMES HER UPCOMING ALBUM, DUE NOV. 18, WITH A PAIR OF RADIO CUTS. "SINGLE LADIES (PUT A RING ON IT)" ENTERS URBAN AT NO. 37 AS MOST ADDED WITH 57 STATIONS, WHILE "IF I WERE A BOY" MAKES NEW AND ACTIVE AT CHR/TOP 40 (763 PLAYS) AND RHYTHMIC (368 PLAYS).

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	2	12	T-PAIN FEATURING LIL WAYNE CAN'T BELIEVE IT	NO. 1 (1 WK)	☆	4929 -77	49.445 2
2	1	12	T.I. WHATEVER YOU LIKE	GRAND HUSTLE/ATLANTIC	11 ☆	4840 -379	51.948 1
3	3	9	LIL WAYNE FEAT. BOBBY VALENTINO & KIDD KIDD MRS. OFFICER	CASH MONEY/UNIVERSAL MOTOWN	☆	4438 +122	45.646 3
4	4	9	NE-YO MISS INDEPENDENT	DEF JAM/IDJMG	☆	4352 +144	43.046 4
5	6	16	JENNIFER HUDSON SPOTLIGHT	ARISTA/RMG	☆	3357 +134	32.950 6
6	5	20	JAZMINE SULLIVAN NEED U BAD	J/RMG	☆	3202 -380	34.358 5
7	9	16	SLIM FEATURING YUNG JOC SO FLY	M3/ASYLUM	☆	2788 +299	21.519 9
8	13	3	T.I. FEATURING RIHANNA LIVE YOUR LIFE	DEF JAM/GRAND HUSTLE/IDJMG/ATLANTIC	☆	2692 +727	28.498 7
9	12	7	THE GAME FEATURING LIL WAYNE MY LIFE	GEFFEN/INTERSCOPE	☆	2356 +247	17.103 12
10	8	19	LIL WAYNE FEATURING T-PAIN GOT MONEY	CASH MONEY/UNIVERSAL MOTOWN	11 ☆	2309 -229	22.553 8
11	11	8	LUDACRIS CO-STARRING CHRIS BROWN & SEAN GARRET WHAT THEM GIRLS LIKE	DTP/DEF JAM/IDJMG	☆	2252 +6	13.251 15
12	7	17	PLIES FEATURING JAMIE FOXX & THE-DREAM PLEASE EXCUSE MY HANDS	BIG GATES/SLIP-N-SLIDE/ATLANTIC	☆	2236 -488	18.008 10
13	18	3	JAZMINE SULLIVAN BUST YOUR WINDOWS	J/RMG	☆	2007 +415	17.793 11
14	15	7	BRANDY RIGHT HERE (DEPARTED)	AIRPOWER KOCH/EPIC	☆	1938 +137	11.129 17
15	10	21	YOUNG JEEZY FEATURING KANYE WEST PUT ON	CTE/DEF JAM/IDJMG	11 ☆	1863 -402	15.536 13
16	23	16	PLEASURE P. DID YOU WRONG	AIRPOWER BLUESTAR/ATLANTIC	☆	1575 +147	9.801 20
17	20	5	CIARA FEATURING T-PAIN GO GIRL	LAFACE/ZOMBA	☆	1552 +40	9.686 21
18	21	14	ASHANTI GOOD GOOD	THE INC./UNIVERSAL MOTOWN	☆	1529 +49	9.157 24
19	27	5	JOHN LEGEND FEAT. ANDRE 3000 GREEN LIGHT	AIRPOWER HOME SCHOOL/G.O.D./COLUMBIA	☆	1516 +272	10.808 18
20	14	20	YUNG BERG FEATURING CASHA THE BUSINESS	YUNG BOSS/KOCH/EPIC	☆	1507 -438	12.711 16
21	17	9	BOW WOW FEATURING SOULJA BOY TELL'EM MARCO POLO	COLUMBIA	☆	1423 -215	8.061 28
22	16	12	KERI HILSON ENERGY	MOSLEY/ZONE 4/INTERSCOPE	☆	1371 -426	10.288 19
23	25	6	ACE HOOD FEATURING TREY SONGZ RIDE	WE THE BEST/DEF JAM/IDJMG	☆	1320 +40	8.273 27
24	24	8	MIKE JONES FEAT. TREY SONGZ, LIL WAYNE & TWISTA CUDDY BUDDY	ICE AGE/ASYLUM	☆	1293 -65	7.517 31
25	32	2	KANYE WEST LOVE LOCKDOWN	ROC-A-FELLA/DEF JAM/IDJMG	☆	1289 +469	9.364 23
26	28	4	JAY-Z & T.I. FEATURING KANYE WEST & LIL WAYNE SWAGGA LIKE US	ROC-A-FELLA/DEF JAM/IDJMG	☆	1280 +240	14.425 14
27	22	10	ALICIA KEYS SUPERWOMAN	MBKJ/RMG	☆	1173 -286	9.584 22
28	26	19	RICK ROSS FEATURING NELLY & AVERY STORM HERE I AM	SLIP-N-SLIDE/DEF JAM/IDJMG	☆	1092 -173	7.876 29
29	29	8	AVANT WHEN IT HURTS	CAPTOL	☆	1010 +18	6.053 34
30	37	2	T-PAIN FEATURING LUDACRIS CHOPPED 'N' SCREWED	NAPPY BOY/KONVICT/JIVE/ZOMBA	☆	988 +308	6.870 32
31	31	6	USHER TRADING PLACES	LAFACE/ZOMBA	☆	955 +42	8.434 26
32	30	4	YOUNG JEEZY VACATION	CTE/DEF JAM/IDJMG	☆	835 -81	4.404 -
33	NEW		M.I.A. PAPER PLANES	XL/INTERSCOPE	☆	748 +162	7.602 30
34	35	4	DAVID BANNER FEATURING LIL WAYNE SHAWTY SAY	B.I.G. F.A.C.E./SRC/UNIVERSAL MOTOWN	☆	718 -34	3.700 -
35	40	2	LYFE JENNINGS WILL I EVER	COLUMBIA	☆	673 +43	3.457 -
36	NEW		UNK SHOW OUT	BIG OOMP/KOCH	☆	654 +55	2.941 -
37	NEW		BEYONCÉ SINGLE LADIES (PUT A RING ON IT)	MUSIC WORLD/COLUMBIA	☆	647 +647	8.790 25
38	34	17	ROBIN THICKE MAGIC	STAR TRAK/INTERSCOPE	☆	607 -171	5.380 37
39	NEW		RYAN LESLIE FEATURING CASSIE & FABOLOUS ADDITION	NEXTSELECTION/CASABLANCA/UNIVERSAL MOTOWN	☆	595 -30	5.158 38
40	NEW		NOVAKANE SHAWTY SAID	STP	☆	580 +30	1.755 -

MOST ADDED

ARTIST TITLE / LABEL NEW STATIONS
BEYONCÉ 57
 Single Ladies (Put A Ring On It)
 (Music World/Columbia)
 KATZ, KBTT, KBXX, KHTE, KIPR, KJMM, KKDA, KMEL, KNDA, KOPW, KPSS, KRQQ, KTCX, KVSP, Sirius Hot Jamz, WAMO, WBLK, WBLX, WBTE, WBTJ, WCDX, WDKX, WEMX, WEUP, WFXA, WFXE, WJZB, WJMM, WJTT, WJUC, WJWZ, WJZD, WJZE, WKYS, WQWI, WPEG, WPHI, WPMX, WQHH, WQQK, WQUE, WRBJ, WTMG, WUSL, WVEE, WWPR, WWWZ, WXBT, WZFX, WZHT, XM The City

DJ KHALED FEAT. KANYE WEST & T-PAIN 37
 Go Hard
 (Koch)
 KBTT, KHTE, KIPR, KJMM, KNDA, KOPW, KRQQ, KVSP, WAMO, WBFA, WBLK, WBTF, WCDX, WDKX, WEMX, WEUP, WFXA, WFXE, WHTA, WHXT, WJBT, WJCS, WJLB, WJMI, WJTT, WJUC, WJWZ, WJZD, WJZE, WKKV, WQHH, WRBJ, WTMG, WWWZ, WXBT, WZFX, WZHT

NE-YO 36
 Mad
 (Def Jam/IDJMG)
 KBTT, KHTE, KIPR, KJMM, KNDA, KOPW, KRQQ, KVSP, KRQQ, KVSP, Sirius Hot Jamz, WAMO, WBFA, WBLK, WBTF, WDKX, WEMX, WFXA, WFXE, WHXT, WJBT, WJCS, WJMI, WJTT, WJUC, WJWZ, WJZE, WPEG, WQHH, WRBJ, WTMG, WWWZ, WXBT, WZFX, WZHT, XM The City

AKON FEAT. LIL WAYNE 33
 I'm So Paid
 (Konvict/SRC/Universal Motown)
 KBTT, KHTE, KIPR, KJMM, KNDA, KOPW, KRQQ, KRQQ, KVSP, WBFA, WBLK, WBTF, WDKX, WEMX, WEUP, WFXA, WFXE, WJBT, WJCS, WJMI, WJTT, WJUC, WJWZ, WJZE, WPEG, WQHH, WRBJ, WTMG, WWWZ, WXBT, WZFX, WZHT, XM The City

ESTELLE FEAT. SEAN PAUL 28
 Come Over
 (Home School/Atlantic)
 KBTT, KHTE, KIPR, KJMM, KNDA, KOPW, KVSP, WAMO, WBFA, WBLK, WBTF, WDKX, WEMX, WEUP, WFXA, WFXE, WJCS, WJMI, WJTT, WJUC, WJWZ, WJZE, WPEG, WRBJ, WTMG, WWWZ, WZFX, WZHT, XM The City

BOBBY VALENTINO FEAT. YUNG JOC 28
 Beep
 (Blu Kolla Dreams/Capitol)
 KBTT, KIPR, KJMM, KNDA, KOPW, KRQQ, KVSP, Sirius Hot Jamz, WAMO, WBFA, WBLK, WEMX, WEUP, WFXA, WHTA, WJCS, WJMI, WJTT, WJUC, WJZD, WPEG, WQUE, WRBJ, WTMG, WWWZ, WXBT, WZFX, XM The City

ADDED AT... WQHH
 Lansing, MI
 MD: J. Hicks
 Beyoncé, Single Ladies (Put A Ring On It), 1
 DJ Khaled Feat. Kanye West & T-Pain, Go Hard, 1
 Ne-Yo, Mad, 0
 Pussycat Dolls Feat. R. Kelly, Out Of This Club, 0
 FOR REPORTING STATIONS PLAYLISTS GO TO:
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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
ROBIN THICKE The Sweetest Love (Star Trak/Interscope)	572/81	COMMON FEAT. PHARRELL Announcement (Geffen/Interscope)	413/29
TOTAL STATIONS:	59	TOTAL STATIONS:	42
MUSIQ SOULCHILD FEAT. MARY J. BLIGE IfULeave (Atlantic)	552/240	DJ KHALED FEAT. KANYE WEST & T-PAIN Go Hard (We The Best/Terror Squad/Koch)	317/152
TOTAL STATIONS:	51	TOTAL STATIONS:	49
GORILLA ZOE FEAT. LIL WAYNE Lost (Block/Bad Boy South/Atlantic)	489/115	LIL WIL Bust It Open (Rudeboy/Unauthorized/Asylum)	313/7
TOTAL STATIONS:	38	TOTAL STATIONS:	31
JADAKISS FEAT. NE-YO By My Side (Def Jam/IDJMG)	457/271	JIM JONES & RON BROWZ FEAT. JUELZ SANTANA Pop Champagne (Ethereal/Universal Notown/Columbia/Koch)	307/87
TOTAL STATIONS:	60	TOTAL STATIONS:	50
KEYSHIA COLE FEAT. TUPAC Playa Cardz Right (Amaru/Imani/Geffen/Interscope)	449/447	YOUNG STEFF Professional (Richcraft/Atlantic)	295/32
TOTAL STATIONS:	67	TOTAL STATIONS:	29

MOST INCREASED PLAYS

- +727** ☆ **T.I. FEAT. RIHANNA**
Live Your Life
(Def Jam/Grand Hustle/IDJMG/Atlantic)
WEMX +38, WZHT +32, KOPW +30, WJZE +26, WPHI +25, KMJL +25, WJTT +23, WVEE +22, WENZ +22, WCKX +22
- +647** ☆ **BEYONCÉ**
Single Ladies (Put A Ring On It)
(Music World/Columbia)
WWPR +44, WUSL +30, WCDX +27, WPHI +27, WKYS +24, WQOK +23, WPMX +22, WQUE +22, WXBT +18, KATZ +17
- +469** ☆ **KANYE WEST**
Love Lockdown
(ROC-A-Fella/Def Jam/IDJMG)
KKDA +33, KBFB +31, WEUP +24, KNDA +24, WKKV +18, WHHT +16, WJWZ +15, KIPR +14, KMJL +13, KVSP +13
- +447** ☆ **KEYSHIA COLE FEAT. TUPAC**
Playa Cardz Right
(Amaru/Imani/Geffen/Interscope)
WPHI +33, WVEE +28, WRBJ +27, WZHT +25, KHTE +24, WAMO +23, WFXE +16, WWWZ +16, KMEL +15, WHXT +13
- +415** ☆ **JAZMINE SULLIVAN**
Bust Your Windows (J/RMG)
KTCX +25, WENZ +22, KMJL +21, WPHI +19, WBLX +19, WQUE +17, WCDX +16, WWWZ +15, WRBJ +14, WZHT +13

FOR WEEK ENDING OCTOBER 12, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
 81 urban stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Rap chart comprised of 81 urban and 74 Rhythmic electronically monitored Nielsen Broadcast Data Systems stations. © 2008 Nielsen Business Media, Inc. All rights reserved.

CHART LEGEND

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

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

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

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

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

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

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

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

MOST ADDED:
 A listing of songs with the total number

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

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

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

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

Urban AC, Hot AC, Christian AC, Christian CHR, Christian Rock, Gospel, Rock, Triple A and Smooth Jazz; top 10 for Soft AC/Inspirational) become recurrenents 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 recurrenents 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.

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

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

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

R&R URBAN AC

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▶ REUNITED AFTER THREE DECADES, THE LADIES OF LABELLE LAUNCH THEIR FIRST NIELSEN BDS-ERA FORMAT ENTRY, AS "ROLL OUT" DEBUTS AT NO. 37. THE TRIO ATTAINED ITS BIGGEST CHART SUCCESS WITH "LADY MARMALADE," WHICH TOPPED THE BILLBOARD HOT 100 IN 1975.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	1) NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK	
1	1	18	JENNIFER HUDSON SPOTLIGHT	NO. 1 (3 WKS) ARISTA/RMG	1967	-78	18.513	1
2	2	18	ROBIN THICKE MAGIC	STAR TRAK/INTERSCOPE	1571	-21	13.511	2
3	3	24	ERIC BENET YOU'RE THE ONLY ONE	FRIDAY/REPRISE/WARNER BROS.	1545	-43	12.339	4
4	4	22	KEYSHIA COLE HEAVEN SENT	1) IMANI/GEFFEN/INTERSCOPE	1285	-260	10.208	7
5	5	33	NOEL GOURDIN THE RIVER	EPIC	1231	-86	7.292	11
6	7	11	ALICIA KEYS SUPERWOMAN	MBK/J/RMG	1202	+123	11.144	6
7	11	8	JAZMINE SULLIVAN NEED U BAD	MOST INCREASED PLAYS J/RMG	1164	+199	12.868	3
8	10	13	MINT CONDITION NOTHING LEFT TO SAY	CAGED BIRD/IMAGE	1075	+14	7.294	10
9	6	55	RAHEEM BEVAUGHN WOMAN	JIVE/ZOMBA	1066	-101	7.267	12
10	9	43	MARVIN SAPP NEVER WOULD HAVE MADE IT	1) VERITY/ZOMBA	1028	-36	11.213	5
11	8	13	JOE E.R. (EMERGENCY ROOM)	563/KEDAR	929	-144	6.771	14
12	13	8	USHER HERE I STAND	LAFACE/ZOMBA	849	0	7.312	9
13	12	52	JAHEIM NEVER	DIVINE MILL/ATLANTIC	787	-83	5.087	16
14	15	11	MARY MARY GET UP	COLUMBIA	751	+157	6.771	13
15	20	4	ROBIN THICKE THE SWEETEST LOVE	STAR TRAK/INTERSCOPE	582	+168	4.474	20
16	16	8	NE-YO MISS INDEPENDENT	DEF JAM/DJMG	553	+91	7.832	8
17	17	5	RAPHAEL SAADIQ LOVE THAT GIRL	COLUMBIA	486	+59	5.096	15
18	23	6	ERIC BENET THE HUNGER	AIRPOWER FRIDAY/REPRISE/WARNER BROS.	478	+117	5.043	17
19	18	7	LYFE JENNINGS WILL I EVER	COLUMBIA	440	+15	1.781	26
20	19	9	WAYNE BRADY ORDINARY	PEAK/CMG	437	+17	2.647	22
21	21	3	BRANDY RIGHT HERE (DEPARTED)	KOCH/EPIC	436	+39	2.404	24
22	22	5	ANTHONY HAMILTON FEATURING DAVID BANNER COOL	MISTER'S MUSIC/SO DEF/ZOMBA	407	+28	1.760	27
23	33	2	MUSIQ SOULCHILD FEAT. MARY J. BLIGE IF U LEAVE	MOST ADDED ATLANTIC	371	+179	4.685	19
24	26	5	AVANT WHEN IT HURTS	CAPITOL	346	+98	2.144	25
25	24	14	RIHANNA TAKE A BOW	1) SRP/DEF JAM/DJMG	343	+35	4.817	18
26	27	3	JOHN LEGEND FEATURING ANDRE 3000 GREEN LIGHT	HOME SCHOOL/G.O.C.D./COLUMBIA	319	+75	2.801	21
27	25	6	DEBORAH COX DID YOU EVER LOVE ME	DECO/IMAGE	300	+20	1.261	34
28	28	4	NOEL GOURDIN ONE LOVE	EPIC	256	+14	2.438	23
29	29	12	JON B OH SO SEXY	VIBESELECT/ARSENAL	241	+4	1.214	36
30	32	3	KINDRED THE FAMILY SOUL HOUSE OF LOVE	HIDDEN BEACH	234	+17	1.384	31
31	30	10	LEIGH JONES FREE FALL	PEAK/CMG	207	-25	0.918	39
32	34	9	THE TONY RICH PROJECT PART THE WAVES	HIDDEN BEACH	196	+5	1.255	35
33	36	4	KENNY LATTIMORE YOU ARE MY STRIPSHIP	VERVE	191	+47	0.711	-
34	31	19	JANET CAN'T BE GOOD	ISLAND/DJMG	134	-91	0.712	-
35	39	2	REGINA BELLE LOVE FOREVER SHINES	PENDULUM	130	+24	0.514	-
36	35	3	ANGIE STONE POP POP	STAX/CMG	123	-64	0.548	-
37	NEW		LABELLE FEATURING WYCLEF JEAN ROLL OUT	VERVE	105	+38	0.382	-
38	38	12	LEDISI JOY	VERVE FORECAST/VERVE	100	-8	0.432	-
39	40	18	KEITH SWEAT FEATURING ATHENA CAGE BUTTERSCOTCH	KEIA/ATCO/RHINO	98	-7	0.450	-
40	RE-ENTRY		LIVIN' OUT LOUD I CAN'T STOP	KIN	83	-12	0.122	-

+ MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
MUSIQ SOULCHILD FEAT. MARY J. BLIGE If U Leave (Atlantic) KJLH, KJMS, KMJM, WAKB, WKSP, WLXC, WRKS, WWDM, WYLD	9
AVANT When It Hurts (Capitol) KJLH, KJMS, KMJM, WBL5, WLXC, WMIB, WPHR, WWDM	8
ROBIN THICKE The Sweetest Love (Star Trak/Interscope) WAKB, WDLT, WDZZ, WHRP, WTLX, WVKL	6
ESTELLE FEAT. CEE-LO Pretty Please (Love Me) (Home School/Atlantic) KMEZ, KOKY, KQXL, WGPR, WLXC, WMGL	6
USHER Here I Stand (LaFace/Zomba) KMJQ, WBL5, WRKS	3
BRANDY Right Here (Departed) (Koch/Epic) KMJM, WFLM, WYLD	3
JOHN LEGEND FEAT. ANDRE 3000 Green Light (Home School/G.O.C.D./Columbia) KMJM, WRKS, WYLD	3
REGINA BELLE Love Forever Shines (Pendulum) WLVH, WMGL, WYLD	3
SHO Glad I Met You (Hitten Hard) WAKB, WLXC, WSR3	3
LAURA IZIBOR From My Heart To Yours (Atlantic) Sirius Heart & Soul, WMPZ, WTLZ	3

ADDED AT... WFLM
 Ft. Pierce, FL
 PD: Joe Fisher
 MD: Joseph Jenkins
 Wayne Brady, Ordinary, I Brandy, Right Here (Departed), O Eric Benet, The Hunger, O

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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
MARIAH CAREY I'm That Chick (Island/DJMG)	76/2	SLIQUÉ Your Body (Rosehip)	55/5
TOTAL STATIONS: 33		TOTAL STATIONS: 8	
T.I. Whatever You Like (Grand Hustle/Atlantic)	73/19	T-PAIN FEAT. LIL WAYNE Can't Believe It (Nappy Boy/Konvict/Live/Zomba)	54/13
TOTAL STATIONS: 20		TOTAL STATIONS: 5	
LAURA IZIBOR From My Heart To Yours (Atlantic)	68/15	RALPH TRESVANT It Must Be You (Xzault Media Group)	53/3
TOTAL STATIONS: 14		TOTAL STATIONS: 8	
TRE WILLIAMS I Don't Want To Know (Koch)	57/24	CHARLIE WILSON There Goes My Baby (Live/Zomba)	52/40
TOTAL STATIONS: 7		TOTAL STATIONS: 9	
SHO Glad I Met You (Hitten Hard)	56/23	DORINDA CLARK-COLE Take It Back (Gospo Centric/Zomba)	51/13
TOTAL STATIONS: 10		TOTAL STATIONS: 30	

↑ MOST INCREASED PLAYS

+199	JAZMINE SULLIVAN Need U Bad (J/RMG) WVAZ +5, WACH +4, WMIB +1, WAKB +0, WGPR +0, WXST +9, WPHR +8, WTLZ +7, WYBE +7, KQXL +6
+179	MUSIQ SOULCHILD FEAT. MARY J. BLIGE If U Leave (Atlantic) WRKS +6, WUHT +4, WRNB +0, KMJM +0, KMEZ +9, WTLZ +9, KDKS +8, KJMS +8, KOKY +8, WKXI +8
+168	ROBIN THICKE The Sweetest Love (Star Trak/Interscope) KDKS +2, WGPR +1, KMEZ +0, WFLN +9, WTLX +9, WYBE +9, WMJM +9, WKXI +8, WMPZ +8, WXST +7
+157	MARY MARY Get Up (Columbia) WDZZ +8, KVMA +8, WJMR +8, WPHR +6, KQXL +6, WLXC +6, WHRP +6, KMJK +6, WCKK +6, KNEK +5
+123	ALICIA KEYS Superwoman (MBK/J/RMG) XSE2 +20, KMJM +0, WFUN +8, KRNB +7, WSOL +7, KMJQ +7, WTLZ +6, WDA5 +6, KVMA +6, WMGL +6

FOR WEEK ENDING OCTOBER 12, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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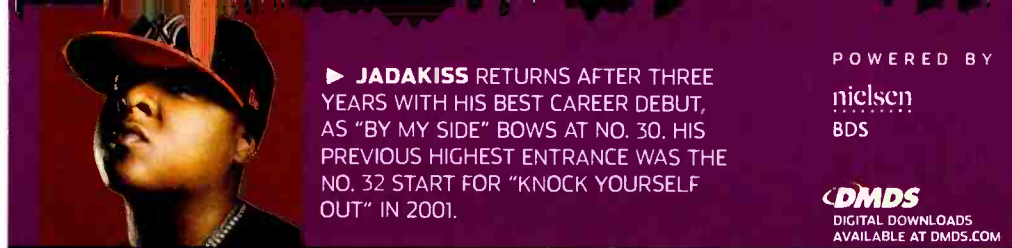
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WAKB/Augusta, GA* OM/PD: Terry Monday MD: Jay Tek	WGPR/Detroit, MI* PD: Carolyn James MD: Karen Addison	WHQT/Miami, FL* PD: Phil Michaels-Trueba APD: Karen Vaughn	Sirius Heart & Soul/Satellite* OM/PD: B.J. Stone
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KQXL/Baton Rouge, LA* PD: J' Michael Francois	WUKS/Fayetteville, NC PD: Ray Thomas	WDLT/Mobile, AL* OM/PD: James Alexander MD: Cathy Barlow	WLVH/Savannah, GA* PD/MD: Gary Young
WBHK/Birmingham, AL* PD: Darryl Johnson APD: Chris Coleman	WDZZ/Flint, MI* OM: Jim Kennedy PD: Trey Michaels	WJMG/Monroe, LA PD: Chris Collins	WTYB/Savannah, GA* OM: Jim Kennedy PD: Yolanda Neely
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WMGL/Charleston, SC* OM/PD: Terry Base	WFLM/Ft. Pierce, FL* PD: Joe Fisher MD: Joseph Jenkins	KMEZ/New Orleans, LA* OM/PD: LeBron "LBJ" Joseph APD/MD: Kelder Summers	KVMA/Shreveport, LA* OM: Jim Kennedy
WXST/Charleston, SC* OM/PD: Michael Tee	WQMG/Greensboro, NC* PD: Shilyne Cole	WYLD/New Orleans, LA* OM/PD: Derrick Corbett	KMJM/St. Louis, MO* PD: Darrel Eason
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WSRB/Chicago, IL* PD/MD: Tracie Reynolds	WTLC/Indianapolis, IN* OM/PD: Brian Wallace APD/MD: The First Lady Raye	WVKL/Norfolk, VA* OM/PD: Don London MD: Theresia Brown	WGOV/Valdosta, GA OM/PD: Jammin' Jammie Brooks
WVAZ/Chicago, IL* PD/MD: Derrick Brown	WVCF/Orlando, FL* OM: Steve Holbrook PD: Kevin Gardner	WDAK/Cincinnati, OH* PD: Terrence Bibb MD: Faith Daniels	WJMS/Jackson, MS* OM/PD: Stan Branson
WZAK/Cleveland, OH* OM/PD: Kim Johnson	WSOL/Jacksonville, FL* OM: Gail Austin PD/MD: KJ Brooks	WZAC/Cleveland, OH* OM/PD: Kim Johnson	WDAS/Philadelphia, PA* PD: Joe Tamburro APD/MD: Jo Gamble
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WVDM/Columbia, SC* PD/MD: Mike Love	KNEK/Lafayette, LA* PD: D-Rock	WFXC/Raleigh, NC* OM/PD: Cy Young APD/MD: Jodi Berry	WMMJ/Washington, DC* OM/PD: Kathy Brown MD: Chris Harris
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WKZJ/Columbus, GA OM/PD: Carl Conner, Jr. MD: Brandon Conner	KOKY/Little Rock, AR* OM/PD: Mark Dylan	WTLZ/Saginaw, MI* PD/MD: Eugene Brown	
WXMG/Columbus, OH* OM: J.D. Kunes PD: Warren Stevens	KJLH/Los Angeles, CA* PD/MD: Aundrae Russell		

* Monitored Reporters



► **JADAKISS RETURNS AFTER THREE YEARS WITH HIS BEST CAREER DEBUT, AS "BY MY SIDE" BOWS AT NO. 30. HIS PREVIOUS HIGHEST ENTRANCE WAS THE NO. 32 START FOR "KNOCK YOURSELF OUT" IN 2001.**

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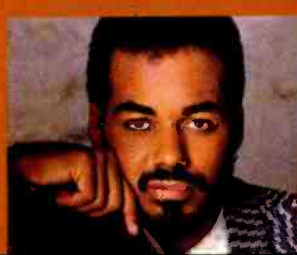
WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW	+/ -	AUDIENCE MILLIONS	RANK
1	1	12	T.I.	WHATEVER YOU LIKE	NO. 1 (6 WKS) GRAND HUSTLE/ATLANTIC	11	1112	-408	100.145	1
2	2	11	LIL WAYNE FEATURING BOBBY VALENTINO & KIDD KIDD	MRS. OFFICER	CASH MONEY/UNIVERSAL MOTOWN		8328	+669	73.580	2
3	4	11	THE GAME FEATURING LIL WAYNE	MY LIFE	GEFFEN/INTERSCOPE		5920	+720	46.581	5
4	3	22	LIL WAYNE FEATURING T-PAIN	GOT MONEY	CASH MDNEY/UNIVERSAL MOTOWN	11	5583	-764	46.689	4
5	10	4	T.I. FEATURING RIHANNA	LIVE YOUR LIFE	DEF JAM/GRAND HUSTLE/IDJMG/ATLANTIC	MOST INCREASED PLAYS	5423	+1862	53.906	3
6	5	8	M.I.A.	PAPER PLANES	XL/INTERSCOPE		5181	+254	34.848	6
7	6	9	LUDACRIS CO-STARRING CHRIS BROWN & SEAN GARRETT	WHAT THEM GIRLS LIKE	DTP/DEF JAM/IDJMG		4151	+129	26.454	8
8	9	18	NELLY FEATURING ASHANTI & AKON	BODY ON ME	DERRTY/UNIVERSAL MOTOWN		3430	-455	21.891	10
9	7	23	YOUNG JEEZY FEATURING KANYE WEST	PUT ON	CTE/DEF JAM/IDJMG	11	3287	-684	24.529	9
10	8	21	YUNG BERG FEATURING CASHA	THE BUSINESS	YUNG BOSS/KOCH/EPIC		3030	-976	20.977	11
11	29	11	DAVID BANNER FEATURING CHRIS BROWN	GET LIKE ME	B.I.G. F.A.C.E./SRC/UNIVERSAL MOTOWN	11	2972	-431	17.946	14
12	20	6	JAY-Z & T.I. FEATURING KANYE WEST & LIL WAYNE	SWAGGA LIKE US	ROC-A-FELLA/DEF JAM/IDJMG		2792	+649	30.151	7
13	12	18	PLIES FEATURING JAMIE FOXX & THE-DREAM	PLEASE EXCUSE MY HANDS	BIG GATES/SLIP-N-SLIDE/ATLANTIC		2637	-610	20.326	12
14	13	13	MIKE JONES FEATURING TREY SONGZ, LIL WAYNE & TWISTA	CUDDY BUDDY	ICE AGE/ASYLUM		2559	-474	13.281	17
15	18	6	PITBULL FEATURING LIL JON	KRAZY	MR. 305/FAMOUS ARTIST/THE ORCHARD		2515	+389	16.288	15
16	14	26	KARDINAL OFFISHALL FEATURING AKON	DA DRE	KONLIVE/GEFFEN/INTERSCOPE	11	2499	-446	14.587	16
17	16	16	SAVAGE FEATURING SOULJA BOY TELL'EM	SWING	DAWN RAID/UNIVERSAL REPUBLIC		2032	-282	10.815	22
18	15	24	LIL WAYNE	A MILLI	CASH MONEY/UNIVERSAL MOTOWN	11	1869	-561	18.243	13
19	19	19	RICK ROSS FEATURING NELLY & AVERY STORM	HERE I AM	SLIP-N-SLIDE/DEF JAM/IDJMG		1773	-371	12.186	18
20	24	10	ACE HOOD FEATURING TREY SONGZ	RIDE	WE THE BEST/DEF JAM/IDJMG		1517	-23	9.940	23
21	21	10	BOW WOW FEATURING SOULJA BOY TELL'EM	MARCO POLO	COLUMBIA		1508	-212	8.630	24
22	17	15	LL COOL J FEATURING THE-DREAM	BABY	DEF JAM/IDJMG		1471	-787	11.085	21
23	23	9	DAVID BANNER FEATURING LIL WAYNE	SHAWTY SAY	B.I.G. F.A.C.E./SRC/UNIVERSAL MOTOWN		1404	-175	8.296	25
24	22	11	E-40 FEATURING AKON	WAKE IT UP	SICK WID IT/BME/REPRISE/WARNER BROS.		1200	-415	6.290	28
25	25	12	ALFAMEGA	UH HUH	GRAND HUSTLE/CAPITOL		1057	-98	4.422	35
26	28	3	UNK	SHOW OUT	BIG OOMP/KOCH		977	+93	4.151	36
27	27	5	YOUNG JEEZY	VACATION	CTE/DEF JAM/IDJMG		921	-71	4.977	32
28	26	20	FLO RIDA FEATURING WILL.I.AM	IN THE AYER	POE BOY/ATLANTIC		869	-126	4.831	33
29	29	13	LIL WAYNE FEATURING JAY-Z	MR. CARTER	CASH MONEY/UNIVERSAL MOTOWN		700	-83	12.150	19
30	NEW	NEW	JADAKISS FEATURING NE-YO	BY MY SIDE	DEF JAM/IDJMG		667	+387	6.530	27
31	39	2	JIM JONES & RON BROWZ FEATURING JUELZ SANTANA	POP CHAMPAGNE	ETHER BOY/UNIVERSAL MOTOWN/COLUMBIA/KOCH		598	+153	11.914	20
32	33	4	NOVAKANE	SHAWTY SAID	STP		586	+29	1.756	-
33	32	18	DJ KHALED FEAT. AKON, PLIES, YOUNG JEEZY, RICK ROSS, ACE HOOD, TRICK DADDY & LIL' BOOSIE	OUT HERE GRINDIN	TERROR SQUAD/KOCH		556	-88	4.670	34
34	36	3	LIL WIL	BUST IT OPEN	RUDEBWOY/UNAUTHORIZED/ASYLUM		533	+26	5.150	31
35	NEW	NEW	GORILLA ZOE FEATURING LIL WAYNE	LOST	BLOCK/BAD BOY SOUTH/ATLANTIC		523	+115	6.151	29
36	31	8	DEM FRANCHIZE BOYZ FEATURING LLOYD	TURN HEADS	KOCH		502	-188	1.970	-
37	35	4	THREE 6 MAFIA FEATURING AKON	THAT'S RIGHT	HYPNOTIZE MINDS/COLUMBIA		470	-68	1.968	-
38	30	9	JAY-Z	JOCKIN' JAY-Z	ROC-A-FELLA/DEF JAM/IDJMG		465	-306	5.421	30
39	NEW	NEW	COMMON FEATURING PHARRELL	ANNOUNCEMENT	GEFFEN/INTERSCOPE		420	+26	1.570	-
40	34	9	BUN-B FEATURING RICK ROSS, DAVID BANNER, 8-BALL & MJG	YOU'RE EVERYTHING	J PRINCE/TRILL/RAP-A-LOT 4 LIFE/ASYLUM		416	-125	2.405	-

FOR WEEK ENDING OCTOBER 12, 2008

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▶ WITH 166 PLAYS AT 13 STATIONS, RENOWNED GRAMMY AWARD-WINNING SOUL SINGER **JAMES INGRAM** DEBUTS AT NO. 30 WITH "MERCY." THE SONG LEADS OFF HIS NEW GOSPEL SET, "STAND (IN THE LIGHT)," WHICH STREETED OCT. 14.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	35	JAMES FORTUNE & FIYA I TRUST YOU	NO. 1 (9 WKS) BLACK SMOKE/WORLDWIDE	1152 -95	4.643 1
2	2	45	TROY SNEED PRESENTS BONAFIDE PRAISERS WORK IT OUT	EMTRO GOSPEL	964 -16	3.269 4
3	3	23	JASON C-HAMPION ALWAYS	BROOKS/EMI GOSPEL	886 -50	3.622 3
4	4	73	MARVIN SAPP NEVER WOULD HAVE MADE IT	VERITY/ZOMBA	835 -24	3.864 2
5	5	25	KIRK FRANKLIN JESUS	FO YO SOUL/GOSPO CENTRIC/ZOMBA	700 -71	2.846 8
6	7	8	MARY MARY GET UP	COLUMBIA	697 +45	3.074 6
7	8	26	THE WEST ANGELES COGIC MASS CHOIR LORD PREPARE ME	EMI GOSPEL	683 +67	2.919 7
8	9	18	21:03 WITH FRED HAMMOND, SMOKIE NORFUL & J MOSS COVER ME	MOST INCREASED PLAYS PAJAM/GOSPO CENTRIC/ZOMBA	677 +73	3.238 5
9	11	40	JONATHAN NELSON FEATURING PURPOSE MY NAME IS VICTORY	INTEGRITY	628 +46	2.270 10
10	6	47	SHEKINAH GLORY MINISTRY JESUS	KINGDOM	627 -61	2.594 9
11	12	32	REGINA BELLE GOD IS GOOD	PENDULUM	525 -52	1.555 15
12	10	39	DORINDA CLARK-COLE TAKE IT BACK	GOSPO CENTRIC/ZOMBA	498 -85	2.268 11
13	14	29	BYRON CAGE ROYALTY (LIVE AT THE APOLLO)	GOSPO CENTRIC/ZOMBA	478 +25	1.967 12
14	13	12	ARKANSAS GOSPEL MASS CHOIR I LIFT MY HANDS	T/EMTRO GOSPEL	464 -18	1.396 18
15	15	15	PASTOR GREGG PATRICK & THE BRIDGE PROJECT I AM A WITNESS	CROSSOVER/TYSCOT	437 +13	1.793 13
16	16	16	DAMITA NO LOOKING BACK	TYSCOT	405 -9	1.279 20
17	18	15	TYE TRIBBETT & G.A. HOLD ON	COLUMBIA/INTEGRITY	373 +32	1.124 22
18	17	17	DESTINY PRAISE HIS WILL	DESTINY STYLE	353 -23	1.712 14
19	19	11	DAVE HOLLISTER STRIVING	GOSPO CENTRIC/ZOMBA	343 +23	1.444 17
20	23	3	HEZEKIAH WALKER & LFC SOULED OUT	AIRPOWER VERITY/ZOMBA	325 +55	1.517 16
21	20	10	KIERRA EKI SHEARD PRAISE HIM NOW	EMI GOSPEL	297 0	0.828 25
22	21	6	NIYOKI JOY	MOST ADDED DZG-EXECUTIVE	273 -18	1.152 21
23	22	16	RICKY DILLARD & "NEW G" (NEW GENERATION CHORALE) ONE MORE CHANCE	NUSPRING/EMI GOSPEL	262 -22	0.951 23
24	30	2	KATHY TAYLOR OH HOW PRECIOUS	KATCO	252 +65	1.308 19
25	26	4	DETRICK HADDON I'M ALIVE	VERITY/ZOMBA	244 +4	0.846 24
26	25	11	DOTTIE PEOPLES DO IT!	DP	244 -1	0.660 27
27	24	11	DOUG WILLIAMS & PASTOR TIM ROGERS THE LOVE OF JESUS	BLACKBERRY/MALACO	244 -24	0.537 29
28	27	5	PAUL PORTER WHAT DID YOU DO?	LIGHT	204 -17	0.675 26
29	29	3	VIP MASSES CHOIR FEAT. PASTOR JOHN P. KEE & LOWELL PYE YES WE CAN	TYSCOT/VERITY/ZOMBA	188 -3	0.447 -
30	NEW		JAMES INGRAM MERCY	MUSIC ONE	166 +5	0.628 28

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
NIYOKI Joy (DZG-Executive) KOKA, WFMV, WMOO, WPRF, XM The Spirit	5
REGINA BELLE I Call On Jesus (Pendulum) WCAO, WEUP, WJNL, WPRF	4
GENITA PUGH You Made It Possible (Eternity) KOKA, WNOO, WYTC, XM The Spirit	4
MARY MARY Get Up (Columbia) KHYN, WNNL, WPZZ	3
PASTOR GREGG PATRICK & THE BRIDGE PROJECT I Am A Witness (Crossover/TyScot) WJNL, WPZE	2
DAVE HOLLISTER Striving (Gospo Centric/Zomba) WHLH, WPRS	2
HEZEKIAH WALKER & LFC Souled Out (Verity/Zomba) WCAO, WNNL	2
THE MURRILLS Friend Of Mine (Quiet Water/Verity/Zomba) WFMV, WJNL	2
KURT CARR & THE KURT CARR SINGERS Peace And Favor Rest On Us (Gospo Centric/Zomba) WCAO, WPRF	2

ADDED AT... WOAD
Jackson, MS
PD/MD: Percy Davis
Dottie Peoples, Do It!, 3
Brown Boyz, Somebody Prayed For Me, 0

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
JIMMY HICKS & THE VOICES OF INTEGRITY God's Got It (Black Smoke/WorldWide)	160/3	SPENSHA BAKER Hallelujah (Geffen/Interscope)	100/9
TOTAL STATIONS: 14		TOTAL STATIONS: 12	
KENNY LEWIS & ONE VOICE I Am (Ice Inspirational/Icee)	148/7	BLASE My Gift (54J)	90/6
TOTAL STATIONS: 14		TOTAL STATIONS: 11	
THE MURRILLS Friend Of Mine (Quiet Water/Verity/Zomba)	145/33	MAURETTE BROWN-CLARK It Ain't Over (Until God Says It's Over) (AIR Gospel/Malaco)	89/4
TOTAL STATIONS: 17		TOTAL STATIONS: 6	
KURT CARR & THE KURT CARR SINGERS Peace And Favor Rest On Us (Gospo Centric/Zomba)	112/20	TAKE 6 FEAT. SHELEA FRAZER Someone To Watch Over Me (Heads Up)	88/17
TOTAL STATIONS: 18		TOTAL STATIONS: 11	
REGINA BELLE I Call On Jesus (Pendulum)	108/14	EUCLID GRAY Let Me Praise Him (Malaco)	88/5
TOTAL STATIONS: 12		TOTAL STATIONS: 9	

MOST INCREASED PLAYS

+73	21:03 WITH FRED HAMMOND, SMOKIE NORFUL & J MOSS Cover Me (PAJAM/Gospo Centric/Zomba) WPZZ +17, WXVI +15, WLOU +10, SIFR +9, WFMV +8, WLJB +6, WFPZ +6, WHAL +5, WCHB +5, KROI +4
+67	THE WEST ANGELES COGIC MASS CHOIR Lord Prepare Me (EMI Gospel) WOAD +37, SIFR +8, WNOO +6, KOKA +5, WJYD +5, WHLH +4, WFLT +4, KROI +3, WPZZ +3, WTHB +3
+65	KATHY TAYLOR Oh How Precious (Katco) WHLH +18, WHLW +15, KROI +5, WNOO +4, WFMV +3, WTLC +3, XSRT +2, WJMO +2, WJYD +2, WLJB +2
+55	HEZEKIAH WALKER & LFC Souled Out (Verity/Zomba) WCAO +12, WKEZ +12, WNNL +6, KHLR +7, SIFR +6, WJNL +6, XSRT +4, WLJB +4, WPZZ +4, WPFZ +2
+46	JONATHAN NELSON FEAT. PURPOSE My Name Is Victory (Integrity) WHLH +25, WHAL +15, WKEZ +5, WFMV +6, WHLW +5, WGRB +5, KOKA +4, WPRF +3, WPZZ +1, WXVI +1

FOR WEEK ENDING OCTOBER 12, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	NIelsen BDS CERTIFICATIONS	PLAYS TW LW
1	JOSHUA'S TROOP EVERYBODY CLAP YOUR HANDS (NEW HAVEN)		616 591
2	HEZEKIAH WALKER & LFC GRATEFUL (VERITY/ZOMBA)		535 463
3	DONALD LAWRENCE PRESENTS THE TRI-CITY SINGERS ENCOURAGE YOURSELF (EMI GOSPEL)		377 349
4	J MOSS PRAISE ON THE INSIDE (PAJAM/GOSPO CENTRIC/ZOMBA)		342 394
5	RUBEN STUDDARD, DETRICK HADDON & MARY MARY LOVE HIM LIKE I DO (VERITY/ZOMBA)		335 355

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	NIelsen BDS CERTIFICATIONS	PLAYS TW LW
6	BEVERLY CRAWFORD HE'S DONE ENOUGH (JDI)		319 360
7	RICKY DILLARD & "NEW G" (NEW GENERATION CHORALE) THE LIGHT (NUSPRING)		318 405
8	CECE WINANS WAGING WAR (PURESPRINGS GOSPEL)		294 388
9	DEWAYNE WOODS & WHEN SINGERS MEET LET GO (QUIET WATER/VERITY/ZOMBA)		292 299
10	KIRK FRANKLIN DECLARATION (THIS IS IT!) (GOSPO CENTRIC/ZOMBA)		278 276

GOSPEL REPORTERS

WPZE/Atlanta, GA* JM: Steve Hegwood PD: Derek Harper	WPZS/Charlotte, NC* PD: Alvin Stowe PD: Tonya Rivers	WJYD/Columbus, OH* OM: Jerry Smith PD: Dawn Mosby	WTLC/Indianapolis, IN* OM: Brian Wallace PD: The First Lady Raye	WLOU/Louisville, KY* PD: Bill Price	Rejoice! Musical Soulfood/Network PD: Willie Mae McIver	WPPZ/Philadelphia, PA* OM/PD: Elroy Smith APD/MD: CeCe McGhee	WSOK/Savannah, GA* PD: E. Larry McDuffie
WTHB/Augusta, GA* JM/PD: Terry Monday APD: JayTek	WNOO/Chattanooga, TN* OM: Lee Clear PD/MD: Sam Terry	KHYN/Dallas, TX* PD: Antonio Johnson	WHLH/Jackson, MS* OM: Steve Kelly PD: Torrez Harris MD: Lance Fuller	WBBP/Memphis, TN* MD: Doreen Graves	Rejoy Radio/Network OM: Frankie Hemphill PD: RaShaun Green MD: Samuel Priestler	WNNL/Raleigh, NC* OM/PD: Jerry Smith MD: Melissa Wade	KOKA/Shreveport, LA* PD: Eddie Giles APD/MD: Sharon Flournoy
WCAO/Baltimore, MD* JM: Thea Nitchem PD: Lee Michaels APD/MD: Danielle Brown	WGRB/Chicago, IL* PD: Sonya M. Blakey APD/MD: Effie Rolfe	WFLT/Flint, MI* OM/PD: Bo Money	WOAD/Jackson, MS* OM: Stan Branson PD/MD: Percy Davis	WHAL/Memphis, TN* PD: Eileen Collier APD/MD: Tracy Bethea	WPRF/New Orleans, LA* PD/MD: JoJo Walker	WPZZ/Richmond, VA* OM: Jeff Anderson PD: Reggie Baker	KATZ/St. Louis, MO* MD: Dwight Stone
WWIN/Baltimore, MD* PD: Mike Rcberts	WJMO/Cleveland, OH* PD/MD: Kim Johnson	WEAL/Greensboro, NC* PD/MD: Joseph Level	WMBM/Miami, FL PD/MD: Greg Cooper	WLOK/Memphis, TN* PD/MD: Kim Harper	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/PD: Felicia Brannon APD/MD: Robyn McCollum
WUFO/Buffalo, NY* MD: Duane Price	WFMV/Columbia, SC* PD: Tony "Gee" Green APD/MD: Monica Washington	KROI/Houston, TX* OM/PD: Terri Thomas	WHLW/Montgomery, AL* OM: Michael Long PD/MD: Connye Bryant	WLIB/New York, NY* PD: Denise Hill	WFLB/Charlotte, NC* OM: Neal Williams PD: Mike Chandler	Sirius Praise/Satellite* OM: B. J. Stone PD: Pat McKay	WTSK/Tuscaloosa, AL OM: Greg Tomascello PD/AMB: Charles Anthony
WJNL/Charleston, SC* JM: Michael Baynard PD: Belinda Parker MD: Anthony Baxter	WEAM/Columbus, GA OM: Carl Conner, Jr. PD: Pam Dixon	WDJL/Huntsville, AL* PD/MD: Walter Peavey	WXXI/Montgomery, AL* PD: Glinda Perkins	WFM1/Norfolk, VA* OM: Neal Williams PD: Mike Chandler	WXEZ/Norfolk, VA* OM: John Shorby PD: Dale Murray	XM The Spirit/Satellite* PD/MD: Jay Bryant	WPRS/Washington, DC* PD: Matt Anderson
WYTC/Charleston, SC* PD: Michael Tee APD: Edwin "Chef" Wright	WAJW/Columbus, MS OM: CQ Riley PD: Sebastian Riley	WEUP/Huntsville, AL* OM: Hundley Batts PD: Steve Murry MD: Ricky Sykes	KPKK/Little Rock, AR OM: Mark Dylan PD/MD: Billy St. James	WTHE/Nassau, NY* MD: Clara Mack			WFAI/Wilmington, DE OM: Mevin Brittingham PD/MD: Manuel Mena

* Monitored Reporters



Promotions that money can't buy

Ideas Thou Can Steal

Kevin Peterson

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Regardless of format, region or market size, stations are always looking for creative ideas for promotions and marketing campaigns. This week, Christian stations and networks from the West Coast, East Coast and South, in markets big and small, share some of their favorite campaigns.

K-LOVE brand manager Michael Tedesco says that great promotions don't necessarily have to cost a lot of money. In fact, sometimes the best are experiences that money can't buy. "We look to create memories with listeners," he says. "We look to do things that they'll talk about for a long time. It's gone way beyond giving away stuff, because every radio station can do that. What we try to focus in on and encourage our partners to do is come up with ideas to create memorable experiences with people—things they just cannot buy."

He adds that those kinds of ideas create a bond with the listener, thus making the station more memorable. "We try to turn the spotlight around and put it on the audience and give them opportunities to shine, share stories, share memories and tie those into promotions."

An example of just such a promotion is something K-LOVE did for Valentine's Day. Tedesco contacted EMI Christian Music Group, knowing that Matthew West has a real talent and gift for writing songs quickly. "We got our listeners to share their love stories with us—how they met their spouse or how they proposed or what their love story was," he says. "We shared the stories on the air, got the listeners on the phone so they could share it in their own words. You could hear the emotions in those phone calls. Ultimately we ended up choosing one as our favorite, and Matthew was quickly able to write a song that was custom made for them as their very own love song."



Tedesco

The song was played on the air, and West came in and performed it live for the winners. The station also put the song on CD and customized it. West wrote the song out in his own handwriting and it was framed for the couple. "And now you've given somebody something that's more than just 'stuff,'" Tedesco says. "It's more than just a CD or even a trip. It's something that's memorable and customized and personal to them, and yet the rest of the audience didn't feel excluded because they got to go along for the ride."

A Helping Hand

WAWZ (Star 99.1) calls Zarephath, N.J., home, but it also broadcasts into market No. 1, New York. Promotion director/morning co-host Stacey Stone

says, "Because of the state of our economy, most of our promotions have centered on helping families in some way. We just finished a very successful food drive for our local food banks that included David A. Dein from 'Johnny Stone in the Morning' dressing up as the Good Golly Green Giant and traveling through New York City and New Jersey collecting canned goods." The campaign raised some four tons of food for families.

Sticking with topical promotions that don't cost the station much if any money, KLRC/Fayetteville, Ark., is in the middle of its Think Pink promotion for October, which is Breast Cancer Awareness Month. Promotion director/morning co-host Jen Ryan says the event is "twofold. First, it's a service to the community by providing information on

'What we try to do is turn the spotlight around, put it on the audience and give them opportunities to shine, share stories, share memories and tie those into promotions.'

—Michael Tedesco

breast cancer through Think Pink packets. Second, we're honoring a breast cancer survivor or hero with a weekend at a local spa. It's really gaining momentum quickly."

WPOZ (Z88.3)/Orlando is working to give back to listeners. According to promotions director Carol Baker, "The statistics of failing marriages, especially among Christians, are startling, which is why Z88.3 is passionate about making sure we put together promotions that help listeners make time for their spouses."

That's the premise of Second First Date, where midday personality Melony McKaye "is living this life with a marriage and three kids under the age of 5 and doing everything she can to balance job, kids, church, life and of course, her relationship with her husband." The station partnered with Family Life and then later on with the new movie "Fireproof" to offer a novel campaign. Once a week McKaye announced a winner, with each victorious couple receiving a package that included registration for a married couple to attend a Weekend to Remember Conference in Central Florida, a two-night stay at the Orlando Marriott and dinner. "We recently ran this promotion again with tickets to see an intimate prescreening of ["Fireproof"], dinner, a gift certificate for concessions and special intimate seating for each winning couple."



Ryan

Marketing Without Moolah

Many Christian stations say they don't have the budgets to do any significant marketing. But K-LOVE's Tedesco says stations don't necessarily need a lot of funding to create successful listener alliances. For example, KCMS/Seattle—where he previously worked as director of marketing and promotions—started with almost no money and as ratings and revenue grew, the station was able to devote resources to billboards, bus boards, cable TV and even some network TV, Tedesco says. "You're able to grow these things. Since coming to K-LOVE I had to start back at square one with grass-roots marketing. Now we're teaching all of the local promotion managers how to do that." He adds that it includes basic things like participating in an already planned parade, "owning" an event, hanging banners, establishing a presence at community events and introducing people to the station.

"Give people a sample, much like they do in Costco. Whenever they sample a product, sales go up, so at a grass-roots level, the two goals that our local promotion managers have are to make it easy for people to sample our product and then find a way to make it easy to share it with others," Tedesco says.

Stone says the same thing is true at WAWZ. "In January we kick off our Star 99.1 Wants to Meet Every Listener campaign for the entire year," she says. "All Star 99.1 air talents will attempt to meet every person that listens to Star 99.1, covering New York City, New Jersey and parts of eastern Pennsylvania. Artists will also join in this special campaign by shaking hands and kissing babies right along with us."

It doesn't get any more grass roots than that. **R&R**



Stone



Baker

For more promotion ideas, check out the Oct. 17 issue of the R&R Christian Friday News e-mail newsletter.

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▶ AS "SLOW FADE" BECOMES THE 10TH TOP 10 FOR **CASTING CROWNS** (12-10), THE GROUP OWNS THE SECOND-MOST TOP 10 SONGS SINCE THE NIELSEN BDS-DRIVEN CHART LAUNCHED IN JULY 2003. MERCYME LEADS WITH 12 TOP 10s, WHILE JEREMY CAMP AND THIRD DAY TIE FOR THIRD WITH NINE A PIECE.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	1) NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	ALDIENCE MILLIONS RANK
1	18		BRANDON HEATH GIVE ME YOUR EYES	NO. 1 (4 WKS) REUNION/PLG	1799 +20	4.251 1
2	3	19	MERCYME YOU REIGN	INO	1657 -37	4.078 2
3	17		CHRIS TOMLIN JESUS MESIAH	SIXSTEPS/SPARROW/EMI CMG	1634 -73	3.934 3
4	18		BIG DADDY WEAVER WHAT LIFE WOULD BE LIKE	FERVENT/WORD-CURB	1486 +45	3.517 4
5	7	13	TOBYMAC FEATURING KIRK FRANKLIN & MANDISA LOSE MY SOUL	FOREFRONT/EMI CMG	1200 +94	3.023 5
6	5	13	DOWNHERE HERE I AM	CENTRICITY	1175 -8	2.884 6
7	30		LAURA STORY MIGHTY TO SAVE	INO	1161 +60	2.464 9
8	0	9	TENTH AVENUE NORTH BY YOUR SIDE	REUNION/PLG	1041 +44	2.568 7
9	6	27	THIRD DAY CALL MY NAME	ESSENTIAL/PLG	1019 -126	2.559 8
10	2	11	CASTING CROWNS SLOW FADE	BEACH STREET/REUNION/PLG	1006 +33	1.802 14
11	9		STEVEN CURTIS CHAPMAN YOURS	SPARROW/EMI CMG	1005 +16	2.299 10
12	3	12	33MILES ONE LIFE TO LOVE	INO	910 +7	1.359 17
13	5	15	LINCOLN BREWSTER TODAY IS THE DAY	INTEGRITY	903 +34	1.199 18
14	7	5	JEREMY CAMP THERE WILL BE A DAY	BEC/TOOTH & NAIL	899 +90	2.103 11
15	3	21	FRANCESCA BATTISTELLI I'M LETTING GO	FERVENT/WORD-CURB	880 -122	2.079 12
16	6	17	ABOVE THE GOLDEN STATE SOUND OF YOUR NAME	SPARROW/EMI CMG	776 -82	1.504 16
17	8	12	BROOKE FRASER SHADOWFEET	WOOD AND BONE	653 +55	1.840 13
18	9	8	MICHAEL W. SMITH A NEW HALLELUJAH	REUNION/PLG	626 +32	1.090 19
19	21	4	THIRD DAY AIRPOWER/MOST INCREASED PLAYS/MOST ADDED REVELATION	ESSENTIAL/PLG	606 +136	1.600 15
20	10	4	ADDISON ROAD HOPE NOW	INO	484 -3	1.020 20
21	2	7	RUSH OF FOOLS WONDER OF THE WORLD	MIDAS	463 +51	0.454 -
22	23	3	BUILDING 429 END OF ME	INO	382 +30	0.433 -
23	25	6	BEBO NORMAN BRITNEY	BEC/TOOTH & NAIL	342 +55	0.866 21
24	8		SANCTUS REAL WHATEVER YOU'RE DOING (SOMETHING HEAVENLY)	SPARROW/EMI CMG	297 -11	0.771 22
25	NEW		MEREDITH ANDREWS YOU INVITE ME IN	WORD-CURB	270 +29	0.309 -
26	23	3	KUTLESS COMPLETE	BEC/TOOTH & NAIL	258 +5	0.131 -
27	NEW		MATT MAHER AS IT IS IN HEAVEN	ESSENTIAL/PLG	251 +24	0.377 -
28	23	4	AYIESHA WOODS LOVE LIKE THIS	COTEE	250 0	0.612 27
29	25	7	MICHAEL ENGLISH FEELS LIKE REDEMPTION	CURB	239 -25	0.710 24
30	2		NEEDTOBREATHE STREETS OF BOLD	ATLANTIC/WORD-CURB	234 -8	0.243 -



ARTIST TITLE / LABEL	NEW STATIONS
THIRD DAY Revelation (Essential/PLG) WAFJ, WAWZ, WFSH, WJQK, WMHK, WRCM	6
TOBYMAC FEAT. KIRK FRANKLIN & MANDISA Lose My Soul (ForeFront/EMI CMG) KCMS, WBDX, WCSG, WPAR	4
POINT OF GRACE I Wish (Word-Curb) KBNJ, KKSP, WAKW, WRBS	4
LAURA STORY Mighty To Save (INO) KAIM, KCMS, KF5H	3
THE AFTERS Never Going Back To OK (INO) WBSN, WJQK, WMLZ	3
DOWNHERE Here I Am (Centricity) KF5H, WCQR	2
TENTH AVENUE NORTH By Your Side (Reunion/PLG) KTIS, WRCM	2
33MILES One Life To Love (INO) KLTY, WVFJ	2
MICHAEL W. SMITH A New Hallelujah (Reunion/PLG) WFSH, WPAR	2

ADDED AT... WJTL
Lancaster, PA
PD: John Shirk
MD: Phil Smith
John Waller, While I'm Waiting, 10
Sonflowerz, More Than I Think I Am, 4

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
DECEMBERADIO For Your Glory (Slanted/Spring Hill) TOTAL STATIONS: 11	227/0	JULIAN DRIVE From His Hands (Inpop) TOTAL STATIONS: 7	146/14
PHIL WICKHAM True Love (Simple/INO) TOTAL STATIONS: 12	189/6	JOHN WALLER While I'm Waiting (Beach Street/Reunion/PLG) TOTAL STATIONS: 12	132/35
ROBBIE SEAY BAND New Day (Sparrow/EMI CMG) TOTAL STATIONS: 6	157/2	REMEDY DRIVE Daylight (Word-Curb) TOTAL STATIONS: 7	124/7
JOSH WILSON Savior, Please (Sparrow/EMI CMG) TOTAL STATIONS: 8	149/33	POINT OF GRACE I Wish (Word-Curb) TOTAL STATIONS: 14	118/48
JIMMY NEEDHAM Hurricane (Inpop) TOTAL STATIONS: 7	148/21	THE AFTERS Never Going Back To OK (INO) TOTAL STATIONS: 10	101/44



+136	THIRD DAY Revelation (Essential/PLG) WLAB +29, WMSJ +18, WFSH +16, WFMH +13, SIST +12, WJQK +9, KSCS +7, WAWZ +7, WMHK +7, WRCM +5
+94	TOBYMAC FEAT. KIRK FRANKLIN & MANDISA Lose My Soul (ForeFront/EMI CMG) WCTS +16, WRBS +13, WJIE +9, SIST +8, KBIQ +8, KCMS +8, WCSG +7, KFIS +6, WFSH +6, WFSH +5
+90	JEREMY CAMP There Will Be A Day (BEC/Tooth & Nail) WPAR +24, WVFJ +16, XMES +12, WMSJ +10, WCQR +8, WCSG +8, KSCN +8, WMLZ +7, WMHK +7, KBNJ +4
+60	LAURA STORY Mighty To Save (INO) WFSH +7, WPAR +10, KCMS +5, KF5H +7, WJQK +5, KKSP +5, WAFJ +5, WBEJ +4, KSCS +4, KSCN +4
+55	BROOKE FRASER Shadowfeet (Wood And Bone) WLAB +22, WVFJ +16, WJIE +15, WBEJ +3, WPOZ +2, WJQK +2, WJTL +2, KKSP +2, KRE +2, KTSY +2

FOR WEEK ENDING OCTOBER 12, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
55 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 33 reporters, christian CHR 28, christian rock 26 and soft AC/inspirational 20. © 2008 Nielsen Business Media, Inc. All rights reserved.

RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	1) NIELSEN BDS CERTIFICATIONS	PLAYS TW LW	THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	1) NIELSEN BDS CERTIFICATIONS	PLAYS TW LW
1	NATALIE GRANT I WILL NOT BE MOVED (CURB)		790 875	6	TREE63 BLESS'D BE YOUR NAME (INPOP)		558 541
2	CHRIS SLIGH EMPTY ME (BRASH)		714 760	7	MATTHEW WEST SOMETHING TO SAY (SPARROW/EMI CMG)		549 700
3	MATTHEW WEST YOU ARE EVERYTHING (SPARROW/EMI CMG)		710 718	8	ROBBIE SEAY BAND SONG OF HOPE (SPARROW/EMI CMG)		544 571
4	MATT MAHER YOUR GRACE IS ENOUGH (ESSENTIAL/PLG)		705 753	9	NEEDTOBREATHE WASHED BY THE WATER (ATLANTIC/WORD-CURB)		530 545
5	AARON SHUST MY SAVIOR MY GOD (BRASH)		603 590	10	FREE ALL BECAUSE OF JESUS (INO)		527 537

SOFT AC/INSPIRATIONAL REPORTERS

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

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

WHCB/Johnson City, TN
OM: Matthew Hill
MD: Dave Purin

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

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

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

KCEI/Dallas, TX*
PD: Mike Tirone
APC: Bill Bumpas
MD: John McLain

WAGO/Greenville, NC
MD: Tiffany Johnson

KAMB/Merced, CA
PD/MD: David Benton

KNLB/Phoenix, AZ
PD: Faron Eckelbaeger

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

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

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

WCRH/Hagerstown, MD
OM: Jeff Ward
PD: Jeffrey Bean
MD: Susanna Scott

**Family Life
Communications/Network**
PD: Dawn Bumstead
APD: Adam Biddell
MD: Eill Ronning

KLVV/Ponca City, OK
PD/MD: Tony Weir

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

WLJN/Traverse City, MI
OM/MD: DC Cavanaugh
PD: Pete Lathrop

KLMP/Rapid City, SD
PD: Suzanne Happs
MD: Jamie Knapp

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

* Monitored Reporters



► **P.O.D.** CLAIMS ITS FIRST CHRISTIAN ROCK NO. 1 SINCE EARLY LAST YEAR, AS "SHINE WITH ME" GAINS 33 PLAYS AND LEAPS 4-1. THE GROUP MOST RECENTLY DOMINATED THE LIST WHEN "GOING IN BLIND" SPENT A WEEK ATOP THE FEB. 2, 2007, CHART.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	1	19	BRANDON HEATH GIVE ME YOUR EYES	REUNION/PLG	1196	+25
2	2	15	ADDISON ROAD STICKING WITH YOU	INO	913	+6
3	3	17	TOBYMAC FEAT. KIRK FRANKLIN & MANDISA LOSE MY SOUL	FOREFRONT/EMI CMG	865	+30
4	5	12	HAWK NELSON ONE LITTLE MIRACLE	BEC/TOOTH & NAIL	777	+30
5	8	15	JIMMY NEEDHAM A BREATHOR TWO	INPOP	730	+44
6	6	16	BROOKE FRASER SHADOWFEET	WOOD AND BONE	677	-17
7	4	25	SKILLET THOSE NIGHTS	ARDENT/SRE/INO	644	-112
8	10	1	BEBO NORMAN PULL ME OUT	BEC/TOOTH & NAIL	639	+61
9	9	16	KUTLESS COMPLETE	BEC/TOOTH & NAIL	626	-11
10	11	5	JEREMY CAMP THERE WILL BE A DAY	BEC/TOOTH & NAIL	613	+55
11	7	19	SUPERCHIC(K) HOLD	INPOP	604	-84
12	13	14	MERCYME YOU REIGN	INO	564	+26
13	12	10	NEVERTHELESS SLEEPING IN	FLICKER/PLG	555	+15
14	15	7	NEEDTOBREATHE STREETS OF GOLD	ATLANTIC/WORD-CURB	538	+15
15	14	22	SWITCHFOOT THIS IS HOME	WALDEN MEDIA/WALT DISNEY/SPARROW/EMI CMG	478	-59
16	17	14	CHRIS TOMLIN JESUS MESSIAH	SIXSTEPS/SPARROW/EMI CMG	472	+1
17	19	7	FIREFLIGHT BRAND NEW DAY	FLICKER/PLG	429	+9
18	20	9	RELIENT K I JUST WANT YOU TO KNOW	GOTEE	421	+24
19	18	11	JAYMES REUNION FINE	BEC/TOOTH & NAIL	404	-57
20	22	6	TENTH AVENUE NORTH BY YOUR SIDE	REUNION/PLG	399	+25
21	21	5	GROUP 1 CREW KEYS TO THE KINGDOM	FERVENT/WORD-CURB	382	+2
22	23	7	STELLAR KART INNOCENT	WORD-CURB	375	+19
23	16	14	AFTERS WE ARE THE SOUND	COLUMBIA/INO	357	-130
24	24	13	REMEDY DRIVE DAYLIGHT	WORD-CURB	348	-7
25	25	19	KRYSTAL MEYERS SHINE	ESSENTIAL/PLG	338	-14
26	26	2	THIRD DAY RUN TO YOU	ESSENTIAL/PLG	322	+29
27	28	3	JON MCLAUGHLIN BEATING MY HEART	ISLAND/DJMG	302	+46
28	28	3	DECEMBERADIO BELIEVER	SLANTED/SPRING HILL	289	+43
29	NEW		BUILDING 429 END OF ME	INO	241	+22
30	27	3	RUN KID RUN FREEDOM	TOOTH & NAIL	241	-36

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	4	12	P.O.D. SHINE WITH ME	COLUMBIA/INO	301	+33
2	2	14	DECYFER DOWN CRASH	INO	279	+2
3	7	10	ALMOST. STOP IT	TOOTH & NAIL	274	+17
4	9	7	PILLAR TURN IT UP	ESSENTIAL/PLG	272	+30
5	1	14	THIS BEAUTIFUL REPUBLIC NO TURNING BACK	FOREFRONT/EMI CMG	260	-44
6	5	11	PHILMONT I CAN'T STAND TO FALL	FOREFRONT/EMI CMG	259	-8
7	8	13	FAMILY FORCE 5 FEVER	TOOTH & NAIL	257	+1
8	6	15	RELIENT K THE SCENE AND THE HERD	GOTEE	256	-6
9	13	6	RUN KID RUN SURE SHOT	TOOTH & NAIL	250	+39
10	3	14	SKILLET WHISPERS IN THE DARK	ARDENT/SRE/INO	248	-22
11	11	8	ABANDON PROVIDENCE	FOREFRONT/EMI CMG	233	+11
12	12	11	WAVORLY FORGIVE AND FORGET	FLICKER/PLG	220	+3
13	14	6	EMERY TEN TALENTS	TOOTH & NAIL	215	+5
14	15	5	DEAS VAIL UNDERCOVER	BRAVE NEW WORLD	202	-6
15	16	11	DIZMAS THIS IS A WARNING	CREDENTIAL/EMI CMG	189	-10
16	19	4	FIREFLIGHT YOU GAVE ME A PROMISE	FLICKER/PLG	184	+9
17	17	13	NEVERTHELESS SLEEPING IN	FLICKER/PLG	182	-11
18	21	4	EVER STAYS RED SAY WHAT YOU WILL	VSR	169	0
19	18	5	UNDEROATH TOO BRIGHT TO SEE TOO LOUD TO HEAR	TOOTH & NAIL	168	-13
20	23	3	BECOMING YOUR LOVE	TOOTH & NAIL	163	+5
21	10	16	HAWK NELSON YOU HAVE WHAT I NEED	BEC/TOOTH & NAIL	157	-75
22	22	5	KRYSTAL MEYERS BEAUTIFUL TONIGHT	ESSENTIAL/PLG	156	-6
23	20	15	CHILDREN 18:3 ALL MY BALLOONS	TOOTH & NAIL	145	-29
24	27	3	JONEZETTA WIDE AWAKE	TOOTH & NAIL	138	+24
25	NEW		DISCIPLE 3-2-1	INO	135	+34
26	26	9	PROJECT 86 PUT YOUR LIPS TO THE TV	TOOTH & NAIL	135	0
27	25	4	THOUSAND FOOT KRUTCH FAVORITE DISEASE	TOOTH & NAIL	130	-7
28	NEW		HOUSE OF HEROES LOSE CONTROL	MONO VS STEREO/GOTEE	129	+32
29	30	2	WEDDING RETURN	BRAVE NEW WORLD	129	+26
30	24	19	CAPITAL LIGHTS OUT OF CONTROL	TOOTH & NAIL	119	-25

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	1	17	CHRIS TOMLIN JESUS MESSIAH	SIXSTEPS/SPARROW/EMI CMG	389	+8
2	2	8	STEVEN CURTIS CHAPMAN YOURS	SPARROW/EMI CMG	336	+29
3	3	7	MICHAEL W. SMITH A NEW HALLELUJAH	REUNION/PLG	305	+6
4	6	7	MARK ROACH THE LEAST I CAN DO	MYRRH/WORD-CURB	301	+27
5	5	14	MOLLYE REES & JAMIE SLOCUM DIFFERENT	HOLLOW OAK	274	-2
6	8	11	BART MILLARD I STAND AMAZED	INO	269	+25
7	4	12	BRETT RUSH WHEN I'M ALONE WITH YOU	CREATIVE SOUL	255	-31
8	11	4	MEREDITH ANDREWS YOU INVITE ME IN	WORD-CURB	249	+20
9	10	7	33MILES ONE LIFE TO LIVE	INO	244	+9
10	12	13	ASHMONT HILL SONG OF GLORY	AXIOM	232	+17

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
11	7	20	MERCYME YOU REIGN	INO	227	-44
12	15	4	WAYBURN DEAN I NEED A SAVIOR	WAYJADE	213	+26
13	13	5	JADON LAVIK WONDROUS LOVE	BEC/TOOTH & NAIL	211	0
14	17	3	JEREMY CAMP THERE WILL BE A DAY	BEC/TOOTH & NAIL	207	+34
15	14	7	SHANNON WEXELBERG HAIL TO THE KING	DISCOVERY HOUSE	204	+4
16	9	19	BIG DADDY WEAVE WHAT LIFE WOULD BE LIKE	FERVENT/WORD-CURB	203	-37
17	20	3	ADDISON ROAD HOPE NOW	INO	163	+34
18	16	11	RICHIE MCDONALD I TURN TO YOU	LUCID	159	-19
19	18	9	CECE WINANS THE TEST OF TIME	PURESPRINGS GOSPEL	145	-27
20	NEW		JAMIE SLOCUM DEPENDENCE	CURB	132	+41

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
PD/MD: Ron Drury

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

Sirius Spirit 66/Satellite*
PD: Al Skop

KCLC/St. Louis, MO
MD: Dave Merkel

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

WSNL/Flint, MI
MD: Brian Goodman

WDML/Marion, IL
MD: Tom Schroeder

WPRJ/Saginaw, MI
OM/PD: Aaron Dicer
MD: Josh Thompson

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

WBVM/Tampa, FL*
OM: Chris Sampson
PD/MD: Olivia Paff

WVDF/Bridgeport, CT
PD/MC: Bob Felberg

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

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

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

Whip Of Cords/Satellite
OM/PD: Matt Rhodes

WYSZ/Toledo, OH
PD/MD: Jeff Howe

WCWP/Brookville, NY
PD: Peter Bellotti
MD: Reena Tamburni

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

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

Firecape/Satellite
PD/MD: Joe Hayes

WHRZ/Spartanburg, SC
OM: Michele Brady
PD: Britt Dillard
APD: Matthew Bishop
MD: Cale Nelson

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

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

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

* Monitored Reporters

◆ **100,000 SPINS**

Strong Tower/ **Kutless** /BEC/Tooth & Nail

◆ **50,000 SPINS**

Bless The Broken Road/ **Selah W/Melodie Crittenden** /Curb

Come, Now Is The Time To Worship/ **Phillips, Craig & Dean** /Sparrow/EMI CMG

I Need You/ **Jars Of Clay** /Essential/PLG

◆ **40,000 SPINS**

Call My Name/ **Third Day** /Essential/PLG

Healing Rain/ **Michael W. Smith** /Reunion/PLG

In Better Hands/ **Natalie Grant** /Curb

Love The Lord/ **Lincoln Brewster** /Integrity

Washed By The Water/ **Needtobreathe** /Atlantic

You/ **Britt Nicole** /Sparrow/EMI CMG

◆ **30,000 SPINS**

Cinderella/ **Steven Curtis Chapman** /Sparrow/EMI CMG

Every Moment/ **Jay Williams** /Reunion/PLG

God So Loved/ **Jaci Velasquez** /Myrrh

In My Arms/ **Plumb** /Curb

Meant To Live/ **Switchfoot** /Columbia

Mercy Came Running/ **Phillips, Craig & Dean** /EMD

Sweetly Broken/ **Jeremy Riddle** /Vineyard

When God Made You/ **NewSong W/Natalie Grant** /Reunion/PLG

Your Grace Is Enough/ **Natt Maher** /Essential/PLG

◆ **20,000 SPINS**

All You Got/ **Tait** /Forefront/EMI CMG

Give Me Your Eyes/ **Bradon Heath** /Reunion/PLG

Jesus Messiah/ **Chris Tomlin** /sixsteps/Sparrow/EMI CMG

Mighty To Save/ **Laura Story** /INO

My Hope/ **David Crowder Band** /sixsteps/Sparrow/EMI CMG

Never Going Back To OZ/ **Afters** /INO

Rebirthing/ **Skillet** /Ardent/Atlantic

Simple Things/ **Amy Grant** /Word-Curb/Interscope

Something To Say/ **Matthew West** /Sparrow/EMI CMG

We Fall Down/ **Kutless** /BEC/Tooth & Nail

You Reign/ **MercyMe** /INO

◆ **10,000 SPINS**

Can't Get Away/ **Fuji O'Fools** /Midas

Escalates/ **Falling Up** /BEC/Tooth & Nail

Here I Am/ **Downhere** /Centricity

Lose My Soul/ **totyMac feat. Kirk Franklin & Mandisa** /Forefront/EMI CMG

Nothing But The Blood/ **Swift** /Rockettown

Paperthin Hymn/ **Anberlin** /Tooth & Nail

Shadowfeet/ **Breke Fraser** /Wood And Bone

Sound Of Your Name/ **Above The Golden State** /Sparrow/EMI CMG

Things Left Unsaid/ **Disciple** /SRE/INO

Those Nights/ **Skillet** /Arcent/SRE/INO

Today Is The Day/ **Lincoln Brewster** /Integrity

What If I Stumble?/ **DC Talk** /Forefront/EMI CMG

Whatever You're Doing Something Heavenly// **Sanctus Real** /Sparrow/EMI CMG

BDS Certified
SPIN AWARDS

CONGRATULATIONS
TO EVERY SPIN AWARD
WINNER!

SEPTEMBER 2008

CHRISTIAN AC REPORTERS

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

* Monitored Reporters



▶ WITH 181 SPINS AT 11 REPORTING STATIONS, TEXAS NATIVE **JOSH WILSON** OPENS AT NO. 30 WITH "SAVIOR, PLEASE," THE SECOND SINGLE FROM HIS ALBUM "TRYING TO FIT THE OCEAN IN A CUP." WILSON IS CURRENTLY ON TOUR, WITH DATES BOOKED THROUGH MID-JULY 2009.

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THIS WEEK	LAST WEEK	WEEKS ON CHART	CHRISTIAN AC INDICATOR		PLAYS TW +/-
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	
1	1	18	CHRIS TOMLIN JESUS MESSIAH	SIXSTEPS/SPARROW/EMI CMG	1005 +17
2	2	18	BRANDON HEATH GIVE ME YOUR EYES	REUNION/PLG	949 -18
3	4	21	BIG DADDY WEAVE WHAT LIFE WOULD BE LIKE	FERVENT/WORD-CURB	877 -9
4	3	20	MERCYME YOU REIGN	INO	854 -41
5	6	18	TOBYMAC FEAT. KIRK FRANKLIN & MANDISA LOSE MY SOUL	FOREFRONT/EMI CMG	751 +51
6	5	15	DOWNHERE HERE I AM	CENTRICITY	685 +7
7	7	15	LINCOLN BREWSTER TODAY IS THE DAY	INTEGRITY	660 -30
8	10	9	STEVEN CURTIS CHAPMAN YOURS	SPARROW/EMI CMG	626 +19
9	9	12	33MILES ONE LIFE TO LOVE	INO	616 +1
10	13	6	JEREMY CAMP THERE WILL BE A DAY	BEC/TOOTH & NAIL	601 +110
11	11	12	CASTING CROWNS SLOW FADE	BEACH STREET/REUNION/PLG	597 +13
12	8	22	FRANCESCA BATTISTELLI I'M LETTING GO	FERVENT/WORD-CURB	526 -69
13	16	8	MICHAEL W. SMITH A NEW HALLELUJAH	REUNION/PLG	478 +52
14	17	7	TENTH AVENUE NORTH BY YOUR SIDE	REUNION/PLG	465 +40
15	15	10	NEEDTOBREATHE STREETS OF GOLD	ATLANTIC/WORD-CURB	462 +25
16	12	14	ABOVE THE GOLDEN STATE SOUND OF YOUR NAME	SPARROW/EMI CMG	461 -27
17	19	11	ADDISON ROAD HOPE NOW	INO	425 +48
18	18	12	BROOKE FRASER SHADOWFEET	WOOD AND BONE	392 -3
19	21	10	RUSH OF FOOLS WONDER OF THE WORLD	MIDAS	358 +31
20	22	3	THIRD DAY REVELATION	ESSENTIAL/PLG	335 +56
21	20	6	JIMMY NEEDHAM HURRICANE	INPOP	322 -7
22	25	4	BUILDING 429 END OF ME	INO	308 +59
23	24	8	AYIESHA WOODS LOVE LIKE THIS	GOTEE	249 -3
24	30	2	MEREDITH ANDREWS YOU INVITE ME IN	WORD-CURB	240 +54
25	26	7	BEBO NORMAN BRITNEY	BEC/TOOTH & NAIL	236 -1
26	29	2	AARON SHUST CREATE AGAIN	BRASH	233 +29
27	27	16	KUTLESS COMPLETE	BEC/TOOTH & NAIL	227 -8
28	23	13	MICHAEL ENGLISH FEELS LIKE REDEMPTION	CURB	220 -35
29	28	16	SANCTUS REAL WHATEVER YOU'RE DOING (SOMETHING HEAVENLY)	SPARROW/EMI CMG	205 -11
30	NEW		JOSH WILSON SAVIOR, PLEASE	SPARROW/EMI CMG	181 +26



TroyResearch

CHRISTIAN AC MUSIC RESEARCH

ARTIST TITLE	IMPRINT / PROMOTION LABEL	FAM%	W 25-34	W 35-44	W 45-54	
BRANDON HEATH GIVE ME YOUR EYES	REUNION/PLG	92%	4.24	4.30	4.22	4.21
BIG DADDY WEAVE WHAT LIFE WOULD BE LIKE	FERVENT/WORD-CURB	86%	4.18	4.25	4.09	4.19
TOBYMAC FEAT. KIRK FRANKLIN & MANDISA LOSE MY SOUL	FOREFRONT/EMI CMG	92%	4.17	4.09	4.26	4.16
NATALIE GRANT I WILL NOT BE MOVED	CURB	99%	4.16	4.06	4.25	4.17
CASTING CROWNS EAST TO WEST	BEACH STREET/REUNION/PLG	100%	4.15	4.12	4.14	4.19
LAURA STORY MIGHTY TO SAVE	INO	97%	4.14	4.19	4.13	4.11
CASTING CROWNS SLOW FADE	BEACH STREET/REUNION/PLG	93%	4.12	4.04	4.23	4.09
CHRIS SLIGH EMPTY ME	BRASH	94%	4.08	3.92	4.11	4.22
MERCYME GOD WITH US	INO	97%	4.08	3.93	4.18	4.11
CHRIS TOMLIN JESUS MESSIAH	SIXSTEPS/SPARROW/EMI CMG	96%	4.06	3.94	4.04	4.19
NEEDTOBREATHE WASHED BY THE WATER	ATLANTIC/WORD-CURB	100%	4.05	4.18	3.94	4.03
THIRD DAY CALL MY NAME	ESSENTIAL/PLG	99%	4.04	3.97	4.10	4.05
MERCYME YOU REIGN	INO	99%	4.04	3.91	4.02	4.17
JEREMY CAMP THERE WILL BE A DAY	BEC/TOOTH & NAIL	79%	3.95	4.03	3.89	3.92
33 MILES ONE LIFE TO LOVE	INO	82%	3.94	3.90	4.00	3.93
ROBBIE SEAY BAND SONG OF HOPE	SPARROW/EMI CMG	93%	3.93	3.94	3.90	3.95
DOWNHERE HERE I AM	CENTRICITY	71%	3.91	3.89	3.90	3.96
STEVEN CURTIS CHAPMAN YOURS	SPARROW/EMI CMG	88%	3.90	3.89	3.86	3.95
BROOKE FRASER SHADOWFEET	WOOD AND BONE	83%	3.79	3.88	3.74	3.76
ADDISON ROAD HOPE NOW	INO	60%	3.74	3.75	3.86	3.61

Total Sample size is 1796. These are average scores for music in the Christian AC format, based on data from surveys conducted throughout the US, using TroyResearch Online Music Tracking. Online panelists score each song on a 1-5 scale where 1 = strongly dislike and 5 = strongly like. TroyResearch is a registered trademark of RadioResearch.Com. To inquire about Online Music Tracking with TroyResearch, call Jonathan Little at 740-549-9700, x61 or email jlittle@troyresearch.com.



Charlie Cook's recipe for KKG0/Los Angeles

Stirring The Pot In L.A.

R.J. Curtis

RCurtis@RadioandRecords.com

Charlie Cook got off to a fast start in 2008. In what seemed like mere hours after the new year began, he rejoined McVay Media as its VP of country. And within seven days Cook had reeled in one whopper of a client: Mt. Wilson Broadcasters' KKG0 (Go Country 105)/Los Angeles.

"Not bad for my first week," Cook quipped at the time.

Having consulted the station since February, Cook apparently felt right at home with the City of Angels and Mt. Wilson owner Saul Levine. On Oct. 13, Cook officially joined the station as senior manager of programming, a newly created position. This means he will relocate to L.A. from Atlanta, the city he transferred to after joining Cumulus Media in 2006 as its VP of country.

Cook knows L.A. well: He arrived there in 1980 to program KHJ/Los Angeles just as it was flipping to country. After KHJ's short run with the format, Cook crossed the street and programmed the legendary KLAC before consulting stations as part of McVay Media, then settled in as VP/GM of Westwood One's Los Angeles division for nearly a decade. His many years in the business have also included programming stops in Miami and New York.

R&R recently caught up with Cook to talk about his return to station-level radio, expectations for KKG0 and the challenges a diverse market like L.A. poses for country radio.

On Site = In Focus

After so many years of looking at stations from 30,000 feet in consulting and executive positions, what made Cook so interested in climbing back down to the trenches? "I was excited on a couple of levels," he says. "I appreciate my relationship with [KKG0 PD] Tonya [Campos] and I'm looking forward to working more closely with her. I don't know [Mt. Wilson OM] Mike Johnson that well but I'm looking forward to working with him, too." There is also a long relationship with KKG0 gen-

eral sales manager Kane Biscaya that goes back to Westwood One, where the two worked together. Additionally, Cook says, "the Levines have been just great to me and appreciative of the adjustments made to Go Country since I started working with the station in February. They were encouraging me to do this."

Cook expresses a fondness for the KKG0 staff and says, "I believe I can bring a bit more day-to-day focus and make the station even better than it is now." Since his relationship with KKG0 began, Cook feels his name is attached to the station now. "I want it to do as well as I possibly can and being on-site every day, I feel we can accomplish that."

Asked to outline the station's internal structure, Cook says: "Right now, Tonya is doing so many things, including a midday airshift. I can take a few things off her plate and make the entire station more efficient."

The new position for Cook is the best of both worlds in many ways. Levine has given Cook the OK to consult a handful of stations, although he says his time away from the office will be minimal. "Being on the ground at a station makes me even more valuable as a consultant."

Conversely, being exposed to the format on a global level will be valuable to the challenges of programming in Los Angeles. The market actually has a long history of country radio that dates back to the mid-'60s with KFOX, KBBQ and KGBS—a station that once featured Country DJ Hall of Famer Bob Kingsley. KLAC came along in 1970, followed by KZLA and KHJ, both in 1980. The lone country signal left, KZLA flipped in August 2006, and country radio was silenced for seven months until Mt. Wilson flipped KMZT from classical to country and launched KKG0.

'Being on the ground at a station makes me even more valuable as a consultant.'

—Charlie Cook



KKG0: A September To Remember

The first PPM currency ratings data for Los Angeles looks good for country:

Demo,	Cume, AQH Share
Persons 6+,	1.1 million, 2.5
Persons 18+,	896,000, 2.6
Persons 12+,	968,000, 2.5
Persons 25-54,	439,000, 1.7
Women 25-54,	259,000, 2.6

Source: September Arbitron PPM, KKG0, Mon.-Sun., 6 a.m.-midnight

Among the challenges the station faces is programming to L.A.'s ethnic melting pot—a city where an estimated 225 languages are spoken. "It's not the market it was when I went to KHJ in 1980," he says. "Between the Hispanic and African-American composition, 50% of the population base is tougher to approach. Their listening habits aren't country, so we have to maximize the 50% that is available. But that 50% is being attacked by 75 radio stations."

Cook says Go Country is sharing come with some talk stations and contemporary formats. The key, he says, "is making the station as entertaining as possible." As for Hispanics, despite hearing about research the past two years at the Country Radio Seminar indicating that country might capitalize on the rapidly growing Latin population, Cook says, "I didn't see any real opportunity. If there is one, it's as much marketing as anything. There will be some Hispanic listening but nothing overwhelming." He points out that markets like Miami or even portions of south Texas have not been able to move the needle in this area, saying that generally speaking, country is "a niche format and appeals primarily to white listeners."

Back At The Station Level

There's another reason Cook is excited to be back working at the station level, which can be summed up in three letters: PPM. "We're very happy with the initial cume numbers and happy they're sticking with us for so long. We have a chance to grow in some demos where we haven't done well." The recently released September PPM numbers show KKG0 delivering a 2.5 AQH share with persons 6+, ranking 17th in the market. Additionally, KKG0's weekly cume of 1.1 million persons 6+ make it the most listened-to country station in America.

Cook is certainly in a unique situation: L.A. is an enormous market and yet he basically works for a mom-and-pop operation. "To say the least, it's a joy to make your case, get an answer and have the results in executable form the same day or week." Cook has high praise and admiration for Levine, calling him "a great radio guy who's been in L.A. forever and knows all the technical aspects as well as sales and programming."

Not only that, Cook says Levine "loves the format and that's part of the advantage of the station—it's not going anywhere."

When Cook arrives at KKG0 next month, his first order of business is to work closely with the on-air personalities. "My first attention will be working with [KKG0 morning man] Shawn Parr and sharpening the execution of the format." **R&R**

R&R COUNTRY

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▶ UP 2.2 MILLION IN AUDIENCE, **MONTGOMERY GENTRY** NOTCHES ITS 14th TOP 10 WITH "ROLL WITH ME" (12-10). THE DUO MOST RECENTLY TOPPED THE CHART WITH "BACK WHEN I KNEW IT ALL," WHICH BECAME ITS FOURTH NO. 1 ON THE JULY 4 CHART.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	AUDIENCE (IN MILLIONS)	PLAYS TW	RANK
1	1	11	KENNY CHESNEY WITH THE WAILERS	NO. 1 (2 WKS) EVERYBODY WANTS TO GO TO HEAVEN	NO. 1 (2 WKS)	★	33.233	+0.767	4614
2	3	16	TOBY KEITH	SHE NEVER CRIED IN FRONT OF ME	SHOW DOG NASHVILLE	★	30.860	+0.873	4424
3	4	14	CARRIE UNDERWOOD	JUST A DREAM	19/ARISTA/ARISTA NASHVILLE	★	29.787	+2.083	4248
4	2	26	DARIUS RUCKER	DON'T THINK I DON'T THINK ABOUT IT	CAPITOL NASHVILLE	★	28.688	-2.554	3846
5	5	22	KID ROCK	ALL SUMMER LONG	TOP DOC/ATLANTIC/COS	★	24.104	-2.873	3328
6	8	13	TIM MCGRAW	LET IT GO	CURB	★	22.846	+2.861	3451
7	9	5	TAYLOR SWIFT	LOVE STORY	BIG MACHINE	★	22.542	+2.639	3236
8	6	18	BRAD PAISLEY	WAITIN' ON A WOMAN	ARISTA NASHVILLE	★	20.070	-1.595	2644
9	11	7	SUGARLAND	ALREADY GONE	MERCURY	★	18.727	+1.902	2594
10	12	12	MONTGOMERY GENTRY	ROLL WITH ME	COLUMBIA	★	18.405	+2.157	2676
11	19	17	ZAC BROWN BAND	MOST INCREASED AUDIENCE CHICKEN FRIED	LIVE NATION	★	17.782	+3.295	2686
12	13	32	LUKE BRYAN	COUNTRY MAN	CAPITOL NASHVILLE	★	17.568	+1.408	2843
13	16	5	BRAD PAISLEY DUET WITH KEITH URBAN	AIRPOWER START A BAND	ARISTA NASHVILLE	★	16.443	+1.432	2229
14	18	6	RASCAL FLATTS	HERE	LYRIC STREET	★	16.350	+1.858	2336
15	14	26	CHUCK WICKS	ALL I EVER WANTED	RCA	★	15.598	+0.245	2409
16	17	25	BUCKY COVINGTON	I'LL WALK	LYRIC STREET	★	15.432	+0.509	2535
17	10	20	GEORGE STRAIT	TROUBADOUR	MCA NASHVILLE	★	14.813	-4.998	2145
18	20	23	CRAIG MORGAN	LOVE REMEMBERS	BNA	★	14.504	+1.006	2310
19	21	28	JAMEY JOHNSON	AIRPOWER IN COLOR	MERCURY	★	13.553	+1.101	2167
20	22	19	LADY ANTEBELLUM	AIRPOWER LOOKIN FOR A GOOD TIME	CAPITOL NASHVILLE	★	13.107	+0.744	2011
21	25	21	KELLIE PICKLER	DON'T YOU KNOW YOU'RE BEAUTIFUL	19/BNA	★	10.005	+0.169	1750
22	30	13	BILLY CURRINGTON	DON'T	MERCURY	★	9.008	+1.629	1533
23	27	19	RANDY HOUSER	ANYTHING GOES	UNIVERSAL SOUTH	★	8.749	+0.501	1374
24	29	22	ASHTON SHEPHERD	SOUNDS SO GOOD	MCA NASHVILLE	★	8.654	+1.010	1399
25	32	10	BLAKE SHELTON	SHE WOULDN'T BE GONE	WARNER BROS./WRN	★	8.290	+1.088	1344
26	31	10	TRACE ADKINS	MUDDY WATER	CAPITOL NASHVILLE	★	7.893	+0.553	1452
27	33	18	PAT GREEN	LET ME	BNA	★	7.525	+0.359	1184
28	34	3	ALAN JACKSON	MOST ADDED COUNTRY BOY	ARISTA NASHVILLE	★	7.227	+2.297	1182
29	35	4	DIERKS BENTLEY	FEEL THAT FIRE	CAPITOL NASHVILLE	★	6.834	+2.330	1060
30	38	9	JAKE OWEN	DON'T THINK I CAN'T LOVE YOU	RCA	★	4.829	+0.864	896

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	AUDIENCE (IN MILLIONS)	PLAYS TW	RANK
31	36	13	PHIL VASSAR	I WOULD	UNIVERSAL SOUTH	★	4.826	+0.598	779
32	37	14	LITTLE BIG TOWN	FINE LINE	CAPITOL NASHVILLE	★	4.283	+0.208	707
33	41	14	LEE ANN WOMACK	LAST CALL	MCA NASHVILLE	★	3.954	+1.020	815
34	40	11	KRISTY LEE COOK	15 MINUTES OF SHAME	19/ARISTA NASHVILLE	★	3.490	+0.299	647
35	42	8	JOSH TURNER	EVERYTHING IS FINE	MCA NASHVILLE	★	3.486	+0.700	717
36	39	11	BILLY RAY CYRUS	SOMEBODY SAID A PRAYER	WALT DISNEY/LYRIC STREET	★	3.039	-0.228	670
37	43	8	MIRANDA LAMBERT	MORE LIKE HER	COLUMBIA	★	2.233	+0.110	367
38	47	2	JACK INGRAM	THAT'S A MAN	BIG MACHINE	★	1.850	+0.441	254
39	46	6	ELI YOUNG BAND	ALWAYS THE LOVE SONGS	REPUBLIC/UNIVERSAL SOUTH	★	1.731	+0.206	232
40	NEW		BROOKS & DUNN	HOT SHOT DEBUT COWGIRLS DON'T CRY	ARISTA NASHVILLE	★	1.608	+1.351	340
41	48	7	JOSH GRACIN	UNBELIEVABLE (ANN MARIE)	LYRIC STREET	★	1.590	+0.229	406
42	45	10	JUSTIN MOORE	BACK THAT THING UP	VALORY	★	1.402	-0.159	334
43	52	5	JOEY & RORY	CHEATER, CHEATER	VANGUARD/SUGAR HILL/NINE NORTH	★	1.260	+0.338	170
44	49	12	RANDY OWEN	LIKE I NEVER BROKE HER HEART	BROKEN BOW	★	1.259	-0.031	301
45	NEW		GARY ALLAN	SHE'S SO CALIFORNIA	MCA NASHVILLE	★	1.045	+0.626	210
46	50	20	JESSICA SIMPSON	COME ON OVER	EPIC/COLUMBIA	★	0.998	-0.130	84
47	51	4	DARRYL WORLEY	TEQUILA ON ICE	STROUD/AVARIOUS	★	0.892	-0.124	258
48	55	2	JESSICA SIMPSON	REMEMBER THAT	EPIC/COLUMBIA	★	0.811	+0.122	150
49	53	5	WHITNEY DUNCAN	WHEN I SAID I WOULD	WARNER BROS./WRN	★	0.796	+0.096	238
50	44	18	JAMES OTTO	FOR YOU	WARNER BROS./WRN	★	0.771	-0.898	146
51	NEW		JULIANNE HOUGH	MY HALLELUJAH SONG	MERCURY	★	0.742	+0.369	225
52	NEW		JIMMY WAYNE	I WILL	VALORY	★	0.703	+0.240	166
53	57	2	JOHN MICHAEL MONTGOMERY	FOREVER	STRINGTOWN	★	0.659	+0.071	167
54	NEW		THE LOST TRAILERS	HOW 'BOUT YOU DON'T	BNA	★	0.613	+0.190	88
55	56	12	ONE FLEW SOUTH	MY KIND OF BEAUTIFUL	OECCA	★	0.598	-0.024	178
56	NEW		KENNY CHESNEY	TEN WITH A TWO	BLUE CHAIR/BNA	★	0.481	+0.472	46
57	NEW		KEITH ANDERSON	SOMEBODY NEEDS A HUG	COLUMBIA	★	0.473	+0.016	101
58	NEW		RANDY ROGERS BAND	IN MY ARMS INSTEAD	MERCURY	★	0.431	+0.069	72
59	NEW		SARA EVANS	LOW	ARISTA NASHVILLE/RCA	★	0.415	+0.063	80
60	RE-ENTRY		KENNY CHESNEY	GOT A LITTLE CRAZY	BNA	★	0.382	+0.065	44

MOST INCREASED AUDIENCE (IN MILLIONS)

+3.295
ZAC BROWN BAND
★
Chicken Fried (Live Nation)
KSON +0.371, WMLB +0.280, WKRT +0.265, WGH +0.158, WKHQ +0.151, WAMZ +0.140, WYKX +0.136, WYRK +0.124, WYVZ +0.083, WDAF +0.073

+2.861
TIM MCGRAW
★
Let It Go (Curb)
WYKX +0.318, KMPS +0.297, KMLE +0.203, WYRK +0.178, WYCD +0.162, KSCS +0.137, WSOC +0.107, WML +0.095, WPCV +0.083, WDAF +0.082

+2.639
TAYLOR SWIFT
★
Love Story (Big Machine)
KTEX +0.202, WSOC +0.281, WKHX +0.170, WGH +0.167, WYCD +0.144, KMPS +0.137, KYCO +0.113, WCTC +0.109, WXTU +0.099, WYVZ +0.096

+2.330
DIERKS BENTLEY
★
Feel That Fire (Capitol Nashville)
WGAR +0.241, KILT +0.170, KMLE +0.163, KKBQ +0.150, WCTK +0.136, WXTU +0.097, WAMZ +0.086, KFR3 +0.077, KCYE +0.070, KWJL +0.069

+2.297
ALAN JACKSON
★
Country Boy (Arista Nashville)
KKGQ +0.468, KMPS +0.271, WKHX +0.209, WUBL +0.155, WFMS +0.152, WKRT +0.121, KRFX +0.115, WGH +0.109, WYRK +0.101, WYCD +0.100

NEW AND ACTIVE		
ARTIST TITLE / LABEL	AUDIENCE / GAIN	TOTAL STATIONS
MELISSA LAWSON What If It All Goes Right (Warner Bros./WRN)	0.319/0.058	1
DARIUS RUCKER It Won't Be Like This For Long (Capitol Nashville)	0.313/0.274	4
MATT STILLWELL Shine (Still 7/Spinville)	0.301/0.090	13
KENNY CHESNEY WITH DAVE MATTHEWS I'm Alive (Blue Chair/BNA)	0.279/0.279	30
KENNY CHESNEY WITH WILLIE NELSON That Lucky Old Sun (Just Rolls Around Heaven All Day) (Blue Chair/BNA)	0.269/0.269	40
DEAN BRODY Brothers (Broken Bow)	0.265/0.164	12

MOST ADDED

ALAN JACKSON 21
Country Boy (Arista Nashville)
KMPS, K TOM, KWJJ, KXKS, KYGO, WBCT, WBEE, WBUL, WCTK, WFMS, WGNE, WGTY, WKCC, WKDF, WKKT, WOGI, WQMX, WSOC, WWNW, WXTU, WYCD

JIMMY WAYNE 18
I Will (Valory)
KATC, KATM, KBWF, KNTY, KSOP, KUZZ, KWJJ, WIOV, WIRK, WIVX, WKCC, WKDF, WOKQ, WQHK, WSOC, WXBW, WXTU, WYRK

DIERKS BENTLEY 19
Feel That Fire (Capitol Nashville)
KFBI, KIIM, KILT, KKBQ, KKGQ, KSKS, KXKT, WAMZ, WBEE, WCTO, WGNE, WKDF, WKKT, WKSJ, WMAD, WPCV, WSLC, WUSJ, WWNW

GARY ALLAN 15
She's So California (MCA Nashville)
KBEQ, KCYE, KEFY, KMOL, KRTY, WCTK, WCTO, WDAF, WJNA, WGTY, WIVK, WKSF, WZHK, WRNS, WYRK

JACK INGRAM 13
That's A Man (Big Machine)
KBEQ, KIZN, KKNG, KSOP, WGCY, WGNE, WGTY, WIOV, WIVK, WKCC, WQBE, WWGR, WXBQ

BROOKS & DUNN 13
Cowgirls Don't Cry (Arista Nashville)
KASE, KBEQ, KKNG, KSCS, WAMZ, WCTO, WITL, WIVK, WOKQ, WPAW, WUBL, WWNW, WXYC

FOR WEEK ENDING OCTOBER 12, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
113 country and 28 Canada country stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Indicator chart comprised of 113 reporters.
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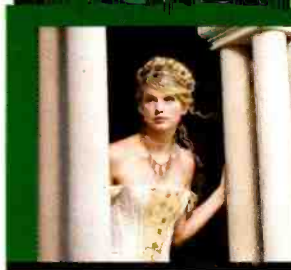
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▶ AHEAD OF THE RELEASE OF "FEARLESS" NOV. 11, **TAYLOR SWIFT** FLIES 11-5 WITH "LOVE STORY." THE SONG IS HER SIXTH CONSECUTIVE TOP 10, A SUM THAT INCLUDES THE NO. 1s "OUR SONG" AND "PICTURE TO BURN."

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WGNA/Albany, NY OM/MD: Tom Jacobsen	WDTW/Detroit, MI PD: John Trapani APD: Scott Gaines	WBUL/Lexington, KY PD: Mark Grantin	KFRG/Riverside, CA OM/MD: Lee Douglas MD: Don Jeffrey
KBQI/Albuquerque, NM OM/MD: Bill May MD: Bev Rainey	WYCD/Detroit, MI PD: Tim Roberts APD/MD: Mike Scott	KSSN/Little Rock, AR OM/MD: Chad Heritage	WSLC/Roanoke, VA PD: Brett Sharp MD: Robynn Jaymes
KRST/Albuquerque, NM OM/MD: Eddie Haskell MD: Paul Bailey	KHEY/El Paso, TX PD: Ted "Bob Cat" Brown MD: Marty Austin	KKGO/Los Angeles, CA OM: Mike Johnson PD: Tonya Campos	WBEE/Rochester, NY PD: Billy Kidd APD/MD: Weslea Neas
WCTO/Allentown, PA OM/MD: Shelly Easton APD/MD: Jerry Padden	WFBE/Flint, MI PD: April Rose APD: Keith Allen	WAMZ/Louisville, KY PD: Coyote Calhoun MD: Night Train Lane	KNCI/Sacramento, CA PD: Mark Evans APD/MD: Greg Cole
WKSF/Asheville, NC OM/MD: Jeff Davis MD: Brian Hatfield	KSKS/Fresno, CA PD: Tom Jordan	WMAD/Madison, WI OM: Mike Ferris PD: Jon Reilly APD/MD: Tyler Reese	KNTY/Sacramento, CA PD/MD: Bob McNeill
WKHX/Atlanta, GA OM/MD: Mark Richards MD: Mike Macho	WWGR/Ft. Myers, FL PD/MD: Justin Tyler APD: Steve Hart	KTEX/McAllen, TX OM: Billy Santiago PD: JoJo Cerda APD: Frankie Dee MD: Patches	WKQC/Saginaw, MI APD: Kevin Proffitt MD: John Richards
WUBL/Atlanta, GA OM/MD: Clay Hunnicutt APD/MD: Lance Houston	WQHK/Ft. Wayne, IN OM/MD: Rob Kelley MD: Dave Michaels	WGKX/Memphis, TN PD: Tim Jones MD: Kay Manley	KEGA/Salt Lake City, UT OM/MD: Cody Alan
WKXC/Augusta, GA PD: T. Gentry MD: Chris O'Kelley	WOGK/Gainesville, FL PD: Mr. Bob MD: Big Red	WMIL/Milwaukee, WI OM/MD: Kerry Wolfe APD: Scott Dolphin MD: Mitch Morgan	KSOP/Salt Lake City, UT APD/MD: Debby Turpin
KASE/Austin, TX OM/MD: Mac Daniels APD/MD: Bob Pickett	WBCT/Grand Rapids, MI OM/MD: Doug Montgomery APD/MD: Dave Taft	KEEY/Minneapolis, MN OM/MD: Gregg Swedberg MD: Mary Gallas	KUBL/Salt Lake City, UT PD: Ed Hill MD: Pat Garrett
KUZZ/Bakersfield, CA PD: Evan Bridwell	WPAW/Greensboro, NC PD: Randall Bliss APD: Clay J.D. Walker	KBWF/San Francisco, CA OM: Steve Powers PD: Bill Black	KSON/San Diego, CA PD: John Marks APD/MD: Brooks O'Brian
WYPY/Baton Rouge, LA PD/MD: Dave Dunaway	WRNS/Greenville, NC PD/MD: Wayne Carlisle	KTOM/Monterey, CA OM: Sam Diggedy PD: Wes Poe APD/MD: Jim Pearson	KRTY/San Jose, CA PD/MD: Julie Stevens
KIZN/Boise, ID OM/MD: Rich Summers APD: Steve Shannon MD: Spencer Burke	WRBT/Harrisburg, PA PD: JT Bosch APD/MD: Newman	WKDF/Nashville, TN OM/MD: Larry Stone	KKWF/Seattle, WA OM: Dave Richards MD: Michele Michaels
WKLB/Boston, MA OM: Don Kelley PD: Mike Brophy APD/MD: Ginny Rogers	WVYZ/Hartford, CT PD: Pete Salant	WGH/Norfolk, VA OM/MD: John Shomby APD/MD: Mark McKay	KMPS/Seattle, WA PD: Becky Brenner MD: Tony Thomas
WYRK/Buffalo, NY PD: Wendy Lynn	KILT/Houston, TX PD: Jeff Garrison MD: Greg Frey	KKNG/Oklahoma City, OK OM/MD: Kevin Christopher MD: Lynn Waggoner	KXKS/Shreveport, LA OM: Gary McCoy MD: Chris Evans
WEZL/Charleston, SC OM: Steve Burke PD: Bill West	WFMS/Indianapolis, IN PD: Bob Richards MD: J.D. Cannon	KTST/Oklahoma City, OK OM/MD: Tom Travis	KIXZ/Spokane, WA OM: Robert Harder PD: Paul "Coyote" Neumann MD: Lyn Daniels
WQBE/Charleston, WV OM: Jeff Whitehead PD: Ed Roberts MD: Bill Hagy	WUSJ/Jackson, MS PD: Russ Williams	KXKT/Omaha, NE PD: Erik Johnson MD: Craig Allen	WPKX/Springfield, MA OM/MD: Pat McKay APD: Marc Spencer
WKKT/Charlotte, NC OM/MD: Bruce Locan APD/MD: Ryan Dokke	WGNE/Jacksonville, FL OM: Chuck Beck PD: Randy Hill	WXBM/Pensacola, FL PD/MD: Lynn West	KTTS/Springfield, MO OM/MD: Chris Cannon APD/MD: Curly Clark
WSOC/Charlotte, NC PD: D.J. Stout APD/MD: Rick McCracken	WXBQ/Johnson City, TN PD/MD: Bill Hagy	WXTU/Philadelphia, PA OM/MD: Roy Land PD: Bob McKay	KATM/Stockton, CA OM: Richard Perry PD: Randy Black MD: Nikki Thomas
WUSY/Chattanooga, TN PD: Jay Cruze MD: Bill Poindexter	KBEO/Kansas City, MO PD: Mike Kennedy MD: T.J. McEntire	KMLE/Phoenix, AZ PD: Kris Abrams APD: Andrew Bland MD: Gwen Foster	WQYK/Tampa, FL OM/MD: Mike Culotta APD: Beecher Martin MD: Jay Roberts
WUSN/Chicago, IL PD: Dave Robbins MD: Marci Braun	KFKF/Kansas City, MO OM/MD: Dale Carter APD/MD: Tony Stevens	KNIX/Phoenix, AZ PD: Ray Massie	KIIM/Tucson, AZ OM: Herb Crowe PD: Buzz Jackson MD: Lois Lewis
WUBE/Cincinnati, OH OM: Patti Marshall PD: Travis Moon APD: Kathy O'Connor MD: Duke Hamilton	WDAF/Kansas City, MO OM: Thom McGinty PD: Michael Cruise	WDSY/Pittsburgh, PA OM/MD: Keith Clark APD/MD: Stoney Richards	KVOD/Tulsa, OK PD: Luke Jensen MD: Dave Austin
WGAR/Cleveland, OH OM: Keith Abrams PD: Brian Jennings APD/MD: Chuck Collier	WIVK/Knoxville, TN OM/MD: Mike Hammond MD: Colleen Addair	WOGI/Pittsburgh, PA OM: Frank Bell PD: Dave Anthony	WIRK/West Palm Beach, FL PD: Mitch Mahan MD: JR Jackson
KATC/Colorado Springs, CO OM: Bobby Irwin PD: Jim West MD: Wingnut	KMDL/Lafayette, LA PD: Scott Bryant MD: T.D. Smith	KUPL/Portland, OR PD: John Paul APD/MD: Rick Taylor	KFDI/Wichita, KS OM/MD: Clark Ryan APD/MD: Carol Hughes
WWNU/Columbia, SC PD: Eric Chaney MD: Tyler On The Radio	WPCV/Lakeland, FL OM/MD: Mike James APD/MD: Jeni Taylor	KWJJ/Portland, OR OM: Clark Ryan PD: Mike Moore APD/MD: Savannah Jones	WCGY/Wilkes Barre, PA PD: Doc Medek MD: Jessie Roberts
WCOL/Columbus, OH PD: John Greshaw APD/MD: Dan E. Zisko	WIOV/Lancaster, PA OM: Ken Carson PD: Al Brock	WQKQ/Portsmouth, NH OM: Mark Ericson PD: Mark Jennings MD: Dan Lunnie	WXCY/Wilmington, DE OM/MD: Dave Hovel APD: Mike Joseph
KSCS/Dallas, TX PD: Crash Poteet APD/MD: Chris Hulif	WITL/Lansing, MI OM: Brent Alberts PD/MD: Chris Tyler APD: Jordan Lee	WCTK/Providence, RI APD: Sam Stevens MD: Jessica Tyler	WGTY/York, PA PD: Scott Donato MD: Dan Douglas
KYGO/Denver, CO PD: Joel Burke MD: Garrett Doll	KCYE/Las Vegas, NV PD/MD: R.W. Smith	WQDR/Raleigh, NC OM: Paul Michaels PD: Lisa McKay MD: Billy Dukes	

COUNTRY INDICATOR HIGHLIGHTS

NO. 1		ARTIST TITLE		IMPRINT / PROMOTION LABEL					
		KENNY CHESNEY WITH THE WAILERS EVERYBODY WANTS TO GO TO HEAVEN		BLUE CHAIR/BNA					
MOST ADDED		ARTIST TITLE		IMPRINT / PROMOTION LABEL		NEW STATIONS			
		BROOKS & DUNN COWGIRLS DON'T CRY		ARISTA NASHVILLE		37			
		JIMMY WAYNE I WILL		VALDRY		14			
		GARY ALLAN SHE'S SO CALIFORNIA		MCA NASHVILLE		14			
		JACK INGRAM THAT'S A MAN		BIG MACHINE		14			
		JAKE OWEN DON'T THINK I CAN'T LOVE YOU		RCA		9			
		DIERKS BENTLEY FEEL THAT FIRE		CAPITOL NASHVILLE		9			
		JAMES OTTO THESE ARE THE GOOD OLE DAYS		WARNER BROS./WRN		8			
MOST INCREASED PLAYS		ARTIST TITLE		IMPRINT / PROMOTION LABEL		GAIN			
		TAYLOR SWIFT LOVE STORY		BIG MACHINE		+506			
		DIERKS BENTLEY FEEL THAT FIRE		CAPITOL NASHVILLE		+432			
		SUGARLAND ALREADY GONE		MERCURY		+411			
		BROOKS & DUNN COWGIRLS DON'T CRY		ARISTA NASHVILLE		+410			
		ALAN JACKSON COUNTRY BOY		ARISTA NASHVILLE		+408			
		ZAC BROWN BAND CHICKEN FRIED		LIVE NATION		+295			
		JACK INGRAM THAT'S A MAN		BIG MACHINE		+225			
INDICATOR EXCLUSIVES		TW		LW		ARTIST TITLE	IMPRINT / PROMOTION LABEL	TW PLAYS	+/-
	47	52		KATIE ARMIGER UNSEEN		COLD RIVER/NINE NORTH		277	+99
	55			RICK HUCKABY AIN'T ENOUGH BLACKTOP		HEADCOACH/SPINVILLE		155	+28
	56			MARK WILLS THE THINGS WE FORGET		TENACITY		153	+40
	58	58		LEANN RIMES WHAT I CANNOT CHANGE		CURB		152	-5
	59	50		CHRIS CAGLE NEVER EVER GONE		CAPITOL NASHVILLE		150	-35
	60	48		JEFF BATES RIVERBANK		BLACK RIVER		147	-50
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	
						IMPRINT / PROMOTION LABEL		TW +/-	
1	1	10		KENNY CHESNEY WITH THE WAILERS EVERYBODY WANTS TO GO TO HEAVEN		BLUE CHAIR/BNA/SONY BMG		789	-10
2	2	12		CARRIE UNDERWOOD JUST A DREAM		19/ARISTA/ARISTA NASHVILLE/SONY BMG		746	+17
3	3	15		DARIUS RUCKER DON'T THINK I DON'T THINK ABOUT IT		CAPITOL NASHVILLE/EMI		700	+22
4	5	13		TOBY KEITH SHE NEVER CRIED IN FRONT OF ME		SHO DOG NASHVILLE/UNIVERSAL		632	+32
5	11	4		TAYLOR SWIFT LOVE STORY		BIG MACHINE/UNIVERSAL		633	+112
6	4	12		JIMMY WAYNE DO YOU BELIEVE ME NOW		VALORY/UNIVERSAL		530	-41
7	8	10		GORD BAYNE POSTCARD FROM PASADENA		ROYALTY		581	+19
8	6	10		TIM MCGRAW LET IT GO		CURB/EMI		569	-21
9	10	5		PAUL BRANDT VIRTUAL LIFE		BRAND-T/UNIVERSAL		547	+12
10	13	5		SUGARLAND ALREADY GONE		MERCURY/UNIVERSAL		515	+29
11	7	12		KID ROCK ALL SUMMER LONG		TOP DOG/ATLANTIC/WARNER		505	-60
12	12	8		MONTGOMERY GENTRY ROLL WITH ME		COLUMBIA/SONY BMG		503	+8
13	21	4		BRAD PAISLEY DUET WITH KEITH URBAN START A BAND		ARISTA NASHVILLE/SONY BMG		302	+103
14	14	5		JASON BLAINE GOOD DAY TO GET GONE		KOCH		480	+8
15	18	12		TARA ORAM FLY GIRL		OPEN ROAD/UNIVERSAL		459	+8
16	17	9		THE HIGGINS REAL THING		OPEN ROAD/UNIVERSAL		456	+5
17	20	11		DERIC RUTTAN LOVIN' YOU IS KILLIN' ME		ON RAMP/EMI		436	+9
18	9	15		DOC WALKER THAT'S ALL		OPEN ROAD/UNIVERSAL		431	-108
19	16	16		BRAD PAISLEY WAITIN' ON A WOMAN		ARISTA NASHVILLE/SONY BMG		400	-55
20	28	3		JESSIE FARRELL I GUESS		UNIVERSAL		385	+84
21	27	4		RASCAL FLATTS HERE		LYRIC STREET/UNIVERSAL		374	+61
22	19	19		KEITH URBAN YOU LOOK GOOD IN MY SHIRT		CAPITOL NASHVILLE/EMI		364	-84
23	23	22		KEITH ANDERSON I STILL MISS YOU		COLUMBIA/SONY BMG		353	-10
24	15	17		GEORGE STRAIT TROUBADOUR		MCA NASHVILLE/UNIVERSAL		352	-114
25	29	7		LADY ANTEBELLUM LOOKIN' FOR A GOOD TIME		CAPITOL NASHVILLE/EMI		340	+44
26	24	17		JAYDEE BIXBY OLD FASHIONED GIRL		HRM		325	-31
27	22	19		JOHNNY REID OUT OF THE BLUE		OPEN ROAD/UNIVERSAL		325	-40
28	25	6		JO HIKK SWEET CITY WOMAN		MCC ENTERTAINMENT		314	-11
29	30	6		TRACE ADKINS MUDDY WATER		CAPITOL NASHVILLE/EMI		313	+17
30	26	19		CRYSTAL SHAWANDA WHAT DO I HAVE TO DO		RCA/SONY BMG		313	-4

*OR WEEK ENDING OCTOBER 12, 2008

♦ indicates CanCon



Like a phoenix, WHOM's tower rises from the ashes. Part two of a two-part series

The Tall Tale Of The Most Powerful FM Stick

Keith Berman

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When we left PD Tim Moore and his merry band of jocks at Citadel AC WHOM/Portland, Maine, in last week's column, we'd established that the station's history is a pretty entertaining story on its own. But there's more, and who would've thought that information on a station's transmitter would make for its own compelling saga?

You may recall that WHOM's stick is high atop Mount Washington in New Hampshire, giving the station the biggest geographic footprint of any FM in North America. You may also remember that the mountain's summit has been dubbed "the home of the worst weather on Earth" and is the location of the highest recorded wind speed on the planet. The Mount Washington Observatory has a program where Joe Average can go up and live there for a week, and it's so popular that there's a long waiting list. "On a clear day, you can see forever up there," Moore says. "People say it's like a religious experience being up there, even when the weather is bad."

WHOM has a Snowcat—which is basically like a truck cab on treads—that it uses to reach its transmitter facilities. Given the distance up to the transmitter, there actually wasn't commercial electricity available at the stick—or the Mount Washington Observatory—until Thanksgiving 2007. "We were completely and totally running on generators, so there's a tank farm that holds 30,000 gallons of diesel. We had to physically have a presence up there," Moore says. "Our transmitter engineers basically lived on the premises, and they switched out every week."

Until a few years ago, WHOM shared facilities with the local ABC-TV affiliate, so their personnel would trade off time in the outpost, which Moore describes as looking like a factory from the outside but like a house on the inside . . . except it was built so people wouldn't have to leave often. "You'd walk into the pantry, and there'd be seven refrigerators lined up and half a dozen freezers because they had to stock up on food in case they had to stay up there for a while without being resupplied," Moore says.

Alone On The Peak

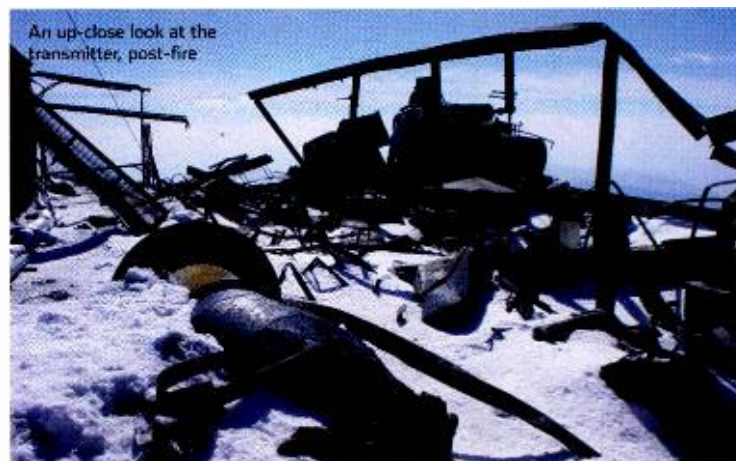
Thanks to the weather outside being literally frightful, there were times when the employees living at the transmitter couldn't go to the other buildings. "You could literally be blown off the summit of the mountain," he says. "The engineer said even if you were on your hands and knees, the wind would still blow you off, so they'd literally lie down perpendicular to where they were going and try to roll themselves to the other building. That would be under extreme circumstances when they had to get from building to building. I guess they tried running a rope or chain between the buildings, but the wind was so strong that it'd get disconnected and start whipping back and forth . . . Up there, it's just unlike anything else on Earth."



Moore

The tower itself isn't all that tall due to the fact that it's built on the highest peak in the Northeastern United States, but it's tall enough that the RF wouldn't affect the people living in the factory-house at its base and everyone else walking around on the summit. However, a few years ago, the TV station decided to move its transmitter off the mountain to put a city-grade signal over Portland, so Moore and Citadel management made the nervewracking decision to automate their operation high atop the peak.

"We were nervous as cats since there wouldn't be anyone up there except for the State of New Hampshire Parks & Recreation Department and the Mount Washington Observatory," Moore says. "The weather station up there is manned year-round, and it's part of the New Hampshire park system, so there is a physical presence of people who still live up there. As it turns out, the guy who's basically the facility



manager is a jack of all trades, and he's our right-hand guy. He's technically savvy and fearless and has learned many things, so our engineers have been able to talk him through basic functions. We do a lot of it by telephone, but if there's a serious problem, that's not going to work."

Getting up there is a hassle as well, since the road hugs the side of the mountain and has a steep dropoff, so it's a treacherous drive even when the road is fully open during the summer. When you're in a Snowcat and you can't even see the road beneath you, it gets even more hairy.

Burn, Baby, Burn

One Sunday in February 2003, Moore was listening to WHOM and was puzzled to hear the station slowly start to fade away. He called the engineer, who told him the entire transmitter site was spectacularly burning. "The place basically burned to the ground," Moore says. "The fire was catastrophic, and no one knows to this day how it started. Our engineer said that all they could do was evacuate people and let it burn."

Thankfully, the giant diesel engines and tank farm were in a different location, and the only facility that burned was the factory-house at the base of the tower—which, unfortunately, contained all of the transmitter equipment. "The tower itself didn't burn, but the backup and main transmitters completely melted, and the building was a total loss," Moore says. "We were off the air for a while and did a lot of jury-rigging to go from other locations since we had other stations in the market, so we used their backup towers and did a whole bunch of different things to stay on the air. We ended up rebuilding a new building on the site."

The insurance company didn't understand why WHOM kept putting in insanely high quotes to replace the equipment, so to justify the costs, Moore schlepped the adjusters up the mount via Snowcat. "All it took was one trip to the summit, and they stopped asking those questions and fighting and arguing over every little thing because they realized

that we had to take the normal costs and multiply them by four or five or even more," he says. Thankfully, the transmitter was eventually rebuilt, and WHOM has since reclaimed its glory as North America's most powerful FM radio station. **R&R**





▶ IT TOOK 24 WEEKS, BUT **COLBIE CAILLAT** ENJOYS HER THIRD TOP 10 AS "FEALIZE" RISES 11-10. THIS YEAR, ONLY PLUMB'S "IN MY AFMS" (27 WEEKS) MADE A LONGER JOURNEY TO THE TOP TIER. CAILLAT'S FIRST ENTRY, "BUBBLY," LED AC FOR 19 WEEKS, THE LONGEST REIGN FOR A DEBUT FEMALE SINGLE IN THE CHART'S 47-YEAR HISTORY.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	21	DAVID COOK THE TIME OF MY LIFE	NO. 1 (4 WKS)	11 ☆ 19/RCA/RMG	2148 +10	16.898 1
2	27	11	LEONA LEWIS BLEEDING LOVE		11 ⁴ SYCO/J/RMG	1925 -165	16.893 2
3	17	12	NATASHA BEDINGFIELD POCKETFUL OF SUNSHINE		11 ² PHONOGENIC/EPIC	1908 -91	15.174 3
4	40	11	SARA BAREILLES LOVE SONG		11 ⁴ ☆ EPIC	1865 -106	14.134 4
5	32	11	JOHN MAWER SAY		11 AWARE/COLUMBIA	1686 -71	13.010 5
6	13	12	COLDPLAY VIVA LA VIDA		11 ² CAPITOL	1642 +59	11.859 7
7	33	11	DAUGHTRY FEELS LIKE TONIGHT		11 ² RCA/RMG	1518 -52	12.834 6
8	50	11	TIMBALAND FEATURING ONEREPUBLIC APOLOGIZE		11 ⁶ ☆ MOSLEY/BLACKGROUND/INTERSCOPE	1178 -35	8.968 8
9	23	11	JOURNEY AFTER ALL THESE YEARS		11 NOMMOTA	1090 -55	4.596 14
10	11	24	COLBIE CAILLAT REALIZE		11 ² UNIVERSAL REPUBLIC	1047 +58	5.828 11
11	27	11	LIFEHOUSE WHATEVER IT TAKES		11 ² ☆ Geffen/Interscope	860 -15	5.347 12
12	23	11	JORDIN SPARKS DUET WITH CHRIS BROWN NO AIR		11 ³ 19/JIVE/ZOMBA	748 +63	6.359 9
13	10	14	JASON MRAZ I'M YOURS	MOST INCREASED PLAYS	11 ☆ ATLANTIC/RRP	690 +103	6.213 10
14	16	29	MAROON 5 WON'T GO HOME WITHOUT YOU		11 A&M/OCTONE/INTERSCOPE	497 +4	5.182 13
15	16	16	KID ROCK ALL SUMMER LONG		11 ² TOP DOG/ATLANTIC	494 -14	3.305 16
16	17	9	DAVID ARCHULETA CRUSH		19/JIVE/ZOMBA	437 +27	2.170 18
17	18	7	SIMON COLLINS UNCONDITIONAL	AIRPOWER	11 ☆ RAZOR & TIE	352 +29	1.507 20
18	19	8	MISSY HIGGINS WHERE I STOOD		11 ☆ ELEVEN/REPRISE	310 +7	1.266 21
19	20	18	ONEREPUBLIC STOP AND STARE		11 ² ☆ MOSLEY/INTERSCOPE	248 -16	2.060 19
20	25	2	CELINE DION MY LOVE		COLUMBIA	243 +72	0.834 27
21	23	5	EAGLES WHAT DO I DO WITH MY HEART		ERC	218 +31	0.659 29
22	27	4	SARAH MCLACHLAN U WANT ME 2		11 ☆ ARISTA/RMG	180 +29	0.521 30
23	21	11	RIHANNA TAKE A BOW		11 ³ SRP/DEF JAM/IDJMG	178 -10	3.394 15
24	24	7	ARTISTS STAND UP TO CANCER JUST STAND UP		11 ☆ SUZC/IDJMG	159 -10	0.314 -
25	28	4	DAUGHTRY WHAT ABOUT NOW		11 ☆ RCA/RMG	156 +23	2.232 17
26	29	2	JAMES TAYLOR IT'S GROWING		HEAR/CMG	154 +28	0.366 -
27	26	9	CNOTE STILL		JKH ENT	142 -12	0.213 -
28	22	12	MICHAEL McDONALD ENEMY WITHIN		11 UNIVERSAL MOTOWN	135 -43	0.170 -
29	NEW		WAYNE BEADY ORDINARY		PEAK/CMG	118 +25	0.146 -
30	NEW		LEONA LEWIS BETTER IN TIME		11 SYCO/J/RMG	95 +9	1.184 22

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
TAYLOR SWIFT Love Story (Big Machine/Universal Republic)	16
SARAH MCLACHLAN U Want Me 2 (Arista/RMG)	9
SIMON COLLINS Unconditional (Razor & Tie)	8
DAVID ARCHULETA Crush (Jive/Zomba)	6
MISSY HIGGINS Where I Stood (Eleven/Reprise)	5
EAGLES What Do I Do With My Heart (ERC)	5
COLBIE CAILLAT Realize (Universal Republic)	4
JASON MRAZ I'm Yours (Atlantic/RRP)	4

ADDED AT... WYJB
Albany, NY
OM: Kevin Callahan
PD: Ric Mitchell
APD/MD: Chad O'Hara
Enya, Trains And Winter Rains, O
Taylor Swift, Love Story, O
FOR REPORTING STATIONS PLAYLISTS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
CHRIS RICE So Much For My Sad Song (INO/Columbia)	68/18	PROJECT GRAND SLAM FEAT. JUDIE TZUKE The Captain Of Her Heart (Cakewalk)	34/13
GREG MEDORO Lost Melody (Odds On)	66/13	LIFEHOUSE Broken (Geffen/Interscope)	28/4
O.A.R. Shattered (Turn The Car Around) (Everfine/American/RRP)	59/14	RIHANNA Don't Stop The Music (SRP/Def Jam/IDJMG)	28/4
JORDIN SPARKS One Step At A Time (Jive/Zomba)	52/5	MATT NATHANSON Come On Get Higher (Vanguard/Capitol)	26/1
ENYA Trains And Winter Rains (Reprise)	36/36	COLBIE CAILLAT The Little Things (Universal Republic)	20/4

MOST INCREASED PLAYS

+103	☆ JASON MRAZ I'm Yours (Atlantic/RRP) WLTW +15, KBEE +12, WHLG +11, WWFS +8, WJBR +7, WYYY +7, KRWM +5, WLDB +5, WLTE +5
+72	CELINE DION My Love (Columbia) KTDY +12, KMGA +9, KQIS +6, WHUD +6, WCDV +5, WHOM +5, KRWM +5, WSPA +5, KISC +4, WMAS +3
+63	JORDIN SPARKS DUET WITH CHRIS BROWN No Air (Jive/Zomba) KMY +6, WSNY +5, WALK +4, WMG +4, KTDY +4, WAHR +3, WWLI +3, WLQT +3, WLEV +5, WSNV +5
+59	COLDPLAY Viva La Vida (Capitol) KOST +14, KMY +13, WALK +11, KGBX +7, XBLN +7, WLHT +6, KRNO +6, WYYY +5, KOKC +5, WSNY +5
+58	COLBIE CAILLAT Realize (Universal Republic) KMY +14, WMGN +11, KBEE +11, WLQT +10, WCDV +5, WOOD +4, KMGA +4, WDEF +4, KBIG +3, WYDE +3

RECURRENTS

ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW LW
COLBIE CAILLAT BUBBLY (UNIVERSAL REPUBLIC)	11 ⁵	1090 1032
TAYLOR SWIFT TEARDROPS ON MY GUITAR (BIG MACHINE/UNIVERSAL REPUBLIC)	11 ⁴	987 1180
FERGIE BIG GIRLS DON'T CRY (WILL.I.AM/A&M/INTERSCOPE)	11 ⁶	932 980
JORDIN SPARKS TATTOO (JIVE/ZOMBA)	11 ²	900 959
DAUGHTRY HOME (RCA/RMG)	11 ⁵	877 764

ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW LW
PINK WHO KNEW (LAFACE/ZOMBA)	11 ⁴	740 793
THE FRAY HOW TO SAVE A LIFE (EPIC)	11 ⁶	726 712
GWEN STEFANI FEATURING AKON THE SWEET ESCAPE (INTERSCOPE)	11 ⁵	724 721
NATASHA BEDINGFIELD UNWRITTEN (EPIC)	11 ⁷	717 577
SNOW PATROL CHASING CARS (POLYDOR/A&M/INTERSCOPE)	11 ⁵	697 553

FOR WEEK ENDING OCTOBER 12, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
104 AC, 27 Canada AC and 23 Canada hot AC stations are electronically monitored by Nielsen Broadcast Data System 24 hours a day, 7 days a week. © 2008 Nielsen Business Media, Inc. All rights reserved.

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▶ AT NO. 39, **GO GO DOLLS** RETURN WITH "REAL," FROM THE AT&T TEAM USA 2008 OLYMPICS SOUNDTRACK, RELEASED IN AUGUST. EACH OF THE BAND'S PREVIOUS 13 HOT AC CHART HITS REACHED THE TOP 10, THE HIGHEST TOP 10 TOTAL AMONG ALL ARTISTS SINCE THE NIELSEN BDS-BASED LIST LAUNCHED IN 1996.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	29	JASON MRAZ I'M YOURS	NO. 1 (2 WKS)	ATLANTIC/RRP	3405 +35	15.358 1
2	2	25	GAVIN ROSSDALE LOVE REMAINS THE SAME		INTERSCOPE	3249 +36	14.674 3
3	4	16	DAUGHTRY WHAT ABOUT NOW		RCA/RMG	3007 +133	15.101 2
4	3	20	COLDPLAY VIVA LA VIDA		CAPITOL	2979 -232	14.199 4
5	6	16	O.A.R. SHATTERED (TURN THE CAR AROUND)		EVERFINE/ATLANTIC/RRP	2781 +87	11.530 7
6	8	8	PINK SO WHAT		LAFACE/ZOMBA	2376 +208	12.011 6
7	5	25	KID ROCK ALL SUMMER LONG		TOP DOG/ATLANTIC	2364 -421	12.674 5
8	7	30	3 DOORS DOWN IT'S NOT MY TIME		UNIVERSAL REPUBLIC	2140 -194	10.614 8
9	9	13	LIFEHOUSE BROKEN		GEFFEN/INTERSCOPE	2126 +134	9.045 9
10	10	26	NATASHA BEDINGFIELD POCKETFUL OF SUNSHINE		PHONOGENIC/EPIC	1807 -162	8.321 10
11	11	21	MATT NATHANSON COME ON GET HIGHER		VANGUARD/CAPITOL	1793 +100	6.363 15
12	14	9	LEONA LEWIS BETTER IN TIME		SYCO/J/RMG	1604 +161	7.935 11
13	13	20	DAVID COOK THE TIME OF MY LIFE		19/RCA/RMG	1500 -113	6.940 12
14	19	2	NICKELBACK GOTTA BE SOMEBODY	MOST INCREASED PLAYS/MOST ADDED	ROADRUNNER/RRP	1481 +595	6.769 13
15	16	11	JORDIN SPARKS ONE STEP AT A TIME		19/JIVE/ZOMBA	1447 +123	6.711 14
16	15	17	METRO STATION SHAKE IT		COLUMBIA	1180 -207	4.509 17
17	17	10	COLBIE CAILLAT THE LITTLE THINGS		UNIVERSAL REPUBLIC	1090 -142	3.534 20
23	3	3	KATY PERRY HOT N COLD	AIRPOWER	CAPITOL	1065 +292	5.536 16
19	18	22	SEETHER RISE ABOVE THIS		WIND-UP	912 +39	3.401 21
20	20	14	ADELE CHASING PAVEMENTS		XL/COLUMBIA	855 +24	1.933 29
21	25	5	SECONDHAND SERENADE FALL FOR YOU		GLASSNOTE/ILG/ATLANTIC	829 +83	3.731 19
22	21	13	PUDDLE OF MUDD WE DON'T HAVE TO LOOK BACK NOW		FLAWLESS/GEFFEN/INTERSCOPE	776 -19	2.261 26
23	19	19	DELTA GOODREM IN THIS LIFE		MERCURY/DECCA	773 -25	2.672 24
24	24	11	JON MCLAUGHLIN BEATING MY HEART		ISLAND/DJMG	760 +44	2.158 27
25	26	7	DAVID ARCHULETA CRUSH		19/JIVE/ZOMBA	741 -4	3.326 22
26	29	7	RIHANNA DISTURBIA		SRP/DEF JAM/DJMG	720 +113	3.818 18
27	28	9	ESTELLE FEATURING KANYE WEST AMERICAN BOY		HOME SCHOOL/ATLANTIC	626 +30	3.013 23
28	30	6	LINKIN PARK LEAVE OUT ALL THE REST		WARNER BROS.	582 +41	1.483 32
29	31	10	STAIN'D BELIEVE		FLIP/ATLANTIC	556 +49	1.386 33
30	27	17	KATY PERRY I KISSED A GIRL		CAPITOL	521 -104	2.101 28
31	34	3	3 DOORS DOWN LET ME BE MYSELF		UNIVERSAL REPUBLIC	480 +99	1.564 31
32	33	5	GAVIN DEGRAW CHEATED ON ME		J/RMG	470 +1	0.931 36
33	32	20	JESSE MCCARTNEY LEAVIN'		HOLLYWOOD	436 -62	1.742 30
34	38	2	SAVING ABEL ADDICTED		SKIDDCO/VIRGIN/CAPITOL	421 +127	1.223 34
35	35	5	LENKA THE SHOW		EPIC	385 +23	0.831 39
36	36	4	SAFETYSUIT SOMEONE LIKE YOU		UNIVERSAL MOTOWN	353 +20	0.429 -
37	37	4	SARAH MCLACHLAN U'WANT ME 2		ARISTA/RMG	320 +14	0.890 37
38	39	19	RIHANNA TAKE A BOW		SRP/DEF JAM/DJMG	302 +26	2.531 25
39	NEW		GO GO DOLLS REAL		WARNER BROS.	272 +48	0.687 -
40	40	2	MISSY HIGGINS WHERE I STOOD		ELEVEN/REPRISE	266 +13	0.627 -

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
NICKELBACK Gotta Be Somebody (Roadrunner/RRP) KALZ, KCDA, KFYY, KMYI, KOSO, KRSK, KSCF, KYKY, KZZO, WDDV, WDMX, WNNF, WRQX, WSJO, WVMX	15
KATY PERRY Hot N Cold (Capitol) KALC, KCDA, KDMX, KFYZ, KIMN, KLZR, KSCF, WINK, WMC, WSJO, XM Flight 26	11
DAVID COOK Light On (19/RCA/RMG) KEZR, KLCA, KLLY, KLTK, KPLZ, KRSK, KVLV, KYIS, KYKY, WTCI	10
LEONA LEWIS Better In Time (SYCO/J/RMG) KCDA, KFYZ, KMYI, KSRZ, WMC, WMTX, WMYX, WSJO	8
JORDIN SPARKS One Step At A Time (19/Jive/Zomba) KHMX, KMYI, KYKY, KZZO, WHYN, WMYX, WSJO	7
RIHANNA Disturbia (SRP/Def Jam/DJMG) KIMN, KIOI, KSTZ, WMEE, WSJO	5
PLAIN WHITE T'S 1, 2, 3, 4 (Hollywood) KMXP, KOSO, WCDA, WMEE, WRMF	5
3 DOORS DOWN Let Me Be Myself (Universal Republic) KEZR, KSTZ, WKDD, WZPL	4
SECONDHAND SERENADE Fall For You (Glassnote/ILG/Atlantic) KLCA, KZZU, WSJO, WTMX	4
SAVING ABEL Addicted (Skiddco/Virgin/Capitol) KCIX, KZZU, WBNS, WPTE	4

ADDED AT... WAYV
Atlantic City, NJ
PD: Rob Garcia
Alanis Morissette, Not As We, O Duffy, Stepping Stone, O Josh Hoge, 360, O

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
THRIVING IVORY Angels On The Moon (Wind-up) TOTAL STATIONS: 22	247/19	KEVIN RUDDOLF FEAT. LIL WAYNE Let It Rock (Cash Money/Universal Republic) TOTAL STATIONS: 12	149/33
THEORY OF A DEADMAN Not Meant To Be (604/Roadrunner/RRP) TOTAL STATIONS: 16	172/33	PLAIN WHITE T'S 1, 2, 3, 4 (Hollywood) TOTAL STATIONS: 14	143/77
FALL OUT BOY I Don't Care (Island/DJMG) TOTAL STATIONS: 21	170/18	THE ALL-AMERICAN REJECTS Gives You Hell (Doghouse/DGC/Interscope) TOTAL STATIONS: 9	138/17
CHRISTINA AGUILERA Keeps Gettin' Better (RCA/RMG) TOTAL STATIONS: 12	164/40	DAVID COOK Light On (19/RCA/RMG) TOTAL STATIONS: 19	130/86
ERIC HUTCHINSON Rock & Roll (Let's Break/Warner Bros.) TOTAL STATIONS: 22	156/17	PARAMORE That's What You Get (Fueled By Ramen/RRP) TOTAL STATIONS: 3	130/60

MOST INCREASED PLAYS

+595	☆ NICKELBACK Gotta Be Somebody (Roadrunner/RRP) KALC +28, KMYI +24, KPEK +23, KLCA +22, WDDV +21, WNNF +21, KCDA +20, KUDD +20, KSTP +18, WHBC +18
+292	☆ KATY PERRY Hot N Cold (Capitol) KZZU +20, KSCF +19, WDDV +16, KCDA +16, KCDU +15, KYKY +14, KEZR +14, WINK +14, WLNK +14, WJLK +13
+208	☆ PINK So What (LaFace/Zomba) KLCA +22, KZZU +21, WDDV +14, KSTP +14, WAVV +14, KCIX +14, KLZR +14, WDMX +13, WBMX +12, KEZR +11
+161	☆ LEONA LEWIS Better In Time (SYCO/J/RMG) WMTX +20, WTMX +15, KCDA +15, KZZU +13, KLTK +13, WSJO +12, WHYN +11, KMYI +11, WPLJ +10, XF26 +10
+134	☆ LIFEHOUSE Broken (Geffen/Interscope) WBNS +14, WRQX +22, KYKY +21, WPST +20, WJLK +15, KMXX +14, KURB +11, WMC +7, KJMY +6, KHMX +6

FOR WEEK ENDING OCTOBER 12, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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▶ THE SIXTH TIME IS THE CHARM FOR **RIHANNA** AT CANADA HOT AC. AFTER PEAKING AT NOS. 8, 13, 22, 3 AND 2 WITH THE FIRST FIVE SINGLES FROM "GOOD GIRL GONE BAD," SHE REACHES THE SUMMIT WITH "DISTURBIA" (2-1).

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WRVE/Albany, NY* OM/PD: Randy McCarten APD: Kevin Rush MD: Tred Hulse	KSTZ/Des Moines, IA* PD: Angie Good MD: Jimmy Wright	KOSO/Modesto, CA* PD: Angie Good APD: John Chimpco MD: Tammy Cruise	KIOI/San Francisco, CA* OM: Michael Erickson PD: Andrew Jeffries
KPEK/Albuquerque, NM* PD: Tony Manero MD: Jamie Frye	WDVD/Detroit, MI* OM/PD: Ron Harrell MD: Jesse Addy	WJLK/Monmouth, NJ* OM/PD: Lou Russo MD: Steve Ardolina	KLLC/San Francisco, CA* OM: Mike Preston PD: Charese Fruge APD: Marcus D. Najera MD: Jayn
KDBZ/Anchorage, AK OM/PD: Tom Oakes	KBMX/Duluth, MN OM: David Drew PD: Corey Carter	KCDU/Monterey, CA* OM/PD: Kenny Allen	KEZR/San Jose, CA* PD: Dana Jang MD: Kirk Peffer
KMXS/Anchorage, AK PD: Devan Mitchell APD/MD: Amber O'Neill	KSHI/El Paso, TX* OM: Courtney Nelson PD: Jerry Kidd	WGMT/Montpelier, VT OM: Steve Nichols APD: Jeff Garfield	KRUZ/Santa Barbara, CA* PD: Matt Stone
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WSJO/Atlantic City, NJ* PD/MD: Eric Johnson APD: Christopher Knight	KALZ/Fresno, CA* OM/PD: Paul Wilson APD: Laurie West	WPTE/Norfolk, VA* PD: Barry McKay MD: Heather Branch	Music Choice Adult Top 40/Satellite OM: Justin Prager MD: Michael Schwab
KAMX/Austin, TX* PD: Cat Thomas APD/MD: Carey Edwards	KKPL/Ft. Collins, CO OM/PD: Mark Callaghan MD: Beano	KYIS/Oklahoma City, OK* OM/PD: Chris Baker MD: Cisco	Sirius The Pulse/Satellite* OM: Kid Kelly PD/MD: Jim Ryan
KLLY/Bakersfield, CA* OM/PD: E.J. Tyler APD: Erik Fox MD: Darci Dawn	WINK/Ft. Myers, FL* PD: Chad Rufer APD: Dave Alexander	WMXO/Olean, NY MD: Tom Power	XM Flight 26/Satellite* OM: Jon Zellner PD/MD: Mike Abrams
WWMX/Baltimore, MD* OM: Dave LaBrozzi PD: Greg Carpenter	WAJI/Ft. Wayne, IN* OM: Lee Tobin PD: Barb Richards MD: Marti Taylor	KQKQ/Omaha, NE* OM/PD: Nevin Dane MD: Heather Lee	KPLZ/Seattle, WA* PD: Kent Phillips APD: Leonard Barokas MD: Alisha Hashimoto
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WQAL/Cleveland, OH* PD: Dave Popovich	WCDA/Lexington, KY* OM: Charlie Kendall PD: Dale O'Brian MD: Chris Elliott	WRQX/Washington, DC* OM/PD: Kenny King MD: Carol Parker	KLRK/Waco, TX OM: Tom Barfield PD/MD: Dustin Drew APD: Beth Richards
WBNS/Columbus, OH* OM/PD: Jay Taylor MD: Sue Leighton	KURB/Little Rock, AR* OM/PD: Randy Cain APD/MD: Becky Rogers	WRRM/West Palm Beach, FL* PD: Bob Neumann APD/MD: Amy Navarro	WRQX/Washington, DC* OM/PD: Kenny King MD: Carol Parker
WLNH/Concord (Lakes Region), NH OM: Andy Mack PD: Molly King	WXMA/Louisville, KY* OM/PD: George Lindsey MD: Tommy Lee	KZZO/Sacramento, CA* OM: Byron Kennedy PD: Bryan Jackson	WRQX/Washington, DC* OM/PD: Kenny King MD: Carol Parker
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KALC/Denver, CO* PD: Dylan Sprague APD/MD: Sam Hill	WMYX/Milwaukee, WI* OM: Brian Kelly PD: Mike Nelson		WRQX/Washington, DC* OM/PD: Kenny King MD: Carol Parker

* Monitored Reporters

CANADA AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-
1	1	20	KREESHA TURNER DON'T CALL ME BABY	EMI	405 -5
2	2	12	COLDPLAY VIVA LA VIDA	PARLOPHONE/EMI	395 +15
3	3	9	SARAH MCLACHLAN I WANT ME 2	NETTWERK	373 +5
4	5	19	NATASHA BEDINGFIELD POCKETFUL OF SUNSHINE	PHONOCENIC/EPIC/SONY BMG	347 +16
5	6	32	LEONA LEWIS BLEEDING LOVE	SYCO/J/SONY BMG	320 -2
6	4	19	DIVINE BROWN LAY IT ON THE LINE	WARNER	320 -29
7	7	31	JOHN MAYER SAY	AWARE/COLUMBIA/SONY BMG	311 -38
8	8	36	SARA BAREILLES LOVE SONG	EPIC/SONY BMG	300 -35
9	9	33	NELLY FURTADO FEATURING KEITH URBAN IN GOD'S HANDS	MOSLEY/GEFFEN/UNIVERSAL	242 -1
10	17	5	ALI SLAIGHT GREAT EXPECTATIONS	UNIVERSAL	210 +31
11	13	14	KID ROCK ALL SUMMER LONG	TOP DOG/ATLANTIC/WARNER	209 0
12	10	57	MICHAEL BUBLE LOST	143/REPRISE/WARNER	209 -6
13	12	24	JULLY BLACK UNTIL I STAY	UNIVERSAL	201 -9
14	14	40	ALICIA KEYS NO ONE	MBK/J/SONY BMG	196 -6
15	11	36	BRYAN ADAMS I THOUGHT I'D SEEN EVERYTHING	BAODAN/UNIVERSAL	189 -21
16	23	11	LIGHTS DRIVE MY SOUL	LIGHTS MUSIC	182 +37
17	21	14	DAVID COOK THE TIME OF MY LIFE	19/RCA/SONY BMG	175 +17
18	18	48	TIMBALAND FEAT. ONEREPUBLIC APOLOGIZE	MOSLEY/BLACKGROUND/INTERSCOPE/UNIVERSAL	170 -7
19	15	55	COLBIE CAILLAT BUBBLY	UNIVERSAL REPUBLIC/UNIVERSAL	170 -16
20	19	18	MAROON 5 WON'T GO HOME WITHOUT YOU	A&M/OCTONE/INTERSCOPE/UNIVERSAL	160 -7
21	22	11	CARLY RAE JEPSEN SUNSHINE ON MY SHOULDERS	MAPLEMUSIC	152 -14
22	25	23	DAUGHTRY FEELS LIKE TONIGHT	RCA/SONY BMG	120 -1
23	24	29	CELINE DION ALONE	COLUMBIA/SONY BMG	116 -21
24	31	2	SIMON COLLINS UNCONDITIONAL	RAZOR & TIE/SONY BMG	101 +29
25	36	2	JASON MRAZ I'M YOURS	ATLANTIC/WARNER	99 +33
26	26	6	COLBIE CAILLAT REALIZE	UNIVERSAL REPUBLIC/UNIVERSAL	94 +1
27	28	6	ARTISTS STAND UP TO CANCER JUST STAND UP!	SU2C/UNIVERSAL	85 +3
28	29	17	AVRIL LAVIGNE INNOCENCE	RCA/SONY BMG	85 +3
29	38	22	JORDIN SPARKS OJET WITH CHRIS BROWN NO AIR	19/JIVE/SONY BMG	79 +14
30	39	11	DANY BEDAR OUBLIER	OEJA MUSIQUE	78 +14

CANADA HOT AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-
1	2	12	RIHANNA DISTURBIA	SRP/DEF JAM/UNIVERSAL	751 +37
2	1	17	COLDPLAY VIVA LA VIDA	PARLOPHONE/EMI	743 -31
3	5	8	PINK SO WHAT	LAFACE/SONY BMG	742 +101
4	3	15	LADY GAGA FEAT. COLBY O'ONIS JUST DANCE	STREAMLINE/KONLIVE/INTERSCOPE/UNIVERSAL	731 +18
5	4	12	HEDLEY OLD SCHOOL	UNIVERSAL	649 -26
6	8	14	LEONA LEWIS BETTER IN TIME	SYCO/J/SONY BMG	597 +24
7	7	16	JORDIN SPARKS ONE STEP AT A TIME	19/JIVE/SONY BMG	573 -33
8	10	14	THEORY OF A DEADMAN ALL OR NOTHING	604/UNIVERSAL	538 +10
9	16	2	NICKELBACK GOTTA BE SOMEBODY	EMI	533 +151
10	6	21	CHRIS BROWN FOREVER	JIVE/SONY BMG	524 -107
11	14	5	KATY PERRY HDT N' COLD	CAPITOL/EMI	510 +95
12	11	8	DAUGHTRY WHAT ABOUT NOW	RCA/SONY BMG	482 +2
13	13	5	EVA AVILA GIVE ME THE MUSIC	SONY BMG	467 +30
14	12	13	STATE OF SHOCK BEST I EVER HAD	CORDOVA BAY	441 -34
15	21	4	CHRISTINA AGUILERA KEEPS GETTIN' BETTER	RCA/SONY BMG	394 +93
16	9	18	KID ROCK ALL SUMMER LONG	TOP DOG/ATLANTIC/WARNER	383 -146
17	25	4	OEBORAH COX BEAUTIFUL UR	DECO/KOCH	359 +75
18	15	12	THE PUSSYCAT DOLLS WHEN I GROW UP	INTERSCOPE/UNIVERSAL	332 -58
19	19	15	ESTELLE FEATURING KANYE WEST AMERICAN BOY	HOME SCHOOL/ATLANTIC/WARNER	324 +7
20	27	6	SIMPLE PLAN SAVE YOU	LAVA/ATLANTIC/WARNER	322 +55
21	26	8	GAVIN ROSSDALE LOVE REMAINS THE SAME	INTERSCOPE/UNIVERSAL	316 +37
22	31	3	JASON MRAZ I'M YOURS	ATLANTIC/WARNER	309 +76
23	28	8	SUZIE MCNEIL LET'S GO	CURVE/UNIVERSAL	294 +27
24	18	20	LIGHTS DRIVE MY SOUL	LIGHTS MUSIC	287 -48
25	20	9	NE-YO CLOSER	DEF JAM/UNIVERSAL	283 -24
26	29	6	DAVID ARCHULETA CRUSH	19/JIVE/SONY BMG	273 +7
27	17	20	KARDINAL OFFISHALL FEATURING AKON DANGEROUS	KONLIVE/GEFFEN/UNIVERSAL	266 -85
28	22	24	3 DOORS DOWN IT'S NOT MY TIME	UNIVERSAL REPUBLIC/UNIVERSAL	261 -33
29	30	10	CRASH PARALLEL RAIN DELAYS	BLACK BOX RECORDINGS/SONY BMG	259 -7
30	42	2	BRITNEY SPEARS WOMANIZER	JIVE/SONY BMG	258 +76

◆ indicates CanCon



'Survivalists' craft win-win solutions to boost audience, music sales

Repairing Art And Commerce's 'Disconnect'

Carol Archer

CArcher@RadioandRecords.com

Chuck Mitchell didn't pull any punches as moderator of the recent R&R Convention smooth jazz format session, which was devoted to the intersection of art and commerce. "All of us got into this business in the first place for love of the music, not to create shareholder value," said Mitchell, who serves as Koch Entertainment VP of jazz and adult music. He then turned the discussion toward the imperative for labels and radio to migrate to digital technology, ways digital music sales can resurrect an ailing genre and how terrestrial stations can amplify and create new revenue streams via the Web.

Tackling these and other weighty issues were the panelists: Mack Avenue Records VP of marketing and sales Randall Kennedy, Koch Entertainment VP of digital and mobile Bill Crowley, WLOQ/Orlando PD Paul Lavoie and WGRV (the Groove)/Melbourne PD Randy Bennett.

Link Artists To Listeners

Digital media and Web sites now exist as natural extensions of most stations and record companies. WGRV drives listeners to its site and links artists to them not just for existing fans but those it's trying to attract.

Calling smooth jazz "a faceless format," Lavoie stressed connecting listeners with artists to drive passion scores. One of his tactics: WLOQ TV, an innovation available on the station's site that features performance video clips from station events. A digital camera crew attends every gig and creates a three- or four-minute snippet so that those who didn't attend still feel bonded to the artist and station through live music. A click-to-buy button also promotes CD sales.

"Radio doesn't bear responsibility for selling CDs, but we are responsible for connecting listeners with artists and giving them as many opportunities to buy as we can," Lavoie said.

Kennedy observed that the Internet is now the primary means of exposing consumers to music.

"People don't play instruments anymore; they play TV and now the computer. That's where we've got to go. The combination of land-based and 'extraterrestrial' radio and the Internet are what will expose new artists."

Crowley sensed a general "lack of personality" across the gamut of smooth jazz, from radio to recorded music—a challenge he says is increasingly proliferating, particularly as fewer outlets exist where fans can find a record. "Support the artist, how? There's no Tower, Virgin collapsed, mall stores stock only DVDs and used CDs. That's where the Web has become such an important part of the equation, regardless of demographic."

Lavoie pointed out that until recently, a station's Web site served as an extension of its product, but the tables are turning: The focus will shift as a station evolves into an extension of its Web product. "It's a lot more interactive for people to use at their own time and utility, because they're already on the Web; if they're streaming your station, you can put all kinds of material—logos, videos—in front of them."

New Partnerships Needed

Mitchell suggested radio forge new or refreshed partnerships with labels and more actively engage as retailers of their product—and in a more direct way that opens more revenue streams for radio,



Bennett



Lavoie

'The combination of land-based and "extra-terrestrial" radio and the Internet are what will expose new artists.'

—Randall Kennedy



R&R Smooth Jazz Session Panelist Trivia

■ In addition to holding such posts earlier in his career as editor of *Downbeat* and president of Verve, R&R Convention smooth jazz format session moderator **Chuck Mitchell** served briefly as PD of the late, great jazz WRVR/New York.

■ **Randall Kennedy** not only is the architect, if you will, of Warner Jazz's memorable 2001 *This Is Your Mind on Drugs* campaign, but the father of twins and among the best-read people in this business.

■ To better serve artists, **Randy Bennett** bought all the equipment needed for the live shows that WGRV presents. And his wife, Jan, is a pilot for American Airlines.

■ Besides smooth jazz tours of duty including KIFM/San Diego and the former KABQ/Albuquerque, **Paul Lavoie** has scaled Mount McKinley, K2, Annapurna and Mount Everest—twice.

■ **Bill Crowley** is a long-time hardcore music maven who speaks nine languages, seven of which are of the computer programming variety.

which has the technology to affect it. "Historically, from Edison to Bill Gates, media has always been changed by technology. For better or worse Broadcast Architecture has altered the way music is made. In artists' obsession to get airplay they make tunes that sound like radio. Might the current evolution in technology actually bring a new and different style of artist into being because of how everyone can access music on the Web?"

Before the convention, Lavoie polled a slew of smooth jazz artists, including Jeff Lorber, Mindi Abair, Dave Koz and Jeff Golub, to learn what they consider the single most important factor in selling their music. The conclusion was unanimous: back-selling their name, song title and CD. As things stand today, this may rightly be termed the format's fundamental disconnect with the music biz.

KWJZ/Seattle PD Carol Handley outlined Sandusky/Seattle's cluster-wide embrace of digital applications like Quu and FlyCast for mobile devices (*Smooth Jazz*, Oct. 10). "The RDS information that already goes out on all of our signals shows what song and artist you're listening to in your car or digitally if you have HD radio. And it shows up on our Web site as a 'now playing' feature, which includes CD artwork and click-through to Spun.com to buy it," she said.

Mitchell observed the importance of social networking in linking the audience locally and globally. Bennett noted that listeners are directed at least three times every hour to WGRV's MySpace page.

WSJT/Tampa PD Ross Block, whose database contains 21,000 self-identified loyal listeners who receive the station's weekly e-newsletter, said, "I invite the record business to find a way to contact those folks through us. Our e-mail is like a newspaper: We can just add another section for you to do a free download, a special price or coupon." R&R

'Ignore Social Networks At Your Peril'

Panelists at the R&R Convention's smooth jazz format session voiced agreement concerning the vital role social networks play in the business of radio and records. Certainly, a social network is a tool, and all tools must be used correctly, "including chain saws," according to Koch



Mitchell

Entertainment VP of jazz and adult music **Chuck Mitchell**, who moderated. "You ignore the social networks at your peril. There are just too many people in too wide an age

group—younger, older, whatever you want. Millions upon millions are using these networks every day."

He added, "When you talk about the connectivity you can create in that area, so that your listeners can interact and connect with each other while they listen to what you're doing on the air, you're going to have a powerful global brand on your hands."—CA

R&R SMOOTH JAZZ

POWERED BY nielsen BDS

DMDS DIGITAL DOWNLOADS AVAILABLE AT DMDS.COM



► **JOHN LEGEND** PREVIEWS HIS THIRD STUDIO ALBUM, "EVOLVER," WITH "GOOD MORNING," WHICH ARRIVES AT NO. 27 WITH MOST INCREASED PLAYS (UP 23). HE BEGINS THE FIRST LEG OF HIS WORLD TOUR NOV. 13 IN MINNEAPOLIS.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	22	ERIC DARIUS GOIN' ALL OUT	BLUE NOTE/CAPITOL	393 +16	4.283	1
2	2	13	DAVE KOZ LIFE IN THE FAST LANE	CAPITOL	386 +12	4.194	2
3	4	36	NORMAN BROWN POP'S COOL GROOVE	PEAK/CMG	303 +1	3.231	4
4	3	17	PAUL HARDCASTLE MARIMBA	TRIPPIN' N' RHYTHM	295 -25	3.994	3
5	5	26	EARL KLUGH DRIFTIN'	KOCH	294 +13	2.331	7
6	6	29	BRIAN CLBERTSON ALWAYS REMEMBER	GRP/VERVE	243 -36	2.136	10
7	7	33	THE SAX PACK FALLIN' FOR YOU	SHANACHIE	231 -32	3.142	5
8	9	14	TIM BOWMAN SWEET SUNDAYS	TRIPPIN' N' RHYTHM	227 +3	2.594	6
9	10	15	WARREN HILL LA DOLCE VITA	EVOLUTION/KOCH	204 +1	2.116	11
10	8	27	WAYMAN TISDALE THROWIN' IT DOWN	RENDEZVOUS	202 -45	2.283	8
11	11	19	MICK HUCKNALL FARTHER UP THE ROAD	SIMPLYRED.COM/ATCO/RHINC	195 +5	1.775	14
12	12	14	KENNY G TANGO	STARBUCKS/CONCORD/CMG	182 -5	2.250	9
13	14	36	MARCUS MILLER FEATURING CORINNE BAILEY RAE FREE	3 DEUCES/CMG	180 +13	1.679	15
14	13	30	JESSE COOK CAFE MOCHA	COACH HOUSE/KOCH	177 -4	1.940	13
15	15	7	EUGE GROOVE RELIGIFY	NARADA JAZZ/CAPITOL	171 +7	1.972	12
16	18	14	NAJEE OUT OF A DREAM	HEADS UP	143 +10	1.603	16
17	16	9	NICK COLIONNE NO LIMITS	ON THE EDGE/KOCH	140 -6	1.569	18
18	17	8	WAYNE BRADY ORDINARY	PEAK/CMG	132 -12	0.986	23
19	16	16	AL GREEN FEATURING JOHN LEGEND STAY WITH ME (BY THE SEA)	BLUE NOTE/CAPITOL	123 -4	1.372	19
20	21	4	SERGIO MENDES FEATURING FERGIE THE LOOK OF LOVE	WILL.I.AM/STARBUCKS/CONCORD/CMG	116 +19	1.360	20
21	20	24	JAY SOTO STAY AWHILE	NUGROOVE	105 +3	1.195	21
22	22	7	MICHAEL LINGTON YOU AND I	NUGROOVE	95 +7	0.537	27
23	24	18	BONEY JAMES THE WAY SHE WALKS	CONCORD/CMG	91 +7	1.594	17
24	23	8	JEFF LORBER REHAB	PEAK/CMG	88 +1	0.845	25
25	24	7	FOURPLAY FORTUNE TELLER	HEADS UP	69 -5	0.285	-
26	25	14	MELODY GARDOT WORRISOME HEART	VERVE	64 +5	0.348	-
27	NEW	2	JOHN LEGEND GOOD MORNING	HOME SCHOOL/G.O.O.D./COLUMBIA	56 +23	0.922	24
28	29	2	MINDI ABAIR OUT OF THE BLUE	23/PEAK/CMG	52 +8	0.170	-
29	27	8	DAVID SANBORN FEATURING DEREK TRUCKS BROTHER RAY	DECCA	51 -3	0.190	-
30	28	2	PAUL TAYLOR STREAMLINE	PEAK/CMG	48 +3	0.443	29

NEW AND ACTIVE

ARTIST TITLE / LABEL	AUD / GAIN	ARTIST TITLE / LABEL	AUD / GAIN	ARTIST TITLE / LABEL	AUD / GAIN
CHRIS STANDING Have Your Cake & Eat It (Ultimate Vibe)	40/1	OLI SILK Chill Or Be Chilled (Trippin' N' Rhythm)	38/1	NOVELLO 33 Soul (Nogo)	34/3
TOTAL STATIONS:	4	TOTAL STATIONS:	5	TOTAL STATIONS:	3
STEVE WINWOOD Fly (Columbia)	40/0	VIBES ALIVE Lighthouse (Swingding)	35/10	ESPERANZA SPALDING Precious (Heads Up)	33/16
TOTAL STATIONS:	3	TOTAL STATIONS:	3	TOTAL STATIONS:	16

+ MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
WAYNE BRADY Ordinary (Peak/CMG) KSSJ, WDSJ, WLVE	3
TIM BOWMAN Sweet Sundays (Trippin' N' Rhythm) KOAS	1
PAUL HARDCASTLE Marimba (Trippin' N' Rhythm) WLVE	1
EUGE GROOVE Religify (Narada Jazz/Capitol) WNWV	1
JAY SOTO Stay Awhile (NuGroove) WDSJ	1
SERGIO MENDES FEAT. FERGIE The Look Of Love (will.i.am/Starbucks/Concord/CMG) WNUA	1
MINDI ABAIR Out Of The Blue (23/Peak/CMG) KIFM	1
ROBIN THICKE Magic (StarTrak/Interscope) WVMV	1
JOHN LEGEND Good Morning (Home School/G.O.O.D./Columbia) WJZZ	1
INGRID MICHAELSON The Way I Am (Cabin 24/Original Signal/RED) KJZY	1

SMOOTH JAZZ INDICATOR

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-
1	1	15	TIM BOWMAN SWEET SUNDAYS	TRIPPIN' N' RHYTHM	190 +18
2	2	13	DAVE KOZ LIFE IN THE FAST LANE	CAPITOL	170 -1
3	3	17	PAUL HARDCASTLE MARIMBA	TRIPPIN' N' RHYTHM	158 +2
4	6	16	WARREN HILL LA DOLCE VITA	KOCH	150 +7
5	4	16	NICK COLIONNE NO LIMITS	KOCH	150 -3
6	5	19	ERIC DARIUS GOIN' ALL OUT	BLUE NOTE/CAPITOL	142 -5
7	8	7	EUGE GROOVE RELIGIFY	NARADA JAZZ/CAPITOL	140 +1
8	7	6	FOURPLAY FORTUNE TELLER	HEADS UP	139 -2
9	15	6	MICHAEL LINGTON YOU AND I	NUGROOVE	134 +25
10	10	26	WAYMAN TISDALE THROWIN' IT DOWN	RENDEZVOUS	131 -1
11	12	19	NAJEE CUT OF A DREAM	HEADS UP	128 +1
12	11	10	BLAKE AARON SHINE INNER DISION	INNER DISION	127 -3
13	9	27	EARL KLUGH DRIFTIN'	KOCH	126 -12
14	14	7	OLI SILK CHILL OR BE CHILLED	TRIPPIN' N' RHYTHM	117 +7
15	13	7	SHILTS BACK ON THE HUDSON	NUGROOVE	109 -2
16	18	11	LARRY CARLTON ALL IN GOOD TIME (RECORDED)	335	105 +6
17	20	4	DAVID WELLS BAHAMAS BLUES	IBANCE	104 +7
18	16	17	KEN NAVARRO DADDY-O	POSITIVE	104 -2
19	26	4	ANDRE DELANO SISTA CALIENTE	NUGROOVE	102 +12
20	17	13	INCOGNITO N.O.T.	HEADS UP	100 -3
21	19	6	JEFF LORBER REHAB	PEAK/CMG	99 0
22	22	4	MIKE CATALANO RIGHT ON TIME	BLTMAN	98 +3
23	21	8	VIBES ALIVE LIGHTHOUSE	SWINGDING	94 -1
24	25	2	GORDON GOODWIN'S BIG PHAT BAND FEAT. PATTI LAUSTIN SEPTEMBER	EMERGENT	93 +2
25	23	4	WAYNE BRADY ORDINARY	PEAK/CMG	92 -1
26	27	3	URBAN JAZZ COALITION DEJA VU	CONTINUUM	89 +2
27	24	5	DAVID SANBORN FEAT. DEREK TRUCKS BROTHER RAY	DECCA	89 -3
28	NEW	2	GEORGE DUKE LISTEN BABY	HEADS UP	87 +11
29	NEW	2	GERALD VEASLEY YOUR MOVE	HEADS UP	84 +5
30	NEW	2	DARREN RAHN FEAT. WAYMAN TISDALE ON THE REBOUND	ILROOVE	83 +3

↑ MOST INCREASED PLAYS

+23	JOHN LEGEND Good Morning (Home School/G.O.O.D./Columbia) WNUA +13, WJZZ +10, WLOQ +6, KJZY +1
+19	SERGIO MENDES FEAT. FERGIE The Look Of Love (will.i.am/Starbucks/Concord/CMG) KKSJ +10, SLIC +6, KWJZ +2, WNUA +1, WSJT +1, KOAS +1, KYOT +1, WDSJ +1, WLVE +1
+16	ERIC DARIUS Goin' All Out (Blue Note/Capitol) KOAS +18, XWRC +3, KRVR +2, WJZZ +2, KIFM +2, KTWV +1, WSJW +1, WLOQ +1, KJZY +1
+16	ESPERANZA SPALDING Precious (Heads Up) SLIC +4, KIFM +1, KJZY +1, KOAS +1, KRVR +1, KTWV +1, KYOT +1, WDSJ +1, WJZZ +1, WLVE +1
+14	LEE MORGAN Since I Fell For You (Blue Note/Capitol) KIFM +1, KJZY +1, KOAS +1, KRVR +1, KTWV +1, KYOT +1, WDSJ +1, WJZZ +1, WLVE +1, WNUA +1

FOR WEEK ENDING OCTOBER 12, 2008

LEGEND: See legend to charts in charts section for rules and symbol explanations. 21 smooth jazz stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Indicator chart comprised of 16 reports.
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ADDED AT... KSSJ

Sacramento, CA
PD/MD: Lee Hansen
Kim Waters, Let's Get On It, O
Wayne Brady, Ordinary, O

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

SMOOTH JAZZ REPORTERS

WJZZ/Atlanta, GA* OM: Steve Hegwood PD/MD: Dave Kosh	WDSJ/Dayton, OH* OM/PD: Jeff Stevens	WQTQ/Hartford, CT PD/MD: Stewart Stone	KSBR/Los Angeles, CA OM/PD: Terry Wedel MD: Vienna Yip	WVAS/Montgomery, AL OM: Candy Capel PD: Mel Marshall MD: Jay Hoicy	KSSJ/Sacramento, CA* PD/MD: Lee Hansen	DMX Jazz Vocal Blend/Satellite PD/MD: Rochelle Matthews	KWJZ/Seattle, WA* PD: Carol Handley MD: Dina Rose
WEAA/Baltimore, MD PD: Sandi Mallory APD/MD: Marcellus "Bassman" Sheard	WVMV/Detroit, MI* OM/PD: Tom Sleeker MD: Sandy Kovach	KPVU/Houston, TX PD: Larry Coleman	KTWV/Los Angeles, CA* PD: Paul Goldstein APD/MD: Blake Florence	WHOV/Norfolk, VA PD: Kevin "The Moose" Anderson	KBZN/Salt Lake City, UT* OM/PD: Dan Jessop	DMX Smooth Jazz/Satellite PD/MD: Rochelle Matthews	KCOZ/Springfield, MO OM: Jane Jones PD/MD: Jarrett Grogan
WVSJ/Birmingham, AL OM/PD: Andy Parrish	WZJZ/Ft. Myers, FL OM: Louis Kaplan APD/MD: Randi Bachman	KJLU/Jefferson City, MO OM: Mike Downey PD/MD: Dan Turner APD: LaVaughn Wilson	WCRV/Melbourne, FL PD/MD: Randy Bennett APD: Jan Julian	WLOQ/Orlando, FL* PD: Paul Lavoie APD: Brian Morgan MD: Patricia James	KIFM/San Diego, CA* PD: Mike Vasquez APD: J. Weidenheimer MD: Kel y Cole	Music Choice Smooth Jazz/Satellite APD: Will Kinnally	WSJT/Tampa, FL* PD: Russ Block MD: Kathy Curtis
WNUA/Chicago, IL* OM: Carrin Davis PD: Rick O Dell	WSBZ/Ft. Walton Beach, FL PD: Mark Carter MD: Mark Edwards	KOAS/Las Vegas, NV* OM/PD: Duncan Payton	WLVE/Miami, FL* OM/PD: Rich McMillan	KYOT/Phoenix, AZ* PD/MD: Russ Egan	KKSJ/San Francisco, CA* PD/MD: Ken Jones	Sirius Jazz Cafe/Satellite* OM: Gregg Steele PD: Shirley Maldonado	XM Watercolors/Satellite* PD: Shirilita Colon MD: Lynette White
WNCV/Cleveland, OH* PD/MD: Angie Handa	WSJW/Harrisburg, PA* PD/MD: Paul Scott	KUAP/Little Rock, AR PD/MD: Michael Nellums	KRVR/Modesto, CA* OM/MD: Doug Wulff PD: James Bryan	KJZY/Santa Rosa, CA* PD: Gordon Zlot APD/MD: Rob Singleton	KJZY/Santa Rosa, CA* PD: Gordon Zlot APD/MD: Rob Singleton		

* Monitored Reporters



▶ IN ITS SECOND WEEK, **NICKELBACK'S** "GOTTA BE SOMEBODY" ROARS 11-8 ON CANADA ROCK, 16-9 ON CANADA HOT AC AND 30-15 ON CANADA CHR/TOP 40. THE BAND'S MUTT LANGE-PRODUCED "DARK HORSE" STREETS NOV. 18.

ALTERNATIVE & ACTIVE REPORTERS

ALTERNATIVE

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

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

WJSE/Atlantic City, NJ
OM/PD: Paul Kelly
MD: Scott Reilly

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

WBCN/Boston, MA*
PD: Mike Thomas
MD: Dan O'Brien

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

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

WZJO/Charleston, WV*
OM: Jeff Whitehead

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

WKQX/Chicago, IL*
PD: Marc Young

WSWD/Cincinnati, OH*
OM: Patti Marshall
PD: Jay Kruz
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

KFRF/Fresno, CA*
PD: Jason Squires
APD/MD: Ryan Oldfield

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

WGRD/Grand Rapids, MI*
OM/PD: Jerry Tarrant

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

WURH/Hartford, CT*
OM: Todd Thomas
PD: Becky Pohotsky

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

KTBZ/Houston, TX*
PD: Don Jantzen
MD: Karah Leigh

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

WTZR/Johnson City, TN*
OM: Bill Hagy
PD/MD: Jay Patrix

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

KFTE/Lafayette, LA*
PD: Scott Perrin
MD: Josh Boulanger

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

KROG/Medford, OR
PD/MD: Cosmo

WMFS/Memphis, TN*
MD: Sydney Nabors

WLUM/Milwaukee, WI*
PD: Jacent Jackson
APD: Stephen Kallao

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

WRFF/Philadelphia, PA*
OM: Thea Mitchem
PD/MD: John Allers
APD: Wendy Rollins

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

WXDX/Pittsburgh, PA*
OM/PD: John Moschitta

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

KNRK/Portland, OR*
PD: Mark Hamilton

WBRU/Providence, RI*
OM: Mark Stachowski
PD: Wendell Clough
APD: Tom Ghiden
MD: Nick Castillo

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

WDYL/Richmond, VA*
PD: Mojo

WRXL/Richmond, VA*
PD/MD: Casey Krukowski

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

WZNE/Rochester, NY*
OM: Mike Ninnie
PD: Nik Rivers

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

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/PD: Gregg Steele
APD: Tom Wilkinson

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

WFXH/Savannah, GA*
OM: Jon Robbins
PD: Boomer

KNDD/Seattle, WA*
PD: Mike Kaplan
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*
PD: Nixon

WSUN/Tampa, FL*
PD: Shark

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

KFMA/Tucson, AZ*
PD: Matt Spry
MD: Chris Firmage

KMYZ/Tulsa, OK*
PD: Kenny Wall

WWDC/Washington, DC*
OM: Thea Mitchem
PD: Dave Wellington
APD: Dave Hennessy
MD: Greg Roche

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

WSFM/Wilmington, NC
PD/MD: Mike Kennedy

ACTIVE

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

WZMR/Albany, NY*
OM/PD: Kevin Callahan

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

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

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

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

WCPR/Biloxi, MS*
OM/PD: Kenny Vest
MD: Denver Crabb

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

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

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

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

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

WRXR/Chattanooga, TN*
PD: Boner

WIL/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

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

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

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

KLAQ/El 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

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

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
						TW	+/-
1	1	7	AC/DC	ROCK N ROLL TRAIN	COLUMBIA/SONY BMG	550	-24
2	3	11	THE OFFSPRING	YOU'RE GONNA GO FAR, KID	COLUMBIA/SONY BMG	483	+55
3	2	8	OASIS	THE SHOCK OF THE LIGHTNING	BIG BROTHER/REPRISE/WARNER	455	-5
4	6	11	WEEZER	TROUBLEMAKER	DGC/UNIVERSAL	401	+18
5	7	17	APOCALYPTICA FEATURING ADAM GONTIER	I DON'T CARE	20-20/JIVE/SONY BMG	397	+28
6	5	19	THEORY OF A DEADMAN	BAD GIRLFRIEND	604/UNIVERSAL	393	-16
7	4	8	METALLICA	THE DAY THAT NEVER COMES	WARNER BROS./WARNER	358	-55
8	11	2	NICKELBACK	GOTTA BE SOMEBODY	EMI	355	+7
9	8	14	MOBILE	THE KILLER	UNIVERSAL	347	-14
10	9	14	STAINED	BELIEVE	FLIP/ATLANTIC/WARNER	335	-25
11	10	13	HINDER	USE ME	UNIVERSAL REPUBLIC/UNIVERSAL	333	-18
12	14	8	KINGS OF LEON	SEX ON FIRE	RCA/SONY BMG	309	+26
13	12	17	COLDPLAY	VIVA LA VIDA	PARLOPHONE/EMI	279	-57
14	15	18	THE STILLS	BEING HERE	ARTS & CRAFTS	278	0
15	19	5	THE TREWS	MAN OF TWO MINDS	THE BUMSTEAD/UNIVERSAL	239	+29
16	18	8	RISE AGAINST	RE-EDUCATION (THROUGH LABOR)	DGC/UNIVERSAL	237	+7
17	16	10	SAM ROBERTS	DETROIT '67	SECRET BRAIN/UNIVERSAL	231	-16
18	13	21	SLOAN	BELIEVE IN ME	MURDERRECORDS/SONY BMG	220	-69
19	25	3	THE KILLERS	HUMAN	ISLAND/UNIVERSAL	203	+27
20	21	28	DISTURBED	INSIDE THE FIRE	REPRISE/WARNER	186	-17
21	24	11	BUCKCHERRY	TOO DRUNK...	ELEVEN SEVEN/UNIVERSAL	185	-10
22	22	29	FOO FIGHTERS	LET IT DIE	ROSWELL/RCA/SONY BMG	184	-17
23	20	28	FINGER ELEVEN	TALKING TO THE WALLS	WIND-UP	184	-26
24	17	25	AIRBOURNE	RUNNIN' WILD	ROADRUNNER/UNIVERSAL	179	-66
25	23	23	CITY ANO COLOUR	SLEEPING SICKNESS	DINE ALONE	167	-31
26	11	3	BILLY TALENT & ANTI-FLAG	TURN YOUR BACK	WARNER MUSIC CANADA/WARNER	165	+7
27	28	19	SAVING ABEL	ADDICTED	SKIDCO/VIRGIN/EMI	153	+5
28	26	23	REV THEORY	HELL YEAH	VAN HOWES/MALOOF/DGC/UNIVERSAL	151	-10
29	29	27	KIO ROCK	ALL SUMMER LONG	TOP DOG/ATLANTIC/WARNER	136	0
30	30	5	ONE SECOND 2 LATE	FEAR OF A NATION	RED INK	115	-15

FOR WEEK ENDING OCTOBER 12, 2008

♦ indicates CanCon

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

WKLQ/Grand Rapids, MI*
OM: Steve Stewart
PD: Michael Grey
APD: Jay Deacon
MD: Darcy

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

WXQR/Greenville, NC*
OM: Mark McKinney
PD: Wes Styles

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

WQXA/Harrisburg, PA*
OM/PD: Ken Carson

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

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

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

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

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

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

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

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

WLRS/Louisville, KY*
OM: George Lindsey

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

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/PD: Troy Hanson
MD: Dean Warfield
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" Tysler

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

KDDX/Rapid City, SD
OM/PD: Jim Kallas

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

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

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

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

KURQ/San Luis Obispo, CA
OM/PD: Mark Mitchell

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

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

Sirius Octane/Satellite*
OM: Gregg Steele
PD: Jeff Regan

XM Squizz/Satellite*
PD: Bodhi Ebright
MD: Grant Random

KISW/Seattle, WA*
OM/PD: Dave Richards
APD: Ryan Castle

WHBZ/Sheboygan, WI
PD: Ron Simonet
MD: Dave Nelson



Dave Rossi brings adventurous spirit to new Live 100.5/Birmingham

Radio For Music Lovers

John Schoenberger

JSchoenberger@RadioandRecords.com

dave Rossi has always been something of a programming maverick, first with the adult-oriented alternative WAVF/Charleston, S.C., which he programmed from 1987 to 1996 (and again from 2003 to 2006) and then the genre-bending alternative WRAX/Birmingham from 1996 through the end of 2001. After a couple of years working on the label and artist management side, Rossi returned to the programming chair with the Aug. 15 launch of Citadel triple A WWMM (Live 100.5)/Birmingham.

Rossi is approaching the job with a broader perspective this time, believing that “some of the best new artists with the best new songs are doing it more or less on their own today. I saw this firsthand the past couple of years. Smart programmers need to get in touch with that part of what’s happening and bring it into their radio stations.”

R&R talked further with Rossi on programming Live 100.5.

What got you back into programming?

I first talked with Citadel/Birmingham GM Gigi South on July 15, and a month later we were on our way. Originally she reached out to me just to get my perspective on Birmingham and WRAX, but one thing led to another and Citadel made it very intriguing for me to come and do Live 100.5.

The early response has been amazing—much stronger than when we first launched WRAX back in the ‘90s, which ultimately exceeded an 8 share in the market. That’s where I first met and hired Scott Register and launched his “Reg’s Coffeehouse” show [see story, below]. Reg is the one who got Gigi to consider a unique approach and mentioned my name in the first place.

Is WAVF your template for this new station?

In many ways it is WAVF circa 1993-94. With Live 100.5, we are adventurous, but we are also aware that we’re trying to attract a female-leaning adult audience. We are going to pick from a variety of genres; this time we will be a hybrid of triple A with some alternative and adult contemporary flavor. Birmingham is a pop-leaning market and we need to keep that in mind.

A Local Touchstone

In the winter of 1997, “Reg’s Coffee House,” hosted by Scott Register, debuted on alternative WRAX/Birmingham. It has remained on the air at various stations since, now calling WWMM (Live 100.5) home. With his day job at the Coalition of Independent Music Stores, Register stays in front of the musical curve with album advances and exposure to up-and-coming artists.



“I have always thought of Scott’s show as our secret weapon, and I am thrilled that it’s again on a station that is a natural fit,” WWMM PD Dave Rossi says. “‘Reg’s Coffeehouse’ has been on in the market for 12 years now. People know him and trust him. His show is a great reference point for Live 100.5, and I hope to expand Reg’s presence on the station very soon.”—JS

‘I thought radio reached everyone, but as a regular radio consumer, I found that it wasn’t as forefront on my mind as I expected.’

—Dave Rossi



How did your time away from radio alter your perspective?

I discovered that radio doesn’t really connect with a significant segment of people. For 22 years I thought radio reached everyone, but the past two years have given me a different opinion. As a regular radio consumer, I found that it wasn’t as forefront on my mind as I expected.

People are consuming music more than ever, yet they are relying on radio less to find out about it. That has to change, not only for what I am trying with this station but with radio across the board. WWMM is going to do the work and scour the universe for new and exciting music, and the best of the best will be on our radio station. We intend to be the voice of authority when it comes to music.

How do you see this as an opportunity for radio?

There are many great artists out there that aren’t getting much radio airplay and yet they can come into town and sell out shows and sell records. Hopefully it’s those artists’ fans that we can add to the audience base.

Whatever people are used to from radio, we are trying to do the exact opposite. In a way, we’re going back to the 1970s: We want to recapture that sense of adventure and musical discovery.

Has Birmingham changed that much from your WRAX days?

Birmingham is a deceptively big town. The metro is almost 900,000 and the TSA is approaching 2 million. Plus, our signal also blasts into Tuscaloosa, which is a big college town. But as Birmingham continues to grow, I think it has pretty much kept the same lifestyle and social foundation. When people come to Birmingham, they adapt to the city pretty quickly.

Having said that, Birmingham is a big music town. In some ways I would put it on the same level as Austin or Nashville. I give much of that credit to the University of Alabama’s college station, WVUA in Tuscaloosa, which has always championed new music. I’ll go even further and say that college radio has played a very important role in supporting and exposing new music all over the Southeast. This is where many folks in the South developed the penchant for musical discovery that they have carried into their adult lives.

WWMM sounds like a station you personally love listening to.

We are all music lovers here, and we thrive on turning others on to what we have discovered. The key is to get the music lover out there to interact with us and then make sure we are listening and reacting to them.

Sometimes people in the industry view triple A as a dumping ground for music that can’t be played anywhere else, but I see it in a more positive light. It is the format that has fewer musical boundaries, and each station has a broad variety of artists and songs to choose from to fit the market it is serving. I see it as a great opportunity for our radio station and a way to help artists get on the right path to successful careers.

live100.5
birmingham's modern music

Music Monitor

Oct. 3, 11 a.m.

Matt Nathanson,

“Falling Apart”

Augustana, “Sweet and Low”

Goo Goo Dolls, “Big Machine”

Red Hot Chili Peppers, “Dani California”

G. Love & Special Sauce, “Wontcha Come Home”

The Sundays, “Wild Horses”

My Morning Jacket, “I’m Amazed”

INXS, “Devil Inside”

Fiona Apple, “Criminal”

Donavon Frankenreiter, “Hit the Ground Running”

Cracker, “Low”

Lenka, “The Show”

Son Volt, “Route”

Paolo Nutini, “Jenny Don’t Be Hasty”

Source: Station log

R&R TRIPLE A

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► **COLDPLAY'S "LOST!"** THE GROUP'S 12TH TOP 10 AND THIRD FROM "VIVA LA VIDA OR DEATH AND ALL HIS FRIENDS," VAULTS 10-4. THE SET IS THE QUARTET'S THIRD CONSECUTIVE STUDIO COLLECTION, FOLLOWING "A RUSH OF BLOOD TO THE HEAD" AND "X&Y," TO PRODUCE THREE TRIPLE A TOP 10s.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS		AUDIENCE	
					TW	+/-	MILLIONS	RANK
1	1	16	O.A.R. SHATTERED (TURN THE CAR AROUND)	NO. 1 (2 WKS) EVERFINE/ATLANTIC/RRP	526	-40	2.102	4
2	2	17	COUNTING CROWS COME AROUND	DCC/GEFFEN/INTERSCOPE	486	-24	2.012	5
3	5	4	SNOW PATROL TAKE BACK THE CITY	POLYDOR/FICTION/GEFFEN/INTERSCOPE	431	+26	2.672	2
4	10	7	COLDPLAY LOST!	CAPITOL	403	+54	1.831	6
5	7	14	BECK ORPHANS	DCC/INTERSCOPE	400	+19	2.153	3
6	4	14	DONAVON FRANKENREITER LIFE, LOVE & LAUGHTER	LOST HIGHWAY	379	-28	1.260	12
7	8	9	PRETENDERS BOOTS OF CHINESE PLASTIC	SHANGRI-LA	373	+5	1.820	7
8	6	8	SARAH MCLACHLAN I WANT ME 2	ARISTA/RMG	368	-15	1.198	13
9	3	20	COLDPLAY VIVA LA VIDA	11 ² CAPITOL	365	-71	2.901	1
10	11	13	ERIC HUTCHINSON ROCK & ROLL	LET'S BREAK/WARNER BROS.	355	+22	1.071	17
11	9	22	GAVIN ROSSDALE LOVE REMAINS THE SAME	INTERSCOPE	351	-14	1.645	8
12	13	31	MATT NATHANSON COME ON GET HIGHER	VANGUARD	312	-7	1.505	10
13	12	20	THE RACONTEURS OLD ENOUGH	THIRD MAN/WARNER BROS.	293	-27	1.583	9
14	15	7	RAY LAMONTAGNE YOU ARE THE BEST THING	RCA/RED	287	+14	1.074	16
15	14	24	MY MORNING JACKET I'M AMAZED	ATO/RED	272	-18	1.321	11
16	20	5	BRETT DENNEN FEATURING FEMI KUTI MAKE YOU CRAZY	DOWNTOWN/DUALTONE	251	+35	0.731	24
17	16	6	DEATH CAB FOR CUTIE CATH...	ATLANTIC	244	+6	1.035	19
18	17	8	INGRID MICHAELSON BE OK	CABIN 24/ORIGINAL SIGNAL/RED	232	-3	0.486	-
19	24	2	THE KILLERS HUMAN	AIRPOWER ISLAND/IDJMG	226	+62	1.119	15
20	8	8	MICHAEL FRANTI & SPEARHEAD SAY HEY (I LOVE YOU)	BOO BOO WAX/ANTI-/EPITAPH	223	-10	1.068	18
21	28	3	AMOS LEE WHAT'S BEEN GOING ON	BLUE NOTE/CAPITOL	206	+63	0.490	-
22	27	2	RYAN ADAMS & THE CARDINALS FIX IT	MOST ADDED LOST HIGHWAY	191	+41	0.478	-
23	22	6	LUCINDA WILLIAMS REAL LOVE	LOST HIGHWAY	190	+5	0.565	-
24	12	12	SHERYL CRDW MOTIVATION	A&M/INTERSCOPE	168	-52	0.481	-
25	8	8	JOHN MAYER FREE FALLIN'	COLUMBIA	167	-9	0.742	23
26	10	10	DELTA SPIRIT TRASHCAN	ROUNDER	166	+8	0.951	20
27	16	16	G. LDVE & SPECIAL SAUCE PEACE, LOVE & HAPPINESS	BRUSHFIRE	162	-38	0.580	29
28	5	4	ERIN MCCARLEY PONY (IT'S OK)	UNIVERSAL REPUBLIC	145	-15	0.154	-
29	NEW	NEW	DAVID BYRNE & BRIAN ENO STRANGE DVERTONES	TODD MUNDO	129	+24	0.764	22
30	NEW	NEW	JAMES MORRISON NOTHING EVER HURT LIKE YOU	GEFFEN/INTERSCOPE	125	+18	0.196	-

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
RYAN ADAMS & THE CARDINALS Fix It (Lost Highway) KPRI, WRNX, WXRT, WZEW	4
THE KILLERS Human (Island/IDJMG) KFOG, KPRI, KPTL, WRNX	4
KEANE The Lovers Are Losing (Interscope) KINK, KMTT, WCOO	3
TRACY CHAPMAN Sing For You (Atlantic) KTHX, KXLY, WCOO	3
RADIOHEAD Reckoner (TBD/ATO/RED) KGSR, KINK, WRNR	3
DEATH CAB FOR CUTIE Cath... (Atlantic) KRVB, WRLT	2
AMOS LEE What's Been Going On (Blue Note/Capitol) WRNR, WTTT	2
JOHN MELLENCAMP Troubled Land (Hear/CMG) KRSH, KXLY	2
NEEDTOBREATHE Washed By The Water (Atlantic) KPTL, KRVB	2

ADDED AT... KGSR
Austin, TX
PD: Lynn Barstow
MD: Susan Castle
James Morrison, Nothing Ever Hurt Like You, 8
The Fireman, Sing The Changes, 7
Radiohead, Reckoner, 7
FOR REPORTING STATIONS PLAYLISTS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
KEANE The Lovers Are Losing (Interscope) TOTAL STATIONS: 17	122/91	TRACY CHAPMAN Sing For You (Atlantic) TOTAL STATIONS: 10	95/31
AUGUSTANA I Still Ain't Over You (Epic) TOTAL STATIONS: 12	117/20	AMY MACDONALD Mr. Rock & Roll (Decca) TOTAL STATIONS: 7	87/25
KINGS OF LEON Sex On Fire (RCA/RMG) TOTAL STATIONS: 9	113/45	R.E.M. Until The Day Is Done (Warner Bros.) TOTAL STATIONS: 11	86/19
MISSY HIGGINS Where I Stood (eleven/Reprise) TOTAL STATIONS: 8	112/2	TV ON THE RADIO Crying (Interscope) TOTAL STATIONS: 8	71/10
TRISTAN PRETTYMAN Hello (Virgin/Capitol) TOTAL STATIONS: 10	96/1	KAISER CHIEFS Never Miss A Beat (B-Unique/Universal Motown) TOTAL STATIONS: 7	70/13

MOST INCREASED PLAYS

+91	KEANE The Lovers Are Losing (Interscope) KRVB +7, KXLY +16, WRXV +15, KINK +4, WCLZ +10, CIDR +9, KPRI +9, WNCS +5, SISP +4, KBCC +3
+63	AMOS LEE What's Been Going On (Blue Note/Capitol) SISP +32, KRVB +21, WCLZ +6, KPTL +4, WRNR +4, WNCS +4, WCOO +3, WRXP +2, WZEW +1, KMTT +1
+62	THE KILLERS Human (Island/IDJMG) WCLZ +11, KSWD +9, WRNX +9, CIDR +8, KXLY +6, WRXV +5, KPTL +5, KRXP +3, KFOG +3, WTTT +3
+54	COLDPLAY Lost! (Capitol) SISP +16, KRVB +15, WNCS +9, WRXV +7, WTTT +6, WXRT +6, KGSR +5, KSWD +4, KXLY +3, KRSH +3
+45	KINGS OF LEON Sex On Fire (RCA/RMG) WRNR +20, WCOO +9, WRXP +7, KENZ +7, WZEW +3, WXRT +2, KSWD +1

FOR WEEK ENDING OCTOBER 12, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
31 triple A stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Indicator chart comprised of 52 reporters.
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RECURRENTS



THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS		PLAYS		THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS		PLAYS	
		TW	LW	TW	LW			TW	LW		
1	JASON MRAZ I'M YOURS (ATLANTIC/RRP)	267	258	6	SARA BAREILLES BOTTLE IT UP (EPIC)	156	164				
2	NEEDTOBREATHE MORE TIME (ATLANTIC)	227	216	7	AUGUSTANA SWEET AND LOW (EPIC)	152	170				
3	SPOON DON'T YOU EVAH (MERGE)	167	189	8	LOS LONELY BOYS STAYING WITH ME (EPIC)	140	197				
4	DUFFY MERCY (MERCURY/IDJMG)	159	163	9	JACK JOHNSON HOPE (BRUSHFIRE/UNIVERSAL REPUBLIC)	124	170				
5	DEATH CAB FOR CUTIE I WILL POSSESS YOUR HEART (ATLANTIC)	158	156	10	EDDIE VEDDER HARD SUN (MONKEY WRENCH//RMC)	121	124				

WILD SWEET ORANGE EITHER / OR

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Wild Sweet Orange has made an outstanding debut.
Think Gish-era Smashing Pumpkins meets
pre-Vote-For-Change Bright Eyes.
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R&R TRIPLE A/ AMERICANA

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► **RODNEY CROWELL** CLAIMS THE POLE POSITION ON THE AMERICANA CHART, AS "SEX & GASOLINE" RISES 2-1. THE 18TH SOLO RELEASE OF CROWELL'S 30-YEAR CAREER IS HIS FIRST ON THE YEP ROCK LABEL.

THIS WEEK	LAST WEEK	WEEKS ON CHART	TRIPLE A INDICATOR		PLAYS
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	
1	1	8	RAY LABONTAGNE YOU ARE THE BEST THING	RCA/RED	579 +1
2	4	5	COLDPLAY LOST!	CAPITOL	513 +45
3	2	10	MICHAEL FRANTI & SPEARHEAD SAY HEY (I LOVE YOU)	BOO BOO WAX/ANTI-EPITAPH	504 -27
4	3	9	PRETENDERS BOOTS OF CHINESE PLASTIC	SHANGRI-LA	493 +4
5	7	6	BRETT LENNEN FEAT. FEMI KUTI MAKE YOU CRAZY	DOWNTOWN/DUALTONE	413 +27
6	5	6	LUCINDA WILLIAMS REAL LOVE	LOST HIGHWAY	410 -12
7	19	2	RYAN ADAMS & THE CARDINALS FIX IT	LOST HIGHWAY	386 +120
8	6	11	DAR WILLIAMS IT'S ALRIGHT	RAZOR & TIE	385 -17
9	11	3	SNOW PATROL TAKE BACK THE CITY	POLYDOR/FICTION/GEFFEN/INTERSCOPE	370 +43
10	10	7	DEATH CAB FOR CUTIE CATH...	ATLANTIC	353 +24
11	9	15	BECK ORPHANS	DGC/INTERSCOPE	347 -15
12	8	16	DONAVON FRANKENREITER LIFE, LOVE & LAUGHTER	LOST HIGHWAY	324 -60
13	13	7	JJ GREY & MOFRO ORANGE BLOSSOMS	ALLIGATOR	310 -6
14	15	9	BOB DYLAN DREAMIN' OF YOU	COLUMBIA	297 +14
15	25	2	DAVID BYRNE & BRIAN ENO STRANGE OVERTONES	TODO MUNDO	296 +77
16	16	5	BEN FOLDS FEAT. REGINA SPEKTOR YOU DON'T KNOW ME	EPIC	294 +19
17	14	6	INGRID MICHAELSON BE OK	CABIN 24/ORIGINAL SIGNAL/RED	284 +1
18	18	5	SARAH McLACHLAN U WANT ME 2	ARISTA/RMG	274 +4
19	17	12	COUNTING CROWS COME AROUND	DGC/GEFFEN/INTERSCOPE	271 0
20	12	14	DELTA SPIRIT TRASHCAN	ROUNDER	267 -55
21	20	8	BLUES TRAVELER YOU, ME AND EVERYTHING	VERVE FORECAST/VERVE	257 0
22	22	5	CALEXICO TWO SILVER TREES	QUARTERSTICK	254 +17
23	21	16	O.A.R. SHATTERED (TURN THE CAR AROUND)	EVERFINE/ATLANTIC/RRP	253 -3
24	23	11	CONOR BERST SAUSALITO	MERGE	234 -1
25	NEW		THE KILLERS HUMAN	ISLAND/IDJMG	232 +104
26	24	5	AUGUSTANA I STILL AIN'T OVER YOU	EPIC	231 0
27	29	2	KAISER CHIEFS NEVER MISS A BEAT	B-UNIQUE/UNIVERSAL MOTOWN	210 +21
28	NEW		AMOS LEE WHAT'S BEEN GOING ON	BLUE NOTE/CAPITOL	207 +24
29	30	4	OASIS THE SHOCK OF THE LIGHTNING	BIG BROTHER/REPRISE	200 +12
30	NEW		JAKOB DYLAN WILL IT GROW	STARBUCKS/COLUMBIA	193 +10

THIS WEEK	LAST WEEK	ARTIST TITLE	IMPRINT / PROMOTION LABEL	AMERICANA	
				TW +/-	CUMULATIVE
1	2	RODNEY CROWELL SEX AND GASOLINE	WORK SONG/YEP ROC	425 +21	2591
2	1	KASEY CHAMBERS & SHANE NICHOLSON RATTLIN' BONES	SUGAR HILL	422 -7	2855
3	7	OLD CROW MEDICINE SHOW TENNESSEE PUSHER	NETTWERK	376 +46	1430
4	3	CARRIE RODRIGUEZ SHE AIN'T ME	BACK PORCH/MANHATTAN/CAPITOL	363 -30	3780
5	5	TODD SNIDER PEACE QUEER	AIMLESS	361 +9	1859
6	6	LITTLE FEAT AND FRIENDS JOIN THE BAND	429/SLG	351 +7	3303
7	4	CHRIS KNIGHT HEART OF STONE	DRIFTER'S CHURCH	336 -25	3005
8	13	LUCINDA WILLIAMS LITTLE HONEY	LOST HIGHWAY	308 +65	1077
9	8	THE BAND OF HEATHENS THE BAND OF HEATHENS	BOH	305 -24	7674
10	9	DARRELL SCOTT MODERN HYMNS	APPLESEED	291 -19	3110
11	10	DONNA THE BUFFALO SILVERLINED	SUGAR HILL	256 -26	3588
12	15	BRUCE ROBISON THE NEW WORLD	PREMIUM	250 +19	1888
13	16	MICKY AND THE MOTORCARS NAIVE	SMITH	234 +7	1980
14	11	THE DUHKS FAST PACED WORLD	SUGAR HILL	228 -25	2467
15	12	RECKLESS KELLY BULLETPROOF	YEP ROC	218 -32	6491
16	17	HAYES CARLL TROUBLE IN MIND	LOST HIGHWAY	209 +1	11179
17	14	JOHN HIATT SAME OLD MAN	NEW WEST	202 -38	8088
18	20	ALEJANDRO ESCOVEDO REAL ANIMAL	BACK PORCH/MANHATTAN/CAPITOL	187 +3	7433
19	23	TAJ MAHAL MAESTRO	HEADS UP/CMG	184 +5	626
20	18	JOAN BAEZ DAY AFTER TOMORROW	RAZOR & TIE	182 -16	1501
21	22	GIRLS GUNS & GLORY INVERTED VALENTINE	GIRLS GUNS & GLDRY	174 -8	3946
22	24	HONEYBROWNE MILE BY MILE	SMITH	173 0	2923
23	44	PRETENDERS BREAK UP THE CONCRETE	SHANGRI-LA	172 +40	688
24	19	DAN TYMINSKI WHEELS	ROUNDER	171 -23	3314
25	21	J.J. GREY AND MOFRO ORANGE BLOSSOMS	ALLIGATOR	171 -12	1079
26	26	CALEXICO CARRIED TO DUST	QUARTERSTICK	170 +2	1178
27	46	YARN EMPTY POCKETS	YARN	161 +37	336
28	32	GRAYSON CAPPS & THE STUMPCKNOCKERS ROTT-N-ROLL	HYENA	153 +1	410
29	31	JERRY DOUGLAS GLIDE	KOCH	148 -5	918
30	27	DIGNEY FIGNUS TALK OF THE TOWN	FIGTONE	147 -19	939

MOST ADDED

KEANE 8 The Lovers Are Losing (Interscope) KOHO, KTAO, KYSL, Music Choice Adult Alternative, WAPS, WEHM, WOCM, WTYD	SUSAN TEDESCHI 6 True (Verve Forecast/Verve) KLRR, KROK, WBJB, WFPK, WNCW, WYEP	RYAN ADAMS & THE CARDINALS 5 Fix It (Lost Highway) KCLC, KDBB, KNBA, WNCW, WTYD	DAVID BYRNE & BRIAN ENO 4 Strange Overtones (Todo Mundo) CMX Folk Rock, KDBB, WRSI, WTYC	JENNY LEWIS 3 Carpetbaggers (Warner Bros.) CMX Folk Rock, Music Choice Adult Alternative, WDST
THE KILLERS 6 Human (Island/IDJMG) KDBB, KPND, Music Choice Adult Alternative, WAPS,	THE FIREMAN 6 Sing The Changes (ATO/RED) KOHO, KOZT,	TRACY CHAPMAN 4 Sing For You (Atlantic) KBAC, Music Choice		

FOR WEEK ENDING OCTOBER 12, 2008

MOST ADDED

BOB DYLAN 10 Tell Tale Signs: The Bootleg Series Vol. 8 (Columbia)	RYAN ADAMS AND THE CARDINALS 8 Cardiology (Lost Highway)	AXTON KINCAID 6 Silver Dollars (Free Dirt)	CHARLIE HADEN FAMILY & FRIENDS 5 Rambling Boy (Decca)
LUCINDA WILLIAMS 8 Little Honey (Lost Highway)	VARIOUS ARTISTS 6 Imus Ranch Record (New West)	JENNY LEWIS 6 Acid Tongue (Warner Bros.)	PRETENDERS 5 Break Up The Concrete (Shangri-La)
	YARN 6 Empty Pockets (Yarn)		RODNEY CROWELL 3 Sex And Gasoline (Work Song/Yep Roc)

FOR WEEK ENDING OCTOBER 12, 2008

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



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Concerns raised by Hispanic and urban radio and ad execs during the R&R Convention resonate following PPM rollout

United They Stood

Jackie Madrigal

JMadrigal@RadioandRecords.com

despite repeated calls by Hispanic and urban broadcasters and ad agencies for a delay in the PPM rollout, Arbitron went ahead and commercialized the new ratings service in eight new markets Oct. 6, two days ahead of schedule. Now, as the industry sifts through the numbers, which show declining ratings for numerous Hispanic and urban stations (see story, below), concerns raised by radio and advertising execs during a key R&R Convention session last month and other forums carry even greater resonance. Chief among those concerns is whether the PPM accurately measures listening and the very “mechanics” of the service.

Broadcasters and ad agencies showed a unified front against the rollout during the Sept. 18 R&R session in Austin, which included Border Media Partners president Jeff Hinson, Assn. of Hispanic Advertising Agencies PPM Council chairwoman and Tapestry VP/managing director Isabella Sánchez, Inner City/New York VP/GM Deon Levingston, Interep senior VP/director of urban marketing Sherman Kizart and Arbitron VP of multicultural business affairs Clara Carneiro. The session was moderated by Bustos Media VP of national sales Angie Balderas.

“United We Stand in a PPM World” panelists agreed that electronic audience measurement is a positive step forward for the radio industry, as long as “we get data that’s good data,” Levingston said. With broadcasters eating a 66% price hike from Arbitron for the service, “we should expect accountability from Arbitron, and accountability should start from day one,” Kizart said. Promising to fix defects by 2009 or 2010 is not good enough, he added.

“United we stand” is an important concept that Arbitron wants to embrace, Carneiro said. “We want to be united with our customers and servicing [their needs],” she said. The transition to the PPM will be difficult, she added, and requires unified efforts, understanding the concerns and addressing them. “But ultimately the boss that we all serve is the advertiser, and there is a need for accountability. Advertisers want accountability from their agencies, and agencies are going to demand accountability from broadcasters. And we

are here to offer research that provides you the ability to offer that accountability.”

Not There Yet

In theory, Sánchez said, the PPM will be more precise than diaries but it’s not quite there yet. “As we see the numbers, something is obviously very wrong with the mechanics,” Sánchez said. But Carneiro noted that the PPM not only represents an advancement in measurement technology over the paper diary but also involves several important methodological improvements. “And I might add that since the pause we made back in October [when Arbitron put further PPM rollout on hold for nine months], you can see a dramatic improvement in discrete demos in terms of sample size as well.”

On Oct. 7, Arbitron provided an update on those sample size improvements. On average, across PPM markets for the September 2008 reports released Oct. 6, Arbitron said it was exceeding its Hispanic persons 6+ and older sample target by 21%, its Hispanic Spanish-dominant sample target by 43% and its black persons 6+ sample target by 15%. Among the 18-34 demo, the average performance across the nine markets was 95% of the sample target. By race/ethnicity, black persons 18-34 averaged 97% of target and Hispanics 18-34 averaged 112% of target.

“I applaud Arbitron for making changes and getting closer, but we’re still far apart in how we view if we’re actually getting accurate listening coming out of PPM,” Hinson said at the R&R panel. “There’s

‘As we see the numbers, something is obviously very wrong with the mechanics.’

—Isabella Sánchez



Kizart

a serious disagreement about that, and we have got to come together on this point before we go live,” Hinson said, adding that the Spanish Radio Assn. research team is not endorsing the PPM as it stands.

Tougher Sell

Declining audience shares and rising costs will only make Hispanic and urban radio harder to sell, Sánchez said. “The fact that radio was less expensive was helping us sell radio. When I go to a client and say, ‘Hey, radio is twice as expensive as TV,’ radio is not going to get in these media plans. And that’s why we’re so concerned.” Even top-rated Hispanic and urban stations have to fight to get on a buy, Levingston said. “In New York in the diary, I was No. 1 and my competitor was No. 3, [tropical] WSKQ was No. 4 and [Latin pop] WPAT No. 5. We fight like hell to get more than one of us on a buy and that’s when we’re in the top five. It’s very important to realize that we’re talking about the life of your stations, because if you’re not the dominant station in the market, you fall off existence when you fall to the second tier.”

Unity and accountability among African-American and Hispanic broadcasters and Arbitron in a PPM environment are important, Kizart said, as long as they’re more than hollow promises. “There has to be real follow-up and follow-through with respect to making things happen,” he said. “When it comes to the survival of African-American and Latino broadcasters, there’s an alarm at the gate,” Kizart said, “and that alarm is very real.”

R&R

Mixed Bag

Results have been mixed for urban and Hispanic stations in the eight markets where Arbitron released PPM ratings Oct. 6. Among the success stories are the nationally syndicated “Steve Harvey Morning Show,” which ranked No. 1 in its target 25-54 audience on flagship station Inner City urban AC WBLS/New York, and the syndicated “Piolín Por La Mañana,” which led with 18-

to 34-year-olds in morning drive on Univision regional Mexican WOJQ/Chicago. Entravision’s Spanish adult hits KLYY/Riverside, a station with a weak signal in the Los Angeles metro, is up from 0.9 12+ in the spring ‘08 L.A. diary survey to 2.0 in the September PPM report. The station also rose 1.1-3.1 in 18-34 and 1.2-2.5 in 25-54 in the same period. Also in L.A., Spanish Broadcasting System’s regional Mexican KLAX saw slight increases, 3.2-3.3 in 12+ and 4.7-4.9 in 18-34, while Entravision’s Latin pop KSSE rose 1.6-2.0 12+. However, it declined

3.2-2.9 in its core 18-34 demo.

On the flip side, Clear Channel’s Chicago urban outlets were hit hard, with “Steve Harvey” on urban WGCI falling from first place in the diary survey to tie for 12th among 18-34 in the September PPM report and from second to rank outside the top 15 in 25-54. WGCI was No. 1 25-54 in the spring diary survey but now ranks 15th in the demo, tumbling 6.2-2.8.

In New York, all Latin stations took a dive, but most significant were Univision Radio’s Latin rhythm WCAA, which fell 3.8-1.7 12+ and 5.9-2.6 18-34. Regional Mexican WQBU dipped 1.1-0.6 12+, 3.0-1.5 18-34 and 1.3-0.6 25-54.

In L.A., “Piolín Por La Mañana” on Univision regional Mexican KSCA—which ranked No. 1 12+, 18-34 and 25-54 in the last four surveys, except winter ‘08 when it was No. 3 in 12+—fell to second place in 12+ and third in the other two demos in the September PPM report.—Jackie Madrigal and Darnella Dunham



R&R REGIONAL MEXICAN

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► **PESADO** POSTS ITS SIXTH TOP 10 AND FIFTH SINCE "A CHILLAR A OTRA PARTE" IN 2005, AS "OJALA" HURTTLES 19-9 (UP 137 PLAYS). THE BAND HAS PLACED 25 TITLES ON THE LIST BEGINNING WITH THE NO. 8 "ESO ME GUSTA" IN 1996. IT NOTCHED ITS SOLE NO. 1 TO DATE WITH "OJALA QUE TE MUERAS" IN 2004.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	1) NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW	CHG	AUDIENCE MILLIONS	RANK
1	1	12	ALACRANES MUSICAL DAME TU AMOR	FONOVISA	1708	-15	13.294	2
2	14	14	LOS PIKADIENTES DE CABORCA LA CUMBIA DEL RIO	SONY BMG NORTE	1699	+62	13.775	1
3	10	10	LA ARROLLADORA BANDA EL LIMON Y QUE QUEDE CLARO	DISA/EDIMONSA	1514	+77	10.539	5
4	33	33	LOS DAREYES DE LA SIERRA HASTA EL DIA DE HOY	DISA	1454	-46	11.147	3
5	21	21	VICENTE FERNANDEZ PARA SIEMPRE	SONY BMG NORTE	1386	+15	10.583	4
6	13	13	JULIO CHAIDEZ EL AMOR EN ARRRO	ASL	1093	-15	7.688	6
7	9	9	JENNI RIVERA CULPABLE O NOCENTE	FONOVISA	1024	+119	7.127	7
8	24	24	CUISILLOS VIVE Y DEJAME VIVIR	MUSART/BALBOA	884	-74	4.939	10
9	4	4	PESADO OJALA	ASL	810	+137	3.273	23
10	8	8	CONJUNTO PRIMAVERA SENTI	FONOVISA	810	+35	4.093	19
11	5	5	MARCO ANTONIO SOLIS NO MOLESTAR	FONOVISA	801	+157	3.800	22
12	37	37	GERMAN MONTERO AMANTES ESONDIDOS	UNIVISION	762	-37	6.441	8
13	10	10	ESPINOZA PAZ EL PROXIMO VIERNES	ASL	752	+21	5.663	9
14	15	15	JOAN SEBASTIAN SIGO VIVO	MUSART/BALBOA	715	+31	4.264	15
15	20	20	LOS TEMERARIOS SI TU TE VAS	FONOVISA	707	-43	4.452	12
16	9	9	BANDA EL RECODO NO HAY NOVEDAD	FONOVISA	702	-42	4.386	13
17	8	8	BANDA MACHOS NO HAY PROBLEMA	SONY BMG NORTE	668	+26	4.331	14
18	23	3	GRUPO MONTEZ DE DURANGO ESPERO	DISA	667	+145	4.135	17
19	25	25	INTOCABLE TU ADIOS NO PIATA	EMI TELEVISION	660	-55	2.808	29
20	17	17	PATRULLA 81 LOS REPROCHES DEL VIENTO	DISA	646	-77	3.844	20
21	26	26	LOS RIELEROS DEL NORTE A PUNTO DE LORAR	FONOVISA	588	-93	4.113	18
22	17	17	LOS NOBLEZA DE AGUILILLA CON MENTIRA NO	SIMON	584	-2	1.544	-
23	33	33	EL CHAPO DE SINALOA MALDITO LICOR	DISA	523	+167	2.994	26
24	4	4	CARDENALES DE NUEVO LEON YA LO SE	ASL	512	+50	2.863	27
25	9	9	EL TIGRILLO PALMA EL BAZUCAZO	FONOVISA	511	0	2.740	30
26	3	3	EL POTRO DE SINALOA DEJAME VACIO	MUSIVISA	461	+98	4.709	11
27	11	11	FIDEL RUEDA NO PUEDO PERDONARTE	FONOVISA	439	-62	1.267	-
28	2	2	LOS RIELEROS DEL NORTE AUXILIO	FONOVISA	427	+78	2.261	33
29	7	7	LOS TIGRES DEL NORTE SANGRE CALIENTE	FONOVISA	407	-19	0.956	-
30	3	3	EL GUERO Y SU BANDA CENTENARIO VEN TU	A.R.C.	400	+24	0.965	-
31	NEW	NEW	BANDA MS EL MECHON	ASL	395	+92	3.843	21
32	18	18	LOS INQUETOS DEL NORTE LA BORRACHERA	EAGLE	373	-111	3.105	25
33	2	2	LALO MORA EL ASALTA CUNAS	DISA/EDIMONSA	371	+35	2.037	35
34	20	20	SERGIO VEGA MI BUEN AMANTE	SONY BMG NORTE	371	-50	4.192	16
35	18	18	K-PAZ DE LA SIERRA VOLVERE	DISA/EDIMONSA	365	-7	2.469	31
36	11	11	TIERRA CALI MAS ALLA DE LA DISTANCIA	VENEMUSIC	364	-48	1.792	40
37	14	14	FLEX TE QUIERO	EMI TELEVISION	360	-38	1.769	-
38	NEW	NEW	LUZ RIOS FEATURING JOAN SEBASTIAN AIRE	LCR	329	+41	1.123	-
39	RE-ENTRY	RE-ENTRY	ADAN ROMERO SOLO UN DIA (A-HORA TE AMO)	LA SIERRA	318	+11	2.849	28
40	NEW	NEW	INTOCABLE LLEVAME EN TU VIAJE	EMI TELEVISION	310	+94	3.171	24

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
CUISILLOS Aunque Tengas La Razon (Musart/Balboa) KOUT, KIWI, KJFA, KMQA, KRAY, KSKD, KTUZ, KWEI, KYQQ, WBZY	10
GRUPO MONTEZ DE DURANGO Espero (Disa) KGBT, KISF, KRYP, KSAH, KWEI, WYMY	6
EL POTRO DE SINALOA Dejame Vacio (Musivisa) KIWI, KLBN, KMQA, KOND, KXPB, KXTS	6
MARCO ANTONIO SOLIS No Molestar (Fonovisa) KGBT, KLAX, KLHB, KSAB, KXPB	5
BANDA MS El Mechon (ASL) KBNO, KBUE, KLAX, KLVO, XHTY	5
EL COYOTE Cita Con Un Invento (Musivisa) KDUT, KGBT, KMQA, KSKD, KYQQ	5
LOS TUCANES DE TIJUANA Se Fue Mi Amor (Musivisa) KGBT, KJFA, KSKD, KXTS, WLEY	5
PESADO Ojala (ASL) KBNO, KISF, KMQA, XHTY	4
LALO MORA El Asalta Cunus (Disa/Edimonsa) KESO, KLVO, KMYX, KSAH	4
INTOCABLE Llevame En Tu Viaje (EMI Televisa) KOND, KSAC, WLEY, XHTY	4

ADDED AT... KISF
Las Vegas, NV
PD: Jose Ramon Bravo
Los Cardenales De Nuevo Leon, Ya Lo Se, 13
Pesado, Ojala, 13
Grupo Montez De Durango, Espero, 12
German Montero, Pensando En Ti, 7
FOR REPORTING STATIONS PLAYLISTS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
ISABELA Mis Ojos Lloran Por Ti (Disa)	308/22	DEZATADOS Un Beso (Disa)	197/42
TOTAL STATIONS: 23		TOTAL STATIONS: 17	
LOS CREADORES DEL PASITO DURANGUENSE DE ALFREDO RAMIREZ Si Yo Fuera Otro (Disa/Edimonsa)	273/34	LOS ORIGINALES DE SAN JUAN Alineando Cabritos (EMI Televisa)	191/8
TOTAL STATIONS: 23		TOTAL STATIONS: 14	
GERMAN MONTERO Pensando En Ti (Fonovisa)	244/49	SERGIO VEGA Que Se Mueran Los Teos (Sony BMG Norte)	190/59
TOTAL STATIONS: 26		TOTAL STATIONS: 23	
CUISILLOS Aunque Tengas La Razon (Musart/Balboa)	222/222	BANDA PACHUCO Aunque Me Juzguen De Loco (Balboa/Musart)	176/53
TOTAL STATIONS: 15		TOTAL STATIONS: 10	
LABERINTO La Soraya (Musart/Balboa)	219/8	TITANES DE DURANGO El Borracho (Disa)	155/53
TOTAL STATIONS: 15		TOTAL STATIONS: 12	

MOST INCREASED PLAYS

+222	CUISILLOS Aunque Tengas La Razon (Musart/Balboa) KSKD +44, KWEI +37, KDUT +32, KIWI +20, KRAY +16, KTUZ +16, KJFA +13, KYQQ +13, KMQA +7, WBZY +7
+167	EL CHAPO DE SINALOA Maldito Licor (Disa) KROM +26, KSAC +17, KCMT +15, KXPB +14, KBNO +11, KLBN +10, KIWI +10, KSAH +9, XHTY +9, KRAY +9
+157	MARCO ANTONIO SOLIS No Molestar (Fonovisa) KGBT +22, KLAX +20, KSKD +18, KXPB +17, KLHB +12, WJVO +10, KSAB +9, KLVO +8, KCLM +8, KRZZ +8
+145	GRUPO MONTEZ DE DURANGO Espero (Disa) KGBT +20, WLEY +19, KDXX +17, KWEI +15, KRYP +14, KBNO +12, KISF +12, KSAH +12, XHTY +12, WYMY +10
+137	PESADO Ojala (ASL) KBNO +15, KJFA +14, XHNZ +14, WBEY +13, XHTY +13, KISF +12, KTUZ +11, KYQQ +9, KMQA +8, KRYP +7

FOR WEEK ENDING OCTOBER 12, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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REGIONAL MEXICAN MONITORED REPORTERS

KJFA/Albuquerque, NM PD: Henry Gonzalez	KMYX/Bakersfield, CA OM: Robert Chavez PD: Cesar Chavez	KESS/Dallas, TX PD: Oscar Rios	WEDJ/Indianapolis, IN PD/MD: Manuel Sepulveda	KKPS/McAllen, TX PD: Manolo Sar Roman MD: Robert Mcintalvo	KXPB/Portland, OR OM/MD: Paulo Daniz APD/MD: Nancy Corcuera	KSAH/San Antonio, TX OM: Robin Flores PD: Alfonso Flores APD: Minnie Ochoa MD: Juan Martinez	KSOL/San Francisco, CA PD/MD: Jose Luis Gonzalez
KLVO/Albuquerque, NM PD/MD: Rene Leon	KWEI/Boise, ID OM: Steve Ramirez PD: Melvin Albarez	KBNO/Denver, CO PD: Socorro Rios MD: Zenon Ferrufino	KISF/Las Vegas, NV PD: Jose Ramon Bravo	KSKD/Merced, CA OM: Debbie Gomez PD: Saul Fiallos	WYMY/Raleigh, NC PD: Julie Garza	KXTN/San Antonio, TX PD: Jon Ramirez APD: Pete A. Morales III	KIST/Santa Barbara, CA OM: Keith Royer PD: Jose Fierros
KRYP/Astoria, OR OM: Dave Arthur PD/MD: Jose Elias Cruz	WLEY/Chicago, IL PD: Ezequiel Gonzalez	KXPB/Denver, CO PD: Napoleon Sanchez	KBUE/Los Angeles, CA PD: Pepe Garza	KRAY/Monterey, CA PD: Vicente Romero	KXSB/Riverside, CA PD/MD: Salvador Prieto	KXTS/Santa Rosa, CA OM: Krista Bowker PD: Alex Ballesteros	KSTN/Stockton, CA PD: Kent Rodriguez
WBZY/Antonia, GA PD: Raffy Contigo APD: A y Young	WOJD/Chicago, IL OM: Cesar Canales PD: Rafael Bautista	XHNZ/EI Paso, TX PD: Francisco Aguirre	KLAX/Los Angeles, CA OM: Pio Ferro PD: Juan Carlos Hidalgo MD: Lupita Del Castillo	WQBU/New York, NY PD: Gerardo Lopez APD: Gabriel Pino	KTTA/Sacramento, CA PD: Juan Gonzalez	KLN/San Diego, CA PD: Antonio Covarrubias APD: Gabriel Alvarez	KSTN/Stockton, CA PD: Kent Rodriguez
KHHL/Austin, TX PD: Jose Jimenez Martinez	KLHB/Corpus Christi, TX OM: Clayton Allen PD/MD: Luis Munoz	KLBN/Fresno, CA PD/MD: Jorge Guillen	KSCA/Los Angeles, CA PD: Veronica Nava	KTUZ/Oklahoma City, OK OM/MD: Kevin Christopher MD: Gabriel Ocegueda	KDUT/Salt Lake City, UT OM: Carlos Martin Valdez PD: Cesar Valdivia	XHTY/San Diego, CA PD: Elvis Valle	WLCC/Tampa, FL PD: Luis Ericeno
KIWI/Bakersfield, CA PD/MD: Raul Evangelista	KSAB/Corpus Christi, TX OM: Paula Newell PD/MD: Dan Pena	KOND/Fresno, CA PD: Juan Fernando	KWIZ/Los Angeles, CA PD: Eddie Leon	KXLM/Oxnard, CA PD/MD: Salvador Prieto	KLEY/San Antonio, TX OM/MD: Alfonso Flores APD/MD: Edgar Monsivais	XOCL/San Diego, CA PD: Marylu Ramos APD: Gisel Moreno	KCMT/Tucson, AZ PD/MD: Enrique Mayans
KMQA/Bakersfield, CA OM: Irene Escalante PD/MD: Yesenia De Luna APD: Victor Martinez	KDXX/Dallas, TX OM: Andy Lockridge PD: Jesus Espiricueta	KLTN/Houston, TX PD: Raul Brindis MD: Angel Basulto	KESQ/McAllen, TX OM: Romeo Herrera PD: Mario Facundo	KHOT/Phoenix, AZ OM: Eleazar Garcia PD: Nelson Ose da	KROM/San Antonio, TX PD: Rogelio Leal	KRZZ/San Francisco, CA OM: Olga Rosales PD: Jesse Portillo	KYQQ/Michigan, KS OM: Bevellee Brannigan PD: Arnoldo Gonzalez

R&R LATIN POP

POWERED BY **nielsen** BDS



► **TOBY LOVE** MAKES THE CHART'S LARGEST POSITIONAL LEAP, AS "LLORAR LLOVIENDO" SOARS 40-31. WITH THE VAULT, THE SONG BESTS THE PEAK OF HIS LONE PREVIOUS ENTRY, THE NO. 37 "TENGO UN AMOR" IN 2006. ON LATIN RHYTHM, LOVE'S CURRENT HIT ROSE TO NO. 9 IN AUGUST.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	15	LUIS FONSI NO ME DOY POR VENCIDO	UNIVERSAL LATINO	1374 -23	14.541 1
2	2	16	ENRIQUE IGLESIAS LLORAR POR TI	UNIVERSAL LATINO	1165 -23	9.950 2
3	5	9	REIK INOLVIDABLE	SONY BMG NORTE	937 +111	7.006 8
4	3	22	GLORIA TREVI CINCO MINUTOS	UNIVERSAL LATINO	888 -45	7.992 6
5	4	14	HA*ASH NO TE QUIERO NADA	SONY BMG NORTE	820 -33	6.798 9
6	9	2	RICARDO ARJONA COMO DUELE	WARNER LATINA	802 +181	9.829 3
7	6	29	MANA SI NO TE HUBIERAS IDO	WARNER LATINA	741 -38	9.125 4
8	8	5	JUANES ODIO POR AMOR	UNIVERSAL LATINO	721 +100	8.856 5
9	7	10	FRANCO DE VITA MI SUENO	SONY BMG NORTE	707 -10	7.152 7
10	10	50	FLEX TE QUIERO	EMI TELEvisa	649 +11	5.994 11
11	12	36	ENRIQUE IGLESIAS DONDE ESTAN CORAZON	UNIVERSAL LATINO	552 +14	6.766 10
12	11	17	CAMILA ME OIA IGUAL	SONY BMG NORTE	516 -44	3.552 20
13	13	42	JUANES GOTAS DE AGUA DULCE	UNIVERSAL LATINO	503 -35	3.304 21
14	16	6	JESSE & JOY ESTO ES LO QUE SOY	WARNER LATINA	485 +57	4.460 14
15	18	19	AVENTURA EL PERDEDOR	PREMIUM LATIN	484 +65	4.372 15
16	14	13	MANA ARDE EL CIELO	WARNER LATINA	407 -65	2.860 23
17	17	8	LA OREJA DE VAN GOGH EL ULTIMO VALS	SONY BMG NORTE	401 +12	3.783 18
18	15	8	MOTEL FEATURING PATY CANTU DOS PALABRAS	WARNER LATINA	394 -53	3.270 22
19	20	28	LUIS MIGUEL SI TU TE ATREVES	WARNER LATINA	367 +14	3.552 19
20	26	3	RKM & KEN-Y TE REGALO AMORES	PINA/MACHETE	336 +43	2.482 28
21	23	7	FONSECA ARRROYITO	EMI TELEvisa	296 -21	3.934 17
22	22	12	ALEJANDRO FERNANDEZ SIN CONSIDERACION	SONY BMG NORTE	296 -25	2.683 26
23	21	10	CHAYANNE AMOR INMORTAL	SONY BMG NORTE	295 -56	5.581 12
24	19	13	TOMMY TORRES TARDE O TEMPRANO	WARNER LATINA	272 -86	2.596 27
25	24	10	LOLA SI ME BESAS	EMI TELEvisa	265 -38	1.966 37
26	28	3	MARCO ANTONIO SOLIS NO MOLESTAR	FONOVisA	250 +33	4.113 16
27	27	13	PLAYA LIMBO EL TIEMPO DE TI	SONY BMG NORTE	218 -19	0.669 -
28	25	7	KALIMBA JAMAS	SONY BMG NORTE	218 -69	0.476 -
29	30	6	EDDY LOVER LUNA	MACHETE	208 +17	1.904 38
30	31	2	BETO CUEVAS VUELVO	WARNER LATINA	207 +26	2.425 30
31	40	2	TOBY LOVE LLORAR LLOVIENDO	SONY BMG NORTE	202 +54	1.607 40
32	34	17	VICENTE FERNANDEZ PARA SIEMPRE	SONY BMG NORTE	195 +22	4.910 13
33	33	11	ERRE XI CARITA BONITA	MAS FLOW/MACHETE	188 +14	1.062 -
34	29	7	BELANOVA ONE, TWO, THREE, GO! (1, 2, 3 GO!)	UNIVERSAL LATINO	181 -22	0.668 -
35	35	1	DADDY YANKEE POSE	EL CARTEL	169 +25	2.039 35
36	39	5	LA SECTA ALLSTAR NO PUEDES PARAR	NO LITTLE FISH	164 +10	2.109 33
37	37	1	KANY GARCIA ESTICMA DE AMOR	SONY BMG NORTE	159 +59	2.197 32
38	36	2	HECTOR ACOSTA SIN PERDON	VENEMUSIC	159 -4	1.068 -
39	35	5	TERCER CIELO YO TE EXTRANARE	KASA	158 -15	2.203 31
40	38	6	KATY PERRY I KISSED A GIRL	CAPITOL	156 0	1.582 -

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
JUANES Odio Por Amor (Universal Latino) KAMA, KP5L, KQKQ, KTCY, WVJP	5
RICARDO ARJONA Como Duele (Warner Latina) KAMA, KRIO, KSSE, XLTN	4
RKM & KEN-Y Te Regalo Amores (Pina/Machete) KAMA, KQKQ, WIAC, WKAQ	4
FLEX Te Quiero (EMI Televisa) KAMA, KJMN	2
AVENTURA El Perdedor (Premium Latin) KAMA, KXXS	2
TOBY LOVE Llorar Lloviendo (Sony BMG Norte) KQKQ, WVVA	2
CALLE 13 FEAT. CAFE TACUBA No Hay Nadie Como Tu (Sony BMG Norte) KSSE, KXXS	2
LUZ RIOS FEAT. JOAN SEBASTIAN Aire (LCR) KP5L, WPAT	2
GLORIA TREVI Pruebame! (Universal Latino) KBMG, XAVO	2
XTREME Through That Window (Enamorado Estoy) (La Calle/Machete) WRLX, WVIV	2

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
CALLE 13 FEAT. CAFE TACUBA No Hay Nadie Como Tu (Sony BMG Norte) TOTAL STATIONS: 11	147/86	ZORRO VIEJO Chica Especial (Nu) TOTAL STATIONS: 4	122/12
MAKANO Te Amo (Panana) TOTAL STATIONS: 5	136/36	IVY QUEEN Dime (Machete) TOTAL STATIONS: 5	115/39
VICTOR & LEO Nada Es Normal (Sony BMG Norte) TOTAL STATIONS: 9	136/25	ADRIANNA FOSTER Pienso En Ti (Viva) TOTAL STATIONS: 8	105/11
JULIETA VENEGAS CON GUSTAVO SANTAOLALLA Algun Dia (Sony BMG Norte) TOTAL STATIONS: 7	126/8	LUZ RIOS FEAT. JOAN SEBASTIAN Aire (LCR) TOTAL STATIONS: 6	99/33
ANGEL & KHRIZ Na De Na (Vi/Machete) TOTAL STATIONS: 11	122/26	ROSARIO No Dudaria (Universal Latino) TOTAL STATIONS: 4	95/33



ADDED AT...
KPSL
Bakersfield, CA
PD: Isidro Roman

Reik, Inolvidable, 10
Luz Rios Feat. Joan Sebastian, Aire, 9
Marco Antonio Solis, No Molestar, 9
Juanes, Odio Por Amor, 8

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

FOR WEEK ENDING OCTOBER 12, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
31 Latin pop, 17 tropical and 11 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	WPRM/Puerto Rico PD: Jorge Pabon	WORC/Worcester, MA OM: Lilly Guzman PD: Andres Perez APD/MD: Sergio Toribio	KLLE/Fresno, CA PD: Al Sanchez MD: Ramona Rivera	KVIB/Phoenix, AZ PD: Bobby Ramos APD: Mark Garcia
WEST/Allentown, PA OM: Jeffrey Maddox PD: Tony Rodriguez APD: Jay Miguel	WRUM/Orlando, FL PD: Raymond Torres	WZNT/Puerto Rico PD: Pedro Arroyo	LATIN RHYTHM	WTLQ/Ft. Myers, FL PD: Hector Velazquez	WODA/Puerto Rico OM: Jose Nelson PD/MD: Rogie Gallart
WNNW/Boston, MA OM: Kevin Wright PD: Jonny McKenzie	WEMG/Philadelphia, PA PD: Maria Del Pilar	WSPR/Springfield, MA PD: Nelson Brudys	KFZO/Dallas, TX OM: Andy Lockridge APD: Alejandro Covarrubias MD: Jesus Lopez	KXOL/Los Angeles, CA OM: Pio Ferro PD: Jerry Pulles	WVOZ/Puerto Rico PD: Jamie Ortiz MD: Edgar Diaz
WLAT/Hartford, CT PD: Robbie "DJ" Triguero	WUBA/Philadelphia, PA PD: Milca Madera	WYUU/Tampa, FL OM: Mike Culotta PD: George Mier MD: Carlos Jose Peralta	KZZA/Dallas, TX PD: Raquenell Villarreal MD: Juan Tapia	WRTO/Miami, FL OM: Loretta Anaya PD: Walo Davila	KVVZ/San Francisco, CA PD: Bismarck Espinoza
WXDJ/Miami, FL PD: Gino "Latino" Reyes	WKKB/Providence, RI PD: Darwin Garcia	WLZL/Washington, DC PD: Aracely Rivera		WCAA/New York, NY OM: Pete Manriquez PD: Tony Santos MD: DJ Kazzanova	
WSKQ/New York, NY PD: Tony Luna	WPMZ/Providence, RI PD: Dilson Mendez, Jr.				



► **JORGE CELEDON & JIMMY ZAMBRANO** RIDE A 22% INCREASE IN PLAYS (UP 44) TO A NEW CHART PEAK, AS "ME VIO LLORAR" ROLLS 11-7 THE TRACK ALSO SPORTS A 66% INCREASE ON THE AUDIENCE LIST, WHERE IT BECOMES THE PAIR'S FIRST CHART-TOPPER (8-1).

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	14	LUIS FONSI NO ME DOY POR VENCIDO	UNIVERSAL/LATINO	376 +3	1.728	11
2	6	16	ACOLESCENT'S ORQUESTA ENAQUEL LUGAR	KORTAJ UNION	313 +37	3.231	3
3	3	33	GILBERTO SANTA ROSA NO TE VAYAS	SONY BMG NORTE	303 -8	1.329	16
4	2	30	JUAN LUIS GUERRA Y 440 CON OYO	EMI TELEVISIA	300 -39	2.472	4
5	4	47	AVENTURA EL PERDEDOR	PREMIUM LATIN	291 -5	1.356	15
6	5	29	CHARLIE CRUZ TU ME CONFUNDES	SONY BMG NORTE	254 -26	0.889	25
7	11	23	JORGE CELEDON & JIMMY ZAMBRANO ME VIO LLORAR	SONY BMG NORTE	239 +44	3.674	1
8	7	33	WISIN & YANDEL AHORRA ES	MACHETE	236 -8	1.997	8
9	8	5	RKM & KEN-Y TE REGALO AMORES	PINA/MACHETE	227 -1	1.544	13
10	9	11	EDDY LOVER LUNA	MACHETE	211 +7	1.292	18
11	14	28	EL CHAVAL DONDE ESTAN ESOS AMIGOS	MAS/VENEMUSIC	188 +15	2.353	5
12	16	14	FUEGO MI ALMA SE MUERE	CHOSEN FEW EMERALD/ONE	186 +22	0.797	26
13	10	28	MANA SI NO TE HUBIERAS IDO	WARNER LATINA	179 -21	0.903	24
14	1	10	DC MENIC MARTE YO ME EQUIVOCO	M.P./JVN/J & N	167 -20	0.281	-
15	19	19	TOBY LOVE LLORAR LLOVIENDO	SONY BMG NORTE	151 -1	1.767	10
16	18	5	OSCAR D'LEON NI FRIO NI CALOR	SONY BMG NORTE	151 -7	0.742	29
17	15	17	MJ HE VENIDO	MACHETE	149 -19	0.513	35
18	22	3	WILLY CHIRINO LOS CAMPEONES DE LA SALSA	EVENTUS LATINUM	144 +9	1.282	19
19	17	49	FRANK REYES AMOR DESPERDICIADO	M.P./JVN/J & N	141 -20	2.167	7
20	12	47	FLEX TE QUIERO	EMI TELEVISIA	128 -67	1.992	9
21	20	13	ANGEL & KHRIZ NA DE NA	VII/MACHETE	119 -26	0.599	31
22	28	6	OPTIMO YA TE PERDI	SONY BMG NORTE	112 +14	0.343	-
23	2	5	IVY QUEEN DIME	MACHETE	112 -32	0.335	-
24	23	15	ANDY ANDY PORQUE FUE QUE TE AME	EMI TELEVISIA	109 -11	0.217	-
25	24	4	CHAYANNE AMOR INMORTAL	SONY BMG NORTE	104 -12	3.292	2
26	32	4	GILBERTO SANTA ROSA PENSANDO EN TI	SONY BMG NORTE	102 +21	0.795	27
27	36	16	ERRE XI CARITA BONITA	MAS FLOW/MACHETE	99 +32	0.373	-
28	27	15	FRANK REYES TE REGALO EL MAR	M.P./JVN/J & N	98 -3	0.947	23
29	25	4	PAPI SANCHEZ HAZME EL AMOR EN LA PLAYA	PLANET/SONY BMG NORTE	97 -17	0.247	-
30	26	10	VICTOR MANUELLE NO SOY QUIEN	F.I.V./I.V.M	85 -24	1.235	20

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	12	IVY QUEEN DIME	MACHETE	616 +52	7.703	1
2	4	6	RKM & KEN-Y TE REGALO AMORES	PINA/MACHETE	462 +74	6.013	2
3	3	13	EDDY LOVER LUNA	MACHETE	437 +17	5.934	3
4	5	47	AVENTURA EL PERDEDOR	PREMIUM LATIN	370 +9	3.722	7
5	7	5	DADDY YANKEE LLAMADO DE EMERGENCIA	EL CARTEL	364 +31	5.055	4
6	11	9	ENRIQUE IGLESIAS LORO POR TI	AIRPOWER UNIVERSAL LATINO	358 +87	2.326	12
7	2	18	ANGEL & KHRIZ NA DE NA	VII/MACHETE	329 -101	3.862	6
8	13	13	LUIS FONSI NO ME DOY POR VENCIDO	UNIVERSAL LATINO	325 +102	2.717	9
9	8	22	DADDY YANKEE POSE	EL CARTEL	277 -25	4.038	5
10	6	21	WISIN & YANDEL SIGUELO	MACHETE	265 -70	2.415	11
11	9	28	BABY BOY YA NO LLORES (LET ME LOVE YOU)	786/SIENTE	251 -14	2.006	17
12	15	7	PITBULL FEATURING LIL JON KRAZY	MR. 305/FAMOUS ARTIST/THE ORCHARD	234 +28	3.458	8
13	14	16	TOBY LOVE LLORAR LLOVIENDO	SONY BMG NORTE	228 +7	2.318	13
14	12	50	FLEX TE QUIERO	EMI TELEVISIA	211 -49	1.176	33
15	10	27	MJ HE VENIDO	MACHETE	206 -59	2.046	16
16	24	9	MAKANO TE AMO	AIRPOWER PANAMA	185 +61	2.196	14
17	18	5	REIK INVOLVIDABLE	SONY BMG NORTE	179 +23	0.881	-
18	19	12	BABY RANKS FEATURING ANGEL LOPEZ EL AMOR SE FUE	STAR-DOME LATINO	157 +7	1.581	23
19	20	29	MANA SI NO TE HUBIERAS IDO	WARNER LATINA	153 -4	0.682	-
20	23	13	MANA ARDE EL CIELO	WARNER LATINA	150 +22	1.062	37
21	NEW		CALLE 13 FEATURING CAFE TACUBA NO HAY NADIE COMO TU	MOST ADDED SONY BMG NORTE	137 +89	2.134	15
22	26	9	GLORIA TREVI CINCO MINUTOS	UNIVERSAL LATINO	136 +28	0.647	-
23	33	3	JUANES ODIO POR AMOR	UNIVERSAL LATINO	128 +35	0.928	-
24	29	3	PRIMA J CORAZON (YOU'RE NOT ALONE)	BIJH/GEFFEN/INTERSCOPE	117 +12	0.738	-
25	30	3	T.I. WHATEVER YOU LIKE	GRAND HUSTLE/ATLANTIC	115 +11	2.521	10
26	22	8	LOS YETSONS NADIE COMO TU	ROTARI	113 -18	1.121	34
27	25	3	YAGA & MACKIE VEO VEO	FULL	109 -8	1.212	31
28	36	2	NE-YO CLOSER	DEF JAM/IDJMG	106 +18	1.683	22
29	NEW		XTREME THROUGH THAT WINDOW (ENAMORADO ESTOY)	LA CALLE/MACHETE	99 +50	1.183	32
30	7		HA*ASH NO TE QUIERO NADA	SONY BMG NORTE	97 -1	0.337	-

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL
1	1	5	VICTIMAS DEL DOCTOR CEREBRO EL CADAVER DEL AMOR	ONE AMERICA
2	3	18	JULIETA VENEGAS EL PRESENTE	SONY BMG NORTE
3	2	6	JAGUARES ENTRE TUS JARDINES	EMI TELEVISIA
4	4	8	JAGUARES VISIBLE	EMI TELEVISIA
5	6	11	MCNTECRISTO TERESA	MTC MUSIC
6	7	6	LILA OWNS & ENRIQUE BUNBURY JUST CIA	EMI LATIN/VIRGIN
7	0	11	PLASTILINA MOSH LET U KNOW	NACIONAL
8	5	10	TRIBAL TEQUILA	MAXIMO SONIDO RECORDS
9	9	11	MANA ARDE EL CIELO	WARNER LATINA
10	3	21	CIFCO ALGUIEN	SONY BMG NORTE
11	2	16	CAFE TACUBA ESTA VEZ	UNIVERSAL LATINO
12	8	17	ALJISON MEMORAMA	SONY BMG NORTE
13	5	31	MCTEL UNO, DOS, TRES	WARNER LATINA
14	RE-ENTRY		CAFE TACUBA S31DD	UNIVERSAL LATINO
15	17	2	ATERCIOPELADOS RID	NACIONAL
16	11	10	FATIMA HUSH HUSH	FATIMA
17	NEW		KUDAI LEJOS DE AQUI	EVI/LATIN
18	NEW		BECKER CERCA	HOME
19	RE-ENTRY		MONTE NEGRO GIVE ME LOVE (NO LLORES)	FEED THE HUNGRY
20	13		SEKRETO VUELVE A LA CARGA	SONES DEL MEXICO

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL
1	1	6	THALIA TEN PACIENCIA	EMI TELEVISIA
2	3	8	MARALA QUIERO TENERTE	RVM
3	4	5	OSCAR D'LEON NI FRIO NI CALOR	SONY BMG NORTE
4	2	11	CHAMBAO PAPELES MOJADOS	SONY BMG NORTE
5	6	7	EDDY LOVER LUNA	MACHETE
6	10	4	OPTIMO YA TE PERDI	SONY BMG NORTE
7	5	16	ANGEL & KHRIZ NA DE NA	VII/MACHETE
8	7	14	WISIN & YANDEL SIGUELO	MACHETE
9	13	2	ANAYKA NADIE SE MUERE POR UN AMOR	PROMOTION
10	8	7	MJ HE VENIDO	MACHETE
11	11	11	JUANES TRES	UNIVERSAL LATINO
12	9	14	PUERTO RICAN POWER ENSENAME	M.P./JVN/J & N
13	15	4	ISMAEL MIRANDA AMIGO	TROPISOUNDS
14	RE-ENTRY		GILBERTO SANTA ROSA PENSANDO EN TI	SONY BMG NORTE
15	12	16	TOBY LOVE LLORAR LLOVIENDO	SONY BMG NORTE
16	NEW		DJ NELSON FEAT. ERIK WRIGHT STRIP CLUB	MACHETE
17	17	16	LOS HERMANOS ROSARIO TE ECHE DE MENOS	M.P./JVN/J & N
18	19	3	IVY QUEEN DIME	MACHETE
19	18	2	ENRIQUE IGLESIAS LORO POR TI	UNIVERSAL LATINO
20	NEW		CHARLIE CRUZ SIGO TRATANDO	SONY BMG NORTE

R&R NATIONAL AIRPLAY OVERVIEW

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

Billboard TOP ALBUMS

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	CERT.	PEAK POSITION
1	1	2	#1 T.I. GRAND HUSTLE/ATLANTIC 512267**/AG (18.98) Ⓢ	Paper Trail	1	1
2	5	1	METALLICA WARNER BROS. 508732* (18.98)	Death Magnetic	1	1
3	NDT SHOT DEBUT	1	RISE AGAINST DGC/INTERSCOPE 011904**/IGA (13.98)	Appeal To Reason	3	3
4	2	2	JENNIFER HUDSON ARISTA 06303/RMG (18.98) Ⓢ	Jennifer Hudson	2	2
5	NEW	1	OASIS BIG BROTHER/REPRISE 514078**/WARNER BROS. (18.98) Ⓢ	Dig Out Your Soul	5	5
6	NEW	1	BOB DYLAN Tell Tale Signs: The Bootleg Series Vol. 8: Rare And Unreleased 1989-2006 COLUMBIA LEGACY 35795/SONY BMG (22.98)		6	6
7	7	7	KID ROCK TOP DOG/ATLANTIC 290556**/AG (18.98)	Rock N Roll Jesus	2	1
8	6	3	NE-YO DEF JAM 011410**/IDJMG (13.98)	Year Of The Gentleman	2	2
9	NEW	1	TIM MCGRAW CURB 79118 (11.98)	Greatest Hits 3	9	9
10	4	2	JAMES TAYLOR HEAR 30829/CORCORAN (18.98)	Covers	4	4
11	NEW	1	SARAH MCLACHLAN ARISTA 30263/RMG (18.98)	Closer: The Best Of Sarah McLachlan	11	11
12	3	2	ROBIN THICKE STAR TRAK/INTERSCOPE 011793**/IGA (13.98) Ⓢ	Something Else	3	3
13	14	11	LIL WAYNE CASH MONEY/UNIVERSAL MOTOWN 011977**/UMRG (13.98)	Tha Carter III	2	1
14	10	6	JAZMINE SULLIVAN J 32713/RMG (15.98)	Fearless	6	6
15	12	9	YOUNG JEEZY CIE/DEF JAM 011536**/IDJMG (13.98)	The Recession	1	1
16	15	10	JONAS BROTHERS HOLLYWOOD 001944 (18.98) Ⓢ	A Little Bit Longer	1	1
17	19	15	RIHANNA SRP/DEF JAM 008968**/IDJMG (13.98)	Good Girl Gone Bad	2	2
18	NEW	1	SENSES FAIL VAGRANT 512 (13.98)	Life Is Not A Waiting Room	18	18
19	NEW	1	MARCO ANTONIO SOLIS FONOVISA 353748/UNIVERSAL LATINO (14.98)	No Molestar	19	19
20	22	18	SUGARLAND MERCURY NASHVILLE 011273**/UMGN (13.98)	Love On The Inside	1	1
21	18	14	THE GAME GFEFFEN 011465**/IGA (13.98)	LAX	2	2
22	26	30	LEONA LEWIS SYCO/J 02554/RMG (18.98)	Spirit	1	1
23	32	31	KATY PERRY CAPITOL 04249 (12.98)	One Of The Boys	9	9
24	16	2	DEMI LOVATO HOLLYWOOD 002132 (18.98)	Don't Forget	2	2
25	24	16	SOUNDTRACK DECCA 011439 (18.98)	Mamma Mia!	1	1

The Billboard 200 - based on a national sample of retail store, mass merchant, direct-to-consumer transactions and internet sales (both physical albums via internet, as well as downloaded albums from such services as iTunes). Hot Digital Songs - The top 75 paid download songs sold via the internet.

VIDEO CHANNELS

VH1

Exec. VP/Talent & Music: Rick Kim
 Sr. VP Music & Talent: Bruce Gilmer
 VP Music & Talent: Sandy Alouette
 Viacom 212-258-7800



	TW	LW
1 Alter Bridge, Watch Over You	32	0
2 Pink, So What	21	18
3 Leona Lewis, Better In Time	20	17
4 Natasha Bedingfield, Angel	20	18
5 Lifehouse, Broken	20	20
6 Jason Mraz, I'm Yours	18	22
7 Rihanna, Disturbia	17	17
8 Daughtry, What About Now	16	15
9 Jordin Sparks, One Step At A Time	16	16
10 Gavin Rossdale, Love Remains The Same	16	16
11 O.A.R., Shattered (Turn The Car Around)	16	17
12 New Kids On The Block & Ne-Yo, Single	15	14
13 Matt Nathanson, Come On Get Higher	15	20
14 A.C.D.C., Rock N Roll Train	14	9
15 Jennifer Hudson, Spotlight	13	12
16 Adele, Chasing Pavements	13	20
17 David Archuleta, Crush	12	12
18 Coldplay, Viva La Vida	10	16
19 Lenka, The Show	9	0
20 Eric Hutchinson, Rock & Roll	9	0
21 John Legend, Green Light	9	12
22 Secondhand Serenade, Fall For You	9	14
23 3 Doors Down, It's Not My Time	8	5
24 Staind, Believe	8	5
25 Colbie Caillat, The Little Things	8	8
26 Thriving Ivory, Angels On The Moon	8	9
27 Little Jackie, The World Should Revolve Around Me	8	24
28 Gavin Degraw, In Love With A Girl	7	6
29 Robin Thicke, Magic	7	6
30 Delta Goodrem, In This Life	7	8

A+ Alter Bridge, Watch Over You
 A+ Lenka, The Show

CMT

VP Music & Talent: Chris Parr
 Dir. Music Pgm: Evan Kroft
 Viacom 615-335-8400



	TW	LW
1 Carrie Underwood, Just A Dream	20	21
2 George Strait, Troubadour	19	17
3 Kellie Pickler, Don't You Know You're Beautiful	19	18
4 Sugarland, Already Gone	19	19
5 Heidi Newfield, Johnny & June	19	21
6 Trace Adkins, Muddy Water	18	0
7 Kenny Chesney, Everybody Wants To Go To Heaven	18	15
8 Lady Antebellum, Lookin' For A Good Time	18	17
9 Keith Urban, You Look Good In My Shirt	17	16
10 Taylor Swift, Love Story	17	20
11 Jimmy Wayne, Do You Believe Me Now	16	11
12 Danus Rucker, Don't Think I Don't Think About It	16	15
13 Jason Aldean, Relentless	15	13
14 Reba, Bantender Song	15	14
15 Blake Shelton, She Wouldn't Be Gone	13	11
16 Sebastian Bach, Battle With The Bottle	12	10
17 Sara Evans, Low	11	0
18 Little Big Town, Fine Line	11	0
19 Jessica Simpson, Come On Over	9	7
20 Kid Rock, All Summer Long	8	7
21 Billy Ray Cyrus, Somebody Said A Prayer	8	7
22 Briny Spears, Piece Of Me	6	2
23 Luke Bryan, Country Man	6	3
24 Jamey Johnson, In Color	6	4
25 James Otto, Far You Can Let Go	6	7
26 Ashton Shepherd, Takin' Off This Pain	6	7
27 Sugarland, All I Want To Do	6	9
28 Whitney Duncan, When I Said I Would	6	10
29 Brad Paisley, Wagon On A Woman	6	17
30 Kenny Chesney, Got A Little Crazy	5	0

A+ Trace Adkins, Muddy Water
 A+ Sara Evans, Low

FUSE

Dir. Pgm: Janis Unterweiser
 Rainbow Media 212-324-3416



	TW	LW
1 Lil Wayne, Got Money	22	23
2 Slipknot, Psychopass	22	19
3 Hollywood Undead, No. 5	21	23
4 Rihanna, Disturbia	21	23
5 M.I.A., Paper Planes	21	23
6 Metallica, The Day That Never Comes	20	23
7 Coldplay, Viva La Vida	19	17
8 Rise Against, Re-Education (Through Labor)	19	17
9 T-Pain, Can't Believe It	19	17
10 T.I., Whatever You Like	19	20
11 Staind, Believe	19	20
12 Linkin Park, Leave Out All The Rest	18	14
13 Ludacris Co-Starring Chris Brown & Sean Garrett, What Them Girls Like	18	17
14 Pink, So What	18	21
15 The Game, My Life	18	22
16 Kardinal Offishall, Dangerous	18	25
17 Neely, Body On Me	17	17
18 Kevin Rudolf, Let It Rock	17	13
19 Buckcherry, No Drunk	16	16
20 Secondhand Serenade, Fall For You	16	20
21 Jack's Mannequin, The Resolution	15	0
22 Fall Out Boy, I Don't Care	15	7
23 Gym Class Heroes, Cookie Jar	14	10
24 Daughtry, What About Now	13	11
25 Hawthorne Heights, Rescue Me	13	15
26 E-40, Wake It Up	13	12
27 Flo Rida, In The Ayer	12	12
28 Weezer, Troublemaker	11	0
29 Apocalyptica, I Don't Care	11	4
30 Oasis, The Shock Of The Lightning	11	7

A+ Jack's Mannequin, The Resolution
 A+ Weezer, Troublemaker
 A+ Katy Perry, Hot N Cold

MuchMusic Canada

Dir. Music Pgm: Sheila Sullivan
 CHUM Limited 416-591-5757



	TW	LW
1 Fall Out Boy, I Don't Care	33	13
2 Kevin Rudolf, Let It Rock	25	23
3 T.I., Whatever You Like	20	27
4 Sam Roberts, Detroit 87	18	1
5 Faber Drive, Sleepless Nights (Never Let Her Go)	19	12
6 Pink, So What	19	29
7 Rihanna, Disturbia	18	13
8 The Midway State, Never Again	18	20
9 Danny Fernandes, Little Dancer	17	20
10 Coldplay, Viva La Vida	16	16
11 New Kids On The Block & Ne-Yo, Single	15	20
12 Theory Of A Deadman, Bad Girlfriend	15	15
13 Miley Cyrus, 7 Traps	13	9
14 State Of Shock, Best I Ever Had	13	17
15 Lights, Drive My Soul	12	13
16 Flo Rida, In The Ayer	12	12
17 Gracious, Shut It Out	12	12
18 JB, Move Your Body	11	4
19 Kardinal Offishall, Set It Off	11	13
20 Jonas Brothers, Burnin' Up	11	14
21 Lil Wayne, A Milli	10	8
22 Lady GaGa, Just Dance	10	12
23 Moblie, The Killer	10	15
24 The Roots, The Old Prince Still Lives At Home	9	12
25 Rise Against, Re-Education (Through Labor)	9	14
26 Kaiser Chiefs, Never Miss A Beat	8	3
27 The Game, My Life	7	4
28 Justin Nozuka, Be Back Soon	7	4
29 Saint Alvia Cortel, Between The Lines	7	4
30 The Stills, Being Here	7	6

A+ Sam Roberts, Detroit 87
 A+ JB, Move Your Body
 A+ Kaiser Chiefs, Never Miss A Beat

BET

VP/Music Prog: Stephen Hill
 MD: Kelly G
 Viacom 212-975-4055



	TW	LW
1 Ciara, Go Girl	10	0
2 T.I., Whatever You Like	9	12
3 Ludacris Co-Starring Chris Brown & Sean Garrett, What Them Girls Like	8	3
4 Brandy, Right Here (Departed)	8	10
5 Ace Hood, Ride	7	1
6 Young Jeezy, Vacation	6	7
7 Neville Brothers, Way Down In The Hole	5	0
8 Pleasure P, Did You Know	5	3
9 Cassie, Official Girl	5	4
10 The Game, My Life	5	7
11 Alicia Keys, Superwoman	5	2
12 Jay-Z, Bear M Hip	5	2
13 Bow Wow, Marco Polo	4	8
14 Jennifer Hudson, Spotlight	4	11
15 N.E.F.O.D., Everyone Nose	3	4
16 Ne-Yo, Miss Independent	3	0
17 Heather Headley, Fallin' For You	3	0
18 King Floyd, Groove Me	2	0
19 Doug E. Fresh, The Show	2	0
20 Common, Universal Mind Control	2	0
21 Unk, Show Out	2	0
22 Jack White & Alicia Keys, Another Way to Die	2	0
23 Ken Hilson, Energy	2	4
24 Janelle Monae, Many Moons	2	4
25 Lil Wayne, Got Money	2	5
26 T-Pain, Can't Believe It	2	9
27 Nas, Make The World Go Round	1	0
28 Benie Super, What A Thrill About	1	0
29 Detrick Haddon Presents Voices Of Unity, He's Able	1	0
30 Regina Belle, Go Is Good	1	0

A+ Ciara, Go Girl
 A+ Ace Hood, Ride

Great American Country

MD: Tony Trovato
 Scripps 615-327-7525



	TW	LW
1 Luke Bryan, Country Man	26	26
2 Heidi Newfield, Johnny & June	26	22
3 George Strait, Troubadour	25	22
4 Keith Urban, You Look Good In My Shirt	24	26
5 Brad Paisley, Wagon On A Woman	24	26
6 Danus Rucker, Don't Think I Don't Think About It	24	26
7 Trace Adkins, Muddy Water	23	0
8 Carrie Underwood, Just A Dream	22	21
9 Montgomery Gentry, Roll With Me	21	14
10 Taylor Swift, Love Story	21	26
11 Kenny Chesney, Got A Little Crazy	19	0
12 Ashton Shepherd, Sounds So Good	19	14
13 Lady Antebellum, Lookin' For A Good Time	19	16
14 Sugarland, Already Gone	18	17
15 Kenny Chesney, Everybody Wants To Go To Heaven	18	24
16 Kellie Pickler, Don't You Know You're Beautiful	18	24
17 Chuck Wicks, All I Ever Wanted	17	17
18 Jamey Johnson, In Color	16	11
19 Jason Aldean, Relentless	14	11
20 Keni Thomas, Shreveport To LA	13	14
21 Crystal Shawanda, You Can Let Go	11	9
22 Blake Shelton, She Wouldn't Be Gone	11	9
23 Lee Ann Womack, Last Call	11	13
24 Jimmy Wayne, Do You Believe Me Now	11	14
25 James Otto, Far You Can Let Go	11	14
26 Ashton Shepherd, Takin' Off This Pain	10	12
27 Ashton Shepherd, I Ain't Dead Yet	10	3
28 Craig Morgan, Love Remembers	10	12
29 Little Big Town, Fine Line	10	12
30 Darryl Worley, Tequila On Ice	9	5

A+ Trace Adkins, Muddy Water
 A+ Kenny Chesney, Got A Little Crazy
 A+ Ashton Shepherd, I Ain't Dead Yet

MTV2

Sr. VP/Music & Talent: Amy Doyle
 VP/Music & Talent: Peter Baron
 Viacom 212-258-8000



	TW	LW
1 Common, Universal Mind Control	12	0
2 Atmosphere, You	8	0
3 The Roots, The Time Is Calling Me	8	8
4 The Cool Kids, Delivery Man	8	8
5 John Legend, Green Light	7	3
6 Slim, So Fly	6	4
7 Hinder, Use Me	6	5
8 T.I., What Up, What's Happenin'	6	5
9 Ace Hood, Ride	6	5
10 Ludacris Co-Starring Chris Brown & Sean Garrett, What Them Girls Like	6	6
11 T-Pain, Can't Believe It	6	6
12 Young Jeezy, Vacation	6	7
13 U.N.I., Soul Hop	5	0
14 Black Kids, I'm Not Gonna Teach Your Boyfriend How To Dance With You	5	1
15 Vampire Weekend, Cape Cod Kwassa Kwassa	5	5
16 Danus Rucker, Don't Think I Don't Think About It	5	5
17 R. City, Losin' It	4	0
18 Fall Out Boy, I Don't Care	4	3
19 Alhambra, Uh Huh	4	3
20 Rise Against, Re-Education (Through Labor)	4	3
21 Jay-Z, Roc Boys (And The Winner Is)	3	0
22 Jack's Mannequin, The Resolution	3	2
23 The Game, My Life	3	2
24 Young Jeezy, Put On	3	2
25 Tarric, Down And Out	3	3
26 Hinder, Use Me	3	3
27 Plain White T's, Natural Disaster	3	3
28 Staind		

OPPORTUNITIES

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Experienced OM, PD, and air talent available now. Multi formats. Great skills. Contact MARTIN:231-276-9415 mlee.radio@gmail.com.

10 years experience: on air, production, \$ale\$. James Earl Jones voice, Spanish/English capable, Creative, versatile, hungry 4 next challenge. Feliperiz@aol.com (Felipe)

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Music Director/On Air veteran looking for fresh start. Extensive music knowledge, great copywriting and former agency voice talent. Adult formats. Jeff (210) 281-5949 roadman210@games.com.

Crazy and creative Emcee/Announcer. Solid performer, on-air, production and copywriting ability. Helpful, adaptable, and dependable worker Dean 682-478-9966; grimslayer28@yahoo.com.

Strong sports knowledge, especially soccer. Notable on-air, play-by-play/color commentary/stats and bilingual. Creative copywriting, and digital ability. Manuel 214-606-1190; isaacalaniz@yahoo.com.

The Pajama Bar is "Theatre of the Mind" Radio with charisma! And is looking for a home station to help pay the bills. Request demo from Pajamabar@yahoo.com.

Well-spoken, articulate and charismatic on-air talent energetic and ready to work! Versatile programming, production, copywriting, and promotions. Jacob 214-718-2414; jdsl11@comcast.net.

Awesome on-air presence, production and vocals. Astute show prep, copywriting, with exceptional work ethic. Classic Rock/Oldies. Dan Marquess 817-808-0078; danmarquess@aol.com.

Creative on-air talent/writer with international experience wants to relocate. Email Tom at vsop@kc.rr.com.

Warm and relational, with quick wit! Experience with broadcast equipment/software. Great copywriting ability, and strong board skills. Terri 817-723-4903; matlock.terri@yahoo.com.

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R&R THE BACK PAGES

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CHR/TOP 40				NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	
1	3	8	PINK NO. 1 (1 WK)/MOST INCREASED PLAYS SO WHAT	LAFACE/ZOMBA	☆
2	1	17	RIHANNA DISTURBIA	SRP/DEF JAM/IDJMG	11 ☆
3	5	13	LEONA LEWIS BETTER IN TIME	SYCO/J/RMG	11 ☆
4	2	16	NE-YO CLOSER	DEF JAM/IDJMG	11 ²
5	8	7	KATY PERRY HOT N COLD	CAPITOL	☆
6	4	16	JORDIN SPARKS ONE STEP AT A TIME	19/JIVE/ZOMBA	11 ☆
7	6	18	SECONDHAND SERENADE FALL FOR YOU	GLASSNOTE/ILG/ATLANTIC	11
8	11	5	T.I. WHATEVER YOU LIKE	GRAND HUSTLE/ATLANTIC	11 ☆
9	7	24	CHRIS BROWN FOREVER	JIVE/ZOMBA	11 ² ☆
10	9	19	KARDINAL OFFISHALL FEATURING AKON DANGEROUS	KONLIVE/GEFFEN/INTERSCOPE	11 ² ☆

RHYTHMIC				NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	
1	1	10	T.I. NO. 1 (4 WKS) WHATEVER YOU LIKE	GRAND HUSTLE/ATLANTIC	11 ☆
2	2	11	T-PAIN FEATURING LIL WAYNE CAN'T BELIEVE IT	NAPPY BOY/KONVICT/JIVE/ZOMBA	☆
3	3	7	M.I.A. PAPER PLANES	XL/INTERSCOPE	☆
4	5	7	NE-YO MISS INDEPENDENT	DEF JAM/IDJMG	☆
5	6	6	LIL WAYNE FEAT. BOBBY VALENTINO & KIDD KIDD MRS. OFFICER	CASH MONEY/UNIVERSAL MOTOWN	☆
6	8	8	THE GAME FEATURING LIL WAYNE MY LIFE	GEFFEN/INTERSCOPE	☆
7	4	21	LIL WAYNE FEATURING T-PAIN GOT MONEY	CASH MONEY/UNIVERSAL MOTOWN	11
8	11	14	RIHANNA DISTURBIA	SRP/DEF JAM/IDJMG	11 ☆
9	7	17	NELLY FEATURING ASHANTI & AKON BODY ON ME	DERRTY/UNIVERSAL MOTOWN	☆
10	22	3	T.I. FEAT. RIHANNA AIRPOWER/MOST INCREASED PLAYS LIVE YOUR LIFE	DEF JAM/GRAND HUSTLE/IDJMG/ATLANTIC	☆

URBAN				NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	
1	2	12	T-PAIN FEATURING LIL WAYNE NO. 1 (1 WK) CAN'T BELIEVE IT	NAPPY BOY/KONVICT/JIVE/ZOMBA	☆
2	1	12	T.I. WHATEVER YOU LIKE	GRAND HUSTLE/ATLANTIC	11 ☆
3	3	9	LIL WAYNE FEATURING BOBBY VALENTINO & KIDD KIDD MRS. OFFICER	CASH MONEY/UNIVERSAL MOTOWN	☆
4	4	9	NE-YO MISS INDEPENDENT	DEF JAM/IDJMG	☆
5	6	16	JENNIFER HUDSON SPOTLIGHT	ARISTA/RMG	☆
6	5	20	JAZMINE SULLIVAN NEED U BAD	J/RMG	☆
7	9	16	SLIM FEATURING YUNG JOC SO FLY	M3/ASYLUM	☆
8	13	3	T.I. FEATURING RIHANNA MOST INCREASED PLAYS LIVE YOUR LIFE	DEF JAM/GRAND HUSTLE/IDJMG/ATLANTIC	☆
9	12	7	THE GAME FEATURING LIL WAYNE MY LIFE	GEFFEN/INTERSCOPE	☆
10	8	19	LIL WAYNE FEATURING T-PAIN GOT MONEY	CASH MONEY/UNIVERSAL MOTOWN	11

NO. 1 MOST ADDED

BEYONCE If I Were A Boy (MUSIC WORLD/COLUMBIA)

NO. 1 MOST INCREASED PLAYS

PINK So What (LAFACE/ZOMBA)

TOP 5 NEW AND ACTIVE

T.I. FEAT. RIHANNA Live Your Life (DEF JAM/GRAND HUSTLE/IDJMG/ATLANTIC)

REHAB Bartender Song (UNIVERSAL REPUBLIC)

KANYE WEST Love Lockdown (ROC-A-FELLA/DEF JAM/IDJMG)

BEYONCE If I Were A Boy (MUSIC WORLD/COLUMBIA)

METRO STATION Seventeen Forever (COLUMBIA)

COMPLETE CHR/TOP 40 CHART ON PAGE 23

NO. 1 MOST ADDED

BEYONCE If I Were A Boy (MUSIC WORLD/COLUMBIA)

NO. 1 MOST INCREASED PLAYS

T.I. FEAT. RIHANNA Live Your Life (DEF JAM/GRAND HUSTLE/IDJMG/ATLANTIC)

TOP 5 NEW AND ACTIVE

PINK So What (LAFACE/ZOMBA)

ESTELLE FEAT. SEAN PAUL Come Over (HOME SCHOOL/ATLANTIC)

KATY PERRY Hot N Cold (CAPITOL)

BEYONCE If I Were A Boy (MUSIC WORLD/COLUMBIA)

JENNIFER HUDSON Spotlight (ARISTA/RMG)

COMPLETE RHYTHMIC CHART ON PAGE 26

NO. 1 MOST ADDED

BEYONCE Single Ladies (Put A Ring On It) (MUSIC WORLD/COLUMBIA)

NO. 1 MOST INCREASED PLAYS

T.I. FEAT. RIHANNA Live Your Life (DEF JAM/GRAND HUSTLE/IDJMG/ATLANTIC)

TOP 5 NEW AND ACTIVE

ROBIN THICKE The Sweetest Love (STAR TRAK/INTERSCOPE)

MUSIQ SOULCHILD FEAT. MARY J. BLIGE IfULeave (ATLANTIC)

GORILLA ZOE FEAT. LIL WAYNE Lost (BLOCK/BAD BOY SOUTH/ATLANTIC)

JADAKISS FEAT. NE-YO By My Side (DEF JAM/IDJMG)

KEYSHIA COLE FEAT. TUPAC Playa Cardz Right (AMARU/IMANI/GEFFEN/INTERSCOPE)

COMPLETE URBAN CHART ON PAGE 28

URBAN AC				NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	
1	1	18	JENNIFER HUDSON NO. 1 (3 WKS) SPOTLIGHT	ARISTA/RMG	11 ☆
2	2	18	ROBIN THICKE MAGIC	STAR TRAK/INTERSCOPE	11 ☆
3	3	24	ERIC BENET YOU'RE THE ONLY ONE	FRIDAY/REPRISE/WARNER BROS.	11 ☆
4	4	22	KEYSHIA COLE HEAVEN SENT	IMANI/GEFFEN/INTERSCOPE	11 ☆
5	5	33	NOEL GOURDIN THE RIVER	EPIC	11
6	7	11	ALICIA KEYS SUPERWOMAN	MBK/J/RMG	11
7	11	8	JAZMINE SULLIVAN MOST INCREASED PLAYS NEED U BAD	J/RMG	☆
8	10	13	MINT CONDITION NOTHING LEFT TO SAY	CAGED BIRD/IMAGE	11
9	6	55	RAHEEM DEVAUGHN WOMAN	JIVE/ZOMBA	11
10	9	43	MARVIN SAPP NEVER WOULD HAVE MADE IT	VERITY/ZOMBA	11

NO. 1 MOST ADDED

MUSIQ SOULCHILD FEAT. MARY J. BLIGE IfULeave (ATLANTIC)

NO. 1 MOST INCREASED PLAYS

JAZMINE SULLIVAN Need U Bad (J/RMG)

TOP 5 NEW AND ACTIVE

MARIAH CAREY I'm That Chick (ISLAND/IDJMG)

T.I. Whatever You Like (GRAND HUSTLE/ATLANTIC)

LAURA IZIBOR From My Heart To Yours (ATLANTIC)

TRE WILLIAMS I Don't Want To Know (KOCH)

SHO Glad I Met You (HITTEN HARD)

COMPLETE URBAN AC CHART ON PAGE 29

COUNTRY				NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	
1	1	11	KENNY CHESNEY WITH THE WAILERS NO. 1 (2 WKS) EVERYBODY WANTS TO GO TO HEAVEN	BLUE CHAIR/BNA	11 ☆
2	3	16	TOBY KEITH SHE NEVER CRIED IN FRONT OF ME	SHOW DOG NASHVILLE	☆
3	4	14	CARRIE UNDERWOOD JUST A DREAM	19/ARISTA/ARISTA NASHVILLE	☆
4	2	26	DARIUS RUCKER DON'T THINK I DON'T THINK ABOUT IT	CAPITOL NASHVILLE	11 ☆
5	5	22	KID ROCK ALL SUMMER LONG	TOP DOG/ATLANTIC/COS	11 ☆
6	8	13	TIM MCGRAW LET IT GO	CURB	☆
7	9	5	TAYLOR SWIFT LOVE STORY	BIG MACHINE	☆
8	6	18	BRAD PAISLEY WAITIN' ON A WOMAN	ARISTA NASHVILLE	☆
9	11	7	SUGARLAND ALREADY GONE	MERCURY	☆
10	12	12	MONTGOMERY GENTRY ROLL WITH ME	COLUMBIA	☆

NO. 1 MOST ADDED

ALAN JACKSON Country Boy (ARISTA NASHVILLE)

NO. 1 MOST INCREASED AUDIENCE

ZAC BROWN BAND Chicken Fried (LIVE NATION)

TOP 5 NEW AND ACTIVE

MELISSA LAWSON What If It All Goes Right (WARNER BROS./WRN)

DARIUS RUCKER It Won't Be Like This For Long (CAPITOL NASHVILLE)

MATT STILLWELL Shine (STILL 7/SPINVILLE)

KENNY CHESNEY WITH DAVE MATTHEWS I'm Alive (BLUE CHAIR/BNA)

KENNY CHESNEY WITH WILLIE NELSON That Lucky Old Sun (Just Rolls Around Heaven All Day) (BLUE CHAIR/BNA)

COMPLETE COUNTRY CHART ON PAGE 38

AC				NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	
1	1	21	DAVID COOK NO. 1 (4 WKS) THE TIME OF MY LIFE	19/RCA/RMG	11 ☆
2	2	27	LEONA LEWIS BLEEING LOVE	SYCO/J/RMG	11 ⁴
3	3	17	NATASHA BEDINGFIELD POCKETFUL OF SUNSHINE	PHONOCENIC/EPIC	11 ²
4	4	40	SARA BAREILLES LOVE SONG	EPIC	11 ⁴ ☆
5	5	32	JOHN MAYER SAY	AWARE/COLUMBIA	11
6	7	13	COLDPLAY VIVA LA VIDA	CAPITOL	11 ²
7	6	33	DAUGHTRY FEELS LIKE TONIGHT	RCA/RMG	11 ²
8	8	50	TIMBALAND FEATURING ONEREPUBLIC APOLOGIZE	MOSLEY/BLACKGROUND/INTERSCOPE	11 ⁶ ☆
9	10	23	JOURNEY AFTER ALL THESE YEARS	NOMOTA	☆
10	11	24	COLBIE CAILLAT REALIZE	UNIVERSAL REPUBLIC	11 ²

NO. 1 MOST ADDED

TAYLOR SWIFT Love Story (BIG MACHINE/UNIVERSAL REPUBLIC)

NO. 1 MOST INCREASED PLAYS

JASON MRAZ I'm Yours (ATLANTIC/RRP)

TOP 5 NEW AND ACTIVE

CHRIS RICE So Much For My Sad Song (INO/COLUMBIA)

GREG MEDORO Lost Melody (ODDS ON)

O.A.R. Shattered (Turn The Car Around) (EVERFINE/ATLANTIC/RRP)

JORDIN SPARKS One Step At A Time (19/JIVE/ZOMBA)

ENYA Trains And Winter Rains (REPRISE)

COMPLETE AC CHART ON PAGE 41

R&R THE BACK PAGES

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HOT AC				
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL
1	1	29	JASON MRAZ I'M YOURS	NO. 1 (2 WKS) ATLANTIC/RRP
2	2	25	GAVIN ROSSDALE LOVE REMAINS THE SAME	INTERSCOPE
3	4	16	DAUGHTRY WHAT ABOUT NOW	RCA/RMG
4	3	20	COLDPLAY VIVA LA VIDA	11 ² CAPITOL
5	6	16	O.A.R. SHATTERED (TURN THE CAR AROUND)	EVERFINE/ATLANTIC/RRP
6	8	8	PINK SO WHAT	LAFACE/ZOMBA
7	5	25	KID ROCK ALL SUMMER LONG	11 ² TOP DOG/ATLANTIC
8	7	30	3 DOORS DOWN IT'S NOT MY TIME	11 ² UNIVERSAL REPUBLIC
9	9	13	LIFEHOUSE BROKEN	GEFFEN/INTERSCOPE
10	10	26	NATASHA BEDINGFIELD POCKETFUL OF SUNSHINE	11 ² PHONOGENIC/EPIC

SMOOTH JAZZ				
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL
1	1	22	ERIC DARIUS COIN' ALL OUT	NO. 1 (2 WKS) BLUE NOTE/CAPITOL
2	2	13	DAVE KOZ LIFE IN THE FAST LANE	CAPITOL
3	4	36	NORMAN BROWN POP'S COOL GROOVE	PEAK/CMG
4	3	17	PAUL HARDCASTLE MARIMBA	TRIPPIN' N' RHYTHM
5	5	26	EARL KLUGH DRIFTIN'	KOCH
6	6	29	BRIAN CULBERTSON ALWAYS REMEMBER	GRP/VERVE
7	7	33	THE SAX PACK FALLIN' FOR YOU	SHANACHIE
8	9	14	TIM BOWMAN SWEET SLNDAYS	TRIPPIN' N' RHYTHM
9	10	15	WARREN HILL LA DOLCE VITA	EVOLUTION/KOCH
10	8	27	WAYMAN TISDALE THROWIN' IT DOWN	RENDEZVOUS

ALTERNATIVE				
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL
1	1	12	THE OFFSPRING YOU'RE GONNA GO FAR, KID	NO. 1 (4 WKS) COLUMBIA
2	2	14	WEEZER TROUBLEMAKER	DGC/INTERSCOPE
3	4	15	APOCALYPTICA FEATURING ADAM GONTIER I DON'T CARE	20-20/JIVE/ZOMBA
4	5	8	RISE AGAINST RE-EDUCATION (THROUGH LABOR)	DGC/INTERSCOPE
5	3	16	STAIN'D BELIEVE	FLIP/ATLANTIC
6	8	3	THE KILLERS HUMAN	ISLAND/DJMG
7	6	8	METALLICA THE DAY THAT NEVER COMES	WARNER BROS.
8	10	8	KINGS OF LEON SEX ON FIRE	RCA/RMG
9	9	17	THEORY OF A DEADMAN BAD GIRLFRIEND	604/ROADRUNNER/RRP
10	7	24	CAROLINA LIAR I'M NOT OVER	ATLANTIC

NO. 1 MOST ADDED

NICKELBACK Gotta Be Somebody (ROADRUNNER/RRP)

NO. 1 MOST INCREASED PLAYS

NICKELBACK Gotta Be Somebody (ROADRUNNER/RRP)

TOP 5 NEW AND ACTIVE

- THRIVING IVORY** Angels On The Moon (WIND-UP)
- THEORY OF A DEADMAN** Not Meant To Be (604/ROADRUNNER/RRP)
- FALL OUT BOY** I Don't Care (ISLAND/DJMG)
- CHRISTINA AGUILERA** Keeps Gettin' Better (RCA/RMG)
- ERIC HUTCHINSON** Rock & Roll (LET'S BREAK/WARNER BROS.)

COMPLETE HOT AC CHART ON PAGE 42

NO. 1 MOST ADDED

WAYNE BRADY Ordinary (PEAK/CMG)

NO. 1 MOST INCREASED PLAYS

JOHN LEGEND Good Morning (HOME SCHOOL/G.O.O.D./COLUMBIA)

TOP 5 NEW AND ACTIVE

- CHRIS STANDRING** Have Your Cake & Eat It (ULTIMATE VIBE)
- STEVE WINWOOD** Fly (COLUMBIA)
- OLI SILK** Chill Or Be Chilled (TRIPPIN' N' RHYTHM)
- VIBES ALIVE** Lighthouse (SWINGING)
- NOVELLO** B3 Soul (NOGO)

COMPLETE SMOOTH JAZZ CHART ON PAGE 45

NO. 1 MOST ADDED

HOOBASTANK My Turn (ISLAND/DJMG)

NO. 1 MOST INCREASED PLAYS

PARAMORE Decade (FUELED BY RAMEN/CHOP SHOP/RRP)

TOP 5 NEW AND ACTIVE

- HOLLYWOOD UNDEAD** Undead (A&M/OCTONE/INTERSCOPE)
- COLD WAR KIDS** Something Is Not Right With Me (DOWNTOWN)
- INNERPARTYSYSTEM** Don't Stop (STOLEN TRANSMISSION/ISLAND/DJMG)
- SLIGHTLY STOOPID** 2 A.M. (STOOPID/CONTROLLED SUBSTANCE SOUNDLABS)
- THE KOOKS** Do You Wanna (ASTRALWERKS/CAPITOL)

COMPLETE ALTERNATIVE CHART ON PAGE 47

ACTIVE ROCK				
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL
1	1	8	METALLICA THE DAY THAT NEVER COMES	NO. 1 (3 WKS) WARNER BROS.
2	2	21	THEORY OF A DEADMAN BAD GIRLFRIEND	604/ROADRUNNER/RRP
3	3	7	AC/DC ROCK N ROLL TRAIN	COLUMBIA
4	4	14	HINDER USE ME	UNIVERSAL REPUBLIC
5	5	16	APOCALYPTICA FEATURING ADAM GONTIER I DON'T CARE	20-20/JIVE/ZOMBA
6	7	16	SLIPKNOT PSYCHOSOCIAL	ROADRUNNER/RRP
7	6	16	STAIN'D BELIEVE	FLIP/ATLANTIC
8	8	8	DISTURBED INDESTRUCTIBLE	REPRISE
9	13	8	SEETHER BREAKDOWN	WIND-UP
10	12	3	MUDVAYNE DO WHAT YOU DO	EPIC

ROCK				
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL
1	1	7	AC/DC ROCK N ROLL TRAIN	NO. 1 (5 WKS) COLUMBIA
2	3	20	THEORY OF A DEADMAN BAD GIRLFRIEND	604/ROADRUNNER/RRP
3	2	8	METALLICA THE DAY THAT NEVER COMES	WARNER BROS.
4	4	16	STAIN'D BELIEVE	FLIP/ATLANTIC
5	5	14	HINDER USE ME	UNIVERSAL REPUBLIC
6	7	2	NICKELBACK GOTTA BE SOMEBODY	MOST INCREASED PLAYS/MOST ADDED ROADRUNNER/RRP
7	6	32	SAVING ABEL ADDICTED	11 SKIDCO/VIRGIN/CAPITOL
8	8	13	BUCKCHERRY TOO DRUNK...	11 ELEVEN SEVEN/ATLANTIC
9	9	29	DISTURBED INSIDE THE FIRE	11 REPRISE
10	11	5	SHINEDOWN SECOND CHANCE	ATLANTIC

TRIPLE A				
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL
1	1	16	O.A.R. SHATTERED (TURN THE CAR AROUND)	NO. 1 (2 WKS) EVERFINE/ATLANTIC/RRP
2	2	17	COUNTING CROWS COME AROUND	DGC/GEFFEN/INTERSCOPE
3	5	4	SNOW PATROL TAKE BACK THE CITY	POLYDOR/FUNCTION/GEFFEN/INTERSCOPE
4	10	7	COLDPLAY LOST!	CAPITOL
5	7	14	BECK ORPHANS	DGC/INTERSCOPE
6	4	14	DONAVON FRANKENREITER LIFE, LOVE & LAUGHTER	LOST HIGHWAY
7	8	9	PRETENDERS BOOTS OF CHINESE PLASTIC	SHANGRI-LA
8	6	8	SARAH MCLACHLAN U WANT ME 2	ARISTA/RMG
9	3	20	COLDPLAY VIVA LA VIDA	11 ² CAPITOL
10	11	13	ERIC HUTCHINSON ROCK & ROLL	LET'S BREAK/WARNER BROS.

NO. 1 MOST ADDED

HOOBASTANK My Turn (ISLAND/DJMG)

NO. 1 MOST INCREASED PLAYS

NICKELBACK Gotta Be Somebody (ROADRUNNER/RRP)

TOP 5 NEW AND ACTIVE

- HOOBASTANK** My Turn (ISLAND/DJMG)
- KID ROCK** Rock N Roll Jesus (TOP DOG/ATLANTIC)
- METALLICA** Cyanide (WARNER BROS.)
- FRAMING HANLEY** Lollipop (SILENT MAJORITY/LG)
- HEAD** Flush (DRIVEN)

COMPLETE ACTIVE ROCK CHART ON PAGE 48

NO. 1 MOST ADDED

NICKELBACK Gotta Be Somebody (ROADRUNNER/RRP)

NO. 1 MOST INCREASED PLAYS

NICKELBACK Gotta Be Somebody (ROADRUNNER/RRP)

TOP 5 NEW AND ACTIVE

- 12 STONES** Adrenaline (WIND-UP)
- SLIPKNOT** Dead Memories (ROADRUNNER/RRP)
- KID ROCK** Rock N Roll Jesus (TOP DOG/ATLANTIC)
- KINGS OF LEON** Sex On Fire (RCA/RMG)
- RISE AGAINST** Re-Education (Through Labor) (DGC/INTERSCOPE)

COMPLETE ROCK CHART ON PAGE 49

NO. 1 MOST ADDED

RYAN ADAMS & THE CARDINALS Fix It (LOST HIGHWAY)

NO. 1 MOST INCREASED PLAYS

KEANE The Lovers Are Losing (INTERSCOPE)

TOP 5 NEW AND ACTIVE

- KEANE** The Lovers Are Losing (INTERSCOPE)
- AUGUSTANA** I Still Ain't Over You (EPIC)
- KINGS OF LEON** Sex On Fire (RCA/RMG)
- MISSY HIGGINS** Where I Stood (ELEVEN/REPRISE)
- TRISTAN PRETTYMAN** Hello (VIRGIN/CAPITOL)

COMPLETE TRIPLE A CHART ON PAGE 52

Dial Global executive VP of programming had lost his love for radio, but a new role has him passionate about reinventing the medium

Beau Phillips

By Erica Farber

What began as a dream to be a major-league pitcher turned out to be a successful career as a pitcher of marketing ideas and concepts. With a national reputation for his work in radio and at MTV, less than four months ago Beau Phillips joined Dial Global as executive VP of programming.

Getting into the business: I was a pitcher for the University of Arizona and realized I wasn't going to be able to go any farther. I was hitchhiking around Northern California and stumbled into Chico State University, which was looking for disc jockeys on their campus radio station. A light bulb went off; my path was clear. I started working in college radio and ultimately took an on-air job at a station in Chico, in a double-wide mobile home after I graduated.

Moving into programming: From Chico I stumbled into a job in Denver at KAZY where I worked alongside Kirk Stirland—ironically, years later we're working together again; he's the president of programming at Dial Global. From Denver I went to KYA-FM in San Francisco as a jock, got the first taste of consolidation and was out of a job. Went to Seattle and pitched my way into a programming job at KISW and stayed there for 14 years.

Going out on your own: [Marketing and promotion company] Rainmaker [Media] was born from the idea that most advertisers don't take full advantage of radio and limit themselves to buying 60s and 30s when product placement seems to be exploding in other mediums. I leveraged what I knew about radio to give my clients an advantage—to say everything we come up with promotionally in marketing was pre-thought through the eyes of a program director. When we represented companies, whether it was CBS Television or Nintendo or Amazon.com, we were able to craft some pretty cool ideas that were able to raise my clients' message above the noise. And going to program directors, we were able to carve up a lot of promotional inventory that most advertisers never knew existed. We had a nice run at Rainmaker, and my staff still continues to run it while I'm at Dial Global.

Joining Dial Global: Kirk Stirland and I have been good friends for many years. He has come to me though the years and said, "Would you like to find a way to work with our company?" and I said, "I am really down on radio right now and disappointed in what radio has become." He was about to acquire Jones Radio Networks, which would effectively double the size of Dial Global, providing some form of programming to 5,400 radio stations, almost half the stations in the U.S. He said, "Maybe it's time for you to stop bitching about what radio is not and help us reinvent it." At that point it was an offer I couldn't refuse. They have given me the tools, encouragement and support to put the magic back into radio.

Your current focus: I'm responsible for everything from our 24/7 digital formats to our prep services—which have 1,000 affiliates—to our syndicated day-part hosts and developing new properties and new ideas. My first priority is to really dress out our 24/7 formats. We have almost 1,700 affiliates around the



country that take our satellite programming, which has always been seen as something for small and medium markets. What's exciting is consolidation has pushed so many talented people to the sidelines that I've found and they are alive and well. I've been pulling the best people from Dial Global and Jones and building supercharged formats out of them. I'm working on getting the music, the features and the imaging all together so these formats can compete in any size market. I think that's attractive to many companies cutting costs who don't want to cut the quality of their product. I'm also trying to reinvent the production we're doing and leveraging the promotional capabilities of this company.

Biggest surprise in the first 90 days: This is going to sound silly but I've fallen in love with radio again, and I had really given up on it.

Long-range plans: To throw myself into each of the different divisions. I'm really trying to set the bar high. The air talent and programming people willing to lock arms with me and run at a faster pace are the people I want to rally this company around. We're going to do everything to try and create a new model.

Biggest challenge: It's something that hit me right out of the block. I don't have a staff in New York. My people are based in Los Angeles; Valencia, Calif.; Seattle; Denver; Nashville; and Omaha, and they've all been operating independently like islands. My first challenge is to build bridges between them and encourage collaboration and cooperation and sharing a pooling of knowledge.

State of radio: Somewhere along the way we lost our passion. I know that's kind of clichéd but it's been so focused on sales and revenue generation and being accountable to Wall Street. We spent so much time cutting we've forgotten to inject the fun back. There was a study I saw a few weeks ago that asked what people like most about radio. The No. 1 response was convenience. I thought that was sad; we're now relegated to a toaster or microwave sitting on the counter, and we're convenient. Nothing about great disc jockeys or great news and information or music they love.

Career highlight: I was a talent coach and had a good ear and eye for talent and gave them the opportunity to really launch. That's what I get to do now on a national scale.

Most influential individual: Lester Smith, the owner of KISW, along with his partners Danny Kaye and Frank Sinatra. He was a real mentor to me.

Advice for broadcasters: Find a way to get back to what made you love radio in the first place and inspire yourself to get back there at all costs, because that's what radio needs right now. R&R

'I've fallen in love with radio again, and I had really given up on it.'

—Beau Phillips

Lineer Notes

Profile: Beau Phillips
Title: Dial Global executive VP of programming
Favorite radio format: Triple A
Favorite TV show: "The Daily Show With Jon Stewart"
Favorite song: "That's impossible."
Favorite artist: Neil Young
Favorite movie: "City Slickers"
Favorite restaurant: The 13 Coins, Seattle
Beverage of choice: Iced tea
Hobbies: "Just about any sport, golf and photography."
E-mail address: bphillips@dial-global.com

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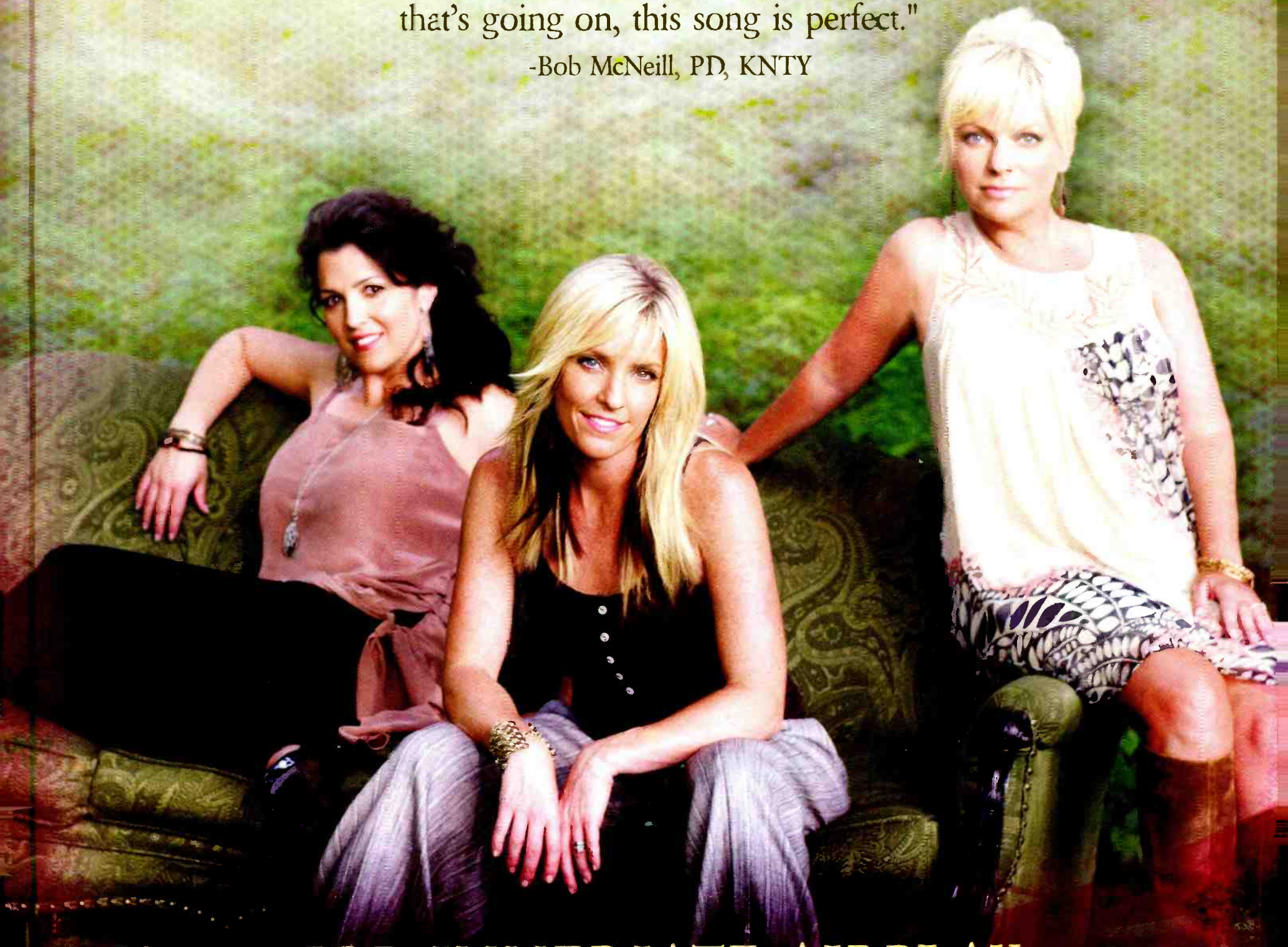
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POINT OF GRACE

"I WISH"

"We're always saying, 'It's about the song.' Well, this is a great song. Play it for the women in your office and watch the reaction. The message is one that rings true in the world right now. If your radio station is a place people can go to feel better with all that's going on, this song is perfect."

-Bob McNeill, PD, KNTY



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