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### J Records: Easy As 1, 2, 3

J Records accomplishes an extremely rare feat this week as its acts land in the top three spots on R&R's Urban AC chart.



**Ruben Studdard's** "Sorry 2004" moves into the top spot, succeeding "You Don't Know My Name" by **Alicia Keys**, now at No. 2. Meanwhile, **Luther Vandross** climbs to No. 3 with "Think About You."



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FEBRUARY 27, 2004



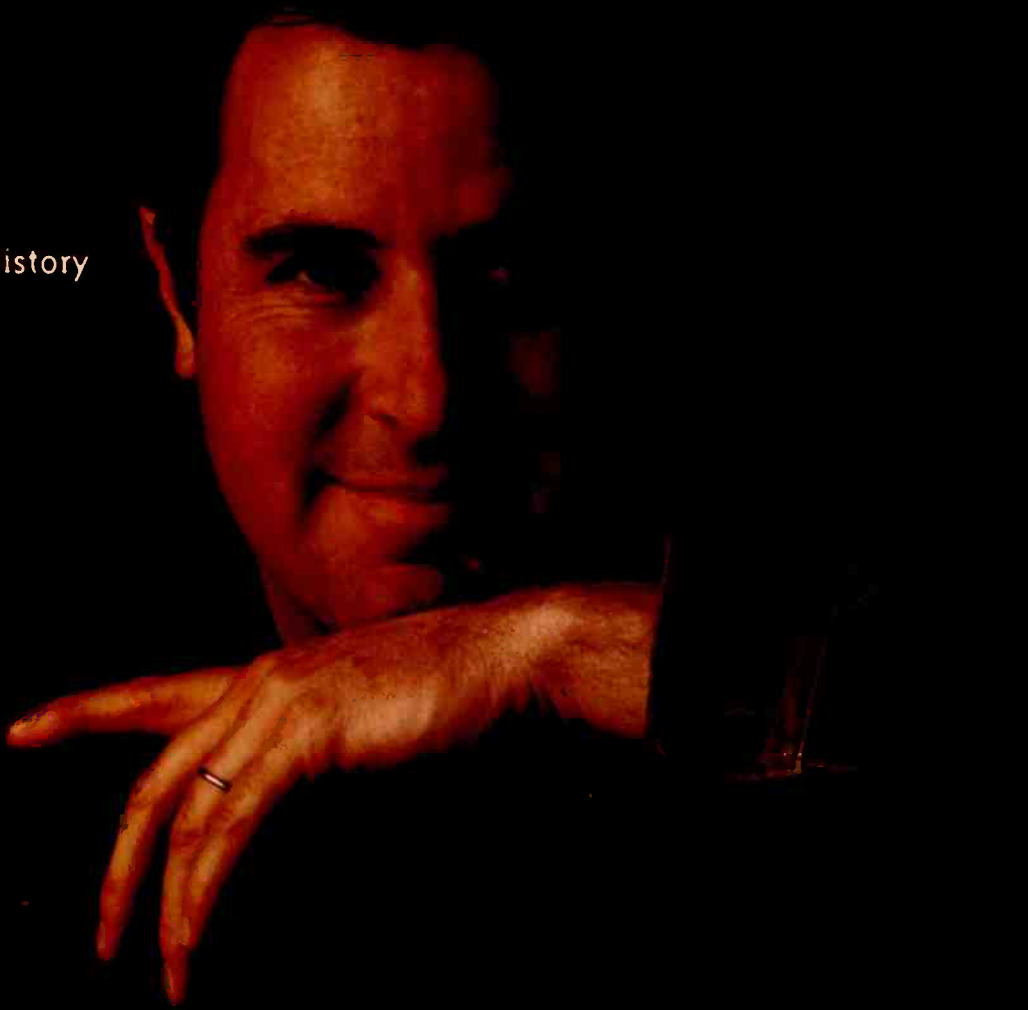
### R&R News/Talk All-Star Players

Coinciding with the 2004 R&R Talk Radio Seminar being held this week in the nation's capital, R&R presents the annual News/Talk/Sports special issue. R&R News/Talk/Sports Editor **Al Peterson** has assembled the definitive yearbook of the format's all-star players: From programmers to hometown heroes to network hosts, R&R has it all! The lineup begins on the next page.

16 Grammy Awards

The most awarded country male artist in history

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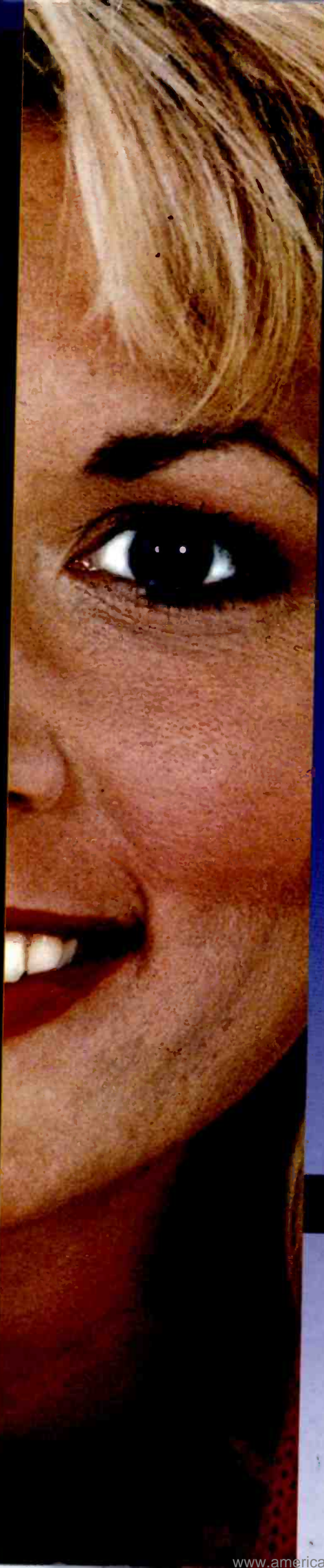
# WINCE GILL

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- |                          |                        |                         |                         |                            |
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| <b>WDBO</b><br>Orlando   | <b>WPTF</b><br>Raleigh | <b>WRVA</b><br>Richmond | <b>KLBJ</b><br>Austin   | <b>WOAI</b><br>San Antonio |
| <b>WGY</b><br>Albany     | <b>KFYI</b><br>Phoenix | <b>KTRH</b><br>Houston  | <b>WIOD</b><br>Miami    | <b>KRMG</b><br>Tulsa       |
| <b>KMOX</b><br>St. Louis | <b>WLS</b><br>Chicago  | <b>WCBS</b><br>New York | <b>WSB</b><br>Atlanta   | <b>WRKO</b><br>Boston      |

**1**

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**PACKAGING PROGRAMMING**

Consultant **Walter Sabo** believes radio can bring in more revenue if it repackages its programming elements in "sections," the way newspapers do. Sabo says stations can create special sections for women to attract those advertisers that will happily pay a premium to reach them. In addition, this week's Management/Marketing/Sales section features sales authority **Irwine Pollack**, who overrules objections from fans of the Yellow Pages. Plus, the Media Audit shows how radio reaches active voters better than other media do.

Pages 10-14

**THE CURB PHILOSOPHY**

This week's R&R Country section features an exclusive interview with Curb Records Chairman **Mike Curb**. He offers a new perspective on the changing landscape of the recorded-music industry and looks at the challenges and rewards of his company's long-standing investment in country music.

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**R&R NUMBER ONES**

- CHR/POP**  
• **JESSICA SIMPSON** With You (Columbia)
- CHR/RHYTHMIC**  
• **USHER** Uluadacris... Yeah (Arista)
- URBAN**  
• **USHER** Uluadacris... Yeah (Arista)
- URBAN AC**  
• **RUBEN STUDDARD** Sorry 2004 (J)
- COUNTRY**  
• **TOBY KEITH** American Soldier (DreamWorks)
- AC**  
• **SHANIA TWAIN** Forever And For Always (Mercury/RLMG)
- HOT AC**  
• **3 DOORS DOWN** Here Without You (Republic/Universal)
- SMOOTH JAZZ**  
• **CHRIS BOTTI** Indian Summer (Columbia)
- ROCK**  
• **NICKELBACK** Figured You Out (Roadrunner/RLMG)
- ACTIVE ROCK**  
• **NICKELBACK** Figured You Out (Roadrunner/RLMG)
- ALTERNATIVE**  
• **MICUBUS** Megalomaniac (Epic)
- TRIPLE A**  
• **NORAH JONES** Sunrise (Blue Note/EMC)
- CHRISTIAN AC**  
• **MATTHEW WEST** More (Universal South/EMI CMG)
- CHRISTIAN CHR**  
• **JEREMY CAMP** Right Here (BEC)
- CHRISTIAN ROCK**  
• **WITLESS** Treason (BEC)
- CHRISTIAN INSPO**  
• **STEVEN C. CHAPMAN** Moment Made For... (Sparrow)
- SPANISH CONTEMPORARY**  
• **CRISTIANE** Cuidarte El Alma (Sony Discos)
- TEJANO**  
• **DJ KAME** La Negra Tomasa (EMI Latin)
- REGIONAL MEXICAN**  
• **MONTEZ DE DURANGO** Lagrimas De Cristal (Disa)
- TROPICAL**  
• **VICTOR MANUELLE** Tengo Ganas (Sony Discos)



**R&R NEWS/TALK ALL-STAR PLAYERS**

**News/Talk All-Stars Of 2004**

A yearbook look at some of the format's best

By **Al Peterson**  
R&R News/Talk/Sports Editor  
apeterson@radioandrecords.com

They say that a picture is worth a thousand words. As someone who had a long career in the no-pictures world of radio before transitioning to the equally picture-free world of writing for a living, I can't help but take offense at that old adage.

But as this year's R&R News/Talk special issue began to roll off the presses, I confess to having gained a lot more understanding about what that old saying truly means. So will you as you look at the faces of some of the format's most successful practitioners on the pages ahead. The pictures do, in-

deed, speak volumes about how many talented professionals there are working in News/Talk radio.

In a recent issue (1/16) we saluted the 36 nominees for this year's R&R News/Talk Industry Achievement Awards, but it seemed there had to be a way to recognize even more individuals from all walks of the industry for their contributions to the success of News/Talk radio. That was the genesis for *News/Talk All-Star Players*.

The next time you see or speak to any of the individuals featured in this special, I hope you'll take the time to congratulate them and say

► See Page 23

**Erickson Official As KKSF/S.F. PD**

By **Carol Archer**  
R&R Smooth Jazz Editor  
carcher@radioandrecords.com

**Michael Erickson** has officially added PD duties at Clear Channel's heritage Smooth Jazz KKSF/San Francisco. Erickson, currently PD of co-owned Urban AC KISQ/San Francisco, has been interim PD of KKSF since Steve Williams' departure in November 2003.

"After an exhausting search all over the country for the right person to program KKSF, I found him sitting two doors down from me," Clear Channel Regional VP/Programming **Michael Martin** said. "Michael's programming discipline and knowledge will be a tremendous

ERICKSON ► See Page 21



Erickson

**LATEST EARNINGS**

**Clear Channel Misses Forecasts, But Hogan Optimistic About '04**

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

Clear Channel on Tuesday reported Q4 earnings that were below forecasts, but company management insisted there is reason for optimism in 2004. The company's earnings per share were flat at 30 cents, 3 cents shy of the consensus estimate of analysts polled by Thomson First Call, although net income grew from \$184 million to \$187 million.

Overall company revenue increased 4%, to \$2.3 billion, while operating income increased 2%, to \$416 million. However, the company's radio division saw Q4 revenue slip 1%, to \$965.8 million —

**Rush: The Teflon Talk Host**  
Study shows influence, loyalty remain constant

A new, independently conducted study by **Paragon Media Strategies** calls **Premiere Radio Networks** talk host **Rush Limbaugh** the "Teflon Talk Host." Results of the recently completed project show that most Limbaugh listeners have remained loyal and that his influence on the American political dialogue has remained remarkably consistent in the wake of his admitted addiction to prescription painkillers and subsequent legal problems.

The Paragon study surveyed 405 respondents who listen to Limbaugh's daily national radio show "regularly" (27%) and "occasionally" (73%). Male and female participants between the ages of 15-64 were asked a series of questions to gauge their opinions of Limbaugh's admission, as well as about how the upcoming presidential election will affect time spent listening to his program and how influenced listeners are by his radio show.

LIMBAUGH ► See Page 21



Limbaugh

**Bubba Beached By Clear Channel**  
Controversial host fired by executives in Tampa

By **Adam Jacobson**  
R&R Radio Editor  
ajacobson@radioandrecords.com

The ongoing scrutiny of broadcast indecency by Capitol Hill legislators has led **Clear Channel's Tampa** management to cut its ties with controversial morning personality **Bubba The Love Sponge Clem**.

Clem, whose **Bubba Radio Network** was based at **Active Rock WXTB (98 Rock)/Tampa** and included **WJRR/Orlando**; **WFLA/Jacksonville**; and **WYNF/Macon, GA** as affiliates, was officially handed his walking papers Tuesday morning. The night before, all vestiges of Clem and all references to his show had already been removed



Bubba The Love Sponge

from **WXTB's** website. The decision to part ways with the host came after **Clear Channel** last month received a record-setting \$715,000 penalty for several 2001 broadcast segments of the **Bubba The Love Sponge** program deemed indecent by the FCC.

Clem's sudden firing came just 48 hours before **Clear Channel Radio President/CEO John Hogan** was to appear as a witness at a Feb. 26 House Telecommunications Subcommittee hearing on the Broadcast Decency Enforcement Act of 2004, introduced by Subcommittee Chairman **Fred Upton** (see story, Page 4).

BUBBA ► See Page 21

**Strassell Rises To Infinity SVP/Prog. Zellner, Preston take on new responsibilities**

By **Keith Bowman**  
R&R Associate Radio Editor  
kborman@radioandrecords.com

**Infinity Broadcasting** has promoted **Greg Strassell** to Sr. VP/Programming. He succeeds



Strassell

Zellner

**Steve Rivers**, who was promoted to **President/Programming** last month following the departure of **Andy Schuon**. **Strassell** will work alongside Sr. VP/Programming and **KROQ/Los Angeles PD Kevin Weatherly**.

INFINITY ► See Page 21

NEWS/TALK STATION OF THE YEAR

**KFI/Los Angeles**

NEWS/TALK LOCAL TALK HOST OF THE YEAR

**Chris Baker**

KPRC/Houston

**Bill Handel**

KFI/Los Angeles

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Premiere Radio Networks

**Glenn Beck**

Premiere Radio Networks

NEWS/TALK PROGRAMMER OF THE YEAR

**Robin Bertolucci**

KFI/Los Angeles

NEWS/TALK GENERAL MANAGER OF THE YEAR

**Greg Ashlock**

KFI/Los Angeles

NEWS/TALK EXECUTIVE OF THE YEAR

**Kraig Kitchin**

President/CEO Premiere Radio Networks

# Music To Include FBI Copyright Warnings

Same warning will appear on music, videos, software

By **Diana Connolly**  
R&R Digital Media Editor  
dconnolly@radioandrecords.com

Representatives of the RIAA, the Motion Picture Association of America, software manufacturers and game makers held a press conference last week at the FBI's Los Angeles headquarters to announce a new initiative against copyright infringement. Starting soon, the same newly designed FBI seal and warning will be appearing on software, electronic games, videocassettes, DVDs and — an industry first — major-label music.

The warning reads, "The unauthorized reproduction or distribution of this copyrighted work is illegal. Criminal copyright infringement, including infringement without monetary gain, is investigated by the FBI and is punishable by up to five years in federal prison and a fine of \$250,000."

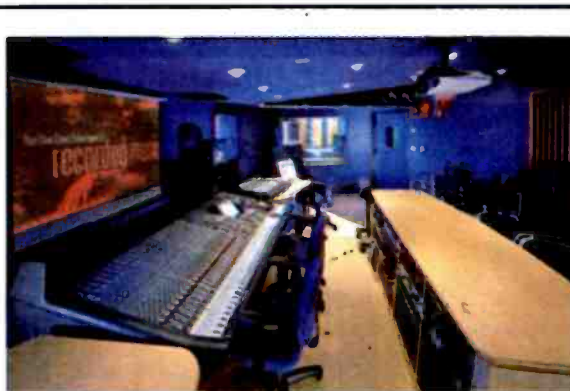
That's pretty blunt, but RIAA Exec. VP/Anti-Piracy Brad Buckles said at the conference that the RIAA is looking at the warning primarily

as an educational tool. "It is our hope that when consumers see the new FBI warning on the music they purchase, both physically and digitally, they will take the time to learn the do's and don'ts of copying and uploading to the Internet," he said.

"As this seal attests, these are serious crimes, [and there are] serious consequences — including federal prosecution — making unauthorized copies or uploading music without permission, and consumers should be aware of them. We are very grateful for the FBI's dedication to helping all copyright owners enforce their rights."

He continued, "We also hope this is an attention-grabbing reminder to music fans: Piracy is no victimless crime. It affects everyone who brings music to the public. It hurts not only today's musicians, but the up-and-coming artists of tomorrow who now might not get signed to a contract, as well as thousands of less-celebrated individuals, like the

See Page 18



A look at the studio at NYU's Clive Davis Department of Recorded Music.

## Davis Goes Back To School

Record honcho brings studio to NYU classroom

By **Frank Corvino**  
R&R Music Editor  
fcorvino@radioandrecords.com

BMG North America Chairman/CEO Clive Davis has teamed with Troy Germano of Studio Design Group to provide students at New York University's Tisch School of Arts with hands-on experience in the inner workings of the music industry. The Clive Davis Department of Recorded Music is an educational facility featuring a

working studio designed specifically with students in mind.

"The idea was to build an educational facility for recording that also had a strong emphasis on the overall studio process and business," said Germano, who brought in longtime colleagues Dave Bell of Whitemark LTD in England and Dave Malekpour of Professional Audio Design to assist in designing the studio classroom. "We

DAVIS ▶ See Page 17

## EMI CMG Label Group Formed

York President of new unit as staff is cut in reorg

EMI Christian Music Group has cut one-tenth of its staff and reorganized its internal operations in an effort to position itself for the new music marketplace. Changes include the formation of a new EMI CMG Label Group, which will include Sparrow and ForeFront Records and their imprints. ForeFront employees who were not cut in the restructuring have moved to the EMI corporate offices in Brentwood, TN.

Peter York, previously Sparrow Label Group President, has been

upped to President of EMI CMG Label Group. Former ForeFront Records President Greg Ham has been named Exec. VP/Business Development for EMI CMG, and his duties will include supporting joint ventures EMI has with Gotee and Tooth & Nail Records. York and Ham report directly to EMI Christian Music Group President/CEO Bill Hearn.

York said, "The focus of the new label group will be to create the best

EMI CMG ▶ See Page 16

## Remington Manages CC/Denver

Connor now KFMD, KHOW, KOA & KTCL VP/GM

Mark Remington has been promoted to Market Manager for Clear Channel's Denver cluster, which comprises Triple A KBCO, Active Rock KBPI, CHR/Pop KFMD, News/Talk KHOW, Sports KKZN, News/Talk KOA, Classic Rock KRFX and Alternative KTCL. He will also continue as VP/GM of KBCO, KBPI, KKZN & KRFX and Clear Channel Concerts.

At the same time, Regional VP/Sales, Rocky Mountain Region Pat Connor has added VP/GM duties for KFMD, KHOW, KOA & KTCL.

"These are two seasoned professionals who have a passion for this



Remington

Connor

business and for this community," Clear Channel Sr. VP/Rocky Mountain Region Lee Larsen said. "We are excited to have them lead this Denver team."

DENVER ▶ See Page 16

## KSJL-FM Moves To CHR/Rhythmic

KSJL-FM/San Antonio on Feb. 20 flipped from an Urban AC simulcast with Clear Channel market sister KSJL-AM to CHR/Rhythmic, using the moniker "Hot 92.5 — Where Hip-Hop Lives." The station will challenge Univision's crosstown KBBT, which is currently No. 1 12+ in the market.

Jay Shannon will serve as PD of the new station. Shannon, whose career spans over 15 years in the CHR arena, will also remain PD of Clear Channel's CHR/Pop KXXX/San Antonio.

"In a market like San Antonio, one Rhythmic outlet isn't enough," Shannon told R&R. "I have a great support team in [Clear Channel execs] Doc Wynter, Steve Smith and Bill Richards. It doesn't get any better than that."

Hot 92.5 debuted with 10,000 songs commercial-free, playing such artists as Jay-Z, OutKast, Missy Elliott, Ludacris, Snoop Dogg and Beyoncé. KXXX Promotions Director Heather Bailey and the KXXX sales team, including Sales Manager Mike Hall, all add similar duties at Hot 92.5.

### IN MEMORIAM

## Legendary PD Al Casey Dies

By **Adam Jacobson**  
R&R Radio Editor  
ajacobson@radioandrecords.com

Al Casey, the first person to serve as PD for an FM Top 40 radio station, died late Monday at his home in Bainbridge Island, WA after a lengthy bout with cancer. He was 60.

In March 1971 Casey signed on WMYQ-FM/Miami for Bartell, which later became Charter Broadcasting. The move was historic, as Top 40 stations until that time had been found only on the AM dial. The launch of WMYQ influenced Cecil Heftel to purchase



Casey

WMJR/Ft. Lauderdale, FL, which in late 1973 would become WHYI (Y-100)/Miami — a hugely successful Top 40 that today remains a CHR/Pop under Clear Channel's stewardship.

Casey also served as PD for KSLQ & KXOK/St. Louis and KCMO & WHB/Kansas City and from 1981-82 held National PD duties for Charter Broadcasting.

In 1983 Casey took over as OM for KOGO & KPRI/San Diego, but seven months later he

CASEY ▶ See Page 16

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## KPHX/Phoenix To Go Comedy

Hollywood-based All Comedy Radio has planted the seed for the purchase of its first owned-and-operated radio station. The comedy-programming provider has entered into an LMA with Continental Broadcasting of Arizona, owner of KPHX/Phoenix, that gives ACR the option to buy the station at a later date.

ACR will begin operating KPHX, which presently airs a Regional Mexican format as "Super X," on March 1. Jonathan Molina will continue as KPHX's GM and will oversee the station's flip to all-Comedy.

ACR co-founder and CEO Michael O'Shea said, "Our 24/7 Comedy format will provide Phoenix radio listeners with a compelling, unique and diverse alternative program choice. Plus, it gives All Comedy Radio a wonderful platform from which to develop new programming, both for the local market and the ACR international network."

ACR co-founder and Chairman Kent Emmons said, "This is an important day for All Comedy Radio. We've always planned for an owned-and-operated station group, but to start in Phoenix, the 15th-largest radio market, is beyond our expectations."

KPHX ▶ See Page 21

# House Continues To Tackle Broadcast Indecency

Infinity memo details stern approach

By Adam Jacobson  
R&R Radio Editor  
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The House Telecommunications Subcommittee this week kept up its quest to halt the dissemination of indecent material on America's radio and television stations with a new hearing that was set to include Clear Channel Radio President/CEO John Hogan.

Rep. Fred Upton, who chairs the subcommittee, on Tuesday confirmed that Hogan will be a witness at the hearing, which was scheduled for Feb. 26. Subcommittee members were to hear Hogan's views on broadcast indecency — and this week's dismissal of Bubba The Love Sponge Clem by Clear Channel/Tampa (see story, Page 1) may have been prompted by Hogan's impending trip to Capitol Hill.

It appeared that Thursday's House session was going to focus primarily on TV, as ABC Television Network President Alex Wallau, Fox President/

Entertainment Gail Berman, NBC President/Research & Media Development Alan Wurtzel, Paxson Chairman/CEO Bud Paxson and Pappas Chairman/CEO Harry Pappas were also called to testify.

This should be the last hearing on Upton's Broadcast Decency Enforcement Act, which would increase tenfold the fines the FCC can impose for broadcast indecency. Upton hopes the bill will soon make its way to a floor vote by the full House.

This week's hearing will come two weeks after a daylong hearing during which Viacom President/

COO Mel Karmazin, all five FCC commissioners and NFL Commissioner Paul Tagliabue were grilled about indecency on television and radio, particularly the notorious Super Bowl halftime incident.

Meanwhile, in light of the more than 200,000 complaints the FCC received about Janet Jackson's breast-baring Super Bowl XXXVIII performance, the commission has decided to suspend its ex parte notification rules, which normally require that all interested parties be served with copies of complaints.

While it is not known if Clear Channel is now taking a stricter approach to indecency at its radio stations, Infinity last week made it clear that it will not tolerate any programming "that could conceivably be

**INDECENCY** See Page 6

## BUSINESS BRIEFS

### Broadcasters' Foundation Seeks More Corporate Involvement

The Broadcasters' Foundation, which provides financial help to radio and television personalities and their families in times of need, is seeking to attract additional corporate involvement with its Angel program, launched last week. With a donation, each station in a cluster can receive the foundation's *On the Air* magazine and a plaque denoting Angel membership. For more information, contact Broadcasters' Foundation President/CEO Gordon Hastings at 203-862-8577 or [ghastings@broadcastersfoundation.org](mailto:ghastings@broadcastersfoundation.org).

### Los Angeles Radio Revenue Tops \$1 Billion In 2003

Los Angeles, the nation's No. 2 market as ranked by Arbitron, remains the world's top market in radio revenue, the Southern California Broadcasters Association reported. The SCBA said that, according to data compiled by Miller, Kaplan, Arase & Co., the 58 stations registering in the Arbitron radio metro for L.A. posted revenue of \$1.04 billion in 2003, marking the first time a single market has exceeded the billion-dollar mark in radio spending. Miller Kaplan's George Nadel Rivin said L.A. is the second-fastest-growing market among the nation's top 50 markets, right behind Sacramento. Auto dealers continue to be the leading spenders, the SCBA reported, while television is again No. 2 — emphasizing the importance of radio in driving TV viewership. Meanwhile, the grocery category moved back into the top 10 for the first time in several years.

### Disney Defends Itself In Conference Call

Walt Disney Co. board members and executives in a conference call on Monday gave a vote of confidence to Disney Chairman/CEO Michael Eisner and said they stand by the company's corporate governance. The call came ahead of Disney's annual shareholders' meeting, set for March 3 in Philadelphia — the home of Comcast, which made an unsolicited takeover bid for Disney on Feb. 11. The call also served as an opportunity for the company's top brass to respond to the efforts of former director Roy Disney, nephew

Continued on Page 17

### R&R Stock Index

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

	Change Since				
	2/2003	2/1/04	2/2004	2/2003	2/1/04-2/2004
R&R Index	191.10	224.09	220.68	+15%	-1.5%
Dow Industrials	7,914.96	10,627.85	10,619.03	+34%	-0.08%
S&P 500	837.10	1,145.81	1,144.11	+37%	-1.5%

## FCC: Third-Adjacent Limits Unnecessary

Says no public-interest reason for LPFM rule

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

In a report delivered to Congress on Feb. 20, the FCC endorsed the findings of a congressionally mandated study that determined that the third-adjacent channel protection Congress granted to full-power radio stations against low-power FM's interference isn't necessary. The FCC suggested that Congress rewrite the regulation.

"There appears to be no public-interest reason to retain the third-adjacent minimum-distance separation requirement," the FCC said, pointing to the Mitre Corp. study's conclusion — which mirrored the FCC's own findings — that LPFMs pose "no significant risk of causing interference" to full-power stations operating on third-adjacent chan-

nels. Further, the FCC said it could resolve any interference problems that might arise after a rule change on a case-by-case basis.

The agency also suggested that Congress reconsider completing the second phase of the study, which requires listener tests and an economic analysis. Mitre and the FCC

**FCC** See Page 6

POINT A
POINT B

mar-ket-ing (mär'ki'ting). n. 1. getting the message from point a to point b.

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**Length** 5 Hours / Saturday nights

**Format** CHR

**Commercial Inventory**

Local 7 minutes\* / hour  
National 4 minutes / hour

\* = Includes one optional local break each hour (4 minutes)

**Provided Via** Satellite

**Broadcast Window** Eastern Standard Time 7 pm - 12 am (live)  
- Central Standard Time 6 pm - 11 pm (live)  
Mountain Standard Time 5 pm - 10 pm (live)  
Pacific Standard Time 4 pm - 9 pm (live)

\*\* First two hours repeat, for stations who want a later start

**Market Exclusive** Yes

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## Indecency

Continued from Page 4

considered indecent by the FCC."

In an internal memo sent by Infinity Chairman/CEO John Sykes and President/COO Joel Hollander to reinforce topics discussed in a Feb. 18 conference call that also included Karmazin, employees were asked to "exercise extreme caution in making decisions relating to programming."

In the memo, a copy of which was obtained by R&R, Sykes and Hollander explained that both houses of Congress "are now vigorously engaged in the crusade against indecency." They continued, "It all adds up to an environment in which no Infinity station or employee can afford to take any risks in this area." An Infinity representative later called the

memorandum simply a "reiteration" of existing company policy.

In Los Angeles, Infinity/Los Angeles VP/AM Programming David Hall instructed staffers at News outlets KFVB and KNX that live interviews and live telephone calls would not be permitted on the stations until digital delay equipment could be installed. The equipment was expected to be in place by the end of this week.

Meanwhile, Infinity's Alternative KROQ/Los Angeles reacted to the indecency mandate by squelching a bit called "Sex U.," featuring morning show member Ralph Garman, that had run every Thursday for five years.

NextMedia was also said to have addressed indecency at its stations: A memo reportedly sent by Presi-

dent/co-COO Skip Weller and WEXT & WIIL/Kenosha, WI GM Kira Lafond stressed to staffers that one should not "use any word that you wouldn't say in front of your 7-year-old child." However, Weller told R&R that the memo, which was obtained by the *Chicago Sun-Times*, "was something I don't want to put out."

Weller said that while NextMedia has no official policy regarding indecency, his company has discussions concerning indecency issues "all the time." He added that it's difficult to create a policy on indecency and said the NAB and the RAB are both working on codes of conduct that he thinks could provide an equitable solution that doesn't infringe on First Amendment rights.

## FCC

Continued from Page 4

both believe the findings of the study's first phase make the second phase unnecessary.

The report met with immediate responses both in favor of and opposed to its conclusion, but the most significant reaction may have come from Sen. John McCain, who promised that he will soon introduce legislation to make the FCC's recommendations into law.

"Four years ago broadcasters masqueraded their concern about competition from new low-power FM stations in grossly exaggerated

claims of interference," McCain said in a statement praising the FCC report. "While it may be too late to turn back the clock on the radio consolidation that has occurred, low-power FM may be one means of providing the public with a locally oriented alternative to huge national radio networks."

On the other side of the issue is the NAB, which opposes doing away with the protection. NAB Sr. VP/Corporate Communications Dennis Wharton said, "It is unfortunate the FCC is relying on the deeply flawed Mitre study in making its recommendation to Congress. Local radio listeners should

not be subjected to the inevitable interference that would result from shoe-horning more stations onto an already overcrowded radio dial."

According to the FCC, three parties that filed comments on the report supported retaining third-adjacent channel protection, while 18 favored elimination or modification of the rule. However, the commission noted that 10 individuals who favored elimination of the protection also reported that their local LPFM stations were experiencing co-channel interference that could be eliminated if the stations were moved to third-adjacent frequencies.

## Earnings

Continued from Page 1

Clear Channel, but for the entire radio industry — is that the viability of radio is really pronounced," he said, adding that with increased performance will come advertiser satisfaction. "As advertisers look for greater return and greater value, radio's core strengths really shine in this environment."

Looking ahead, Hogan said the radio division is seeing increased activity across a broad range of regions and market sizes and that he's encouraged by improvements in local advertising. "It was not our best category last year, and to see it rebound as we move into Q1 is very encouraging," he said. "We're also seeing increased strength in our traffic and nontraditional revenue, which tend to be very locally driven, and that is encouraging as well."

Meanwhile, Clear Channel COO Mark Mays spent Tuesday's conference call resisting demands from analysts for more details about the company's Q1 pincings, but he repeatedly stated that the company has seen sequential monthly improvement since November 2003 that he expects to continue into 2004.

While Mays stuck to the company's policy of not offering monthly guidance, he quickly fired back when Goldman Sachs analyst Richard Rosenstein suggested that Jan-

uary revenue might post a decline vs. a year ago but still improve compared to a wider decline in December. "I never said January was down," Mays said. He did say that Clear Channel expects radio revenue will improve 3%-5% in Q1.

### Entercom Profit Up

Entercom's Q4 earnings per share of 42 cents were well ahead of the consensus estimate of 38 cents from analysts polled by Thomson First Call, as net income rose from \$18.8 million (38 cents) to \$21.8 million and revenue grew 3%, to \$104.6 million. While Q4 free cash flow increased 1%, to \$31.8 million, operating income slid 1%, to \$39.3 million. On a same-station basis, revenue dipped 1% and operating income declined 4%.

For 2003, Entercom rebounded from an \$83 million loss (\$1.70 per share) to post a profit of \$71.7 million (\$1.41), as net revenue improved 3%, to \$401.1 million; free cash flow grew 10%, to \$115.6 million; and operating income rose 8%, to \$140.2 million. For Q1 2004 the company forecasts same-station net revenue will increase 3%-5% and predicts net income per share of 21 cents-23 cents.

While he expressed some wariness about Q1, Entercom CEO David Field said radio's outlook improves when the industry's long-term projections are considered. "Business conditions aren't bad for Q1, but

they aren't terrific either," he said during a Monday-morning conference call with investors. "I would be disingenuous if I didn't share a bit of disappointment that we are not experiencing a stronger quarter as an industry."

However, Field said that although current pincings are disheartening, he believes radio's financial picture will improve later this year. "More encouraging are the underlying economic and political factors that give us considerable optimism about Q2 and the second half of 2004," he said.

"Our own independent conversations with advertisers indicate a more positive trend in expectations for advertising outlays for the remainder of this year. The important point to be made is that business has improved since Q4, and we have every reason to believe that as long as the economy doesn't go backward, we will see accelerating growth in radio in the near future."

### WW1 EPS Matches Forecasts

Westwood One's Q4 earnings of 31 cents per share matched the forecast of analysts polled by Thomson First Call, even though net income fell from \$34.5 million (33 cents) to \$31.1 million and net revenue declined 3%, to \$146.1 million. Free cash flow declined 9%, to \$32.9 million, while operating income slid 7%, to \$52.4 million. The company

## TRANSACTIONS AT A GLANCE

Weekly transactions as provided by DMA Financial Networks will return in next week's issue of R&R.

## FCC ACTIONS

### Ridge Plans Visit To FCC

Director of Homeland Security Tom Ridge will participate in the FCC Media Services and Reliability Council's next meeting, which is scheduled for Tuesday, March 2 at 10am ET. The council — created in the wake of the Sept. 11, 2001 attacks to protect the reliability and security of the nation's media infrastructure in the event of a similar catastrophe — will present its final reports and recommendations to leaders from the broadcast, cable and satellite industries. The meeting will also conclude the council's work under its initial two-year charter.

### FCC Hits Emmis With One-Two Punch

The FCC on Feb. 17 denied Emmis' appeal of a \$21,000 fine levied against WKQX (Q101)/Chicago morning man Mancow Muller for three airings of the rap song "Smell My Finger," which contains sexually suggestive lyrics that the FCC said violate its indecency rules. The FCC fined the station \$7,000 for each of three broadcasts of the song in March and May of 2001. The FCC has since handed Emmis another \$7,000 fine for a fourth broadcast of the song on Q101, which also occurred in March 2001. In reaction to the fines, Emmis spokeswoman Kate Healey told R&R, "Emmis takes concerns about our content very seriously. We are evaluating our options in regard to the FCC's latest actions."

### Saga Loses FCC Battle In Springfield, MA

The FCC on Feb. 20 handed Saga Communications a \$4,000 fine for the recording and subsequent airing of a telephone conversation on Active Rock WLZX/Springfield, MA without first alerting the party that the station planned to air the call. Furthermore, the FCC denied a complaint filed by Saga against Western Mass Radio Co. — the owner of crosstown Triple A WRNX — for what Saga said were excessive demands resulting from the unauthorized on-air call.

The trouble started on Jan. 25, 2001, when WLZX air personality Christopher Laursen asked WRNX listeners to call him. Laursen ended up taking a call from Dave Sears, a WRNX air talent who posed as a listener. During the call, Laursen asked Sears if he

Continued on Page 17

attributed the declines to weaker local ad revenue, partially offset by strength on the national side.

For 2003, Westwood One's net income slipped from \$109.1 million (\$1 per share) in 2002 to \$100 million (97 cents) as net revenue declined 2%, to \$539.2 million, and operating income fell 5%, to \$170 million. 2003 free cash flow dropped 8%, to \$107.2 million.

"Last year was a difficult one for the company," WW1 President/CEO Shane Coppola said during a Feb. 18 conference call with investors. "Advertisers shifted their spending patterns and inserted a level of uncertainty and volatility — particularly in the local advertising marketplace — that we have not seen for a long time."

However, Coppola is bullish about WW1's 2004 outlook. "At a minimum, we will deliver on our 2004 revenue projections," he said, insisting that the company's financial picture is improving and that he expects WW1's Q1 results to start the turnaround. "We now know January's and February's revenue and assure you that Q1 revenue will be up," he said.

"January's revenue was slightly better than last year, and February's is better than last February. We believe that we are well positioned to develop new business, build advertiser demand and return to growth in 2004."

### Univision Beats The Street

Univision, which owns 72 radio stations in the U.S. and Puerto Rico, beat analysts' predictions by a penny as Q4 earnings per share came in at 17 cents on net income that improved from \$36.4 million (14 cents) to \$58.9 million. Net revenue rose 44%, to \$408.1 million, due in part to Univision Radio, which was created after Univision completed its September 2003 acquisition of Hispanic Broadcasting. For Q4, the radio division saw revenue of \$76.2 million and EBITDA of \$27.4 million.

Univision's full-year net income grew from \$86.5 million (34 cents) in 2002 to \$155.4 million (55 cents) in 2003, while net revenue rose 20%, to \$1.31 billion. Univision Radio saw 2003 revenue of \$83.6 million and EBITDA of \$30.9 million.

Additional reporting by Adam Jacobson.





"The Daily Service is one of the most consistent parody services I've ever worked with. It's topical, it's timely, and arrives in time to make an impact on morning drive. Overall, The Daily Service is user friendly, it's liked by talent, and it's a great addition to the sound of morning talk radio."

*Program Director Mike Elder, WRKO Boston*

"To my knowledge there is no other comedy service out there that actually deals with that day's hot topics that are right off the front page of the newspaper. That's the key to this, it's so timely. The nice thing about Saturday Night Live is the bits that they do when they're relating to something that happened big in the news that week. Well this is hot in the news that morning. There's nothing more timely that's out there."

*Program Director Phil Boyce, WABC New York*

"This may be the funniest comedy service in the history of radio."

*Hall of Fame Broadcaster Scott Shannon, WPLJ New York*

"Two bits a day, and you're gonna want more when you sign up with The Daily Service. I've used them. These guys are fun, they're great, they're topical, they stay on top of current events and what you get with The Daily Service ... a lot of great talent and entertainment for your audience. Call 'em. Sign up with The Daily Service. I promise ya, your audience is gonna love it."

*Hal Jay Mornings, WBAP Dallas*

"It's been clear from day one that by using Erik's current event/cultural parodies we have attracted many younger listeners who previously thought A.M. stood for the time they wake up. The parodies are key to 'lightening up' the everyday topics."

*Curtis Sliwa, Morning Talkshow Host, WABC-New York*

"Very topical, fast and, most importantly, funny! If something happened last night you can be assured TM's The Daily Service will have something useable in the morning."

*Rusty Humphries, Nationally Syndicated Talk Show Host.*

"An amazing, topical and funny daily service that all demos and all market sizes can count on for comedy"

*Jay Towers Host, Jay & Rachael in the Morning, 93.1 WDRQ, Detroit, MI*

"Erik Hastings has put together some of the best topic-based radio satire to come along in ages. I used his creativity on WLS in Chicago, and have added it to the mix at WRKO in Boston. Hastings is a natural. He finds angles in the most sublime story and adds greatly to the entertainment elements so desperately needed in great talk radio."

*Mike Elder, Director of Programming and Operations, WRKO Radio-Boston*

"These guys really understand the value of being timely. The parodies are very funny and are a perfect compliment to the big story of the day. We couldn't be happier."

*Bob Shomper, Program Director, WBAP Radio-Dallas, TX*

"You make my life so much easier. Thank you very much for the great material."

*Travis Boxx, Producer KVI Radio-Seattle*

"These parodies are very timely. That is what makes them so valuable. Laugh-out-loud-funny."

*Jerry Ager, Afternoon Talkshow Host, WPTF Radio, Raleigh-Durham, NC*

"Yes, we're a 'music station,' but our morning show concentrates on local top-of-mind topics, and world and national issues. There is no better way to end a more serious topic than with a bit of parody! Erik Hasting has his finger on the pulse of these issues, and produces great material on a daily basis. I first experienced his wit and wisdom while filling in for Curtis & Kuby on WABC. I liked it so much we brought it to Washington."

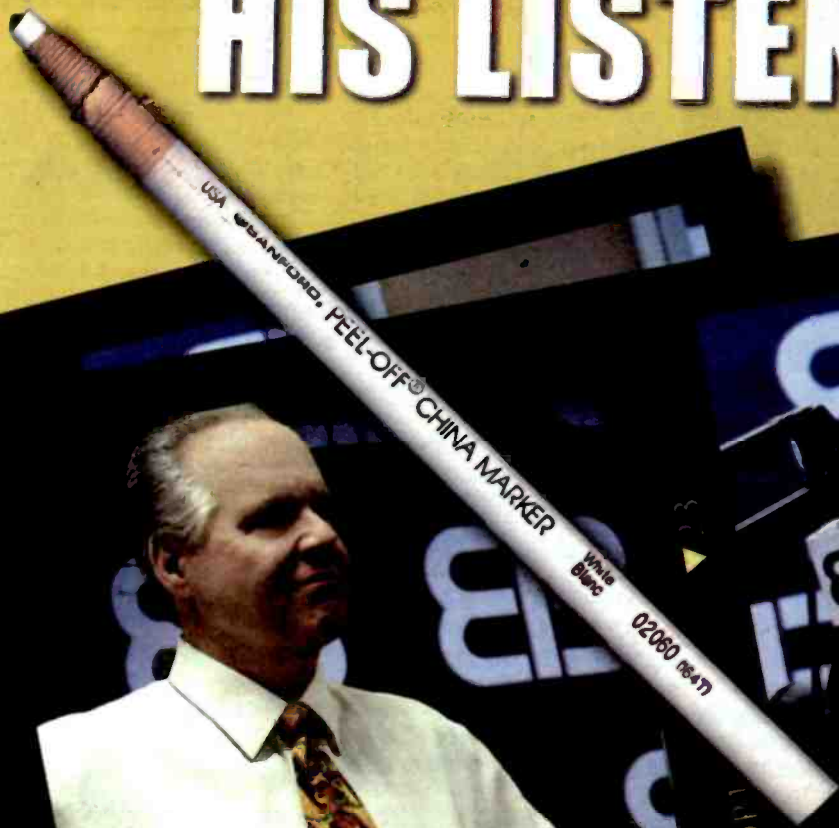
*Jack Diamond, "The Jack Diamond Morning Show", Mix 107.3, WRQX/Washington, D.C*

**Two great bits fresh out of the whacked mind of Erik Hastings in your in-box every morning, plus sing starts and talk beds galore. What more can we say? Oh yeah, "market exclusive" ... so contact Kate Delaney today at 972.406.6807 or [KDelaney@TMCentury.com](mailto:KDelaney@TMCentury.com).**

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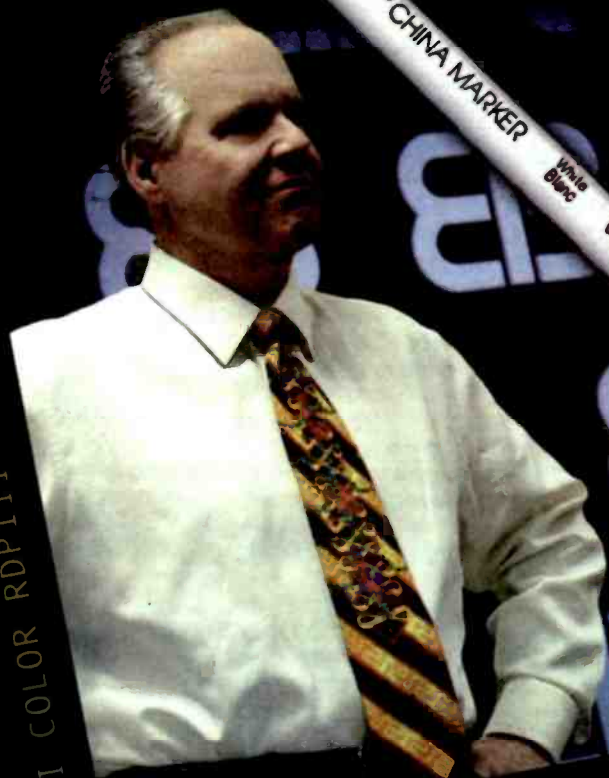
**Hear the demo now at [www.TMCentury.com](http://www.TMCentury.com)!**

# HIS LISTENERS ARE THE



▶16

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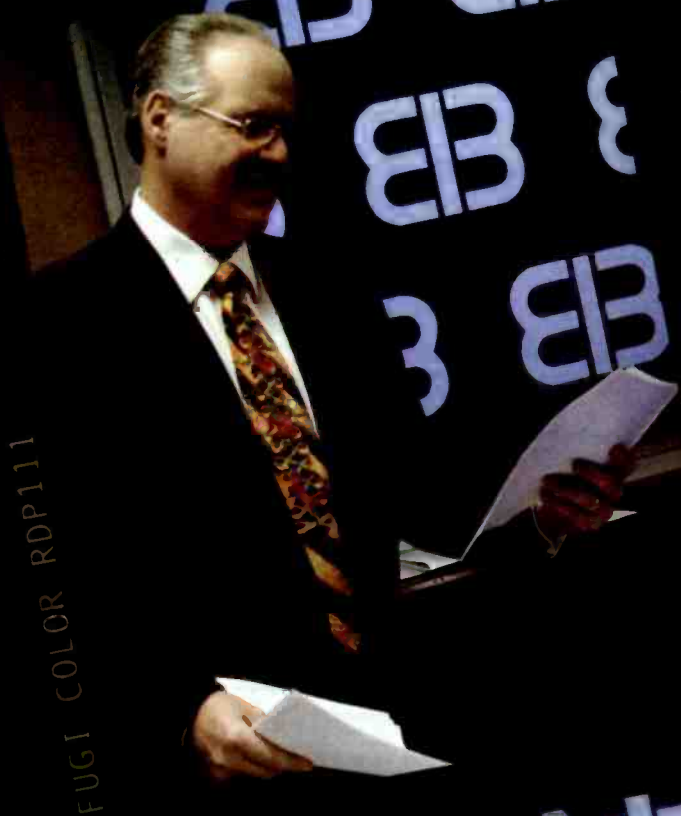


FUGI COLOR RDP111



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FUGI COLOR RDP111



FUGI COLOR RDP111



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## EXCELLENCE IN BROADCASTING NETWORK

New York/WABC	▲ 8%	Boston/WRKO	▲ 15%
Los Angeles/KFI	▲ 14%	Dallas/WBAP	▲ 13%
Chicago/WLS	▲ 15%	Washington/WMAL	▲ 13%
Philadelphia/WPHT	▲ 1%	Detroit/WJR	▲ 14%
San Francisco/KSFO	▲ 7%	Houston/KPRC	▲ 23%

**and many others**

Source: Arbitron Fall 2003/Summer 2003, Metro Survey Area, AQH, Person 12+

**PREMIERE**  
RADIO NETWORKS



**JEFF GREEN, CRMC**  
jgreen@radioandrecords.com

## Use 'Sections' To Gain New Revenue

Program to women like newspapers, TV do

**S**ince 1970, radio has earned only 7%-8% of all ad money spent. In more than 30 years, that hasn't changed. Whenever RAB President/CEO Gary Fries gives a speech, he says he wants radio to attract 10% of advertising dollars, and at RAB2004, Interep formally committed to the 10% mark as a strategic objective for the industry by 2010.

One way to achieve that 10% goal is to take money from print, not from other radio stations. Remember that in every single city in America, the daily newspaper grosses more than all the radio stations combined. That's the most important statistic in American radio. While you're pounding the other radio company, the newspaper guys are laughing at you.

Sure, newspaper circulation is declining. You think you have trouble selling nights? Check newspaper circulation figures on Tuesdays. Think you have lousy demos? Newspapers are primarily 50-plus. So why do newspapers constantly pull multipage daily commitments from advertisers like Macy's, Burdines, JCPenney, Sears, Revlon, Maybelline, Kraft and Pfizer?



Walter Sabo

### The Secret Of Newspaper's Success

The retail advertisers you seek buy newspapers first, TV second and radio maybe. Yet radio is by far the best way to reach working women during the day. Radio delivers women of all demographics, all day, in prodigious numbers. Why can't that be more effectively sold? Not because of the sales department. No salespeople work harder than radio salespeople. The reason is sections.

Newspaper advertisers buy sections. The lucrative women's-retail advertisers — department stores, caterers, shoe stores, boutiques, bridal services and phone companies — buy the environment offered by these sections. They're usually labeled "Style," "Entertainment," "Social,"

"Family," "Food," "Health" or "Personal Money." These sections are targeted to women, and advertisers pay a premium to be placed in that editorial environment.

### TV Stations Know The Secret Too

Smart TV stations also know the power of sections, which means they're also getting some of the money radio should be earning. Think about the TV station in your city that has the No. 1 local morning show. Go to the website for that show. You'll find sections.

For example, KPRC-TV/Houston's website displays the following sections that match segments on its morning show: "Dr. J Money Man," "Fox Food," "Family & Health" and "Fashions." See for yourself at [www.click2houston.com](http://www.click2houston.com). KPRC is able to attract local, women-targeted advertisers to TV and away from print by selling sections.

Now imagine the dilemma of advertisers who really believe in radio and want to reach women in a woman-positive environment. What can they buy in morning drive? Which woman on the radio in your city can they support who will read live copy to sell a Lexus, Jared jewelry

## 60-Second Copywriter Time To Lose The Formula

By Jeffrey Hedquist

If and when you find yourself in a creative rut, try forgetting everything you've been taught, heard or learned about writing radio spots. Instead, experiment by exposing the listener to a dramatic or emotional situation.

For example, what would you say to someone barricaded inside a house if you could only talk to the person using a bullhorn? How about someone on a ledge, ready to jump? What kind of persuasion would you use on your child on the other side of a locked bathroom door? How would you talk to someone stuck in an elevator? Tethered to you on a sheer rock cliff? Sharing a two-person kayak with you in raging rapids?

Maybe it's more of an intimate situation — where radio often is anyway. Imagine someone sitting across from you at the laundromat. How about next to you in bed? On the phone from the office at 3am?

If none of those appeals to you, try writing a letter. Start a conversation with a friend or explain a complex subject simply. Tell a story to someone you really care about. Write someone's last will and testament. Eavesdrop on a confession. Draft a final letter from a desert island as you wait for a rescue team. Write a poem of adoration for a product. Write an angry letter of complaint.

The less you approach your message as a radio commercial, the less it will sound like one, the more attention it will get, and the more likely it will actually work.

Send your un-radio, un-commercial-like communications to Jeffrey at Hedquist Productions, P.O. Box 1475, Fairfield, IA 52556; 641-472-6708; fax: 641-472-7400; [jeffrey@hedquist.com](mailto:jeffrey@hedquist.com); or [www.hedquist.com](http://www.hedquist.com).

or a first-class seat on British Airways? Which female host could they give their dollars to?

Yes, radio delivers the numbers, but radio does not deliver the environment. It needs a woman-positive environment with powerful, entertaining hosts who talk about the same things you see on *Oprah* and *The View*.

The first spot at the end of "20 lite favorites in a row" is not the environment many retailers dream of.

You are very comfortable airing endless sports reports, race results, money and stock-market reports ("The Nikkei is down!"), and ski

Continued on Page 12

**We know the most powerful people in radio**

You won't find them in the corporate boardrooms and they're not on your station's payroll. They may have never even seen the inside of a studio. But with a diary in hand, they have the power to make you ... or break you.

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This man is not a psychic.  
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He doesn't know the future.

But many believe that through him  
the Dead speak.

Steve Godfrey  
Electrifies  
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# objection overruled!

## 'We're Using The Yellow Pages'

According to Yellow Page Consulting President Merritt Mattson, the Yellow Pages generates \$28.4 billion in revenue annually, and 72% of that is profit. A market the size of Dallas could be worth as much as \$80 million a year in Yellow Pages advertising. Mattson reports that the Yellow Pages is the only medium that showed any significant growth in 2003, with a 7.2% increase in volume. It's taking millions of dollars out of your market unchallenged.

Think of the payoff for the radio industry if it could capture just 1% of those dollars. Mattson says, "Nobody ever talks to a businessperson about the Yellow Pages except the Yellow Pages people." That's why it's so important to have a solid arsenal of rebuttals ready for the objection "We're using the Yellow Pages." Here are some suggested answers from Irwin Pollack.



**Irwin Pollack**

1. I can't argue with that. They've worked for many other businesses just like yours. But do you realize all your competitors have ads right on top of yours? And many of their ads appear on pages ahead of yours. If I ran your ads back to back with all your competitors', you'd be upset, wouldn't you? Instead of a big, expensive display ad, let's go with a listing in the Yellow Pages and invest the savings with us. Here's how you can break away from the pack with us and really stand out from the competition.

2. Since you can only change Yellow Pages copy once a year, your ad has to be fairly generic. You're basically stuck with that piece of copy. Here's how we can promote those special sales you have with specific price and item points.

3. The Yellow Pages are an important reference tool, and they're an important part of a well-rounded campaign. Yellow Page Consulting's research shows that creative media such as radio is a big influence on driving people to the Yellow Pages when they need something. Here's how we can create impact for you.

4. Here are several letters from businesses like yours that have had great success with us, in addition to using the Yellow Pages. We can generate the same results for you.

5. How many people will see your ad next week? On our station, you will reach [this many] potential customers. That's too big a group to miss, isn't it?

6. The Yellow Pages are a good use of, or substitution for, your print dol-

lars. That will save money for broadcast backup. We can actively reach business prospects for you now.

7. How much has your Yellow Pages expense gone up in the last couple of years? Our costs are up the least of all the major media. We're efficient. We make your budget go further — and that's smart spending, wouldn't you say?

8. Why are you buying such a big ad in the Yellow Pages? Size alone doesn't give an advantage — just look at all the big escort-service ads. Here's what we recommend.

9. How much of your business comes from repeat customers or referrals? The Yellow Pages won't increase business from those people, but we can. Here's how we can help build name awareness for your store or service to keep you top-of-mind and generate new business.

*Merritt Mattson is President of Yellow Page Consulting, 972 Thornberry Creek Drive, Oneida, WI 54155. Reach him at 888-311-8029; merritm@aol.com or via www.yellowpageconsulting.com.*

*New England-based sales and management trainer Irwin Pollack provides hands-on, results-oriented seminars and in-house consulting on sales and management. He can be reached toll-free at 888-723-4650 or via www.irwinpollack.com.*

### Gain New Revenue

Continued from Page 10

and surf conditions. That's partly why radio is very good at winning dollars from male-targeted advertisers, such as automotive retailers.

#### What Do You Talk About?

Where are your reports on child care? Event planning? Personal health? Getting along at work? Shopping? Entertainment? (Oh, the agony most News station execs express about airing entertainment reports. But isn't what you're doing this weekend important to you? Well, you're not alone.) Obviously, these reports wouldn't appeal just to women, they would also appeal to men who have kids, who have health issues and who go to work, shop and go to the movies. They'd appeal to everyone you claim you want to reach: people under 50.

Myriad features that appeal to women have been well tested and very successful on many stations owned by Saga, with a plan created by Exec. VP Steve Goldstein. FM Talk targeted to women is the obvious evolution.

#### No Need To Pioneer

Since you don't want to be first at anything, you can follow some successful pioneers. For example, the wealthiest person in show business isn't Clear Channel's Lowry Mays, it's a woman who does a daily talk show on TV for women. Talk WKXW-FM/Middlesex grosses over \$20 million a year talking to women all day. The average target of the station is a 38-year-old woman.

And you can safely follow the blueprint of the most successful station in the history of radio, WOR/New York, which was No. 1 in the market in terms of audience and billing from 1925 to 1980. Its success came from featuring women and

The first spot at the end of "20 lite favorites in a row" is not the environment many retailers dream of.

married couples talking to young, family-oriented women.

In short, the bulk of the ad dollars that radio is not getting can be found in women's retail, which is available by taking advertising budgets away from print and TV. That's where the money is that will help radio finally rise to that 10% market share. Give those advertisers "sections" on the radio that appeal to women, and you will win their money.

*Walter Sabo has led consulting firm Sabomedia since 1984. His client list of major media companies includes Millennium Broadcasting, Standard Broadcasting and all 100 Sirius channels. Sabo has also served as VP/GM of ABC Radio Networks and Exec. VP of the NBC-owned FM stations. Reach him at 212-681-8181 or walter@sabomedia.com.*



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# The Best Bet For Reaching Active Voters? Radio

As the federal elections heat up, astute politicians and those organizations promoting political issues, referendums and initiatives should be pitched on radio as a major part of their advertising arsenal. In a study of voting behavior and heavy exposure to the three major media — radio, TV and newspaper — the Media Audit found that radio reaches the most active voters.

Heavy exposure was used to define media use because it is the prime metric for defining the likelihood not only of reaching a target market, but building some frequency against that target. Heavy radio listening is defined as three hours a day or more, heavy TV use is five hours a day or more, and heavy newspaper use is defined as one hour a day or more.

Here are the results of Media Audit's analysis of 120,753 adults.

All political parties could be equally served by using radio for their advertising. Evaluated in terms of heavy exposure, radio's reach among voters is virtually equal across the political parties, at 27% -28%. Heavy exposure to any of the three media, especially TV, tends to lean more Democratic.

25-34	14.8
18-34	20.9
35-44	21.6
45-54	22.6
55-64	15.4
65-74	11.7
75+	7.8

Among people heavily exposed to radio, TV and newspaper, radio

### Demographic Reach, By Heavy Media Exposure

Demo	% Heavy Radio Exp.	% Heavy TV Exp.	% Heavy Newspaper Exp.
18-24	29.8	21.9	9.4
25-34	29.5	17.4	11.3
35-44	30.3	16.6	14.0
45-54	26.6	18.5	18.6
55-64	25.2	23.3	25.1
65-74	24.0	29.1	38.4
75+	20.1	29.6	47.7

### Adults Reached, By Heavy Media Exposure

Medium	% Democrat	% Republican	% Independent
Radio	27.7	27.6	27.9
TV	24.8	16.7	19.5
Newspaper	21.9	20.4	18.2
Total	74.4	64.7	65.6

### Adults Who Voted In A Local/State/National Election In Past Year

Heavy Exposure To:	% Reach
Radio	24.7
Newspaper	24.7
TV	19.0

Part of radio's significant strength in reaching active voters is its broad demographic delivery across age groups. As noted below, the 18-34, 35-44 and 45-54 age cells represented nearly two-thirds of voters in the last city, state or national elections. About 22% of voters fell into each of these age cells.

### Voters From Last Local/State/National Election

Demo	%
18-24	6.1

is the most effective in reaching all adult demos up to age 64, scoring approximately 30% reach in the 18-34, 35-44 and 45-54 demos. In contrast, those people who are heavily exposed to newspaper and TV are skewed more to the 55+ and 64+ demos.

## Pros On The Move

- At Interep's Infinity Radio Sales, **Julie Fedroff** and **Stefanie Schreiber** advance to VPs/Directors of Sales in New York, while **Nicky Cassidy** and **Joan McNamara** move up to the same post in Dallas. Meanwhile, **Dean Canter** becomes VP/Director of Sales in Los Angeles. Fedroff, Schreiber, Cassidy and McNamara rise from Director/Sales; Canter was previously an AE.

- **Irving Der** is named Manager/Publicity & Communications at Radio Disney, responsible for

# Radio Promotional Calendar

March is....

- Deaf History Month
- Habitat for Humanity March Gladness
- Health Care Diversity Month
- Honor Society Awareness Month
- Humorists Are Artists Month
- International Ideas Month
- International Listening Awareness Month
- International Mirth Month
- Irish-American Heritage Month
- Mental Retardation Awareness Month
- Music in Our Schools Month
- National Athletic Training Month
- National Caffeine Awareness Month
- National Chronic Fatigue Syndrome Awareness Month
- National Collision Awareness Month
- National Colorectal Cancer Awareness Month
- National Craft Month
- National Eye Donor Month
- National Frozen Foods Month
- National Ghostwriters Month
- National Kidney Month
- National Lawnmower Tuneup Month
- National March to College Month
- National Multiple Sclerosis Education and Awareness Month
- National Nutrition Month
- National On-Hold Month
- National Prepare Your Home to Be Sold Month
- National Talk With Your Teen About Sex Month
- National Umbrella Month
- National Women's History Month
- National Write a Letter of Appreciation Month
- Optimism Month
- Play the Recorder Month
- Poison Prevention Awareness Month
- Red Cross Month
- Rosacea Awareness Month
- Save Your Vision Month
- Spiritual Wellness Month
- Vulvar Health Awareness Month
- Youth Art Month
- 1-5 Newspaper in Education Week
- 1-5 Read Me Week
- 1-7 Return Borrowed Books Week
- 1-7 Universal Human Beings Week
- 1-7 National Cheerleading Week
- 3-9 Three-a-Day Week
- 7-13 Celebrate Your Name Week
- 7-13 Girl Scout Week
- 7-13 Help Someone See Week
- 7-13 National Professional Pet-Sitter Week
- 7-13 Save Your Vision Week
- 8-12 National School Breakfast Week
- 8-12 Universal Women's Week
- 14-20 National Agriculture Week
- 14-20 National Animal Poison Prevention Week
- 14-20 National Safe Place Week
- 14-20 National Spring Fever Week
- 14-21 National Toad Hollow Week
- 14-21 Pulmonary Rehabilitation Week
- 15-21 International Brain Awareness Week
- 17-23 Severe Weather Week
- 20-27 Anonymous Giving Week
- 21-27 National Poison Prevention Week
- 21-27 Pediatric Nurse Practitioner Week
- 21-27 RV Lifestyle Week
- 28-April 3 National Cleaning Week
- 1 National Pig Day
- 2 Read Across America Day

- 2 Peace Corps founded (1961)
- 3 I Want You to Be Happy Day
- 3 National Anthem Day
- 3 Stop Bad Service Day
- 4 Hug a GI Day
- 4 International Scrapbooking Industry Day
- 5 National Salespersons Day
- 5 World Day of Prayer
- 6 Babysitter Safety Day
- 7 Monopoly game debuts (1935)
- 7 Namesake Day
- 8 International Working Women's Day
- 8 Day for Women's Rights and International Peace
- 8 Uppity Women Day
- 9 Barbie debuts (1959)
- 9 Organize Your Home Office Day
- 9 Panic Day
- 10 Telephone invented (1876)
- 12 Girl Scouts founded (1912)
- 13 Genealogy Day
- 13 Good Samaritan Involvement Day
- 14 National Children's Craft Day
- 15 Act Happy Day
- 15 Ides of March
- 16 Freedom of Information Day
- 16 Lips Appreciation Day
- 17 Doctor-Patient Trust Day
- 17 National Common Courtesy Day
- 17 Saint Patrick's Day
- 18 Forgive Mom & Dad Day
- 20 Great American Meat-Out
- 20 National Agriculture Day
- 20 Proposal Day
- 21 First day of spring
- 21 Memory Day
- 21 National Dance Day
- 22 International Goof-Off Day
- 22 World Day for Water
- 23 American Diabetes Association Alert Day
- 23 World Meteorological Day
- 25 Pecan Day

developing strategic publicity initiatives. He is a former Sr. Publicist for the DuVernay Agency.

- **Natalie DiPietro** is named Director/Marketing & Promotions for Emmis Alternative WKQX/Chicago. She was most recently Director/Marketing & Promotions for Entercom's WXSS/Milwaukee and previously worked in Chicago at WRCX, WLIT and WKSC.

- **Patrick Fitzgerald** is named LSM at WLS/Chicago. A 17-year Chicago radio veteran, he previously worked in the market as GSM of WVAZ, Director/New Media for One-On-One Sports Radio (now Sporting News Radio)

and Director/Sales Operations for Cumulus Broadcasting.

- **Steve Keeney** exits as Infinity/Denver VP/Market Manager, leaving radio after more than 30 years.

- **Ed Kennedy** joins Clear Channel as GSM of Oldies WSHE/Orlando. A 17-year radio veteran, Kennedy was previously the LSM at Cox's crosstown WDBO.

- **Tom O'Brien** is named Regional Director/National Sales at Clear Channel Traffic, based in Detroit. He was formerly Regional Manager for Traffic Pulse Networks and Metro Networks.

- **Howell O'Rear** joins Country

Radio Broadcasters as Event Support Director/Assistant to the Exec. Director. Howell, who was previously employed by the Nashville law firm King & Ballow, replaces **Chastity Crouch**, who has been promoted to CRB's Business Manager.

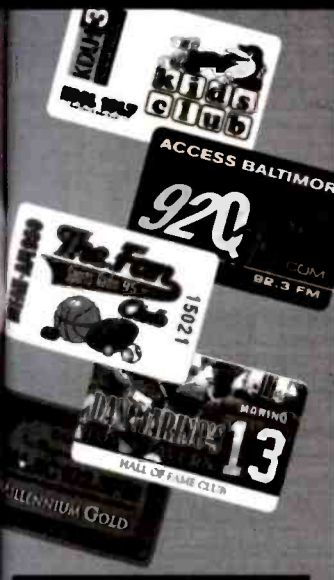
- **Karen Porter** is promoted from Director/Sales to Station Manager at Top Communications' WRJH & WJXN/Jackson, MS.

- **Marie Tolson-Perry** is the new Marketing Director at Radio One's CHR/Rhythmic WPHI/Philadelphia. She is a former Director/Marketing & Promotions at Clear Channel's crosstown WDAS & WUSL.



# (If You Think This Ad Is Busy, You Should See Us!)

## specialty cards



Plastic Card	1,000	2,500	5,000	10,000	25,000	50,000
1 color imprint	29¢	18¢	12¢	11¢	8¢	7¢
2 color imprint	39¢	28¢	19¢	19¢	12¢	11¢
3 color imprint	49¢	38¢	28¢	28¢	18¢	14¢
4 color imprint	59¢	38¢	29¢	29¢	18¢	17¢
Optional consecutive numbering	\$110	\$225	\$375	\$835	\$1125	\$3175
Set	Set	Set	Set	Set	Set	Set

\$150 Set up per color

## holiday T-shirts



Other "stock" holiday designs available on our website!

	144	288	576	1,440
1-3 Colors	\$3.39	2.99	2.89	2.99
4-6 Colors	4.49	3.69	3.39	2.99
No Screen Charge, \$75 art preparation only if necessary.				
4 Color Process	4.99	3.99	3.59	2.99

Separations - 4 Screens \$145.75

## contest boxes



Standard & Box	Box Only	Standard & Box	Box
1-9 Pcs. \$14.95 Set	\$9.25 Ea.	1-9 Pcs. \$14.95 Set	\$6.95 Ea.
10-24 Pcs. 13.50 Set	8.95 Ea.	10-24 Pcs. 14.50 Set	6.75 Ea.
25-49 Pcs. 12.50 Set	8.50 Ea.	50-99 Pcs. 13.50 Set	6.50 Ea.
50-99 Pcs. 11.95 Set	8.25 Ea.	100+ Pcs. 11.95 Set	5.95 Ea.
100+ Pcs. 10.75 Set	7.75 Ea.		

LARGE BOX		SMALL BOX	
15" Tall, 11" Wide		17" Tall, 8" Wide	
1-9 Pcs.	\$4.95 Ea.	1-9 Pcs.	\$4.95 Ea.
10-99 Pcs.	4.75 Ea.	10-99 Pcs.	4.75 Ea.
100-249 Pcs.	4.25 Ea.	100-249 Pcs.	4.25 Ea.
250-499 Pcs.	3.95 Ea.	250-499 Pcs.	3.95 Ea.
500-1000 Pcs.	3.75 Ea.	500-1000 Pcs.	3.75 Ea.

## lanyards



3/8" Printed Lanyard	100	500	1,000	2,500
1 color imprint	\$1.39	1.29	1.19	1.09
2 color imprint	1.49	1.29	1.25	1.15
White color lanyard only Set up 1-2 colors	\$175.			

3/4" Printed Lanyard	1,000	2,500	5,000	10,000	25,000
1 color imprint	\$1.69	1.35	1.25	1.19	.99
2 color imprint	1.79	1.39	1.39	1.25	1.06
3 color imprint	1.89	1.45	1.38	1.29	1.09
4 color imprint	1.99	1.49	1.39	1.35	1.15

\$150 Set up per color

Rope Lanyard	100	500	1,000	2,500
Unimprinted	\$1.19	1.09	1.09	.99

Standard Colors: Red, Black, White, Royal Blue

## photo magnets



Banner Card 2" x 3-1/2"	21¢	20¢	18¢	15¢	12¢	10¢
Jumbo Card 2-3/4" x 4-1/2" 49¢	35¢	29¢	19¢	15¢		
Square 2" x 2"	29¢	21¢	19¢	15¢	10¢	9¢
Oval 2" x 1"	39¢	35¢	29¢	25¢	15¢	12¢
Rectangle 2" x 3"	45¢	29¢	25¢	21¢	12¢	10¢
Rectangle 4" x 6"	89¢	79¢	59¢	39¢	23¢	21¢
Rectangle 6" x 7"	95¢	89¢	75¢	49¢	29¢	25¢
Circle 2-1/2" diameter	29¢	21¢	16¢	15¢	11¢	9¢
Circle 2" diameter	21¢	25¢	23¢	21¢	12¢	11¢
Circle 1 1/2" diameter	39¢	35¢	29¢	25¢	15¢	13¢

\$175 set up includes design, graphics, proof, changes, separations, unusual bleeds and UNLIMITED COLORS!

## vehicle wraps



- We can fit any budget!
- We only use the highest quality 3M material.

SUVs, Beetles & PT Cruisers

Avg. price: \$3,125 - \$5,375 (Considerably less if smaller area is covered.)

Check our website for more information.

**OR CALL FOR QUOTE!**

## phone cards



Hello? It's free.

Your DeeJay's voice prompt message added FREE!

	100	250	500	1,000	2,500	5,000
5 MINUTES	N/A	1.09	1.25	1.09	.85	.69
10 MINUTES	N/A	2.39	1.85	1.59	1.25	1.09
15 MINUTES	N/A	3.49	2.55	2.19	1.85	1.59
30 MINUTES	5.75	5.39	4.85	4.39	3.85	3.19
60 MINUTES	10.50	9.79	8.95	8.59	7.50	6.29

\$35 Set up per color.  
NO CHARGE for graphics/proofs/changes, overruns or professionally recorded voice prompt!

## life size cut-outs



CUSTOM FROM Only \$200

We also carry an extensive line of pre-printed celebrities for only \$50 + shipping!

Check our website for more information.  
**OR CALL FOR QUOTE!**

## mic flags



- \$175 INITIAL SET UP INCLUDES:
- CLEAN UP OF ALL ART
- SEPARATIONS, IF NECESSARY
- GRAPHICS AND CHANGES
- AN OVERNIGHTED COLOR PROOF

	12	24	48	96	100+
STANDARD CUBE 3-1/4" X 2-1/4" X 2-1/4"	\$40	30	30	30	25
MEDIUM CUBE 2-1/2" X 2-1/2" X 2-1/2"	80	60	30	35	29
LARGE CUBE 3" X 3" X 3"	89	69	45	39	39
TALL RECTANGULAR CUBE 2-1/4" X 3-1/4" X 3-1/4"	75	59	49	45	39
STANDARD TRIANGLE 3-1/2" X 1-1/2"	69	39	35	29	25
LARGE TRIANGLE 4" X 1"	55	49	39	35	29

## permanent banners



### POLYETHYLENE BANNERS

3' x 5'	25	50	100	250	500
1 color	\$29.75	17.95	14.25	10.95	10.05
2 color	42.25	23.75	16.95	12.80	10.90
3 color	53.25	29.10	20.95	14.50	11.85
4 color	64.85	34.95	23.90	15.75	12.50

3' x 6'	25	50	100	250	500
1 color	\$33.75	21.90	16.50	12.25	12.95
2 color	47.50	29.75	25.95	22.50	17.95
3 color	61.25	33.75	31.25	24.95	19.50
4 color	75.95	42.50	37.75	29.50	25.25

3' x 10'	25	50	100	250	500
1 color	\$35.50	24.95	20.50	16.75	14.95
2 color	50.75	32.50	27.95	24.75	19.75
3 color	64.50	38.95	34.75	28.95	21.75
4 color	82.95	48.50	46.95	31.75	27.95

ALL SIZES - \$65 Set Up for 1-4 Colors.

### VINYL

1-12 Banners with Grommets \$7.50 per square foot

### FABRIC (Dacron, Poplin or Satin)

1-12 Banners with Grommets \$12.75 per square foot

Vinyl or Fabric Set Up \$95 Any Size

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## XSURF/San Diego Readies Oldies Flip

Mt. Wilson FM Broadcasters on Feb. 28 will flip XSURF/Tijuana-San Diego to "Oldies 540." XSURF, which currently airs Adult Standards as part of a simulcast with KSUR/Los Angeles, will focus on top 40 titles from the 1950s and early 1960s. Mt. Wilson President/owner Art Astor told R&R that a new PD and dedicated airstaff for XSURF will be hired soon.

Astor explained that, despite good ratings, XSURF has not been profitable as an Adult Standards station. "There has not been support [in San Diego] for the Adult Standards format," he said. "It has also proven very difficult to have a 55+ format on a standalone station. By switching to Oldies 540, we're very much assured that we'll be able to drop our demographics by about 20 years."

Astor said he has no plans to change KSUR's programming. "We're quite happy with the Adult Standards format here in L.A.," he said. "We are very dedicated to it."

## WMPS/Memphis Goes Classic Hits

Flinn Broadcasting's WMPS (The Memphis Pig)/Memphis on Saturday ended its 3 1/2-year tenure as a Triple A by switching to Classic Hits. PD Steve Richards is overseeing the flip.

"Management made the decision that a Classic Hits approach would make more sense for the station at this point in time," Richards told R&R. The station will focus on music from the 1980s and 1990s, with five or six currents crossing over from AC put into the mix.

Interestingly, WMPS's music mix features many gold titles that could have been featured on the station's Triple A format. On Tuesday afternoon the station played such artists as The Alarm, The Police, R.E.M., The Fabulous Thunderbirds, Del Amitri and Melissa Etheridge.

Flinn launched the Memphis Pig in August 2000, when it relocated the station from a class A facility located in Tunica, MS to the 107.5 MHz frequency.

### Casey

Continued from Page 3

relocated to the nation's capital, taking the PD post at WPGC-AM & FM/Washington. The legendary radio programmer had also worked at WXLO (99X)/New York and WDRQ/Detroit and operated his own consultancy. Most recently, Casey assisted in the production of R&R's

30 Years of Radio & Records, an audio accompaniment to R&R's 30th anniversary special.

Casey is survived by his wife, Janie; his daughter, Kelli; his brother Bob; and three granddaughters. A memorial service will be held March 6 in Bainbridge Island. For details, contact Janie Casey at [janie@caseydecorate.com](mailto:janie@caseydecorate.com) or longtime friend Bob Shannon at 206-855-2881.

## EXECUTIVE ACTION

### Dunkin Joins Journal As Tucson OM, KZPT PD

Journal Broadcast Group has named Greg Dunkin OM of its four-station Tucson cluster — Sports KFFN, Rhythmic Oldies KGMG, AC KMXZ and Hot AC KZPT — and PD of KZPT. He replaces Buddy Van Sarsdale as cluster OM and Carey Edwards as KZPT PD; both exited several months ago.

Dunkin previously spent nine years at Emmis/Indianapolis, serving as OM of the cluster and OM/DP of Hot AC WENS and Soft AC WYXB. His programming experience also includes a stint at KYSR/Los Angeles.

"I know this will sound clichéd, but Journal is a company that I have always admired and wanted to work for," Dunkin told R&R. "It's a class organization and a company that is very people-oriented. Tucson is an amazing city, and this is an exciting opportunity."

### Hammond Heads CC/Albuquerque & Santa Fe, NM

Chuck Hammond has been named VP/Market Manager for Clear Channel's clusters in Albuquerque and Santa Fe, NM. Formerly Director/Sales of the clusters, Hammond replaces Cindy Schloss, who became VP/Market Manager for Entercom/Kansas City in December.

"I interviewed a large number of great broadcast managers over a six-week period and offered the job to one," Clear Channel Radio Sr. VP/Rocky Mountain Region Lee Larsen said. "Chuck's leadership and knowledge of these local markets are two attributes that convinced me he was the best person to operate these stations and serve our listeners in the Albuquerque and Santa Fe markets."

A 20-year sales veteran, Hammond has been GM of Albuquerque stations KMGa, KOLT-FM and KRST and has held GSM and NSM posts for Citadel. He also held GSM and Director/Sales positions for Trumper Radio and Clear Channel Radio.

### CC/Harrisburg's DeLorenzo Rises As WCPP Bows

Claudine DeLorenzo has been upped to Director/Programming for Citadel's three-station Harrisburg cluster: Country WCAT, newly launched CHR/Pop WCPP and Active Rock WQXA. She will continue as PD of WQXA.

DeLorenzo had also served as PD of '80s WRKZ, but that station no longer exists: WCAT last week moved from the 106.7 frequency to WRKZ's 102.3 dial position and changed its positioner from "Cat Country 106.7" to "Red 102.3."

Meanwhile, WCPP debuted on WCAT's old frequency as "Cool Pop 106.7, the Pop Music Channel." The flip came after several days of stunting with the children's tune "Pop Goes the Weasel." Citadel executives are describing Cool Pop as a female-targeted format that is "more than just music — it is all things pop culture."

Will Robinson, who was named PD at WCAT last week, adds programming duties for the new WCPP. He said, "I'm extremely excited to be part of such an innovative format, and I'm further excited to debut this brand in the Capitol Region."

The only air talent announced so far for Cool Pop is the morning show: market veterans Michelle Cruz and Dennis Mitchell, whose Michelle and Mitchell wakeup show was last heard on the old Cat Country.

### Denver

Continued from Page 3

Remington is a 20-year broadcaster who started as a salesperson at KOSI/Denver before becoming GSM at KBPI in 1987. He was named GSM for KREX in 1989 and moved up to GSM for the cluster of FM stations before taking on his most recent role. Connor, a 20-year veteran of Clear Channel, started as a promotions intern in 1983 and has climbed the ranks through sales and sales management.

"Pat and I are very honored to carry on the tradition of excellence set forth by Lee Larsen and [Clear Channel Advantage President] Don Howe," Remington told R&R. "I look forward to working with Lee, Pat and our wonderful staff in the ongoing challenge of redefining and growing radio in the Denver market. It is a huge task with big shoes to fill, but I find great comfort in the caliber of people we have and the incredible talent that they possess. These are the things that great radio is made of."

### EMI CMG

Continued from Page 3

music possible, develop artists, expand production and song resources and explore innovative partnerships with artists to build their brands, as opposed to label identities."

Meanwhile, Chordant Distribution has become EMI CMG Distribution, with Chordant co-President Richard Peluso becoming President. Chordant's other co-President, Rod

Huff, will exit the company on April 1 to pursue other opportunities. Chordant Distribution VP/Marketing David Crace has been promoted to Sr. VP for EMI CMG Marketing.

Also, EMI Christian Music Publishing changes to EMI CMG Publishing, with Eddie DeGarmo remaining at the helm. EMI Gospel remains unchanged in the transition.



# Mort Crim

*The power of positive radio*

Mort Crim speaks to listeners with optimism, humor, wit, and insight. Never political or controversial, Mort is a winning broadcaster who can be heard on over 1,300 stations including major markets, such as Los Angeles, Philadelphia, Boston, Dallas, and Detroit.

*"My friend Mort Crim refuses to be one of those prophets of gloom and doom. His message of hope carries power."*

Charles Osgood, CBS News

*Increase your listeners with Mort Crim and his daily inspiration of positive radio.*

#### Mort Crim Programs

You Care About - Live 7:30 AM (ET)

Second Thoughts - A 2-minute uplifting message from lives of everyday Americans

An American Spirit - A 90-second series profiling real Americans who make a difference every day.

Satellite Feeds: 8:30 AM (ET), 9:30 AM (ET), 10:30 AM (ET)

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Tel : 888.727.8629 (toll free)

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**Radio**

• **WORLDWIDE MULTIMEDIA** introduces "BeatleBreak," a series of daily Beatlemania-themed vignettes hosted by Ron Harper. The program is available via barter. For more information, visit [www.ronharper.com/beatlebreak.htm](http://www.ronharper.com/beatlebreak.htm).

• **T.J. HESS** is upped to VP/Operations of Zeo Radio Networks' Select Mix remix service. Hess continues as Affiliate Relations Associate for the network.

**Records**

• **LENNY SANTIAGO** is appointed Sr. Director/A&R at Virgin Records. Santiago comes to Virgin after seven years as an A&R representative at Roc-A-Fella Records.



Santiago

**CHRONICLE**

**CONDOLENCES**

Longtime Cincinnati-based radio sales executive **John David Bush**, 62, Feb. 20.

**Products & Services**

• **MEDIABAY** announces the Jackie Mason Collection of Old Time Radio Classics. For more information, contact John Levy at 973-539-9528.

**Changes**

**Industry:** Movie Tunes forms an alliance with UniqueScreen Media to extend Movie Tunes' pre-show, on-screen programming to more

than 4,000 screens nationwide ... **Mark McIntire** rises to Sr. VP/ Sponsorship Development & Integrated Marketing at VH1 ... **Elise Brown** is named Sr. Public Relations Manager at Sirius.

**BUSINESS BRIEFS**

Continued from Page 4

of company founder Walt Disney, and Shamrock Holdings partner Stanley Gold to unseat Eisner. Roy Disney and Gold have pleaded with shareholders not to reelect Eisner to the Disney board at the March 3 meeting, arguing that he has, with the board's approval, mismanaged the company.

On the subject of Comcast, Disney execs and directors said they turned down the takeover offer from the nation's largest cable TV operator because it undervalued Disney and wasn't in shareholders' best interests. Nonetheless, Disney Presiding Director George Mitchell said that if Comcast or any other company were to make an offer that raised shareholder value in Disney, "We would consider that." Mitchell also revealed that every Disney board member was aware that an offer from Comcast might be on the way before the offer was made on Feb. 11.

On Tuesday a Philadelphia law firm launched a class action proceeding against the Walt Disney Co. and Eisner on behalf of all investors who sold Disney shares on Feb. 9 and 10 — the days immediately before news of Comcast's takeover bid was made public. The complaint alleges that Disney and Eisner violated federal securities laws when they failed to disclose sooner that Comcast had approached Disney with the \$47 billion merger offer, which Disney ultimately rejected. Once the news of the bid was made public, Disney's stock price rose significantly.

**Clear Channel Creates Executive-Level Planning Post**

**Clear Channel** Exec. VP/CFD Randall Mays announced this week that **John Tippit** has taken on duties as Sr. VP/Strategic Development for the company. The newly created position puts Tippit in charge of Clear Channel's corporate development and strategic-planning initiatives. Tippit arrives from Clarke American, where he served as VP/Finance & Strategic Planning.

In other Clear Channel news, the company's board of directors has declared a quarterly cash dividend of 10 cents per share on Clear Channel common stock. The dividend will be payable April 15 to shareholders of record as of March 31.

**Davis**

Continued from Page 3

wanted the students to get a good cross-reference of what goes on in the record industry, from how an artist is signed by an A&R person to the technical aspect of engineering, as well as day-to-day studio life."

Solid State Logic's 24-channel XL 9000 K Series SuperAnalogue Series console made the most sense, because NYU wanted SSL quality, without overwhelming the students with an intimidating 96-channel

console. "The idea of the school is to have a hybrid of both analog and digital," Germano said. "The marriage of ProTools HD with the SSL console is the right combination for enabling students to acquire practical experience."

Malekpour and his team aided with the equipment selection, provided all of the gear (with the exception of the SSL console, which was supplied by SSL), installed it and provided some training on the ProTools setups. PAD continues to service and support the facility as it begins its operation.

**FCC ACTIONS**

Continued from Page 6

thought WRNX's news director was "hot" and if she was a "lesbo." The call ended up on the air, and WLZX GM and Saga VP Lawrence Goldberg later contacted Western President Thomas Davis to apologize for the incident. Western felt that a private apology was inadequate and instead offered to settle the matter if Laursen would record an apology written by Davis that would air five times a day at times selected by Davis — who also wanted the apology to appear multiple times in two local newspapers. Additionally, he wanted Saga to make a \$1,000 donation to the charity of the WRNK news director's choice.

Saga responded to Davis' demands by filing a complaint with the FCC alleging extortion, blackmail and abuse of process on the part of Western, arguing that its demands amounted to an attempted unauthorized transfer of control of WLZX. The FCC didn't buy Saga's arguments, saying that Western's proposed settlement did not involve the commission's licensing process. The FCC also said that Western's request that Saga contribute to a charity of the news director's choice appears only to serve "as a redress for the damage done by statements potentially impugning its employee's sexual orientation."

**Cumulus Fined For Airing Call To Competitor's Station**

**Cumulus'** WSEA-FM/Myrtle Beach, SC was fined \$4,000 by the FCC after station host Dan Hockert aired a call between himself and Anne Crutchman — the receptionist at a competing station — without Crutchman's knowledge. As part of a stunt, Hockman sent a WSEA contest winner, whom he called "Emily," over to the rival station. He then called Crutchman, confirmed Emily was there and asked to speak to her. After Crutchman obliged, Emily — at Hockman's urging — loudly announced in the station's lobby that she had won a contest sponsored by WSEA, leading Crutchman to contact her station's PD. The PD recorded the broadcast, a tape of which was attached to a complaint Crutchman sent to the FCC. While Cumulus admitted that the broadcast took place, it said it has since instructed its Myrtle Beach staff to strictly follow the FCC's telephone notification rules. However, the FCC doesn't give consideration to remedial efforts taken after an alleged violation, and it issued the fine. Cumulus has 30 days to respond to the commission.

**Arizona AM Fined For Nighttime Power Violations**

**North American Broadcasting Co.** was fined \$4,000 in January 2003 for failing to reduce KFNX/Cave Creek (Phoenix), AZ's 50kw operating power to 1kw at night, as required by the commission. The FCC received no response from North American to its initial notice of apparent liability, but the company filed a petition for reconsideration of the FCC's forfeiture order, in which North American sought a reduction or cancellation of the fine based on the company's poor financial health. While North American said it had filed for bankruptcy, the FCC did not receive any tax forms to back up the company's claim. The FCC also refused to consider North American's assertion that the violation was not "willful."



**Heloise** is the world's most trusted name in household advice, currently airing on 400 stations nationwide. Her full-length show Ask Heloise, and her 90-second feature, Hints From Heloise, provide household tips that will have your listeners tuning in faithfully. She is, in fact, the best way for you to reach women 25-54 years of age.

Just look at Heloise's credentials:

- Hints From Heloise appears seven days a week in over 500 newspapers across the US and in 20 countries
- Contributing editor and columnist for Good Housekeeping magazine
- Author of 8 books, including *Get Organized With Heloise* (2004)

**Build your audience with Heloise, the most trusted name in household advice.**

**Ask Heloise**

**Hints From Heloise**

**Contact information:**

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- Michael Levine ([mlevine@libertybroadcasting.com](mailto:mlevine@libertybroadcasting.com))
- John Clark ([jjclark@libertybroadcasting.com](mailto:jjclark@libertybroadcasting.com))



Tel : 888.727.8629 (toll free)  
 Fax : 973.438.1727  
 Website: [libertybroadcasting.com](http://libertybroadcasting.com)

# Music To Include FBI Copyright Warnings

Same warning will appear on music, videos, software

Continued from Page 3

songwriter, music-store clerk, CD-plant worker or sound engineer — in other words, everyone who works hard to bring music to the fans."

The warning should certainly be attention-grabbing, but as it is, it doesn't communicate anything other than a warning. It doesn't refer consumers to a source for more information where they could find out those "do's and don'ts" and what the industry wants them to know about the people who are hurt by piracy.

But encouraging consumers to read more about it may be part of the overall RIAA plan: Buckles referred in his remarks to the Music United ([www.musicunited.org](http://www.musicunited.org)) education initiative — launched in September 2002 by the RIAA and a couple of

dozen other music-industry groups and rarely mentioned since — so perhaps there's a revitalization in the works for that neglected campaign.

The warning program is voluntary for RIAA member labels, though Buckles said, "Our member companies are committed to including it as part of the industry's continued educational and enforcement efforts across the country."

Exactly how they'll include it is not yet clear. It will certainly appear on CD packaging and perhaps on CDs themselves, and it will be part of the legal-download process in some way, either by placement on legal sites or, perhaps, a splash-screen warning before downloads begin.

## Are NET Act Cases On The Way?

Buckles joined the RIAA in De-

cember 2003, after 30 years at the federal Bureau of Alcohol, Tobacco, Firearms & Explosives, including four years as Director, and his appointment to the RIAA's top anti-piracy post was widely understood as a sign that the label group intends to step up the criminal side of its anti-piracy efforts. On that theme, Buckles told reporters, "This debate is often cast as high-tech vs. low-tech or digital vs. plastic. It's really about legal vs. illegal."

Despite more than 1,000 civil lawsuits against alleged online infringers, there's another item in the anti-piracy arsenal that the RIAA has never taken advantage of: the No Electronic Theft Act. That's the 1997 law that clarified that infringement without monetary gain, as on P2Ps, is just as illegal as infringement for sale. It also upped the infringement penalties to federal prison time and a \$250,000 fine, as cited in the new FBI warning.

The statute of limitations on infringement was also bumped up to five years (so the many who tried Napster once or twice back in 1999 and never again are almost off the hook). The criminal fine is separate from the maximum civil judgment of \$150,000 per violation that the RIAA cites in its civil suits; a NET Act fine would be imposed in addition to any civil judgment.

Everybody prosecuted under the NET Act so far has been a software pirate, but the RIAA has long pointed out that there could be criminal as well as civil penalties for stealing its members' music, and this warning initiative could be a move in that direction. Despite a traffic bounce at outlaw P2Ps in the last few weeks, the lawsuits against individuals have been the first thing to slow online infringement even a little since P2P trading began, though music theft is still rampant. Could criminal prosecutions slow it down more? It may be time to find out.

Especially since record sales are going up. There has been no sales backlash after any of the rounds of suits against P2P users so far, despite enormous bad press. (It turns out people who pay for their music don't have a lot of sympathy for people who steal it. Who'd have thought?) The way things are working out may be giving the RIAA confidence that it could send a pirate to prison without damaging its public image any further, and without harming sales.

## The iTunes Music Store Top 10

Apple's iTunes Music Store is the leading non-subscription digital-music service in the U.S., offering a catalog of more than 500,000 songs from all five major label groups and dozens of independents. Here's a snapshot of the top-selling downloads on Tuesday, Feb. 24, 2004.

### Top 10 Songs

1. MAROON 5 *This Love*
2. BRITNEY SPEARS *Toxic*
3. OUTKAST *Hey Ya!*
4. GREEN DAY *I Fought The Law (And The Law Won)*
5. NICKELBACK *Someday*
6. THE DARKNESS *I Believe In A Thing Called Love*
7. OUTKAST *SLEEPY BROWN The Way You Move*
8. FIVE FOR FIGHTING *100 Years*
9. BLACK EYED PEAS *Where Is The Love*
10. WHITE STRIPES *Seven Nation Army*

### Top 10 Albums

1. MORAH JONES *Feels Like Home*
2. MAROON 5 *Songs About Jane*
3. INDIGO GIRLS *All That We Let In (limited edition)*
4. WIDESPREAD PANIC *New Year's Vacation Shows*
5. JC CHASEZ *Schizophrenic*
6. JOSS STONE *The Soul Sessions*
7. WHITE STRIPES *Elephant*
8. NICKELBACK *The Long Road*
9. SIGUR ROS *Ba Ba Ti Ki Di Do (EP)*
10. JET *Get Born*

## DIGITAL BITS

### Eminem Sues Apple, Viacom For Infringement

Eminem's publisher, Eight Mile Style, has sued Apple Computers, Viacom and ad agency Chiat/Day over Apple's use of the hip-hop superstar's hit "Lose Yourself" in a commercial for its iTunes Music Store without permission and without paying for it. In the ad, which aired on MTV for three months last year — that's why MTV parent Viacom is named in the suit — a 10-year-old boy sings "Lose Yourself" as he bounces along with an Apple iPod. The suit says Eminem has never endorsed a product and would expect to receive upward of \$10 million if he were to do so.

### AOL Leads Webcast Ratings Again In January

As it has done every month since joining the ratings, AOL's Radio@Network topped the network numbers in Arbitron's Internet Broadcast Ratings for January, with 25.2 million hours of programming streamed to a monthly cume of 4.5 million listeners. Yahoo's Launch streams ranked second, with 15.6 million hours, and Musicmatch's subscription streams came in third, with 9.7 million hours streamed. Musicmatch's ArtistMatch topped the channel ratings, with 3.6 million hours streamed in January, followed by London-based broadcast stream Virgin Radio U.K., with 1.3 million hours. Taking third was Contemporary Christian radio network K-Love's webcast, which picked up 1.2 million hours of listening. The leading U.S.-based single-station stream: University of Pennsylvania-owned noncommercial Triple A WXPN/Philadelphia, in 26th place with 407,957 hours.

### MyDoom Virus Variant Targets RIAA Site

The RIAA's website has been hacked dozens of times since the label organization sued Napster back in 1999, and a new threat may be in the works: The latest variant of the MyDoom virus is designed to launch a denial-of-service attack against [www.riaa.org](http://www.riaa.org). A DOS attack floods the targeted website with data requests, overloading servers and blocking legitimate traffic. The MyDoom variants that caused problems worldwide last month targeted the SCO Group, which relocated its website in response, and Microsoft, which had little difficulty deflecting the attack. According to computer-security experts, the variant targeting the RIAA site is spreading too slowly to be of much concern as yet.

Live365 is the largest Internet radio network, with thousands of stations in a wide variety of formats. Programmed by true music tastemakers from around the globe, Live365 offers an enthusiastic audience for established and up-and-coming artists alike. In a world of consolidated playlists, Live365 charts the tastes and preferences of today's most vibrant music community. Tracks with the most plays during the seven days ended Feb. 5, 2004 are listed below.

Top Rap/Hip-Hop  
 USHER /LUDACRIS & LIL JON *Yeah*  
 OUTKAST *Hey Ya!*  
 TWISTA /KANYE WEST *Slow Jamz*  
 OUTKAST... *The Way You Move*  
 BLAQUE /F. BILLIONAIRE *I'm Good*

Top Latin  
 DAVID BISBAL *Buleria*  
 GLORIA ESTEFAN *Hoy*  
 SIN BANDERA *Mientes Tan Bien*  
 PAULINA RUBIO *Te Quise Tanto*  
 CAFE TACUBA *Eres*

LIVE 365 .COM

Travis Storch • 866-365-HITS

Top World  
 CESARIA EVORA *Bello Roubado*  
 KEVIN JOHANSEN *Sur O No Sur*  
 DAHMANE EL HARRACHI *Ya Rayah*  
 DAVID BISBAL *Buleria*  
 ABYSSINIA INFINITE *Aba Alem Lemenea*

Of course, since the FBI warning will be seen only by honest people, it may itself create a consumer backlash, particularly if it's glued to digital downloads as a splash screen. People who have followed all the rules and handed over their 99 cents may not be amused to be presented with a threat instead of a thank you. Whether it's worth the risk of alienating the still-small number of people who buy legal downloads is something the RIAA is doubtless considering as it figures out how to use this new enforcement tool.

### The FBI's Baby

This announcement wasn't really a surprise: The RIAA said back in June of last year that it was going to ally more closely with the FBI and that the program might include warning labels. But this is not an RIAA or entertainment-industry

initiative: It's the FBI's baby, under the aegis of the 18-month-old Cyber Division, which was created to respond to the tremendous economic damage being done by intellectual-property crimes (that being the chilling law-enforcement term that covers what P2P fans call "sharing").

Whatever the RIAA and other entertainment-industry folks have in mind, the warning's primary purpose for the FBI is to aid prosecution by making it more difficult for hard-copy and online pirates to plausibly plead ignorance. As FBI Special Agent Chris Dowd said at the press conference, "It helps us with the prosecution and investigation. We need to articulate that these people did know the law. By having this widely spread and advertised, it is a great way to say, 'How could you not know?'"

## Music Choice

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### HIT LIST

Seth Neiman  
JENNIFER LOPEZ /R. KELLY Baby I Love U

### SOFT ROCK

Seth Neiman  
MELISSA ETHERIDGE Breathe  
KENNY LOGGINS I Miss Us

### R&B & HIP-HOP

Damon Williams  
CASSIDY /R. KELLY Hotel  
WILL.I.AM /F/ERGLIE Lay Me Down

### RAP

DJ Mecca  
JAY-Z 99 Problems  
JAY-Z Lucifer

### ALTERNATIVE

Adam Neiman  
CORAL The Eskimo Lament  
DESCENDENTS Nothing With You

### TODAY'S COUNTRY

Liz Opoka  
GEORGE STRAIT Desperately  
RHONDA VINCENT If Heartaches Had Wings

### PROGRESSIVE

Liz Opoka  
RANDALL BRAMBLETT You Can Be The Rain  
CATIE CURTIS The Trouble You Bring  
MATT NATHANSON I Saw  
FINLEY QUAYE Dice

### AMERICANA

Liz Opoka  
ANNE MCCUE Crazy Beautiful Child  
MY MORNING JACKET Golden

**866-MVTUNES**  
21,000 movie theaters  
*This week's Movie Tunes is frozen!*

### WEST

- HILARY DUFF Come Clean
- LUTHER VANDROSS Dance With My Father
- ALICIA KEYS You Don't Know My Name
- 3T Party Tonight
- LAMONT DOZIER I Hear A Symphony

### MIDWEST

- HILARY DUFF Come Clean
- LUTHER VANDROSS Dance With My Father
- ALICIA KEYS You Don't Know My Name
- COLORPLAY Clocks
- MUSIQ WhoKnows

### SOUTHWEST

- HILARY DUFF Come Clean
- ALICIA KEYS You Don't Know My Name
- MUSIQ WhoKnows
- POLYPHONIC SPREE Light And Day
- COLORPLAY Clocks

### NORTHEAST

- HILARY DUFF Come Clean
- ALICIA KEYS You Don't Know My Name
- LUTHER VANDROSS Dance With My Father
- LAMONT DOZIER I Hear A Symphony
- 3T Party Tonight

### SOUTHWEST

- ALICIA KEYS You Don't Know My Name
- LUTHER VANDROSS Dance With My Father
- HILARY DUFF Come Clean
- 3T Party Tonight
- LAMONT DOZIER I Hear A Symphony

## SIRIUS

1221 Ave. of the Americas  
New York, NY 10020  
212-584-5100

### SIRIUS RADIO

Steve Blatter

### Planet Dance

Swedish Egil

ALPHAZONE Rockin' (Mat Silver & Tony Burt Remix)  
JUNKIE XL /SASHA Breezer  
TAUCHER The More You Work, The Better You...  
JOHN ASKEW Air Guitar  
WARPED Forwards

### The Pulse

Haneen Arafat

NELLY FURTADO Try

### U.S. 1

Kid Kelly

KANYE WEST Through The Wire  
CHINGY One Call Away  
JOSS STONE Fell In Love With A Boy  
G UNIT /JOE Wanna Get To Know You  
HOBBASTANK The Reason

### Hot Jamz

Geronimo

OUTKAST Roses  
TAMIA Questions  
TWISTA Overnight Celebrity  
P. DIDDY Victory 2004

### Hip-Hop Nation

Geronimo

LLOYD BANKS Till I Go  
GANG STARR The Ownerz  
PITCH BLACK /BUSTA RHYMES R You Ready 4 This  
YOUNG GUNZ /JAY-Z Never Take Me Alive  
ROYCE DA 5' 9" Hip Hop

### New Country

AI Skop

LONESTAR Let's Be Us Again  
JULIE ROBERTS Break Down Here

### Octane

Jose Mangin

UPD Free  
MARS VOLTA Televators  
CROSSFADE Cold  
AUDIOSLAVE What You Are  
JET Cold Hard Bitch  
LO-PRO Sunday

### The Beat

Geronimo

KYLIE MINOGUE Red Blooded Woman  
ASHIVA Sunrise  
J. COSTA How Am I Supposed To Live Without You

### Heart & Soul

B.J. Stone

RHIAN BENSON Stealing My Peace Of Mind  
DWELE Hold On  
ANTHONY HAMILTON Charlene

### The Tread

Joel Salkowitz

HOWIE OAY She Says

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NO DOUBT It's My Life  
LMC VS. U2 Take Me To The Clouds Above  
BELLE & SEBASTIAN Stay Loose  
JOHN MAYER Come Back To Bed  
BEYONCÉ Me, Myself & I  
JEM Just A Ride  
TRAIN Save The Day  
NORAH JONES Sunrise  
GEORGE BENSON Stairway To Love

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

### ROCK

Stephanie Mondello  
SOIL Redefine

### ADULT ALTERNATIVE

Stephanie Mondello

STILLS Still In Love Song  
JEM They

### INTERNATIONAL HITS

Mark Shands

JAMTA More Than Fantasy  
NORAH JONES Sunrise

### RHYTHMIC DANCE

Danielle Ruyschaert

KELIS Trick Me  
MONICA Get It Off  
DJ RUSS HARRIS Dance With Me  
DIDDY Stoned (Deep Dish Mix)

### RAP/MP-HOP

Mark Shands

THAT CAVALRY Yung In The Game  
TECH 9SHE Here Comes Tecca Nina

## RADIO Disney

Artist/Title	Total Plays
HILARY DUFF Come Clean	77
JESSE MCCARTNEY Beautiful Soul	74
CHEETAH GIRLS Ciderella	74
D-TENT BOYS Dig It	73
CLAY AIKEN Invisible	72
HILARY DUFF Why Not	70
HILARY DUFF So Yesterday	70
HAMPTON Hampsterdance 2	70
RON STOPPABLE & RUFUS Naked Mole Rap	70
SIMPLE PLAN Perfect	33
RAVEN Superstition	32
CHRISTY CARLSON ROMANO Teacher's Pet	32
BOWLING FOR SOUP Punk Rock 101	32
AVRIL LAVIGNE Complicated	32
STEVIE BROCK All For Love	32
LINDSAY LOHAN Ultimate	31
STEVIE BROCK Zip-A-Dee Doo-Dah	31
JUMPS Do Ya	30
MICHELLE BRANCH Are You Happy Now?	30
AVRIL LAVIGNE Sk8er Boi	29

POWERED BY MEDIABASE  
Playlist for the week of Feb. 17-23.

## abc RADIO NETWORKS

Phil Hall • 972-991-9200

### Country Coast to Coast

Dave Nicholson

BROOKS & DUNN That's What She Gets  
BILLY CURRINGTON I Got A Feeling

### Real Country

Richard Lee

LEE ANN WOMACK The Wrong Girl  
MONTGOMERY GENTRY If You Ever Stop Loving Me



Ken Moultrie • 800-426-9082

### Alternative

Steve Young/Kristopher Jones

OFFSPRING (Can't Get My) Head Around You  
YEAH YEAH YEAHS Maps

### Active Rock

Steve Young/Kristopher Jones

PUDDLE OF MUDD Heel Over Head  
LINKIN PARK Lying From You  
P.O.D. Change The World

### Heritage Rock

Steve Young/Kristopher Jones

TESLA Caught In A Dream  
3 DOORS DOWN Away From The Sun

### Hot AC

John Fowlkes

BAKEMAKED LADIES Testing 1,2,3

### CNR

Steve Young/Josh Hosler/John Fowlkes

CLAY AIKEN Way  
FIVE FOR FIGHTING 100 Years

### Rhythmic CNR

Steve Young/Josh Hosler/John Fowlkes

MURPHY LEE / JAZZE PHA... Luv Me Baby  
OUTKAST Roses

### Soft AC

Mike Bettelli/Teresa Cook

WYNONNA I Want To Know What Love Is

### Mainstream AC

Mike Bettelli/Teresa Cook

WYNONNA I Want To Know What Love Is

### The Dave Wingert Show

WYNONNA I Want To Know What Love Is

### The Alan Kabel Show

Steve Young/John Fowlkes

NORAH JONES Sunrise  
TOBY LIGHTMAN Devils And Angels

### Lia

Ken Moultrie/Hank Aaron

SHEDAISY Passenger Seat

### 24 HOUR FORMATS

Jon Holiday • 303-784-8700

### Adult Hit Radio

Jon Holiday

3 DOORS DOWN Away From The Sun  
NORAH JONES Sunrise

### Adult Contemporary

Rick Brady

MARTINA MCBRIDE This One's For The Girls

### U.S. Country

Penny Mitchell

MONTGOMERY GENTRY If You Ever Stop Loving Me  
SHEDAISY Passenger Seat  
LONESTAR Let's Be Us Again  
BILLY DEAN Thank God I'm A Country Boy

### GREAT AMERICAN COUNTRY

Jim Murphy • 303-784-8700

TRACY LAWRENCE Paint Me A Birmingham  
KENNY CHEBBY & UNCLE KRACKER When The Sun...

## WESTWOOD ONE

Charlie Cook • 661-294-9000

### Soft AC

Andy Fuller

MARTINA MCBRIDE This One's For The Girls

### Mainstream Country

David Felker

MONTGOMERY GENTRY If You Ever Stop Loving Me

### Hot Country

Jim Hays

EMERSON DRIVE Last One Standing  
JOHN MICHAEL MONTGOMERY Letters From Home

### Young & Verna

David Felker

LONESTAR Let's Be Us Again  
LEANN RIMES This Love

## 24/7 RADIO NETWORKS

### After Midnite

Sam Thompson

MONTGOMERY GENTRY If You Ever Stop Loving Me  
REBA MCBRIDE Somebody

## WRN

### Country Today

John Glenn

CLAY WALKER I Can't Sleep  
MONTGOMERY GENTRY If You Ever Stop Loving Me

### AC Active

Dave Hunter

JOSH KELLEY Everybody Wants You

### Alternative Now!

Chris Reeves • 402-952-7600

OFFSPRING (Can't Get My) Head Around You  
CYPRESS HILL What's Your Number  
THREE DAYS GRACE Just Like You  
BURDEN BROTHERS Beautiful Night



Scott Meyers • 888-548-8637

### Nightly Tesh Show

MICHAEL McDONALD Ain't No Mountain High Enough

## LAUNCH

MUSIC ON YAHOO!  
Jay Frank • 310-526-4247

### Audio

COURTNEY LOVE Mono  
JUNKIE XL Catch Up To My Step  
MADONNA Love Profusion  
MINDY SMITH Jolene  
STACIE ORRICO I Promise  
STARSAILOR Silence Is Easy  
LIVING END Who's Gonna Save Us  
OFFSPRING (Can't Get My) Head Around You

### Video

FEDERICO AMBELE Postales  
ILL NINO This Time's For Real  
MADONNA Love Profusion  
MARQUES HOUSTON Because Of You  
TAMIA Questions  
DISTILLERS The Hunger  
POSTAL SERVICE Such Great Heights  
VINES Ride

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AMEL LARNEUX For Real

### R&B

ATL Make It Up With Love  
AMEL LARNEUX For Real

TELEVISION

**72 million households**



**Plays**

CHINGY One Call Away	67
BRITNEY SPEARS Toxic	65
TWISTA I KANYE WEST... Slow Jamz	61
HILARY DUFF Come Clean	55
BEYONCÉ Me, Myself & I	54
JESSICA SIMPSON With You	47
MISSY ELLIOTT I'm Really Hot	46
DARKNESS I Believe In A Thing Called Love	44
EVANESCENCE My Immortal	44
NICKELBACK Someday	44
MAROON 5 This Love	34
RUBEN STUDDARD Sorry 2004	33
KANYE WEST Through The Wire	31
JOSS STONE Fell In Love With A Boy	29
BLINK-182 I Miss You	28
N.E.R.D. She Wants To Move	27
YEAH YEAH YEAHS Maps	24
FEFE DORSON Everything	24
SEAN PAUL I'm Still In Love With You	22
RAMON I Don't Want You Back	22

Video playlist for the week of Feb. 17-23.

**2**

David Cohn  
General Manager

KANYE WEST Through The Wire	38
TWISTA I KANYE WEST... Slow Jamz	33
LOSTPROPHETS Last Train Home	29
CHINGY One Call Away	24
STORY OF THE YEAR Until The Day I Die	24
DARKNESS I Believe In A Thing Called Love	24
N.E.R.D. She Wants To Move	22
JOSS STONE Fell In Love With A Boy	22
BEYONCÉ Me, Myself & I	20
INCUBUS Megalomaniac	20
JAY-Z Encore	18
AFI Silver And Cold	18
TRILLVILLE Neva Eva	17
YEAH YEAH YEAHS Maps	17
DIZZEE RASCAL For Up, Look Sharp	17
BLINK-182 I Miss You	17
EVANESCENCE My Immortal	16
CASSIDY V.R. KELLY Hotel	16
COURTNEY LOVE Mono	16
SEAN PAUL I'm Still In Love With You	16

Video playlist for the week of Feb. 17-23.

**1**

Paul Marszalek  
VP/Music Programming

**ADDS**

SLEEPY BROWN I/OUTKAST I Can't Wait	15
ENRIQUE IGLESIAS Not In Love	15
TOBY LIGHTMAN Devils And Angels	15
TWISTA I KANYE WEST... Slow Jamz	15
NORAH JONES Sunrise	50
OUTKAST... The Way You Move	37
NO DOUBT It's My Life	36
NICKELBACK Someday	35
ALICIA KEYS You Don't Know My Name	24
JESSICA SIMPSON With You	24
SHERYL CROW The First Cut Is The Deepest	22
EVANESCENCE My Immortal	22
BRITNEY SPEARS Toxic	22
JAY-Z I'm Gonna Be My Girl	17
MAROON 5 This Love	16
FIVE FOR FIGHTING 100 Years	15
FUEL Falls On Me	15
BEYONCÉ Me, Myself & I	14
MELISSA ETHERIDGE Breathe	14
DARKNESS I Believe In A Thing Called Love	14
GODD CHARLOTTE Hold On	13
JOHN MAYER Clarity	13
JOSS STONE Fell In Love With A Boy	13
PINK God Is A DJ	10
WIDELIFE All Things Just Keep Getting Better	9
BLACK EYED PEAS Hey Mama	9
KELLY CLARKSON The Trouble With Love Is	8
JACK JOHNSON Taylor	8
KELIS Milkshake	8
COURTNEY LOVE Mono	8
TRAIN When I Look To The Sky	8
SEAL Love's Divine	6
JOSH GROBAN You Raise Me Up	4
KID ROCK Feel Like a Machine Love	4
KYLIE MINOGUE Slow	4
RUBEN STUDDARD Sorry 2004	2

Video playlist is frozen.

**XM**

Len Parkerson  
202-380-4425

**XM Adds**  
Lori Parkerson

**SQUZZ (XM48)**  
Charlie Logan  
OFFSPRING (Can't Get My Head Around You)  
HATEDREED This Is Now  
ATOMSHIP Pencil Fight  
PRE-THING Faded Love  
A STATIC LULLABY Lippglass And Letdown

**U-POP (XM29)**  
Ted Kelly  
DEEPEST BLUE Give It Away  
HILARY DUFF Come Clean  
NOVASPACE Beds Are Burning  
SCOOTER Jigga Jigga

**THE LOFT (XM50)**  
Mike Marrone  
ALISON KRAUSS The Scarlet Tide  
ANNE McCUE I Want You Back  
ANNE McCUE Ballad Of An Outlaw Woman  
CLARE BURSON Where You Are  
CLARE BURSON Another Day Down  
CLARE BURSON Don't You Do Me  
CLARE BURSON You Got Me  
GLEN PHILLIPS Gather  
GRAHAM PARKER Sugaree  
GRAHAM PARKER Nation Of Shopkeepers  
GRAHAM PARKER Cruel Lips  
JACK WHITE Never Far Away  
JANIS IAN Paris In Your Eyes  
JANIS IAN Dead Man Walking  
JANIS IAN Billie's Bones  
JONATHA BROOKE Fire And Rain  
JONATHA BROOKE God Only Knows  
JONATHA BROOKE Less Than Love Is Nothing  
JONATHA BROOKE Back In The Circus  
JONATHA BROOKE Everything I Wanted  
LLOYD COLE Music In A Foreign Language  
LLOYD COLE My Aib  
LLOYD COLE No More Love Songs  
LLOYD COLE Late Night, Early Town  
PATRICK PARK Your Smile's A Drug  
PATRICK PARK Something Pretty  
PATRICK PARK Thunderbolt  
VICTOR KRAUSS Big Log

**RAW (XM66)**  
Leo G.  
RASHEEDA Chop 'Em Down

**X COUNTRY (XM12)**  
Jessie Scott  
JAMES McMURTRY Choctaw Bingo  
GREG BROWN Samson  
CROSS CANADIAN RAGWEED Sick & Tired  
ANNE McCUE Studid

**XM CAFÉ (XM45)**  
Bill Evans  
MOUNTAIN GOATS We Shall All Be Healed  
JEM Finally Woken  
GANDOLF MURPHY Flapjacks From The Sky

**XNLM (XM42)**  
Ward Cleaver  
SCARS OF TOMORROW Hope Tied To The Trigger  
BYZANTINE The Fundamental Component

**Real Jazz (XM70)**  
Maxx Myrick  
JOEL FRAHM & BRAD MEHLDAU Smile  
ONAJE ALLAN GUMBS Left Side Of Right  
ERIC GOULD Who Saz?  
CHRISTY DANA Technology Blues  
KENDRICK OLIVER The Comeback  
GERALD WILSON ORCHESTRA Blue For The Count  
ELMER GIBSON TRIO Just Friends

**36 million households**

Cindy Mahmoud,  
VP/Music Programming  
& Entertainment

**VIDEO PLAYLIST**

**RAP CITY TOP 10**

CHINGY One Call Away	50
KANYE WEST Through The Wire	37
CASSIDY V.R. KELLY Hotel	36
RUBEN STUDDARD Sorry 2004	35
LUDACRIS Splash Waterfalls	24
OUTKAST I/SLEEPY BROWN The Way You Move	24
BEYONCÉ Me, Myself & I	22
YING YANG TWINS I/LIL JON... Salt Shaker	22
JAY-Z Dirt Off Your Shoulder	17
ALICIA KEYS You Don't Know My Name	16
CHINGY One Call Away	15
LUDACRIS Splash Waterfalls	15
CASSIDY V.R. KELLY Hotel	15
YING YANG TWINS I/LIL JON... Salt Shaker	13
JUVENILE I/MANNIE FRESH In My Life	13
KANYE WEST I/SYLEENA JOHNSON All Falls Down	13
J-WON Tipsy	10
T.I. Rubber Band Man	9
TWISTA I/KANYE WEST... Slow Jamz	9
JAY-Z Dirt Off Your Shoulder	8

Video playlist for the week of Feb. 17-23

**CMT**  
COUNTRY MUSIC TELEVISION

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

**ADDS**  
NORAH JONES Sunrise  
KENNY CHESNEY Live Those Songs (Live)

**TOP 20**

Plays	TW	LW
TORY KEITH American Soldier	28	28
ALAN JACKSON Remember When	28	29
JOSH TURNER Long Black Train	26	28
BUDDY JEWELL Sweet Southern Comfort	25	24
BRAD PAISLEY Little Moments	26	26
MINDY SMITH Jolene	25	22
KEITH URBAN You'll Think Of Me	21	19
SARA EVANS Perfect	25	25
JIMMY WAYNE I Love You This Much	22	25
SHEDAISY Passenger Seat	20	6
GARY ALLAN Songs About Rain	24	29
CLINT BLACK Spend My Time	11	11
KENNY CHESNEY There Goes My Life	29	26
CLAY WALKER I Can't Sleep	26	18
TRACE ADKINS Hot Mama	23	25
SHANIA TWAIN She's Not Just A Pretty Face	24	27
JOE NICHOLS Cool To Be A Fool	13	11

Airplay as monitored by Mediabase 24/7 between Feb. 16-21.

**GREAT AMERICAN COUNTRY**



Jim Murphy, VP/Programming  
19 million households

**ADDS**  
K. CHESNEY I/O, KRACKER When The Sun Goes Down  
TRACY LAWRENCE Paint Me A Birmingham

**TOP 20**

JOSH TURNER Long Black Train	28
KENNY CHESNEY There Goes My Life	29
TORY KEITH American Soldier	26
ALAN JACKSON Remember When	25
BILLY CURRINGTON I Got A Feeling	26
BRAD PAISLEY Little Moments	26
JOE NICHOLS Cool To Be A Fool	25
BUDDY JEWELL Sweet Southern Comfort	25
GARY ALLAN Songs About Rain	24
KEITH URBAN You'll Think Of Me	21
BILLY RAY CYRUS Always Sixteen	25
SARA EVANS Perfect	25
DIERKS BENTLEY My Last Name	25
RHONDA VINCENT If Heartaches Had Wings	25
CLAY WALKER I Can't Sleep	26
A. KRAUSS I/O, TAYLOR How's The World Treating You	26
TRACE ADKINS Hot Mama	23
JIMMY WAYNE I Love You This Much	22
EMERSON DRIVE Last One Standing	25
BLUE COUNTY Good Little Girls	25

Information current as of Feb. 27.

**POLLSTAR**  
CONCERT PULSE

Pos.	Artist	Avg. Gross (in 000s)
1	SIMON & GARFUNKEL	\$2,543.8
2	BETTE MIDLER	\$1,109.0
3	SHANIA TWAIN	\$964.2
4	AEROSMITH & KISS	\$917.0
5	DAVE MATTHEWS & FRIENDS	\$747.6
6	DAVID BOWIE	\$553.3
7	TOBY KEITH	\$484.9
8	SARAH BRIGHTMAN	\$410.6
9	LINKIN PARK	\$396.7
10	MANNHEIM STEAMROLLER	\$368.6
11	JOHN MAYER	\$311.5
12	AMY GRANT/VINCE GILL	\$311.1
13	BILL GAITHER & FRIENDS	\$277.9
14	HARRY CONNICK JR.	\$226.5
15	TRANS-SIBERIAN ORCHESTRA	\$222.7

Among this week's new tours:

DECEMBERISTS  
FOUR TET  
OJIO  
PHIL ROY  
RUBEN STUDDARD

The CONCERT PULSE is courtesy of Pollstar, a publication of Promoters' On-Line Listings, 800-344-7383, California 209-271-7900.

**TELEVISION**

TOP TEN SHOWS		Feb. 16-22	
Total Audience (105.5 million households)		Adults 25-54	
1	CSI	1	CSI
2	American Idol (Tuesday)	2	E.R.
3	Friends	3	American Idol (Tuesday)
4	E.R.	4	Friends
5	Survivor: All-Stars	5	Survivor All-Stars
6	American Idol (Wednesday)	6	The Apprentice
7	Without A Trace	7	American Idol (Wednesday)
8	The Apprentice	8	Will & Grace
9	Everybody Loves Raymond	9	Fear Factor
10	CSI: Miami	10	CSI: Miami

Source: Nielsen Media Research

**COMING NEXT WEEK**

**Tube Tops**

These artists are slated to perform the Best Song nominees at the 76th Annual Academy Awards: Annie Lennox ("Into the West," from *The Lord of the Rings: The Return of the King*); Sting and Alison Krauss ("You Will Be My Ain True Love," from *Cold Mountain*); Elvis Costello and T-Bone Burnett ("Scarlet Tide," from *Cold Mountain*); and Eugene Levy and Catherine O'Hara ("A Kiss at the End of the Rainbow," from *A Mighty Wind*). At press time no artist had been selected to perform the fifth nominee — "Belleville Rendez-vous," from *The Triplets of Belleville* (ABC, Sunday, 2/29, 8:30pm ET/5:30pm PT).

**Monday, 3/1**

- Michelle Williams and Raekwon, *Showtime* at the Apollo (check local listings for time and channel).
- Michelle Branch, *Sharon Osbourne*.
- Cee-Lo, *Late Show With David Letterman* (CBS, check local listings for time).
- Thursday, *Late Night With Conan O'Brien* (NBC, check local listings for time).
- Dido, *Carson Daly*.

**Tuesday, 3/2**

- Sheryl Crow performs on *One Tree Hill* (WB, 9pm ET/PT).
- Jessica Simpson, *David Letterman*.
- Snoop Dogg and Wheat, *Conan O'Brien*.
- Blondie, *Carson Daly*.

**Wednesday, 3/3**

- Prince, *Ellen DeGeneres*.
- Train, *Sharon Osbourne*.
- Richie Sambora, *Craig Kilborn*.
- The Sounds, *Carson Daly*.

**Thursday, 3/4**

- Burt Bacharach and Ronald Isley, *Ellen DeGeneres*.
- Sting, *David Letterman*.
- Tom Jones, *Conan O'Brien*.
- Three Days Grace, *Craig Kilborn*.
- The Von Bondies, *Carson Daly*.

— Julie Gidlow

**FILMS**

**BOX OFFICE TOTALS**  
Feb. 20-22

Title/Distributor	\$ Weekend	\$ To Date
1 <i>50 First Dates</i> (Sony)	\$20.42	\$71.73
2 <i>Confessions Of A Teenage...</i> (Buena Vista)	\$9.35	\$9.35
3 <i>Miracle</i> (Buena Vista)	\$7.80	\$50.35
4 <i>Welcome To Mooseport</i> (Fox)	\$6.77	\$6.77
5 <i>Eurotrip</i> (DreamWorks)	\$6.71	\$6.71
6 <i>Barbershop 2: Back In Business</i> (MGM/UA)	\$6.28	\$53.22
7 <i>Mystic River</i> (WB)	\$3.09	\$79.20
8 <i>Against The Ropes</i> (Paramount)	\$3.03	\$3.03
9 <i>The Butterfly Effect</i> (New Line)	\$2.97	\$53.20
10 <i>Lord Of The Rings: Return...</i> (New Line)	\$2.85	\$361.11

\*First week in release. All figures in millions. Source: AC/Nielsen EDI

**COMING ATTRACTIONS:** This week's openers include *Dirty Dancing: Havana Nights*, starring Diego Luna. Recording artist Mya, who is featured in the movie in a supporting role, contributes "Do You Only Wanna Dance" to the film's J soundtrack, which also sports English and Spanish versions of Santana I/Jorge Moreno's "Sateleite," as well as Wyclef Jean I/Claudette Ortiz's "Dance Like This," Black Eyed Peas' "Dirty Dancing," Yerba Buena's "Guajira (I Love U 2 Much)," Jazze Pha I/Monica's "Can I Walk By," Christina Aguilera's "El Beso Del Final," Orishas I/Heather Headley's "Represent, Cuba" and more.

Also opening this week is *Club Dread*, starring Bill Paxton. The film's Trojan soundtrack includes cuts by Toots & The Maytals, Lee Parry & The Soulettes, Bob Marley & The Wailers, Yellowman, Derrick Harriott, Dillinger, Leo Graham, The Pioneers, Angie Angel, Little Lenry, Desmond Dekker & The Cherry Pies and Gregory Isaacs.

— Julie Gidlow



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A Perry Capital Corporation

Bubba

Continued from Page 1

Clear Channel/Tampa VP/Market Manager Dan DiLoreto said, "We recognize the importance of understanding and airing content that is consistent with the standards and sensibilities of the local communities we serve. After conducting a review of the *Bubba The Love Sponge* show, we concluded the show will no longer be carried in our markets."

Those sentiments were echoed by Hogan, who said his company "supports the decisions of our local managers in Florida to end their contractual relationship" with Clem and those associated with his show. "After conducting an internal investigation, we concluded that *Bubba's* show will no longer be carried on any Clear Channel radio station," Hogan said. "This type of content is inappropriate and not reflective of the way we run our local stations."

The *Bubba The Love Sponge* pro-

gram has received an abundance of media attention over the last three years. The FCC's January fines shed light on broadcasts made by Clem in July, November and December 2001 in which show members, in various skits, portrayed well-known cartoon characters discussing sex and drugs, participated in a feature involving a man calling a model-search hotline and graphically describing his own physical attributes and held a general discussion of masturbation.

Clem also received negative publicity for a 2001 incident in which two *Bubba* listeners castrated and killed a wild boar live on the air. Clem, his producer and the listeners were tried and acquitted on animal-cruelty charges in that matter.

The complaints about the program that led to the FCC fines were submitted by WPLA listener Douglas Vanderlaan. In an interview with R&R, Vanderlaan agreed with Hogan's assessment that the content of the *Bubba* program did not meet the community standards of the cities in Florida where Clem's show aired.

"A lot of people in Florida were unhappy and alarmed by what was said," Vanderlaan said. "This was an effort that went on for 2 1/2 years, and its objective was to put an end to this content, which was harmful toward young people. We'll see what they replace *Bubba* with, but this goes a long way toward meeting our objective."

Vanderlaan said the first time he heard the *Bubba The Love Sponge* program was by accident: His 15-year-old son left the car radio tuned to WPLA, and Vanderlaan began listening to the show. "That morning I heard a wild description of a pornographic website, which included the URL of the site being given out over the air," Vanderlaan said. "It's just not healthy to tell teenage boys this."

Vanderlaan said he normally listens to NPR's *Morning Edition* on his ride in to work and enjoys listening to another Clear Channel station, Urban AC WSOL.

Additional reporting by Joe Howard and Kevin Carter.

Infinity

Continued from Page 1

Strassell most recently held the titles of VP/Programming for Hot AC WBMX, Oldies WODS and Classic Rock WZLX in Boston; PD of WBMX & WODS; and VP/Hot AC Programming for Infinity. He relinquishes his day-to-day PD duties as a result of his new position and passes his VP/Hot AC Programming stripes to Jon Zellner. As a result, Zellner — VP/CHR-Top 40 Programming, Kansas City VP/Programming and PD of KMXV & KSRC/Kansas City — transfers his VP/CHR-Top 40 Programming duties to KBKS/Seattle OM/PD Mike Preston.

About Strassell's promotion, Rivers said, "I'm excited and thrilled to see Greg advance in the company. He is a tremendous asset and was a formidable competitor when I worked in Boston. Greg will do extremely well in making sure our stations stay focused and are aligned to maximize ratings and revenue."

Strassell has spent 13 years as PD of WBMX and before joining Infinity was VP/Programming & Product Development for American Radio Systems. His previous programming experience includes terms at WLOL/Minneapolis and WROK & WZOK/Rockford, IL.

"Working side by side with Steve Rivers and Kevin Weatherly and being a resource to the great Infinity

format VPs and PDs is a dream come true," Strassell told R&R. "Infinity will set a new standard for doing radio that is innovative, strategic, fun and very successful."

"Steve and I have discussed working together for years, but this opportunity was finally the right one to give up the day-to-day at WBMX and WODS. I've spent nearly one-third of my life as PD of WBMX. It's an amazing radio station, and I will miss the team."

Zellner told R&R, "I'm excited about the opportunity to be involved with more properties. Infinity has an abundance of winning adult CHR stations, and I look forward to working with their respective programmers and staffs."

Limbaugh

Continued from Page 1

More than 80% of respondents reported they were listening "the same amount" or "more" to Limbaugh since his return from a rehab program last fall. Additionally, nearly 90% of all respondents said their opinion of the talk host remained favorable, with 78% saying it had "remained the same" and 10% reporting it had "improved" after Limbaugh's admission.

As for presidential politics, 23% of respondents said they will be "listening more" to Limbaugh in the months leading up to November's election, while 63% reported they'll listen "the same amount." And despite critics' claims that Limbaugh exerts undue influence on the voting public with his conservative point of view, 67% of respondents said they are "not influenced" by the talk host when it comes to their presidential-elect-

Erickson

Continued from Page 1

asset, and once we turn him up with just the right music director, there's no doubt in my mind the KKSF brand will continue to be a strong one locally and around the country."

Erickson's experience in the San Francisco market includes six years on-air at KSOL; nine years on-air at CHR KMEL, where he was also Asst. PD; and seven years as PD of KISQ.

"What excites me so much is that

I'm such a fan of music — it's part of my soul, of who I am — and jazz is music in its purest form," Erickson told R&R. "I feel as though I'm re-connecting to something deep inside that I haven't been able to tap in to for many years. There is something about the Smooth Jazz format, with its instrumentation being the focal point, that draws a lot of passion out of me. The staff of KKSF is a phenomenal team that has been supportive and informative during this transition."

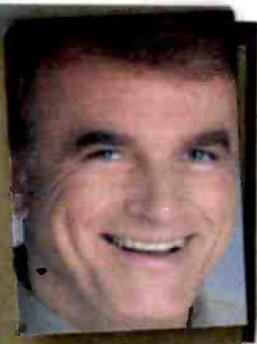
KPHX

Continued from Page 3

tion decisions. Thirty percent said they are.

More in-depth results of these and other questions, along with tracking of listeners' views of Limbaugh's show from 1996, 1999, 2001 and 2004, are available at Paragon's website at [www.paragonmediastategies.com](http://www.paragonmediastategies.com).

— Al Peterson



# Doug Stephan's "Good Day"

"The show consistently holds the great overnight numbers delivered by 'Coast to Coast' and gets our show off to a great start with a great audience share. Doug and crew deliver a Major Market morning show".  
Fem Connelly, KTSM, El Paso TX

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Audio: Left Channel  
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Choose the show that's helping management meet bottom line goals in 425 markets, and has been for 15 years, Doug Stephan's Good Day.

From WBZ to KABC, Doug's resume qualifies him to be your morning host.

Doug Stephan has been one of Talkers Magazine's 100 Most Important Talk Show Hosts in America every year there's been such a list. Talkers also ranks Good Day among The Top Ten Syndicated Morning Shows in radio today.

**"I have never been happier with any decision I've made in broadcasting."**  
Steve Hexum, KBKB, Burlington/Fort Madison, IA

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Need Doug in your market, to meet listeners and schmooze clients?  
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Paul Wilson, KHBZ, Honolulu, HI

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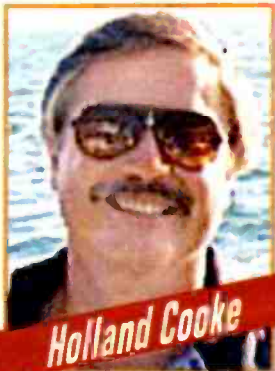
# ALL-STAR PLAYERS

## All Star-Consultants And Advisors Radio doctors with a prescription for your success

Continued from Page 1

thanks for the contribution of their talent and creativity to News/Talk radio.

And while we've managed to give a nod to many of the format's best and brightest this week, there are still many others who are just as deserving. I guess that means I'd better start planning the next *News/Talk All-Star Players* special tomorrow!



**Holland Cooke**

**Team:** McVay Media

**Position:** News/Talk Specialist

**Career Highlights:** "My biggest thrill? Making radio history. In 1991 — years before anyone had heard 'dot-com' — my partners and I bounced a 56k bitstream off G-Star3 to 453 Delta, United and Northwest Airlines jets. For the first time ever, passengers heard live news, talk and sports programming on USA Today Sky Radio."



**Greg Mocerri**

**Team:** Mocerri Media

**Position:** President

**Career Highlights:** "Taking WSB-AM/Atlanta from 12th to first and helping rebuild the station into that rare AM property that dominates 25-54 numbers. Helping launch Cox Radio Syndication with the Neal Boortz and Clark Howard shows. And being able to go home to Michigan while still being able to contribute in radio."



**Valerie Geller**

**Team:** Geller Media International

**Position:** President

**Career Highlights:** "My time spent as PD of WABC/New York and as a member of the original team that set up KFI/Los Angeles. Since then I've coached hundreds of air personalities to help them grow, develop and keep audiences and get ratings. I've also authored *Creating Powerful Radio: A Communicator's Handbook* and *The Powerful Radio Workbook: The Prep, Performance & Post-Production Planning*. A third *Powerful Radio* book is slated from Focal Press for spring '05."

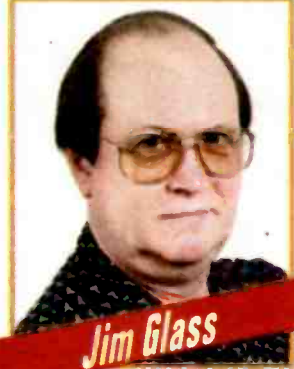


**Irwin Pollack**

**Team:** The Irwin Pollack Company

**Position:** President

**Career Highlights:** "Our in-house sales and management consultancy firm helps drive radio's News, Talk and Sports sales teams toward explosive sales growth. We're proud to represent those broadcasters who are committed to providing their markets with some of the highest qualitative formats on the radio dial."



**Jim Glass**

**Team:** McVay Media

**Position:** News/Talk/Sports Consultant

**Career Highlights:** Glass specializes in news, talk and sports programming; strategic planning; and revenue development in the U.S., Canada and New Zealand. A former GM, OM and PD in Detroit, Cleveland, Cincinnati; and Columbus, OH, he's also managed NFL and NBA networks. Glass guided WKNR/Cleveland to being the highest rated Sports station in America for four straight years.



**Walter Sabo**

**Team:** Sabo Media

**Position:** President

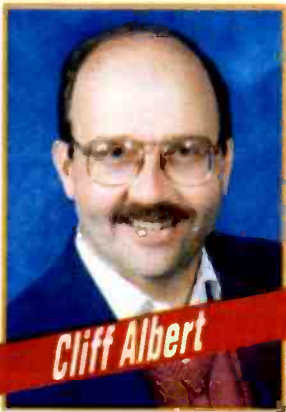
**Career Highlights:** Sabo started in New York City radio doing a talk show for young adults on WLLO and WNBC-FM. As Director of the ABC FM Radio network, he developed the news and entertainment package for FM Rock affiliates. In 1979, when he was Exec. VP of NBC FM Radio, he put Dr. Ruth Westheimer on WYNY/New York. As VP/ABC Radio Networks, Sabo built talk programming for young adults. He started Sabo Media in 1983. In 1990 he launched the first 24/7 FM Talk station aimed at young adults, WKXW (New Jersey 101.5) Trenton, NJ. He launched the second, WTKS/Orlando, in 1992.

**CONSULTANTS & ADVISORS**

# R&R NEWS/TALK ALL-STAR PLAYERS

## All-Star News/Talk Programmers

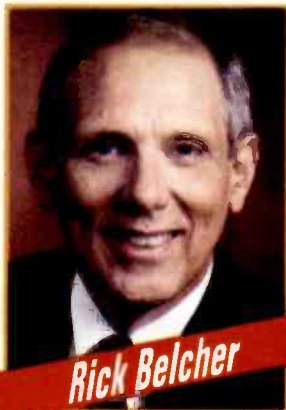
Behind every great team there's a great coach



**Cliff Albert**

**Team:** KOGO/San Diego  
**Position:** PD

**Career Highlights:** As PD at KOGO since 1997, Albert has overseen the rebirth of one of San Diego's heritage stations. KOGO has become the No. 1-rated station in the market and in 2001 received a Marconi for Large Market Station of the Year. Before coming to KOGO Albert served as News Director and on-air personality at crosstown KFMB and has won several Golden Mikes for his daily news commentaries, "Cliff Notes on the News."



**Rick Belcher**

**Team:** WTMJ/Milwaukee  
**Position:** VP/Operations

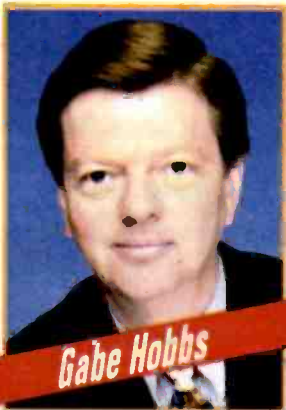
**Career Highlights:** An admitted radio addict since childhood, Belcher programmed a number of notable News/Talkers — including WSGW/Saginaw, MI and WHAS/Louisville — before joining WTMJ. He says highlights of his career have included winning two Marconi awards since coming to WTMJ and one while at WHAS.



**Elizabeth Estes-Cooper**

**Team:** Clear Channel/Colorado Region  
**Position:** Director/AM Programming

**Career Highlights:** After seven years in radio sales, Cooper took an unusual route and gave up the big bucks and fancy cars for a life in programming. Joining legendary WJBC/Bloomington, IN as Exec. Producer for the morning show in 1996, Cooper quickly rose to become a co-host, talk show host and PD. She was brought to Denver as KHOW PD in February 2001 and named to her current position in June of 2003.



**Gabe Hobbs**

**Team:** Clear Channel Radio  
**Position:** VP/News, Talk & Sports Programming

**Career Highlights:** Segueing from a successful career in CHR radio where he was the programmer behind Tampa's infamous "Power Pig" (WFLZ), Hobbs moved to News/Talk where he built another Tampa success at WFLA-AM. After rising through the ranks of Jacor and Clear Channel, Hobbs is arguably the most influential programmer in the format, overseeing more than 260 of the company's News/Talk stations in 181 markets.



**Ken Kohl**

**Team:** Clear Channel/Northern California  
**Position:** Director/News & Talk Programming

**Career Highlights:** "My proudest moments were when AMFM appointed me National Director/News, Talk & Sports Programming and the launches of KFII/Los Angeles as a Talker in 1988 and KNEW/San Francisco in 2003. I love making radio, and I love it when it all works. The California recall effort, KOMO/Seattle's 1986 broadcast from the cockpit of the Concorde on its maiden flight to the West Coast, KFBK/Sacramento's 1997 83-hour live flood coverage and our format's amazing response to 9/11 are all moments I know I'll be bragging about to the folks at the radio retirement home."



**Mark Mason**

**Team:** Infinity Broadcasting, WINS/New York  
**Position:** VP/News Programming and WINS Exec. Editor/PD

**Career Highlights:** "I started my career as the mid-day jock at the least listened-to station in the nation, 500-watt daytime WVOX/New Rochelle, NY, and loved every minute of it. I'm now programming the most listened-to station in the nation, the legendary 1010 WINS, and still loving every minute of it. "You give us 22 minutes, we'll give you the world!"

Continued on Page 26

**PROGRAMMERS**

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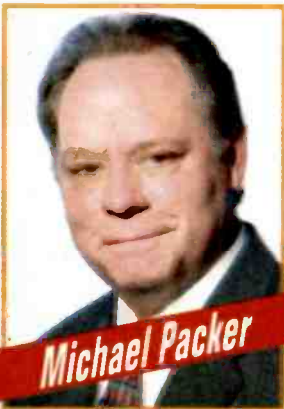
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# ALL-STAR PLAYERS

## All-Star News/Talk Programmers

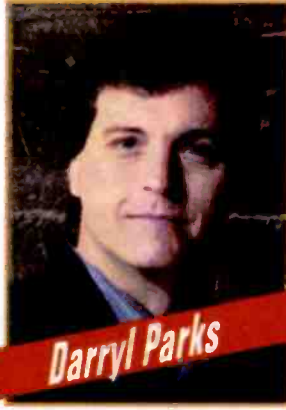
Continued from Page 24



**Michael Packer**

**Team:** WLS/Chicago  
**Position:** OM/PD

**Career Highlights:** Michael Packer joined WLS in 2002 as Operations Director. He's spent over 25 years in News/Talk, holding programming positions at KABC/Los Angeles, WXYZ & WXYT/Detroit and KTRH/Houston. In both Houston and Detroit Packer led teams that took the stations' ratings to historic highs.



**Darryl Parks**

**Team:** Clear Channel/Cincinnati  
**Position:** Director/AM Programming

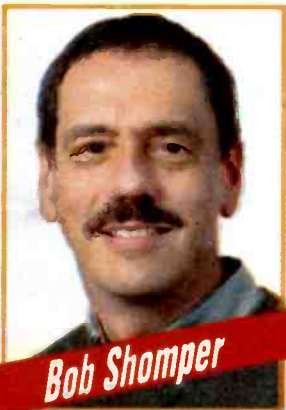
**Career Highlights:** "I am living the dream right now. Being associated with some of the best air talent in the country, like Mike McConnell, Bill Cunningham, Gary Burbank, Jim Scott and The Truckin' Bozo, makes this a dream job. Memorable moments? Creative Services guy Scott Stanley and I came up with a tongue-in-cheek contest, the Last Contest You'll Ever Need. It is now a question in Trivial Pursuit's 20th anniversary edition."



**Mary June Rose**

**Team:** WGN/Chicago  
**Position:** Director/Programming

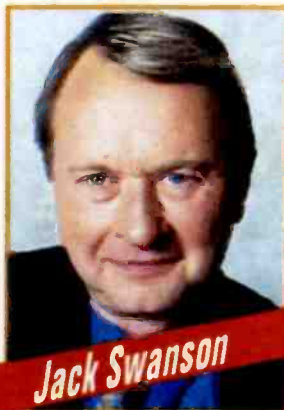
**Career Highlights:** "My mini-bio: WIST, WBCY & WBT/Charlotte; WIBC/Indianapolis; and WGN/Chicago. As a single parent, I took a pay cut to accept my first job in radio, at a 1,000-watt station. My patronizing boyfriend told me, 'You're crazy! But if you're serious, just know that it doesn't count unless you're at WBT.' Getting the job at WBT one year later — sans boyfriend — was, without a doubt, my proudest moment!"



**Bob Shomper**

**Team:** WBAP/Dallas  
**Position:** OM/PD

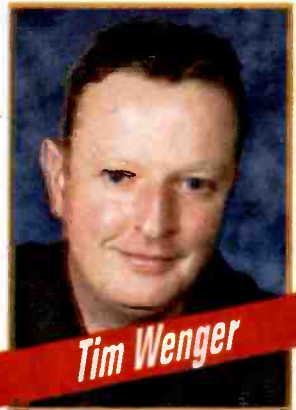
**Career Highlights:** In more than 23 years as a News/Talk PD, Shomper has guided two different stations back to No. 1 in less than two years after taking over as PD: KKOJ/Albuquerque in 1998 and WBAP in 2001.



**Jack Swanson**

**Team:** KGO & KSFO Radio  
**Position:** Operations Director

**Career Highlights:** Twice named R&R's News/Talk Programmer of the Year, Swanson has led KGO/San Francisco through most of its 102 consecutive No. 1 Arbitron books. KGO is the winner of seven Marconi Awards and two Crystal Awards for outstanding community service. KSFO/San Francisco was turned over to Swanson when it ranked 36th in the market. It's now the fifth-ranked station in San Francisco and the third-ranked station in nearby San Jose.



**Tim Wenger**

**Team:** WBEN/Buffalo  
**Position:** Program Director

**Career Highlights:** Wenger is a Buffalo native who has spent most of his professional broadcast career at WBEN. He married a hometown girl who is now morning co-anchor at WBEN but was once his co-anchor in afternoon drive. Wenger programs Buffalo's No. 1 radio station, which includes afternoon host Sandy Beach, one of Wenger's early radio heroes as part of the legendary WKBW/Buffalo airstaff.

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# RATINGS REVENUE & IMAGE

## #1 WITH WOMEN LISTENERS

WTN Nashville 4.7

KEBC Oklahoma City 2.6

WTKG Grand Rapids 4.1

Arbitron. AQH share. Summer '03 vs. Fall '03. Women 25-54

## MALE LISTENERS 25-54

Nashville WTN 12.4

### BEST IN MARKET!

Charlotte WBT 3.2 - 4.9

Green Bay WNGB 3.9

Jackson, TN WNWS 9.1 - 14.3

Lincoln, NE KFOR 7.7

Memphis WREC 3.6 - 6.6

Milwaukee WTMJ 6.4 - 16.4

Midland-Odessa KCRS 5.6 - 8.1

Oklahoma City KEBC 0.9 - 1.2

Arbitron. AQH share. Summer '03 vs. Fall '03. Men 25-54

## ADULT LISTENERS 25-54

Charlotte WBT 2.1 - 3.9

Erie, PA WJET 0.9 - 5.9\*

Lincoln, NE KFOR 4.4

Midland-Odessa KCRS 2.7 - 7.8\*

Arbitron. AQH share. Summer '03 vs. Fall '03. Adults 25-54  
\* Sp '03 vs. Fall '03

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Robert Hallmark, Clear Channel-Midland Odessa /KCRS

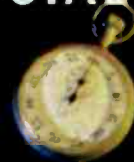
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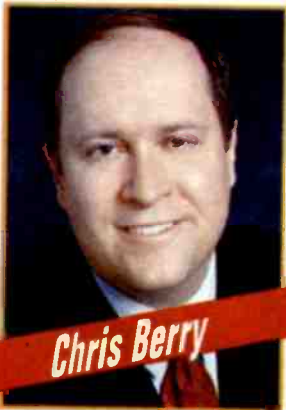
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# R&R NEWS/TALK ALL-STAR PLAYERS

## All-Star Managers

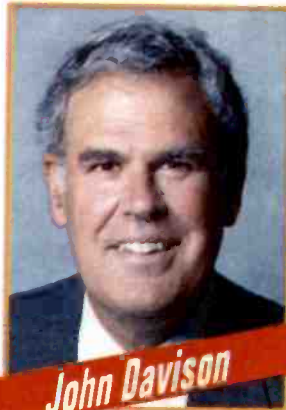
Making what's perhaps the toughest job in radio look easy



**Chris Berry**

**Team:** WMAL/Washington  
**Position:** President/GM

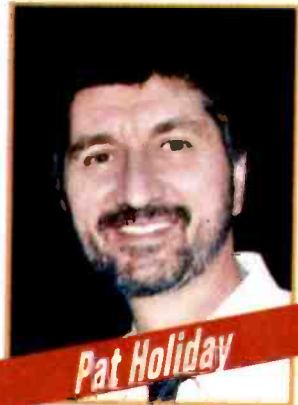
**Career Highlights:** Berry joined WMAL following seven years as VP/ABC News Radio. Twice nominated as R&R's News/Talk Executive of the Year, winning in 2002. Prior to joining ABC in 1996 Berry spent 14 years at CBS Radio as Director/News & Programming for WBBM/Chicago and Exec. Producer for CBS Radio/Washington. His first radio job was at KNX/Los Angeles in 1982. Berry began his broadcast career in the newsroom of WHBQ-TV in Memphis.



**John Davison**

**Team:** KABC/Los Angeles  
**Position:** President/GM

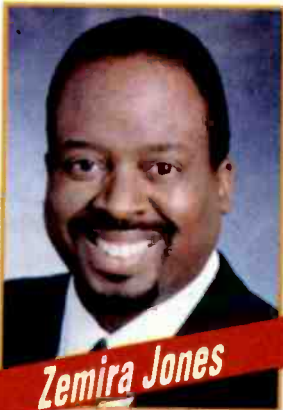
**Career Highlights:** A lifelong broadcast enthusiast, Davison has had a distinguished career in both television and radio. His current position with ABC Radio in Los Angeles and his recent election as Chairman of the Southern California Broadcasters Association add to his track record of leadership in the broadcasting industry.



**Pat Holiday**

**Team:** CFRB/Toronto  
**Position:** GM

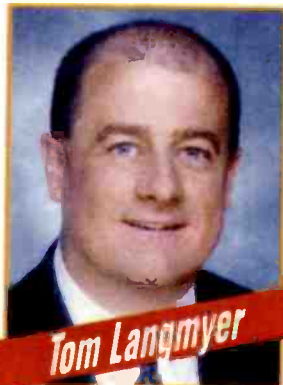
**Career Highlights:** A jock during Top 40's golden era at CKLW/Windsor-Detroit, Holiday is now GM of a trio of Standard radio stations in Toronto, including hugely successful News/Talk CFRB. He has programmed and managed on both sides of the border, leading him to conclude that Americans and Canadians are more alike than they are different.



**Zemira Jones**

**Team:** WLS/Chicago  
**Position:** President/GM

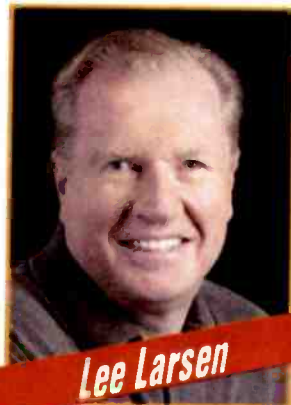
**Career Highlights:** Jones' broadcast career spans 27 years, 21 of those as GM or GSM. He was recognized as R&R's News/Talk General Manager of the Year in 2003, one of the Best GMs in Radio by *Radio Ink* and one of the top 25 Most Successful African Americans in Radio. An active community member, Jones also mentors young people and students who are new to the business of broadcasting.



**Tom Langmyer**

**Team:** KMOX/St. Louis  
**Position:** VP/GM at KMOX and VP News/Talk Programming for Infinity Broadcasting

**Career Highlights:** Langmyer started at WBEN/Buffalo and worked as PD, air talent and traffic pilot/reporter at WGR/Buffalo. He worked on-air at WTAE/Pittsburgh, was OM of WSYR & WYYY/Syracuse, joined KMOX in 1992 and was named VP/GM in 2003.



**Lee Larsen**

**Team:** Clear Channel/Denver  
**Position:** Sr. VP

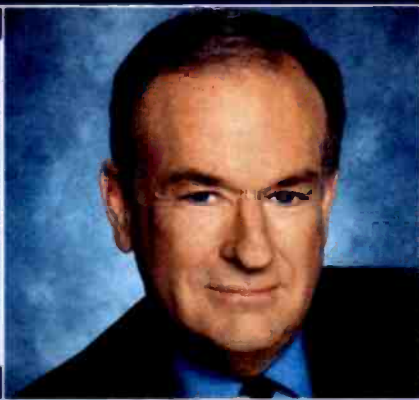
**Career Highlights:** "Managing KOA/Denver for 20 years and watching the staff be rewarded with Edward R. Murrow Awards for Station of the Year and Legendary Station. Working for Jacor and, now, Clear Channel; building a cluster from two to eight stations, including KHOW and KKZN; and seeing people grow and move on to bigger jobs in the industry."

Continued on Page 32

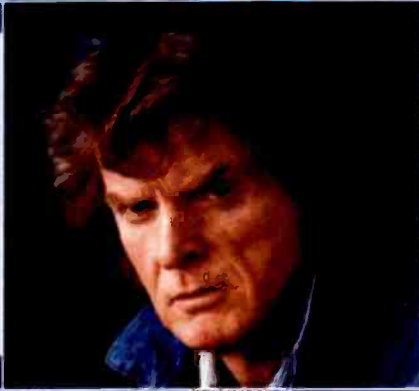
**MANAGERS**



the  
**RADIO FACTOR**  
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**BILL O'REILLY**



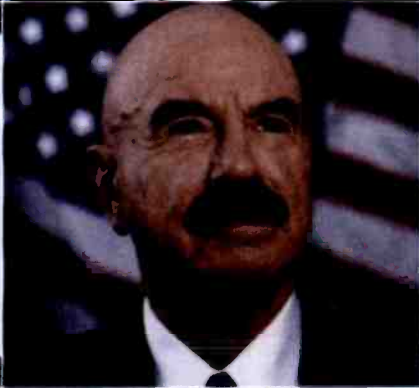
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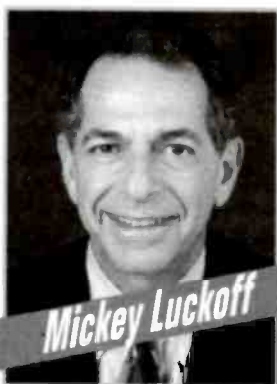
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# R&R NEWS/TALK ALL-STAR PLAYERS All-Star Managers

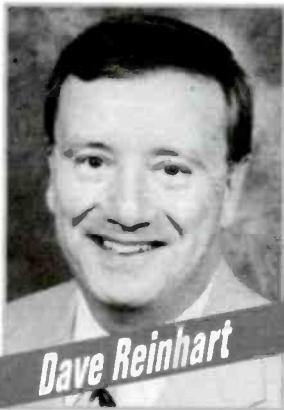
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*Mickey Luckoff*

**Team:** KGO & KSFO/San Francisco  
**Position:** President/GM

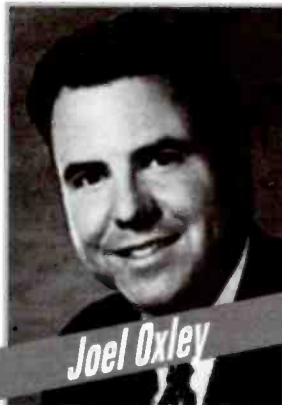
**Career Highlights:** Luckoff has been at the helm of KGO since 1975, presiding over the station as it scored an unprecedented 102 No. 1 Arbitron books in a row, a feat unmatched by any other radio station in a top 10 market. A well-respected and involved member of the San Francisco community, Luckoff was honored with R&R's first-ever News/Talk Radio Lifetime Achievement Award in 1999.



*Dave Reinhart*

**Team:** WFLA/Tampa  
**Position:** Regional VP/Market Manager

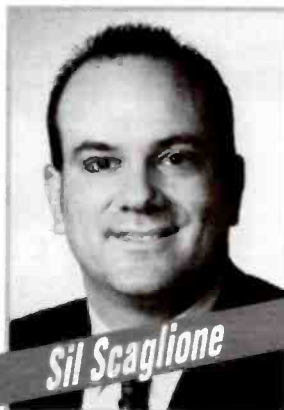
**Career Highlights:** "I started in radio as a Top 40 jock in the '60s and '70s. Saw the N/T light in the '80s and accepted the challenge of programming WLW/Cincinnati. Thanks to Randy Michaels for that opportunity. I became GM of WFLA and have enjoyed having such talents as Lionel, Jay Marvin, Glenn Beck and Todd Schnitt on my team. As Regional VP, I'm now responsible for 25 Clear Channel stations in Florida."



*Joel Oxley*

**Team:** WTOP/Washington  
**Position:** VP/GM

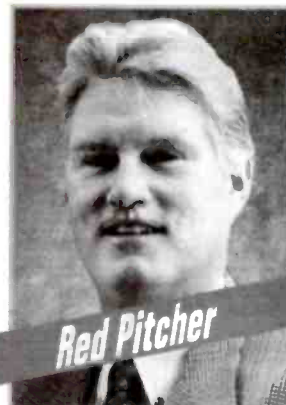
**Career Highlights:** Oxley began his media career at the *Chicago Tribune* before moving to radio. His first job in radio was doing sales for WAVA/Washington. He moved to WASH/Washington and WTOP, where he worked his way up to National Sales Manager. He made WTOP his permanent home, moving up the ranks from Local Sales Manager to General Sales Manager to, in 1998, GM. He added GM responsibilities for sister stations WGMS in 2001 and WWZZ in December 2003, making him VP/GM of Bonneville's entire DC cluster.



*Sil Scaglione*

**Team:** WPHT/Philadelphia  
**Position:** VP/GM

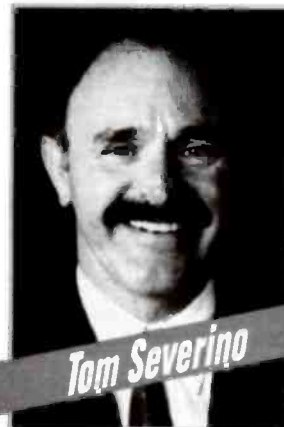
**Career Highlights:** Scaglione is also VP/GM for co-owned WOGL/Philadelphia and has had the same title at crosstown WIOQ, WLCE and WJJZ. His broadcasting sales and management career spans over 20 years and includes stints at WQHT/New York, WNUA/Chicago, WYXR/Philadelphia, WXKS/Boston and Christal Radio/New York.



*Red Pitcher*

**Team:** Regent Communications/  
Bloomington, IL  
**Position:** GM

**Career Highlights:** "I have many highlights, including working in a variety of radio markets with many talented people across all formats. In particular, I enjoy the continued evolution of WJBC/Bloomington, a heritage Talk/Full Service station that will celebrate its 80th anniversary next year. To be part of a station that is so important to the community is a blessing few can count."




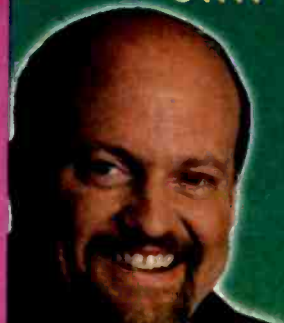









*Tom Severino*

**Team:** WIBC/Indianapolis  
**Position:** VP/Market Manager

**Career Highlights:** "In my 30-year career in radio one of my proudest moments occurred on a day that was one of America's most tragic. Following the alert that a second plane had struck the World Trade Center tower on 9/11, the staff of WIBC responded in a remarkably organized and professional manner. As the city and country reeled in the aftermath and information was critical, WIBC performed at a level only well-trained, responsible and professional journalists could."

**MANAGERS**

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 <p><b>Dr. Ronald Hoffman</b> <i>Health Talk</i></p>	<p><b>WOR</b> RADIO NETWORK</p>	 <p><b>Joey Reynolds</b> <i>Late Nights</i></p>			
 <p><b>The Car Doctor</b> Ron Ananian</p>	 <p><b>The Garden Hotline</b> Ralph Snodsmith</p>	 <p><b>The Home Show</b> Jerry Leen</p>	 <p><b>The Pet Show</b> Warren Eckstein</p>	 <p><b>Shopping Smart</b> Phil Lempert</p>	 <p><b>The Travel Show</b> Valarie D'Elia</p>

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**KNEW** *San Francisco (First Book)* **+766%**

**KLIF** *Dallas* **+150%**

**WTNT** *Washington, D.C.* **+71%**

**KRPC** *Houston* **+13%**

**WFLF** *Orlando* **+328%**

**WXNT** *Indianapolis* **+175%**

**WJNO** *West Palm Beach* **+43%**

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R&R NEWS/TALK

# ALL-STAR PLAYERS

## All-Star Network Designated Hitters

Count on this group to come through with that big clutch hit



Nancy Abramson

**Team:** Wall Street Journal Radio Network

**Position:** Director/Affiliate Relations

**Career Highlights:** "My first job was as a DJ at WLIR/Long Island, where we launched one of the first Alternative stations. In the early '90s I was part of the ABC Radio Networks team that created the first morning show prep service. Now at Dow Jones, I'm proud to be part of building a lineup of radio stations that is truly the best in the business."



Amy Bolton

**Team:** Jones Radio Networks

**Position:** VP/GM News/Talk & Programming Services

**Career Highlights:** "Not counting attending conventions in four-inch heels while nine months pregnant, I'd have to say coming back to work with Ron Hartenbaum and Gary Schonfeld and earning my VP stripes at Jones. In addition to shows by Ed Schultz, Clark Howard, Neal Bortz and Bill Handel, I also oversee Radio VooDoo and BDS. Combined, my lineup of talk and programming services reaches over 2,000 radio stations."



Paul Douglas

**Team:** Cox Radio Syndication

**Position:** Managing Director

**Career Highlights:** Douglas is a 30-year programming and news veteran. His resume includes stints at WAVZ & WKCI/New Haven, CT and WTIC/Hartford. He was also Exec. VP of SBI Broadcasting in Newport Beach, CA, the company that originally launched Dr. Laura Schlessinger nationally. He now oversees the distribution of Cox-originated shows, including those featuring Neal Bortz, Clark Howard, Lex & Terry and The Dream Doctor.



Bill Hampton

**Team:** The Dave Ramsey Show

**Position:** Exec. VP

**Career Highlights:** Hampton joined Ramsey in March 1999 as Director/Syndication and was promoted to Exec. VP in June of the same year. The operation has seen significant growth under his direction, increasing affiliates from 30 to over 200 and network revenues from \$800,000 to over \$3.5 million in 2003.

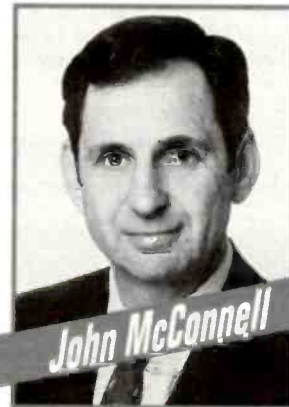


Mark Masters

**Team:** Talk Radio Network

**Position:** CEO

**Career Highlights:** Masters was born into the radio industry. Growing up with a father who has been a radio personality for over 40 years gave him a unique perspective on the competitive world of radio syndication. He signed Michael Savage, who is now heard on over 350 stations, to TRN in 1999. Recently, he signed and relaunched Laura Ingraham, who is now on over 210 stations, and Rusty Humphries, who is heard on over 200 stations.



John McConnell

**Team:** ABC Radio

**Position:** Sr. VP/Programming

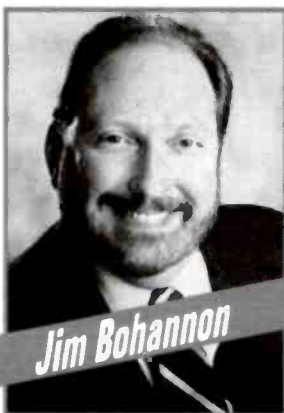
**Career Highlights:** "I currently oversee ABC's network programming and ESPN Radio, and I am Corporate PD for the ABC News/Talk stations. Proudest moment? The number of young people I have helped get into the business who are now fully employed in either broadcasting or journalism."

NETWORK DESIGNATED HITTERS

# R&R NEWS/TALK ALL-STAR PLAYERS

## All-Star Network Hosts

Wiring the nation for conversation from sea to shining sea

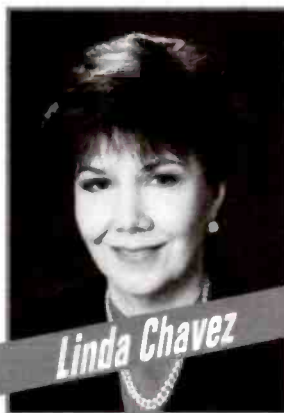


*Jim Bohannon*

**Team:** Westwood One

**Position:** Syndicated host

**Career Highlights:** Bohannon's nightly show airs on over 300 stations and has originated from Moscow during the Reagan-Gorbachev summit, Paris during the 200th anniversary of Bastille Day, Tokyo during Emperor Hirohito's funeral and from several national political conventions. Callers have spoken with presidents, noted athletes and entertainers and even astronauts in orbit. A member of the Radio Hall of Fame, Bohannon is the originator of Freedom of Information Day, observed each March 16, on the birthday of James Madison, father of the Constitution.



*Linda Chavez*

**Team:** Liberty Broadcasting

**Position:** Syndicated host, author, political analyst

**Career Highlights:** A recent addition to the national radio scene, Chavez — a liberal-turned-conservative — brings her inside-the-Beltway experience and knowledge to a daily caller-driven discussion of the issues and events of the day.

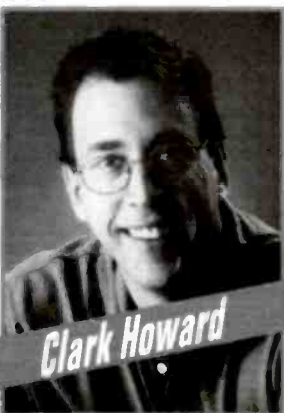


*Mike Gallagher*

**Team:** Salem Radio Network

**Position:** Syndicated host

**Career Highlights:** Gallagher is entering his sixth year of national syndication. He recently signed with Fox News Channel as a contributor and guest host, frequently subbing for Sean Hannity on *Hannity and Colmes*. He also just signed to publish his first book, *Surrounded by Idiots: Fighting Liberal Lunacy in America*.

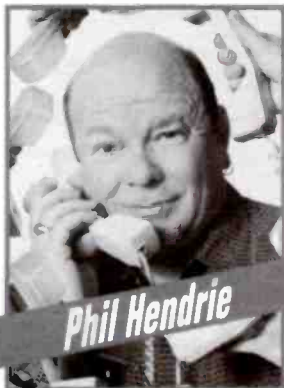


*Clark Howard*

**Team:** Cox/Jones Radio Networks

**Position:** Syndicated host, consumer "warrior"

**Career Highlights:** Building on the popularity he developed at WSB/Atlanta, which he continues to enjoy today, Howard took his consumer crusade nationwide a few years back. Today his spirit, optimism and plain-spoken advice resonate with a reported 3.5 million listeners on 150-plus stations across the country.

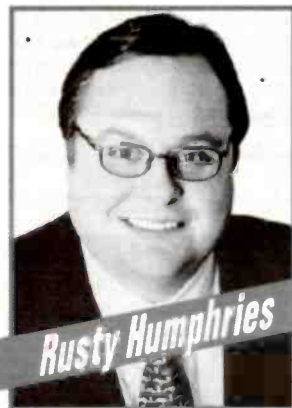


*Phil Hendrie*

**Team:** Premiere Radio Networks

**Position:** Syndicated host, "Man of a thousand voices"

**Career Highlights:** Hendrie is the only national radio personality who is both host and guest simultaneously on his own show. His unique radio theater offers listeners a cast of diverse and often outrageous characters who parody Talk radio as they have real-time conversations about every conceivable topic.



*Rusty Humphries*

**Team:** Talk Radio Network

**Position:** Syndicated host

**Career Highlights:** The youngest broadcaster ever to be inducted into the Nevada Broadcasters Hall of Fame, Humphries now calls KVI/Seattle home. A passionate supporter of veterans' issues, he uses his microphone to help those in need and his quick wit to criticize both wasteful government and those who cheat the system.

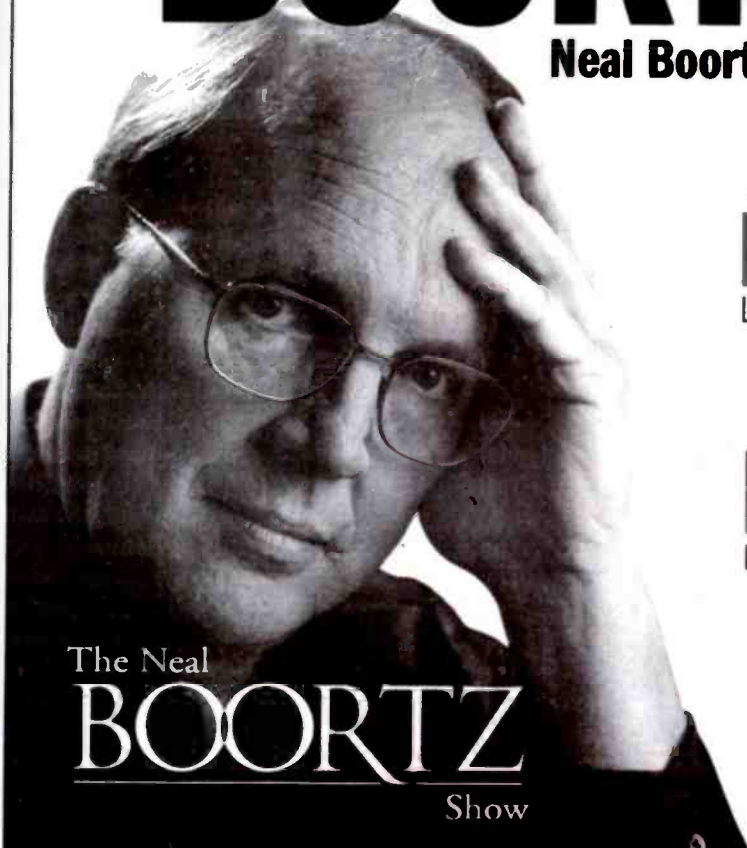
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NETWORK HOSTS

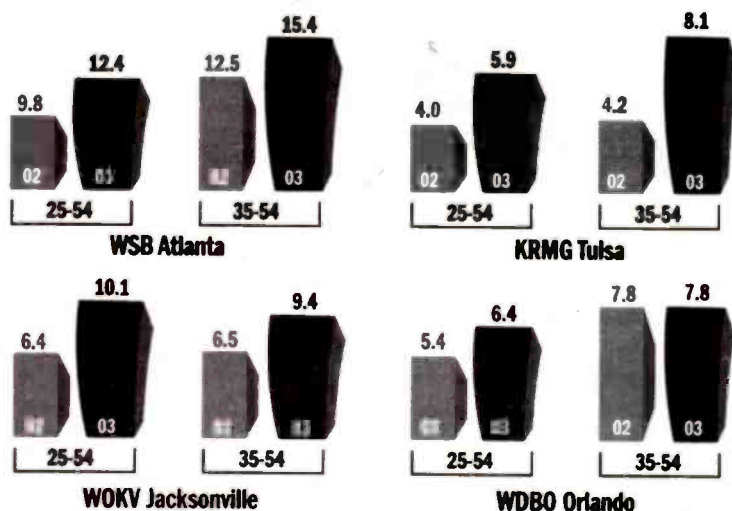
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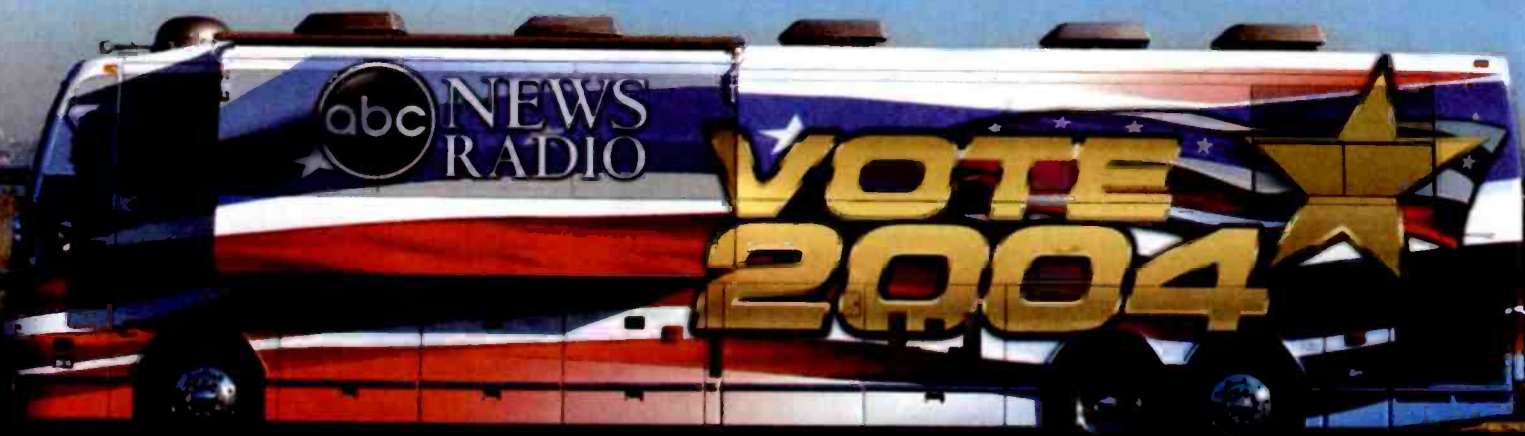
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Source: Arbitron, Miami, Fall 02 - Fall 03. 25-54, 35-54. Note: All exact times, subject to immediate printed changes.

## The #1 Source for Election '04 Coverage!



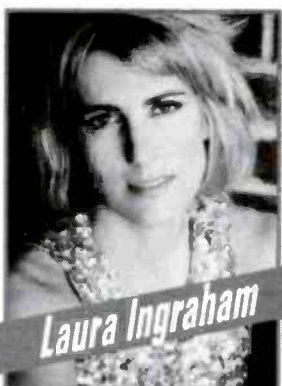
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# R&R NEWS/TALK ALL-STAR PLAYERS All-Star Network Hosts

Continued from Page 36



Laura Ingraham

**Team:** Talk Radio Network

**Position:** Syndicated host, political commentator

**Career Highlights:** Smart, funny and ahead of the curve, Ingraham's daily show takes listeners on a wild ride through the colliding worlds of politics, the news media and Hollywood. A frequent TV commentator and columnist, Ingraham has authored two best-selling books, *The Hillary Trap* and *Shut Up and Sing: How the Elites in Hollywood, Politics and the U.N. Are Subverting America*.

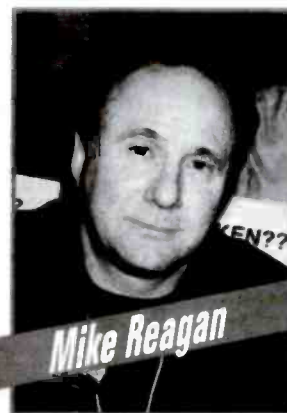


Kim Komando

**Team:** WestStar Talk Radio Network

**Position:** Syndicated host, columnist, WestStar co-founder

**Career Highlights:** "We started nine years ago with only three affiliates. Today my show has over 450 affiliates, 8 million listeners weekly and close to 3 million newsletter subscribers. We have no debt, and we now syndicate seven other shows. I am also now the answer to a question in Trivial Pursuit: Who's the 'Digital Goddess'?"

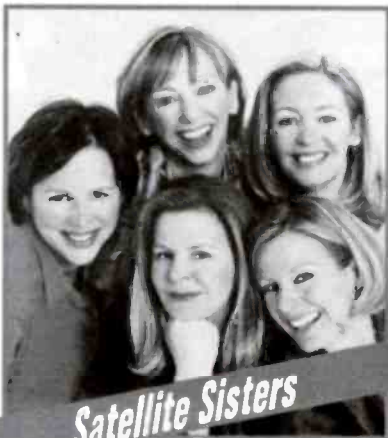


Mike Reagan

**Team:** Radio America

**Position:** Syndicated host

**Career Highlight:** "Being the only talk show host in America to go to Shanksville, PA on the first anniversary of 9/11 and tell the story of United Flight 93 and how the men and women of that flight fought the first battle of the war on terrorism and won. God bless them and their families."

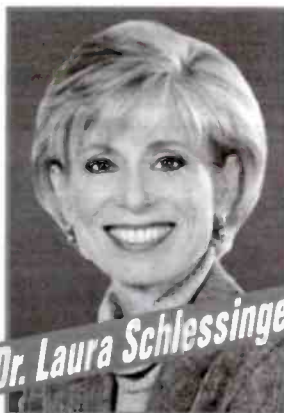


Satellite Sisters

**Team:** ABC Radio Networks

**Position:** Weekend hosts

**Career Highlight:** "What better story could there be for five sisters from Connecticut than the saga of Martha Stewart? We can't stencil or sponge-paint, but that doesn't stop us from loving all things Martha. The accusations, the feisty denials and, now, the trial. She's the gift that keeps on giving. Long live Martha!"

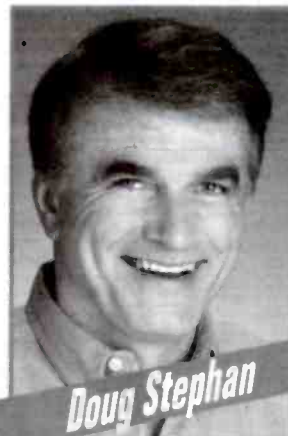


Dr. Laura Schlessinger

**Team:** Premiere Radio Networks

**Position:** Syndicated host, author

**Career Highlights:** From its roots at KFILos Angeles, Dr. Laura's daily radio show became a national phenomenon, and it is now heard on more than 240 affiliates and has been in syndication for nearly a decade. The author of seven best-selling books, Schlessinger is also founder and President of the Dr. Laura Foundation, which helps thousands of abused and neglected kids every year.



Doug Stephan

**Team:** Stephan Productions

**Position:** Independently syndicated host

**Career Highlights:** Each weekday since 1988, Stephan has hosted *Good Day*, which is now fed by four networks and heard in 425 markets. His weekly *Talk Radio Countdown* airs weekends in 266 markets. Unless he's remote-broadcasting from an affiliate or visiting a news hot spot somewhere in the world, Stephan broadcasts daily from his Massachusetts dairy farm.

NETWORK HOSTS





# 8.3 Million Out of Work! RECORD DEFICITS

## Household Income Down

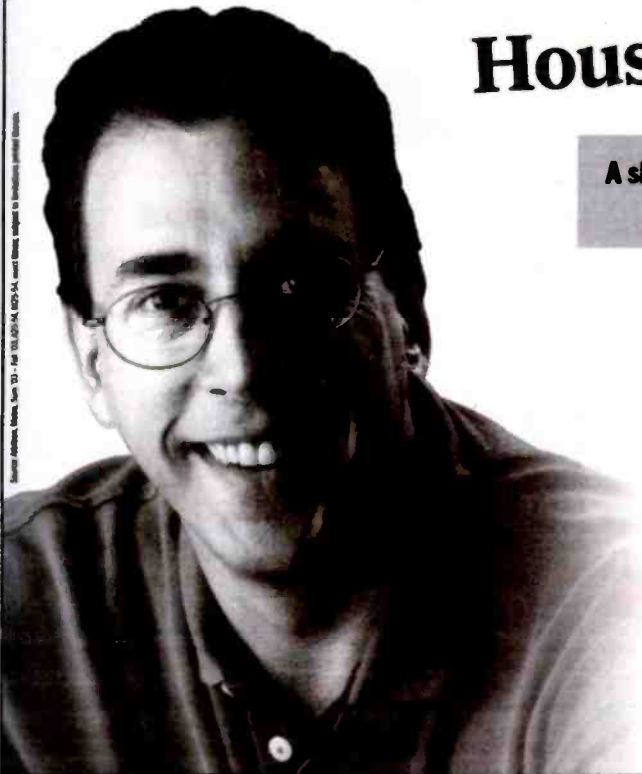


Photo: Andrew Neuman, Sun 10 - Feb 10, 2010. © 2010 American Radio History. All rights reserved.

A sluggish economy assaults our lifestyles and our wallets. Clark Howard talks about the realities of living, surviving and thriving in troubled times.

**WSB Atlanta**  
A 25-54 9.9 share #1  
M25-54 11.1 share #1

**WDBO Orlando**  
A 25-54 3.7 to 5.5  
M25-54 4.4 to 5.3

**WICC Bridgeport, CT.**  
A 25-54 2.9 to 3.6  
M25-54 4.0 to 4.2

**WOKV Jacksonville**  
M25-54 6.3 to 7.5

**WTMJ Milwaukee**  
A 25-54 5.9 to 6.9

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**Pat Johnston, GM**  
KJLL AM 1330 The Jolt

*"You can immediately hear they are having fun...which is contagious."*

**Holland Cooke, Talk Radio consultant**

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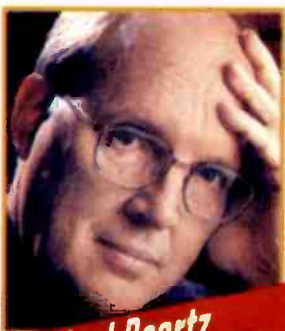
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**R&R NEWS/TALK**

# ALL-STAR PLAYERS

## All-Star Hometown Heroes

Local hosts who reflect the people and cities they call home

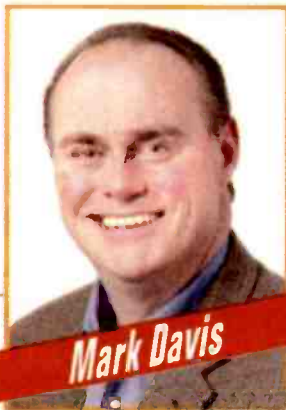


**Neal Boortz**

**Team:** WSB/Atlanta and Jones Radio Networks

**Position:** Talk host

**Career Highlights:** A confirmed Libertarian and true patriot, Boortz has been an Atlanta Talk radio powerhouse for 30 years, the last 10 of them at WSB. Conservatives call him too liberal and liberals think he's too conservative, but listeners in Atlanta and, now, across the nation count on Boortz for a hard dose of daily reality, solid information and infallible logic.

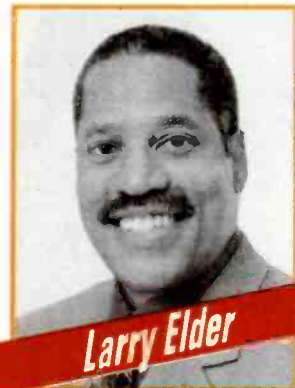


**Mark Davis**

**Team:** WBAP/Dallas

**Position:** Talk host

**Career Highlights:** Davis has been the No. 1 local talk host since arriving in Dallas-Ft. Worth in 1994. The winner of numerous awards, he is also a featured columnist for the *Ft. Worth Star-Telegram*. His show blends politics and pop culture in a most unique and compelling fashion.



**Larry Elder**

**Team:** KABC/Los Angeles

**Position:** Afternoon drive and host of the nationally syndicated *Larry Elder Show*

**Career Highlights:** Elder, the "Sage from South Central," hosts the longest-running afternoon drive talk show in Southern California. Nationally syndicated radio host, television personality, lawyer and author of the best-selling *The Ten Things You Can't Say in America and Show-down*, Elder calls himself a "Republican," a member of the Republican Party who is also a Libertarian.

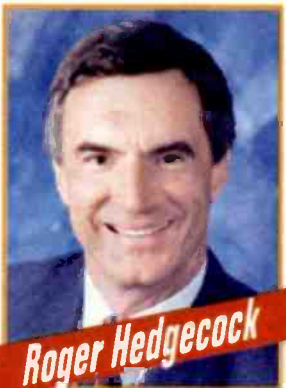


**Joan Hamburg**

**Team:** WOR/New York

**Position:** Midmorning host

**Career Highlights:** Hamburg is known for her award-winning consumer affairs reporting and celebrity interviews. For nearly 30 years WOR listeners have tuned in for shopping, dining, travel and entertainment advice. Hamburg is a best-selling author and television personality and is heard weekdays and Saturdays from 10am-noon.



**Roger Hedgecock**

**Team:** KOGO/San Diego

**Position:** Afternoon drive talk host

**Career Highlights:** For the last 18 years Hedgecock has been San Diego's No. 1 local radio talk show host. Before that he served as Mayor and County Supervisor in San Diego. Now a "recovering politician," Hedgecock's daily "Community Forum" regularly leads successful on-air action campaigns, such as that for the recall of California's governor. Hedgecock is also a primary guest host for Rush Limbaugh.



**John Kobylt & Ken Chiampou**

**Team:** KFI/Los Angeles

**Position:** Afternoon drive co-hosts

**Career Highlights:** John & Ken speak for the voiceless, right wrongs and seek the truth. These talk show hosts-turned-activists have unseated a governor, squashed an SUV tax, stopped a 2-cent soda tax, exposed a cardinal in the Catholic church's child-abuse scandal and fought to get cop killers extradited from Mexico. They've become No. 1 25-54 in afternoons by taking no prisoners. *The John & Ken Show* is a straight-shooting, fast-paced, high-energy program that seeks common-sense answers in the relentless pursuit of truth and justice.

Continued on Page 42

**HOMETOWN HEROES**

# The Debate Begins

For 15 years talk radio has been dominated by one voice.  
Now, Ed Schultz goes toe-to-toe with conservatives to energize mainstream talk radio.  
Ed is a #1 rated talent with 15 years of 20+ shares. He cuts through the boring sameness  
with razor sharp views on life, politics and people in America.

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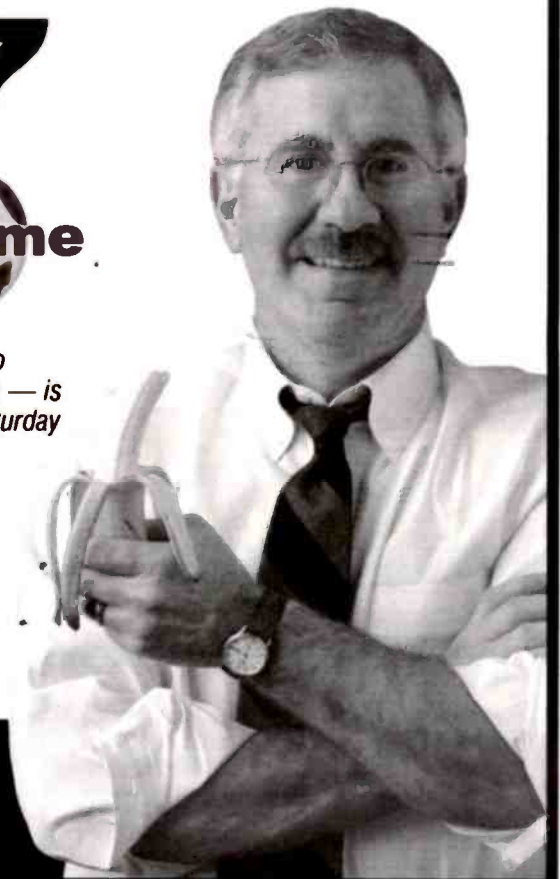
*America's only weekday show dedicated to entrepreneurs — and those who want to be — is now available 24/7 on ABC Starguide III. Saturday and Sunday broadcasts are different.*

*Jim Blasingame is ...*

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- A syndicated newspaper columnist
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# R&R NEWS/TALK ALL-STAR PLAYERS

## All-Star Hometown Heroes

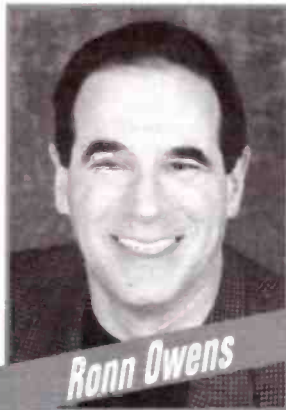
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*Spike O'Dell*

**Team:** WGN/Chicago  
**Position:** Morning host

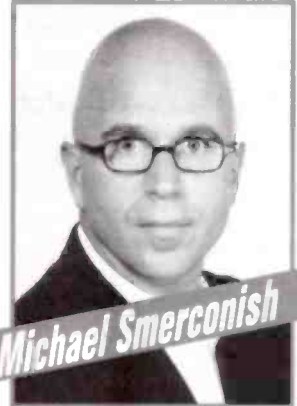
**Career Highlight:** "This may be an obvious answer to the question, but my proudest moment in radio was being hired by WGN. When I was in broadcasting school WGN was always held up as the Mecca of radio; it was the station at the top of the heap. It didn't get any better in this biz than if you worked there. As morning host, I work hard to maintain that reputation. It's true, it gets no better than this. I sometimes have to pinch myself."



*Ronn Owens*

**Team:** KGO/San Francisco  
**Position:** Midday host

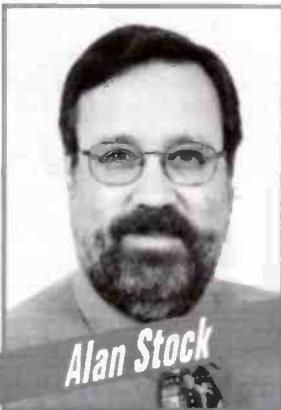
**Career Highlight:** Winning the 2003 Marconi Award as Major Market Personality of the Year.



*Michael Smerconish*

**Team:** WPHT/Philadelphia  
**Position:** Morning host

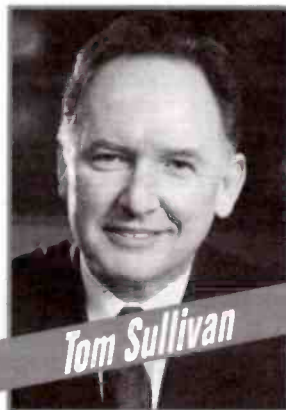
**Career Highlights:** A lawyer-turned-talk show host, Smerconish served in the George H.W. Bush administration at age 29. He also produces a daily commentary for co-owned KYW/Philadelphia and writes a weekly column for the *Philadelphia Daily News* that's now nationally syndicated. A regular contributor to CNN, Smerconish was featured in Bernard Goldberg's bestseller *Arrogance* and has also guest-hosted Bill O'Reilly's radio show.



*Alan Stock*

**Team:** KXNT/Las Vegas  
**Position:** Morning host

**Career Highlights:** Stock was named one of the six top local Talk radio personalities in 2002 by R&R and Best Local Talk Show in 2000 and 2003 by the Electronic Media Awards. He was inducted into the Nevada Broadcasters Association's Hall of Fame in 2003.



*Tom Sullivan*

**Team:** KFBK/Sacramento  
**Position:** Talk Host and Business Editor

**Career Highlights:** Sullivan has been Sacramento's No. 1 midday host since his program began in 1988. He has also received national exposure and recognition as a regular fill-in host for Rush Limbaugh.



*Don Wade & Roma*

**Team:** WLS/Chicago  
**Position:** Morning drive co-hosts

**Career highlights:** The team was created by pairing a rock 'n' roll funnyman with an English professor-yogi-home remodeler. Their politics are as diverse as their backgrounds. As a married radio couple, they have one rule: No arguing at home; save all disagreements for on the air. Their two kids provide riveting on-air radio moments: They made frantic calls on 9/11 to their daughter, who was trapped 1 1/2 blocks from the World Trade Center, and their Marine son was in the first wave of fighting in Iraq and went all the way to Baghdad.

**HOMETOWN HEROES**

## Bartel Bartel: Gone Too Soon

**O**ur thoughts and prayers go out to the entire Cox/Birmingham family following the untimely death of **Bartel Coleman**, a.k.a. **Bartel Bartel**, the popular afternoon jock on WBHJ (95.7 Jamz)/Birmingham. Coleman, who had been with the station since 1997, was killed Feb. 22 when his motorcycle struck a car. He was only 33. That night Jamz staffers went on the air to break the news of his death and share their grief with listeners. "Cassandra, his wife of only 1 1/2 years, is just crushed, as is the entire Jamz family," PD Mickey Johnson tells **ST**. "His family is from Orlando, where he got his radio start at WJHM. He was just a popular there as he was here. In the last ratings book, he was No. 1 12+, 18-34 and 25-54."

A memorial service was held Feb. 24 at a local Baptist church in Birmingham, while funeral services will be held in Orlando on Feb. 28. An emotional Johnson adds, "Bartel was not just my co-worker, he was a true friend, and I'm going to miss him."

### 'El Cucuy' Says Bad Words In Spanish

After launching a few choice expletives toward Univision management and walking off his KSCA/Los Angeles afternoon show on Feb. 20, **Renán Almodárez Coello**, a.k.a. "El Cucuy," explained that he did so in support of his underpaid cast of sidekicks, "La Tropa Loca." "I have always been for the causes of the poor and the weak people, and, in this particular situation, all I did was to react to the tears and suffering of my crew, 'La Tropa Loca,'" said Coello. "My crew has been asking for salary improvements for years and never got the consideration that they deserve." After the show, Univision Radio suspended Coello and everyone directly related to his show without pay. Ouch. Univision is currently airing profanity-free best-of shows while they figure out what's next.

The radio version of *On-Air With Ryan Seacrest* on **KIIS/Los Angeles** debuted this past Thursday at 6am from the



Seacrest & Ivey — separated at birth?

same plush studios at the Hollywood & Highland entertainment complex in Hollywood where Seacrest does his daily Fox TV show. "And where I will start my day each morning," Clear Channel Regional VP/Programming **John Ivey** tells **ST**.

We'd like to offer our most sincere congrats to Mr. Ivey, as he prefers we call him, who just signed a new three-year deal to remain with Clear Channel. He oversees its stations in beautiful Los Angeles, Riverside and Bakersfield.

### The Programming Dept.

- After six years in the big chair, PD **Stan Atkinson** exits Clear Channel AC WLTQ (Lite 97.3)/Milwaukee.

- **Dom Casual** resigns as PD of Classic Alternative KJQN/Salt Lake City. Todd "Nuke 'Em" **Noker**, PD of Alternative sister KXRR, will cover both stations on an interim basis.

- **WLRS/Louisville** PD **Lance Hale** has resigned and is headed home to Ft. Myers in March. "I leave a great station that's heading in the right direction," Hale tells **ST**. "These people are my family — and I am the walrus!" Goo goo kachoo.

- At Emmis CHR/Pop **WNOU** (RadioNow 93.1)/Indianapolis, PD **Chris Edge** reaches deep into the fertile valleys of West Virginia to fill his gaping night/MD opening: Please welcome just plain **Dylan**, who heads west from the same position at **WVAQ/Morgantown, WV**. He replaces former MD/night co-host **Doc**, who exited with partner **Tommy** last month.

- **KZHT/Salt Lake City** MD/afternoon guy **Jagger** exits in search of a programming gig. PD **Jeff McCartney** has begun the search for his replacement.

- **Zeo Radio Networks' Affiliate Relations Associate TJ Hess** is upped to VP/Operations for its new **Select Mix** venture.

## R&R Timeline

### 1 YEAR AGO

- **R&R** debuts *Americana Airplay Chart*.
- Infinity names **Dave Robbins** VP/GM of **WBBM-FM & WJMK/Chicago**; **Harvey Wells** becomes VP/GM at **WUSN/Chicago**; **Michael Damsky** and **Drew Hayes** become Station Managers at **WXRT & WSCR/Chicago**, respectively.
- **Ken Miller** named GM at **KFAX & KSFB/San Francisco**.

### 5 YEARS AGO

- **Bob Catalane** becomes Executive VP/CFO for **ABC Broadcasting**.
- **TVT Records** sells \$23 million in "Bowie Bonds."
- **Erik Hellum** rises to Regional VP/Sales for **Chancellor Media**.

### 10 YEARS AGO

- **Scott Borchetta** rises to VP/Nat'l Promotion at **MCA Nashville**.
- **John Sykes** becomes President of **VH1**.
- **Al Brady Law** named OM of **KABC/Los Angeles**.

### 15 YEARS AGO

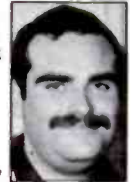
- **Ted Atkins** named GM of **WWSW/Pittsburgh**.
- **Rick Starr** named VP/GM of **WMAQ/Chicago**.
- **Tommy Hedges** becomes President of the **Pollack Media Group**; **Jeff Pollack** becomes Chairman/CEO.



Ted Atkins

### 20 YEARS AGO

- **Gary Berkowitz** becomes PD of **WHYT/Detroit**.
- **Dene Hallam** appointed PD of **KUDL/Kansas City**.
- **Jan Jeffries** named PD of **WXFM/Chicago**.



Dene Hallam

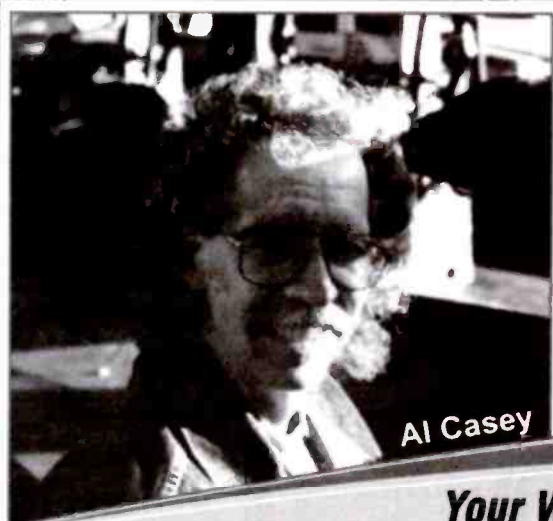
### 25 YEARS AGO

- **John Sebastian** named Operations Director of **KUPD & KKKQ/Phoenix**.



John Sebastian

Continued on Page 44



Al Casey

God uses special people to touch lives.

You have touched ours...and countless others.

We Love You, Al.

# WHB-AM 71

### Your WHB Staff 1977-1982 and Friends

**Dan Donovan • Pam Whiting • Tom Land • J. Jay Stone • Greg Dunkin • Larry Micheals • Darcy Blake  
Mike O'Brien • "Kattfish" Kris Kelly • Phil Jay • Allene Martin • Jeff Roberts • Chuck Hayes • Rick Torcasso  
John Hayes • David Burd • John Lodge • Scotty Brink • Bob Shannon • Dan Pearman**

Continued from Page 43

• Get your piping hot Canadian Content here: Hot AC CKIK (The Peak)/Calgary flips to Classic Rock as "Q107, playing the greatest rock 'n' roll ever made." No injuries were reported. CJKR (Power 97)/Winnipeg PD Christian Hall segues to the PD chair at CKIK. Later, a tasty array of beer, back bacon and other Canadian clichés was served.

• As if he wasn't already busy enough being PD of Hot AC WZPL/Indianapolis, Scott Sands has somehow gotten himself promoted to the newly created position of OM/PD and Dir./Internet Development. "They caught me reading Street Talk and just assumed that I knew something about this industry," say Sands. "So, thanks — I guess."

### Label Love

• J Records' VP/Urban Promotion Cynthia Johnson is tapped as Sr. VP/Urban Promotion for the revamped Warner Bros. Records under the new leadership of WMG President Lyor Cohen. She replaces Waymon Jones, who exited at the end of 2003.

• Lenny Santiago joins Virgin Records as Senior Director/A&R. He crosses the street after spending the past seven years doing A&R for Roc-A-Fella Records.

### Quick Hits

• Stuart Brotman is named President of the Museum of Television & Radio, effective March 1. Most recently, Brotman was president of Stuart N. Brotman Communications, a global consulting firm based in Lexington, MA. He succeeds Robert M. Batscha, who was president from 1981 until his death on July 4, 2003.

• After six weeks of covering afternoons on KHKS/Dallas, Kobe Austin is headed back to his former swing shift at KIS/Los Angeles, where he had been working before his Dallas move.

• KROX/Austin PD Melody Lee hires Sean "Phills" Phillips to anchor mornings, joining existing members Trina and Jason Dick. Not to be confused with the Sean Phillips who programs WBTS/Atlanta, this particular Phillips comes from the Emmis cluster in Phoenix.

• WRIF/Detroit recently teamed up with four local bands and raised \$23,400 in a benefit concert for WRIF personal-

ity Steve Black's wife, Sabrina, also an WRIF alumnus, who is battling Hodgkin's lymphoma. The station is still accepting donations to help with her medical bills.

• KBKS/Seattle inks Jubal Flagg as the new executive producer of *The Jackie & Bender Morning Show*. Flagg, formerly of Fox Sports Net's *Tony Bruno Show*, replaces Jake Ray, now working at WSTR (Star 94)/Atlanta.

• Sandy Weaver exits afternoons at Clear Channel AC WLTM (94.9 Lite FM)/Atlanta as she embarks on a career change. PD Louis Kaplan taps Promotions Dir. Ellen Martin to fill the gig for now.

• Late last year Jonathan Reed lost his first PD gig when Clear Channel's WDBT/Jackson, MS flipped to Gospel. Reed has returned to his previous station, WZEE (Z104)/Madison, where he will do weekends, swing and assorted odd jobs until another huge opportunity falls in his lap. Meanwhile, Z104 Creative Services Director/midday talent Danny Wright will transfer to sister WNCI & WFJX/Columbus, OH in the same capacity.

• Two midday positions are open at Davis Urban WFXE and Urban AC WKZJ/Columbus, GA. WFXE midday personality/Promotions Director Nikki Nicole is headed to WTMP-AM & FM/Tampa as Promotions Director, while WKZJ midday talent April Hand is leaving the industry to open a bookstore.

WSOC/Charlotte morning co-host Carrie Ann Boggess has filed a lawsuit against co-host/PD Jeff Roper, accusing him of harassment, intimidation and volatile outbursts that, she says, left her fearing for her safety. According to the *Charlotte Observer*, since September Boggess has had to raise her hand before she could speak on Roper's radio show, and her suit claims that he clapped in her face, slapped her hand away from an office thermostat and raged at her without provocation two to four times a month. Infinity/Charlotte Sr. VP Bill Schoening responded to the paper, "We don't comment on any pending litigation." Then he left for lunch.

### Talk Topics

• We were waiting for a radio station to rip a page from Donald Trump's wildly successful guilty pleasure reality show *The Apprentice* — and someone finally has: Journal Talker KFAQ/Tulsa proudly presents the cleverly named "Radio



Bad comb-over sold separately.

*Apprentice*," where three men and three women will be competing in various challenges for a chance to win an eight-week paid apprenticeship. You may now safely steal this idea and claim that you thought of it. Thank you.

• KFXX/Portland, OR host Colin Cowherd will join ESPN Radio on March 29 as he takes his show *The Herd* national from 10am-1pm weekdays. Cowherd replaces Tony Kornheiser, who recently announced he was stepping down to focus on his other ESPN duties as co-host of *Pardon the Interruption*, *Dream Job* and ESPN's 25th anniversary program.

Mid-Atlantic radio vet Jack Alix has stepped down as OM of WBBT (Oldies 107.3) & WJZV/Richmond and was relieved of his morning host duties at Oldies 107.3. New Creative Services Director Jeff Beck — one-half of crosstown WRXL's former *Jeff & Jeff* morning show — is handling mornings at WBBT for now.

### Condolences

• Mark "Doc" Andrews, longtime morning sportscaster on Oldies WOMC/Detroit, passed away Saturday, Feb. 21 after a 10-month fight with colon cancer. He was 51. Andrews had worked with market legend Dick Purtan since 1984.

• Irvin Miller, father of WRQX/Washington MD Carol Parker, passed away Wednesday, Feb. 16 from cancer at age 78.

• WCCO/Minneapolis personality Joe McFarlin, whose late-night shows featured big bands, swing and traditional jazz for a quarter of a century, died Feb. 14 from complications from melanoma. McFarlin, who retired from WCCO in 1992, was 78.

• John David Bush, who did radio and TV sales in Cincinnati for many years, passed away on Feb. 20, also from cancer. He was 62.

• Chris Thomas, a WDAE/Tampa sports talk host who also spent several years as a sportscaster for NBC affiliate WFLA-TV/Tampa, passed away Feb. 18 following a battle with cancer. He was 55.

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# Little Steven Lets The Music Do The Talking

## Musician-actor rediscovers music, uncovers rock's past and present with new show

**K**nown to music fans everywhere as Little Steven, Steven Van Zandt has had a storied rock 'n' roll career. A founding member of what was then known as The East Street Band, which helped define the Asbury Park sound, Little Steven is an acclaimed producer, songwriter and arranger who's worked with the best in the biz — not to mention his own work as a solo artist. He spearheaded the anti-apartheid Sun City project in the '80s and can currently be seen as a mobster on the critically and commercially successful HBO series *The Sopranos*.

But Van Zandt's latest hit isn't on a fellow *Sopranos* character, it's on the radio dial. And, no, it's not a song, it's a syndicated two-hour show that combines the roots of rock 'n' roll with today's hottest garage bands. Launched on April 7, 2002, *Little Steven's Underground Garage* has grown from 20 stations to more than 150 affiliates, and a new 24/7 format is planned for Sirius Satellite Radio.

Every week, in markets from Chicago, New York and Los Angeles to smaller towns across the U.S., north of the border and even as far as Guam and Australia, listeners get a musical history lesson that includes everything from vintage Ramones, Elvis Presley and Bo Diddley to The Hives, Black Rebel Motorcycle Club and The Strokes.

"Most program directors in radio really are musical guys and love the music," Van Zandt says. "But they were a little reluctant to put the show on at first, because it was something different. Once the first ratings book came in — all of a sudden we were seeing sevens, eights and nines in a world where a three is a home run — everybody started paying a little more attention."

"It's a little unorthodox, in that we combine three, four or even five formats in our show, but I knew that it would work. These songs played back to back are undeniable."

"Basically, it's a nice tree of rock 'n' roll," says show producer Dan Neer. "You go from the roots to the extreme branches. We play Howlin' Wolf to Howlin' Pelle Almqvist [of The Hives]."



Steven Van Zandt

**The Prodigal Son**  
Passionate about today's garage rock revival, Van Zandt freely admits that he was out of touch with music in the early '90s, and, after producing a few albums for artists like Austin's Arc Angels and Southside Johnny, was ready to turn his back on it.

"I was 100% out of touch," he says. "I basically walked away in the early '90s. I thought, 'There's no place for the kind of music I want to make, and there's no place for it to be heard anymore.'"

Then David Chase contacted him about acting on *The Sopranos* as Silvio Dante, a character written with Van Zandt in mind. "I figured, why not?" Van Zandt says. "I wasn't really doing music anymore. Of course, right after *The Sopranos* started, Bruce Springsteen called up to reunite The E Street Band. That got me back into the band, and then I ran into this whole contemporary garage scene. Before I knew it, I was back into music."

A catalyst for *Little Steven's Underground Garage* was *Cavestomp*, an annual show in downtown New York organized by hometown garage rock impresario Jon Weiss, who was lead singer for '80s garage rock revivalists The Vipers. "Once a year he'd have a '60s group come back together and have the new garage groups play with them," says Van Zandt.

"I went to a show and said, 'We have to do this more often.' He asked me to become his partner, and we did 16 live shows in 2001 and booked 62 bands. I got a chance to see how deep the scene was. It started there."

"To my mind, this was a rebirth of rock 'n' roll, but everybody wasn't aware of it. I wanted to build a radio show around that and combine it with a bunch of cool songs from the past that I never hear on the radio — early Stones, Beatles, Kinks and The Who, The Ramones, The Clash, New York Dolls. Basically, the whole 50 years of rock 'n' roll that wasn't getting played."

### From The Cave To The Garage

The show was anything but an easy sell, recalls Neer, who's been doing syndicated radio since 1979. "People were telling him it wouldn't fly, that he needed a co-host, that he'd never done radio and so on. I've known Steven forever, and I knew for a fact that he'd make a great radio personality."

Neer and Van Zandt began working on the show in New Jersey at Neer's home studio, ultimately coming up with a demo they were proud of. "It's his baby," Neer says. "He picked all the music and came up with all the concepts. Then we walked around and met with all the major syndicators, because everybody said they were interested in it because of Steven."

**"I spend 30 hours a week myself on the two-hour show. I still listen to 10 to 15 albums a day. I don't want to miss anything."**

Steven Van Zandt

"We got the sense that every one of them was in it just to be associated with Steven and that nobody had the passion and commitment it would take to get this on the radio. We weren't interested in just barely getting on the radio; we wanted this to be a success. It's really a cause for both him and me."

**"Basically, it's a nice tree of rock 'n' roll. You go from the roots to the extreme branches. We play Howlin' Wolf to Howlin' Pelle Almqvist of The Hives."**

Dan Neer

"He wants to give back to something that's given him a great life, and I've just always been a rock 'n' roll music fan. Ultimately, he said to me, 'Nobody's going to get this on the radio the way we would. We have to do this ourselves.' He felt that, with his credibility and my experience of dealing with stations nationally, this was the way to go."

### Early Believers

Neer hit the phones — hard. "I put in 100 phone calls a day and maybe talked to two people, and sometimes none," he says. "You can leave 100 messages, and sometimes no one calls you back. But after a long time, people knew we weren't going away."

"Gradually, we got a deal with Hard Rock Cafe that we had to have X amount of their markets by a certain date, and that would trigger the money that it would take to get the show on the air. We just made it under the wire. It was about 24 affiliates we needed, but we got them in the markets we needed. We took off from there."

Among the early believers were WAXQ/New York, KKL/D/Las Vegas, WMGK/Philadelphia, WCKG/Chicago, KLSX/Los Angeles and WRNR/Baltimore.

"Most PDs were afraid of our music," Neer says. "They thought that listeners would not stay for music that they hadn't heard on the radio in a long time or maybe never. We have more faith in people. We know that if it's good, people will listen."

"I can't tell you how many people told me that the music was too unfamiliar and that it would never work. I just kept trying to prove them wrong. Sure enough, wherever we finally got on the radio, we doubled, tripled or quadrupled ratings."

### Show Time

Given Van Zandt's schedule over the past few years — worldwide tours with Bruce Springsteen & The E Street Band and shooting for *The Sopranos* — you'd figure that he'd have little time to invest in the show. But it's a full-time operation, based out of Van Zandt's Manhattan offices.

"I spend 30 hours a week myself on the two-hour show," he says. "I have about 10 people working for me full-time on it. Dan's working around the clock, and we have four people in the office watching movies all day for the movie clips that we put in between songs."

"The archives are amazingly complicated, and the research has to be impeccable. People are looking to us to be accurate. Even when I was on the road and doing *Sopranos*, I'd still write a 25- to 28-page script every week. I

still listen to 10 to 15 albums a day. I don't want to miss anything."

Head to Van Zandt's website, ([www.littlesteven.com](http://www.littlesteven.com)), and you'll see how in-depth each show can be. Mixing the old with the new, the shows give a historical perspective on the music, providing info on the song, the album and the year of release. The website is a virtual archive of rock 'n' roll, with guided tours of genres like R&B, rockabilly, frat rock, '60s pop, classic garage, British invasion, punk and more.

### Sirius Expansion

Recently, Van Zandt struck a deal with Sirius to expand the show to a 24/7 format. However, he will not be a DJ, and Sirius is currently searching for jocks to host the Underground Garage channel.

"My thing is, I'm a fan of radio, first and foremost," Van Zandt says. "I want to bring people back to radio, whatever radio it is that puts people back in the habit of listening to radio. Regular radio isn't competing with satellite; it's competing with video games, computers and mediocrity in general. I'm hoping that the combination of satellite and terrestrial radio will bring people back."

Another mission for Van Zandt is to bring old-school personality back to radio. "I wanted it to be a throwback to the old days when audiences had a relationship with the DJ," he says. "I wanted to establish a relationship like that, where the audience trusted me."

Van Zandt also believes that radio needs to loosen up and trust its audience when it comes to exposing music, both new and old. "This whole concept that everything must be based on familiarity is flawed," he says. "I don't care what marketing surveys say. Once in a while you have to give people what they need in addition to what they want. It's part of human nature that we want to be surprised occasionally."

With his passion for music reignited by the current crop of garage revivalists, Van Zandt has added radio host to his already impressive resume. "When we first started this, he said if he could pull this off, it would be a dream come true and the greatest thing he's ever done," Neer says.

"I'm thinking, 'OK, you helped knock down apartheid in South Africa, you're with one of the greatest rock bands ever, and you're on one of the hottest TV shows. Your big crowning achievement is to be a radio guy?' But he meant it, and he backed it up."

For info on carrying Little Steven's Underground Garage, contact Mark Felsot at 818-623-8501.

## THE INDUSTRY'S NO. 1 RETAIL CHART February 27, 2004

LW	TW	ARTIST	ALBUM	LABEL	POWERINDEX	CHANGE
1	1	NORAH JONES	Feels Like Home	Blue Note	382,483	-63%
2	2	KANYE WEST	College Dropout	Roc-A-Fella/IDJMG	201,672	-55%
7	3	EVANESCENCE	Fallen	Wind-up	128,760	-31%
3	4	KENNY CHESNEY	When The Sun Goes Down	BNA	116,032	-67%
4	5	OUTKAST	Speakerboxxx/The Love Below	Arista	115,393	-81%
6	6	JOSH GROBAN	Closer	143/Reprise	107,511	-52%
-	7	EAMON	Eamon	Jive	101,778	-
8	8	TWISTA	Kamikaze	Atlantic	97,193	-38%
10	9	SHERYL CROW	Very Best Of	A&M/Interscope	71,951	-38%
21	10	CHINGY	Jackpot	DTP/Capitol	64,180	-13%
9	11	INCUBUS	A Crow Left Of The Murder	Immortal/Epic	62,236	-50%
23	12	RUBEN STUDDARD	Soulful	J	61,668	-14%
30	13	MAROON 5	Songs About Jane	Octone/J	58,393	-3%
22	14	BRITNEY SPEARS	In The Zone	Jive	58,068	-21%
18	15	JESSICA SIMPSON	In This Skin	Columbia	57,830	-25%
20	16	NICKELBACK	Long Road	Roadrunner/IDJMG	55,996	-25%
12	17	BEYONCE	Dangerously In Love	Columbia	55,257	-48%
5	18	HARRY CONNICK	Only You	Columbia	52,191	-77%
17	19	ALAN JACKSON	Greatest Hits Vol.2	Arista	51,585	-44%
-	20	50 FIRST DATES	Soundtrack	Maverick	47,616	-
28	21	G-UNIT	Beg For Mercy	G Unit/Interscope	46,986	-24%
26	22	NO DOUBT	The Singles 1992-2003	Interscope	46,692	-32%
15	23	TOBY KEITH	Shock'n Y'all	DreamWorks	46,406	-50%
27	24	LUDACRIS	Chicken & Beer	Def Jam South/IDJMG	46,145	-31%
25	25	VARIOUS	Now That's What I Call...VOL. 14	Columbia	45,919	-33%
24	26	JAY-Z	The Black Album	Roc-A-Fella/IDJMG	45,111	-36%
13	27	MICHAEL MCDONALD	Motown	Motown	44,838	-56%
11	28	VARIOUS	2004 Grammy Nominees	BMG	44,661	-59%
31	29	LINKIN PARK	Meteora	Warner Bros.	44,060	-26%
14	30	MELISSA ETHERIDGE	Lucky	Island/IDJMG	43,587	-55%
18	31	NORAH JONES	Come Away With Me	Blue Note	42,968	-47%
16	32	ALICIA KEYS	The Diary Of Alicia Keys	J	42,856	-54%
-	33	DARKNESS	Permission To Land	Atlantic	40,529	-
-	34	INDIGO GIRLS	All That We Let In	Epic	40,037	-
-	35	LOSTPROPHETS	Start Something	Columbia	39,587	-
40	36	JOSH TURNER	Long Black Train	Mca	39,432	-17%
35	37	HILARY DUFF	Metamorphosis	Buena Vista/Hollywood	38,489	-27%
29	38	SARAH MCLACHLAN	Afterglow	Arista	37,640	-39%
48	39	BLINK 182	Blink 182	Geffen	36,915	-9%
-	40	JET	Get Born	Elektra/EEG	35,274	-
38	41	DIDO	Life For Rent	Arista	33,821	-32%
50	42	AVANT	Private Room	Geffen	32,763	-14%
45	43	BLACK EYED PEAS	Elephunk	A&M/Interscope	31,999	-30%
39	44	FIVE FOR FIGHTING	The Battle For Everything	Aware/Columbia	31,126	-37%
46	45	3 DODRS DOWN	Away From The Sun	Republic/Universal	30,172	-28%
47	46	VARIOUS	Fired Up!	Razor & Tie	29,345	-30%
34	47	BARBERSHOP 2: BACK IN BUSINESS	Soundtrack	Interscope	29,188	-44%
36	48	COLDPLAY	Rush Of Blood To The Head	Capitol	28,274	-46%
33	49	LUTHER VANDROSS	Dance With My Father	J	26,039	-52%
-	50	JUVENILE	Juve The Great	Cash Money/Universal	24,141	-

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### ON ALBUMS

#### Norah's Double Play

She's making herself at Home.

Just a week after selling more than 1 million copies of her sophomore album, Blue Note phenom Norah Jones is back on top, as *Feels Like Home*



Norah Jones

moves another 380,000 copies for a two-week total of 1.3 million. "Sunrise" is not about to set any time soon.

Roc-A-Fella/IDJMG producer-turned-hit rapper Kanye West shows you don't need a degree to succeed. His *College Dropout* remains No. 2, with more than 200,000 in sales.



Kanye West

Jive hip-hop rookie Eamon says "F\*\*\* It" as his self-titled debut bows at No. 7. Thanks to the hit single, it's the only new-

comer to the top 10.

The rest of the top 10 is rounded out by Wind-up's Evanescence (No. 3), BNA/RLG's Kenny Chesney (No. 4), Arista Grammy winners OutKast (No. 5), 143/Reprise's Josh Groban (No. 6), Atlantic's Twista (No. 8), A&M/Interscope's Sheryl Crow (No. 9) and DTP/Capitol's Chingy (No. 10).

Other chart debuts are registered by Maverick's *50 First Dates* soundtrack (No. 20) and Epic's Indigo Girls (No. 34).

Major chart jumps are made by J's Ruben Studdard (No. 23-12), Octone/J's Maroon 5 (up 30-13, thanks to a *Saturday Night Live* appearance), Jive's Britney

Spears (No. 22-14) and G Unit/Interscope's G-Unit (No. 28-21). Meanwhile, a trio of rockers — Atlantic's



OutKast

The Darkness (No. 33), Columbia's Lostprophets (No. 35) and Elektra/EEG's Jet (No. 40) — leap back into the top 50.

Next week: Look for yet another Roc-A-Fella/IDJMG rap act, Young Gunz, to bow near the top of the charts.





**MIKE TRIAS**

mtrias@radioandrecords.com

# Janet Jackson Wants You

OK, Janet Jackson probably *doesn't* want you, but she is Going for Adds at Urban and Urban AC next week with "I Want You," the latest single from her March 30 release, *Danita Jo*. The album, which derives its title from the singer's middle name, once again showcases the production talents of Jimmy Jam and Terry Lewis. Others, including Dallas Austin, Babyface, Rich Harrison and Kanye West, also pitch in with writing and producing efforts on the CD. Despite all the negative publicity the singer has received for her Super Bowl antics, there are also positives in her life that some may have overlooked. Her first public appearance after the incident was at an annual fundraiser for Behind the Bench, an association comprising wives of NBA players. She was honored by the organization for her humanitarian and charitable contributions. Jackson was also featured in BET's *Black History: Pass It On*, a 10-part series of special Black History Month vignettes that aired in February. She is also scheduled to star in an ABC television movie about the legendary Lena Horne titled *Lena*, and a tour is in the works for later this year.



Janet Jackson



OutKast

Like Jackson, OutKast have had their share of negative press of late, but life goes on for the Grammy-winning duo. Next week they present "Roses" to Pop, Rhythmic and Urban, the latest single from their multiplatinum album *Speakerboxx/The Love Below*. Although the single is taken from Andre 3000's half of the double CD, both Dre and Big Boi are featured on the cut. In the video the two halves of OutKast will reportedly square off in a

battle for the love of Caroline (whose name is continually uttered in the song). The clip also features their friends The Goodie Mob, Sleepy Brown and Farnsworth Bently. Bryan Barber, who directed the video, is also in the process of developing an OutKast movie for HBO with the boys.

Simple Plan, the band who brought you "Perfect," are following up their success at Pop with "Don't Wanna Think About You." The song, produced by Butch Walker (Marvelous 3, Bowling For Soup), is the lead single from the forthcoming album *Scooby-Doo 2: Monsters Unleashed*. Simple Plan are just finishing another banner week in their career. They played *The Tonight Show With Jay Leno* on Monday, their video debuted on *TRL*, and they will finish their tour with MXPX, Sugarcult and Billy Talent this weekend.

Live formed in 1988, when they performed together at their middle-school talent show in York, PA. After 16 years together, they are still going strong and are presenting "Run Away" to Hot AC audiences. The radio version of the song features Shelby Lynne and was produced by Jim Wirt and mixed by Tom Lord-Alge, the same team that worked on the original version of the song, which appears on Live's *Birds of Prey*.

Eric Clapton returns with "If I Had Possession Over Judgment Day," which is Going for Adds at Triple A next week. This is our first look at Clapton's latest project, *Me and Mr.*

*Johnson*. The CD honors seminal blues innovator Robert Johnson and features 14 of the 29 songs recorded by Johnson during his brief career in the 1930s. "Now, after all these years, his music is like my oldest friend, always in the back of my head and on the horizon," says Clapton. "It is the finest music I have ever heard. I have always trusted its purity, and I always will." Clapton is taking advantage of the Internet for delivery of his newest collection. A four-track digital EP will be available via iTunes on March 2, and the full album will be available through digital retailers March 23. The CD itself will hit stores March 30. Clapton will embark on a European tour beginning March 30 in Germany and wrapping up May 11 in London.



Eric Clapton

## R&R Going For Adds

Week Of 3/1/04

### CHR/POP

- CHOMSKY 00:15 (15 Minutes) (Aezra)
- JOJO Leave (Get Out) (BlackGround/Universal)
- KANYE WEST Through The Wire (Roc-A-Fella/IDJMG)
- LIZ PHAIR Extraordinary (Capitol)
- N.E.R.D. She Wants To Move (Virgin)
- OUTKAST Roses (Arista)
- PLUMB Boys Don't Cry (Curb)
- SIMPLE PLAN Don't Wanna Think About You (Warner Bros.)

### CHR/RHYTHMIC

- ATL Make It Up With Love (Noontime/Epic)
- GUERRILLA BLACK Guerilla Nasty (Virgin)
- JOJO Leave (Get Out) (BlackGround/Universal)
- MACHO MAN RANDY SAVAGE f/DJ KOOL Hit The Floor (Big 3)
- OUTKAST Roses (Arista)
- PASTOR TROY I'm Ridin' Big Yo (Universal)
- USHER Burn (Arista)

### URBAN

- CALVIN RICHARDSON Not Like This (Hollywood)
- CARL THOMAS Make It Alright (Bad Boy/Universal)
- DOA Packed (New World)
- JANET JACKSON I Want You (Virgin)
- MARQUES HOUSTON Because Of You (T.U.G./EEG)
- OUTKAST Roses (Arista)
- USHER Burn (Arista)
- WYCLEF JEAN f/SHARISSA Take Me As I Am (J)

### URBAN AC

- CALVIN RICHARDSON Not Like This (Hollywood)
- JANET JACKSON I Want You (Virgin)
- TEENA MARIE Still In Love (Cash Money/Universal)
- WYCLEF JEAN f/SHARISSA Take Me As I Am (J)

### COUNTRY

No adds

### AC

- LUTHER VANDROSS Buy Me A Rose (J)
- MELISSA ETHERIDGE Breathe (Island/IDJMG)
- SARAH MCLACHLAN Stupid (Arista)

### HOT AC

- 311 Love Song (Volcano/Maverick)
- DECCA TREE Belong (Atlantic)
- LIVE f/SHELBY LYNNE Run Away (Radioactive/Geffen)
- PLUMB Boys Don't Cry (Curb)
- SARAH MCLACHLAN Stupid (Arista)

### SMOOTH JAZZ

- ALFONZO BLACKWELL Take One (Utopia)
- KEN NAVARRO In The Sky Today (Shanachie)

### ROCK

- ATOMSHIP Pencil Fight (Wind-up)
- AUDIOSLAVE What You Are (Interscope/Epic)
- LYNYRD SKYNYRD Dead Man Walkin' (Sanctuary/SRG)
- THURSDAY War All The Time (Island/IDJMG)

### ACTIVE ROCK

- ATOMSHIP Pencil Fight (Wind-up)
- AUDIOSLAVE What You Are (Interscope/Epic)
- BORIALIS Don't Mean A Thing (Capitol)
- THURSDAY War All The Time (Island/IDJMG)

### ALTERNATIVE

- AUDIOSLAVE What You Are (Interscope/Epic)
- BORIALIS Don't Mean A Thing (Capitol)
- HISS Clever Kicks (Sanctuary/SRG)
- SWITCHFOOT Dare You To Move (Columbia)
- THURSDAY War All The Time (Island/IDJMG)

### TRIPLE A

- DECCA TREE Belong (Atlantic)
- ERIC CLAPTON If I Had Possession Over Judgment Day (Duck/Reprise)
- LLOYD COLE Late Night, Early Town (One Little Indian)
- PAT MCGEE Beautiful Ways (Warner Bros.)
- SARAH HARMER Almost (Zoe/Rounder)
- SARAH MCLACHLAN Stupid (Arista)
- WAIFS Lighthouse (Jarrah/Compass)
- GREY DE LISLE The Graceful Ghost (Sugar Hill)
- JAMES MCMURTRY Live In Aught-Three (Compadre)
- VARIOUS ARTISTS World Reggae (Putumayo)

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

Stations and their ads listed alphabetically by market

Table listing radio stations across various markets (e.g., Albany, NY; Burlington, VT; Dayton, OH; Gainesville, FL; Knoxville, TN; Montgomery, AL; Portland, OR; Savannah, GA; Tulsa, OK) with their call letters, formats, and advertising sales representatives.

POWERED BY MEDIABASE. Monitored Reporters 176 Total Reporters. 126 Total Monitored. 50 Total Indicator. Did Not Report, Playlist Frozen (3): KFRX/Lincoln, NE; KSLY/San Luis Obispo, CA; WMGB/Macon, GA.



# Ambush Wedding: The Radio Reality Show

## What happens when marriage is sprung on an unsuspecting listener?

On Feb. 12 a woman went to sleep in suburban Rochester, NY, oblivious to the fact that in the morning her longtime boyfriend would drop a surprise wedding on her — with the entire market listening in.

"It's an ambush, basically, but we called it 'The \$25,000 Cold Feet Wedding,'" says Paige Nienaber, VP/Fun 'n' Games for Clifton Promotions, which consults WPXY/Rochester, NY on promotions. "The first time we did this was in 1997, at WXYV/Baltimore. The second time was when Eric Powers did it at KUBE/Seattle; he called it 'Marry Me Now.' Eric's ordained, so the way they did it was they showed up at some guy's workplace with his fiancée and all of her family."



Jeff Lyons

ings. If you're going to do something like that, how do you get noticed?"

"Nobody ever goes to work and says, 'Hey, I was following someone to work, and they were going the speed limit and obeying all the rules.' No, you go to work and talk about the person who was driving the wrong way. Everybody is guaranteed to be doing promotions for Valentine's Day, but you will be the one listeners go back to work on Monday and talk about."

### The Trap Is Set

To properly set up the ambush wedding, WPXY borrowed a piece of a previous Nienaber promotion. "KDWB/Minneapolis did a Listeners' Choice Wedding last year with a wedding package worth about \$25,000, and they let the audience choose all the different elements of the wedding," Nienaber says. "This is the fourth year that [NBC-TV's] *The Today Show* has done something similar. It's been hugely successful, and they get 13 weeks out of it."

Meanwhile, after the morning show aired a bunch of calls from listeners complaining about their boy- or girlfriends' various cases of cold feet, several of the most promising prospects were quietly called back to find out whether, if such an ambush were to take place, their significant other would a) actually go along with the idea or b) go completely psycho in public.

"It turns out that the one person who felt most assured that his signifi-

cant other would go through with it was this guy whose girlfriend kept changing her mind," says Nienaber. "This was completely out of the blue, because I didn't expect it would be a woman at all."

### Went To Church & A Wedding Broke Out

Here's where things get interesting: WPXY started preparing the surprise wedding and let the audience decide all the details, including the cake, the rings and the honeymoon location, by voting on the station's website. Among the voters was the unsuspecting woman who was being targeted for the ceremony.

**"She showed up thinking she was going to watch some crazy person get married. Little did she know she was the crazy person!"**

Jeff Lyons

"This woman is a P1 listener; she was sitting there at home, playing along, helping to choose the elements to her own wedding — not knowing she was going to be the person dragged to this wedding," Nienaber says, cackling like Dr. Evil. "Later her best friend called and told her that she had won tickets to the event and wanted to bring her along as a guest. When she got there, it was her in the headlights. Everyone but her was in on it."

"They never used her name on the air. The station and her boyfriend coordinated everything behind the scenes to get their families there. She went merrily on with her life, never suspecting that all these people were perpetrating this incredible stunt behind her back."

The suspicious, or, auspicious day of Friday, Feb. 13 dawned with a wedding in the works (allegedly). WPXY's morning maniacs waited in the chapel with bated breath and a live microphone, wondering whether they'd be



**WILL YOU?** The unsuspecting bride is ambushed at the door of the chapel. We don't know if she's more surprised by the proposal or the sight of her boyfriend in a tux.



**HERE COMES THE BRIDE** All dressed up and only one place to go: the altar. Here's the bride being walked down the aisle by her father.

hosting a storybook wedding or seeing a live drama a la *Jerry Springer* (again, no chanting, please).

"They were doing the broadcast from inside the church and were looking out the window," Nienaber recalls. "Every time a car would pull up, everyone would break into song, thinking it was her. That happened three or four times before they actually pulled into the parking lot."

### Hold Hands, You Lovebirds

Here's where WPXY Marketing Director Jeff Lyons picks up the story: "We had a banner over the windows so she couldn't see inside as she was walking up to the door. They had to

basically make it look like a regular remote to her, and she showed up thinking she was going to watch some crazy person get married. Little did she know she was the crazy person!"

"The bride-to-be and her friend walked up, and as soon as they opened the front door, the groom was standing there in his tuxedo. It caught her by surprise — she took a quick step back, let out a little shriek and covered her mouth. Right then and there, he dropped down on his knee and asked her, 'Would you please marry me today?' She started crying and said yes." (We'll pause while you dab your tears of joy.)

Crisis averted! *Spezzano in the Morning* heaved a collective sigh of relief and moved directly into celebratory drinking mode. "It worked perfectly, exactly the way we wanted it to go over on the air," Lyons says. "From there it was maybe half an hour, then they got married. We had a minister already there and a reception room set up with a cake and decorations and a DJ. We carried the entire ceremony over the air."

When asked about the possibility of the bride saying no and storming out

of the chapel, Lyons replies, "It obviously would've made for a shorter broadcast that morning, but it also would've made for good radio drama. At that point you may as well just open the phone lines to people wanting to give their reactions, because what do you do with that?"

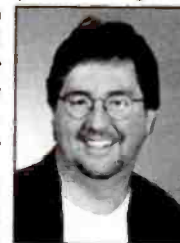
### Being Oblivious Pays Off

Lyons continues, "So much went into this, and there's the guy down on one knee in a tuxedo with the ring and everything else. But he had said that she seemed to be getting closer to saying yes every time he asked her about it. This couple had been together five years. That's longer than some marriages last!"

Lyons says audience reaction was, as the kids like to say, off the hook. "We've had people call up and ask if this was going to become an annual event," he says. "They still couldn't believe we were able to pull it off without her finding out, especially with her being such a core listener."

"Sandy Waters from the morning show was looking at the e-mails people were sending and said, 'I can't believe this lady still doesn't know this is her own wedding. She's sending us stuff every day to vote on the different categories.' We asked her if she got the stuff she voted for, and she said that everything the listener thought the person should get, she got."

"We've had a lot of people say it was so funny, and they wanted to know if it was a real ceremony or some kind of stunt. We told them it's legitimately recognized by the state of New York, the guy was an ordained minister, and it's real all the way through. If people can get married on a bungee jump, they can get married this way too. It was a straightforward, official wedding — it was just a very unusual way of getting to it."



Paige Nienaber

**"Nobody ever says, 'I was following someone to work, and they were going the speed limit and obeying all the rules.' You talk about the person who was driving the wrong way."**

Paige Nienaber

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (000)	WEEKS ON CHART	TOTAL STATIONS ADDS
2	1	JESSICA SIMPSON With You (Columbia)	8395	+537	710629	14	122/0
1	2	OUTKAST The Way You Move (Arista)	8258	+36	653835	14	122/0
4	3	BRITNEY SPEARS Toxic (Jive)	7560	+664	632733	8	125/0
3	4	NICKELBACK Someday (Roadrunner/IDJMG)	7084	-496	532166	21	125/0
7	5	EVANESCENCE My Immortal (Wind-up)	6945	+668	525652	10	122/0
6	6	LINKIN PARK Numb (Warner Bros.)	6583	+151	547069	13	118/1
5	7	OUTKAST Hey Ya! (Arista)	5975	-468	485683	22	123/0
12	8	USHER ft/LUDACRIS & LIL' JON Yeah (Arista)	5334	+929	458283	5	115/3
10	9	EAMON F**k It (I Don't Want You Back) (Jive)	5000	+298	343580	16	109/2
8	10	3 DOORS DOWN Here Without You (Republic/Universal)	4568	-533	374566	28	120/0
9	11	BABY BASH Suga Suga (Universal)	4217	-816	306842	25	109/0
14	12	TWISTA ft/KANYE WEST & JAMIE FOXX Slow Jamz (Atlantic)	4151	+437	292870	7	105/2
11	13	NO DOUBT It's My Life (Interscope)	3965	-511	317505	17	123/0
15	14	SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	3863	+360	268053	11	107/2
20	15	MAROON 5 This Love (Octone/J)	3733	+799	256878	5	118/7
17	16	FUEL Falls On Me (Epic)	3593	+238	201162	18	114/2
13	17	SIMPLE PLAN Perfect (Lava)	3462	-411	276058	22	119/1
21	18	HILARY DUFF Come Clean (Buena Vista/Hollywood)	3417	+545	301018	6	118/0
18	19	BEYONCE' Me, Myself And I (Columbia)	3300	+101	219522	12	109/0
23	20	JANET JACKSON Just A Little While (Virgin)	3280	+534	253020	3	116/3
22	21	NICK CANNON Gigolo (Jive)	3261	+435	225905	8	101/3
24	22	SARAH CONNOR Bounce (Epic)	2991	+483	195950	6	113/12
16	23	GOOD CHARLOTTE Hold On (Epic)	2741	-654	185853	12	114/0
19	24	LUDACRIS ft/SHAWNNA Stand Up (Def Jam South/IDJMG)	2639	-380	220023	18	107/0
32	25	CHINGY One Call Away (DTP/Capitol)	2379	+746	152931	3	102/9
30	26	NELLY Work It (Remix) (Fo' Reel/Universal)	2274	+368	196818	4	46/8
29	27	LIMP BIZKIT Behind Blue Eyes (Flip/Interscope)	2026	+93	82658	9	79/0
26	28	DIDO White Flag (Arista)	1935	-201	179763	19	84/0
27	29	MURPHY LEE ft/JERMAINE DUPRI Wat Da Hook Gon Be (Fo' Reel/Universal)	1888	-68	112880	10	61/0
25	30	KELIS Milkshake (Star Trak/Arista)	1866	-508	98181	12	113/0
39	31	BLACK EYED PEAS Hey Mama (A&M/Interscope)	1565	+353	82039	5	79/8
42	32	JET Are You Gonna Be My Girl (Elektra/EEG)	1533	+412	76969	3	98/18
37	33	KIMBERLEY LOCKE 8th World Wonder (Curb)	1509	+172	70152	4	87/6
40	34	CASSIDY ft/R. KELLY Hotel JJ	1488	+301	103805	4	72/10
38	35	SWITCHFOOT Meant To Live (Red Ink/Columbia)	1459	+170	75502	7	83/5
28	36	KELLY CLARKSON The Trouble With Love Is (RCA)	1313	-633	132522	12	101/0
41	37	YING YANG TWINS ft/LIL' JON & THE EASTSIDE BOYZ Salt Shaker (TVT)	1308	+131	65369	5	49/5
35	38	JASON MRAZ You And I Both (Elektra/EEG)	1278	-115	68732	10	70/0
47	39	KANYE WEST Through The Wire (Roc-A-Fella/IDJMG)	1181	+312	89875	3	42/6
36	40	CHINGY ft/SNOOP DOGG & LUDACRIS Holiday In (DTP/Capitol)	1148	-222	59545	16	94/0
46	41	ENRIQUE IGLESIAS ft/KELIS Not In Love (Interscope)	1127	+248	78127	2	71/8
44	42	FEFE DOBSON Everything (Island/IDJMG)	1118	+103	41837	4	82/2
31	43	JC CHASEZ Some Girls (Dance With Women) (Jive)	1062	-667	71911	9	93/0
33	44	KYLIE MINOGUE Slow (Capitol)	1034	-441	68072	7	83/0
Debut	45	J-KWON Topsy (So So Def/Arista)	968	+427	61378	1	46/10
Debut	46	3 DOORS DOWN Away From The Sun (Republic/Universal)	954	+361	60305	1	65/8
45	47	SARAH MCLACHLAN Fallen (Arista)	912	-3	61324	7	43/2
Debut	48	THREE DAYS GRACE (I Hate) Everything About You (Jive)	819	+152	20111	1	73/6
34	49	ALICIA KEYS You Don't Know My Name (J)	800	-806	37576	9	99/0
43	50	CHRISTINA AGUILERA The Voice Within (RCA)	799	-221	48431	15	115/0

126 CHR/Pop reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/15-2/21. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2004, The Arbitron Company). © 2004, R&R, Inc.

## Most Added

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
BLINK-182 I Miss You (Geffen)	45
HOOBASTANK The Reason (Island/IDJMG)	27
YELLOWCARD Ocean Avenue (Capitol)	24
JET Are You Gonna Be My Girl (Elektra/EEG)	18
DARKNESS I Believe In A Thing... (Must...Destroy/Atlantic)	17
BEN JELEN Come On (Maverick/Warner Bros.)	15
SARAH CONNOR Bounce (Epic)	12
FIVE FOR FIGHTING 100 Years (Aware/Columbia)	11
JENNIFER LOPEZ ft. KELLY Baby I Love U (Epic)	11

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
USHER ft/LUDACRIS & LIL' JON Yeah (Arista)	+929
MAROON 5 This Love (Octone/J)	+799
CHINGY One Call Away (DTP/Capitol)	+746
EVANESCENCE My Immortal (Wind-up)	+668
BRITNEY SPEARS Toxic (Jive)	+664
HILARY DUFF Come Clean (Buena Vista/Hollywood)	+545
JESSICA SIMPSON With You (Columbia)	+537
JANET JACKSON Just A Little While (Virgin)	+534
SARAH CONNOR Bounce (Epic)	+483
TWISTA ft/KANYE WEST & JAMIE FOXX Slow Jamz (Atlantic)	+437

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
TRAPT Headstrong (Warner Bros.)	2540
BEYONCE' ft/SEAN PAUL Baby Boy (Columbia)	2006
LIL' JON & THE EASTSIDE BOYZ Get Low (TVT)	1787
BLACK EYED PEAS Where Is The Love? (A&M/Interscope)	1709
SANTANA ft/ALEX BAND Why Don't You & I (Arista)	1698
NELLY ft. DIDDY & MURPHY LEE Shake Ya... (Bad Boy/Universal)	1621
MAROON 5 Harder To Breathe (Octone/J)	1591
50 CENT In Da Club (Shady/Aftermath/Interscope)	1572
BEYONCE' ft/JAY-Z Crazy In Love (Columbia)	1420
JUSTIN TIMBERLAKE Rock Your Body (Jive)	1324
STAIN'D So Far Away (Flip/Elektra/EEG)	1203
MATCHBOX TWENTY Bright Lights (Atlantic)	1190
LIZ PHAIR Why Can't I? (Capitol)	1157
CHRISTINA AGUILERA ft/LIL' KIM Can't Hold Us Down (RCA)	1133
R. KELLY Ignition (Jive)	987
EVANESCENCE Bring Me To Life (Wind-up)	968
MATCHBOX TWENTY Unwell (Atlantic)	935
SEAN PAUL Get Busy (VP/Atlantic)	922
KELLY CLARKSON Miss Independent (RCA)	893
FABOLOUS ft/TAMIA Into You (Desert Storm/Elektra/EEG)	869
STACIE ORNICO (There's Gotta Be) More To Life (Forefront/Virgin)	854
JASON MRAZ The Remedy (I Won't Worry) (Elektra/EEG)	719
FOUNTAINS OF WAYNE Stacy's Mom (S-Curve/EMC)	718
3 DOORS DOWN When I'm Gone (Republic/Universal)	675
CHINGY Right Thurr (DTP/Capitol)	636

Detailed station playlists for all R&R reporters are available on the web at [www.radioandrecords.com](http://www.radioandrecords.com).

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**KC101 WAEV**

**WSTW WCGQ**

**95XXX WZKL**

**WBBO WIOG**

**WFLY KLAL**

**WNTQ WABB**

**WYCR KSMB**

**WSSX WYOY**

**WAYV KMXV**

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February 27, 2004

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

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (M)	WEEKS ON CHART	TOTAL STATIONS ADDS
2	1	JESSICA SIMPSON With You (Columbia)	2958	+99	69092	13	50/0
4	2	LINKIN PARK Numb (Warner Bros.)	2775	+129	62954	14	49/0
5	3	BRITNEY SPEARS Toxic (Jive)	2770	+246	64424	7	49/0
6	4	EVANESCENCE My Immortal (Wind-up)	2706	+193	63524	12	50/0
1	5	NICKELBACK Someday (Roadrunner/IDJMG)	2670	-214	58930	22	49/0
3	6	OUTKAST The Way You Move (Arista)	2669	-23	59945	13	48/0
7	7	OUTKAST Hey Ya! (Arista)	2045	-134	47864	19	46/0
8	8	NO DOUBT It's My Life (Interscope)	1575	-428	39888	17	42/0
12	9	SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	1557	+77	35754	18	47/0
15	10	EAMON F**k It (I Don't Want You Back) (Jive)	1556	+154	33138	12	41/0
16	11	USHER #LUDACRIS & LIL' JON Yeah (Arista)	1537	+360	39149	5	45/4
9	12	3 DOORS DOWN Here Without You (Republic/Universal)	1502	-171	34961	29	41/0
17	13	HILARY DUFF Come Clean (Buena Vista/Hollywood)	1479	+312	34951	5	47/1
14	14	FUEL Falls On Me (Epic)	1470	+64	33890	13	41/0
10	15	BABY BASH Suga Suga (Universal)	1447	-161	34888	23	36/0
20	16	MAROON 5 This Love (Octone/J)	1356	+298	30967	6	45/7
13	17	GOOD CHARLOTTE Hold On (Epic)	1331	-132	27006	10	39/0
11	18	SIMPLE PLAN Perfect (Lava)	1321	-187	30501	20	39/0
19	19	TWISTA #KANYE WEST & JAMIE FOXX Slow Jamz (Atlantic)	1293	+170	29849	7	44/1
24	20	JANET JACKSON Just A Little While (Virgin)	1191	+362	27840	3	42/4
18	21	BEYONCÉ Me, Myself And I (Columbia)	1144	-10	25390	11	35/0
25	22	SARAH CONNOR Bounce (Epic)	1019	+232	25328	4	41/3
26	23	LIMP BIZKIT Behind Blue Eyes (Flip/Interscope)	899	+112	20490	13	37/0
30	24	KIMBERLEY LOCKE 8th World Wonder (Curb)	778	+132	18949	6	39/0
27	25	NICK CANNON Gigolo (Jive)	747	+36	19075	5	34/2
21	26	KELIS Milkshake (Star Trak/Arista)	677	-265	13376	11	29/0
33	27	BLACK EYED PEAS Hey Mama (A&M/Interscope)	608	+96	14328	6	36/2
22	28	DIDO White Flag (Arista)	604	-229	14770	21	24/0
44	29	CHINGY One Call Away (DTP/Capitol)	591	+303	14139	3	33/7
23	30	KELLY CLARKSON The Trouble With Love Is (RCA)	530	-302	10672	12	20/0
29	31	LUDACRIS #SHAWNNA Stand Up (Def Jam South/IDJMG)	500	-150	10219	16	22/0
36	32	JET Are You Gonna Be My Girl (Elektra/EEG)	488	+117	11412	4	30/9
28	33	CHRISTINA AGUILERA The Voice Within (RCA)	488	-201	12239	15	20/0
40	34	NELLY Work It (Remix) (Fo' Reel/Universal)	479	+118	9435	3	25/9
34	35	ENRIQUE IGLESIAS #KELIS Not In Love (Interscope)	474	+70	12331	3	32/0
41	36	3 DOORS DOWN Away From The Sun (Republic/Universal)	468	+131	10640	3	33/5
35	37	FEFE DOBSON Everything (Island/IDJMG)	393	+19	8742	4	25/0
39	38	JASON MRAZ You And I Both (Elektra/EEG)	378	+15	8100	11	19/1
38	39	KID ROCK Cold And Empty (Top Dog/Atlantic)	378	+14	7698	6	24/0
46	40	CASSIDY #R. KELLY Hotel (J)	339	+99	10770	2	19/2
42	41	SWITCHFOOT Meant To Live (Red Ink/Columbia)	335	+11	7174	5	22/1
49	42	DARKNESS I Believe In A Thing Called Love (Must...Destroy/Atlantic)	297	+92	6837	2	24/2
Debut	43	MICHELLE BRANCH 'Til I Get Over You (Maverick/Warner Bros.)	290	+124	5795	1	23/2
32	44	KYLIE MINOGÜE Slow (Capitol)	290	-251	7416	7	16/0
31	45	ALICIA KEYS You Don't Know My Name (J)	288	-313	6044	9	15/0
48	46	ADELAYDA Not Tonight (Superkale)	266	+55	4630	2	15/0
43	47	MURPHY LEE #JERMAINE DUPRI Wat Da Hook Gon Be (Fo' Reel/Universal)	257	-65	5088	8	12/0
47	48	SARAH MCLACHLAN Fallen (Arista)	224	-5	4166	8	12/0
Debut	49	FIVE FOR FIGHTING 100 Years (Aware/Columbia)	223	+49	5514	1	16/5
Debut	50	THREE DAYS GRACE (I Hate) Everything About You (Jive)	219	+22	5596	1	17/2

50 CHR/Pop reporters. Songs ranked by total plays for the airplay week of Sunday 2/15 - Saturday 2/21.

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## Most Added

www.rindicator.com

ARTIST TITLE LABEL(S)	ADDS
HOOBASTANK The Reason (Island/IDJMG)	11
BEN JELEN Come On (Maverick/Warner Bros.)	10
JET Are You Gonna Be My Girl (Elektra/EEG)	9
NELLY Work It (Remix) (Fo' Reel/Universal)	9
MAROON 5 This Love (Octone/J)	7
CHINGY One Call Away (DTP/Capitol)	7
BLINK-182 I Miss You (Geffen)	7
3 DOORS DOWN Away From The Sun (Republic/Universal)	5
FIVE FOR FIGHTING 100 Years (Aware/Columbia)	5
J-KWON Topsy (So So Def/Arista)	5
USHER #LUDACRIS & LIL' JON Yeah (Arista)	4
JANET JACKSON Just A Little While (Virgin)	4
YING YANG TWINS #LIL' JON... Salt Shaker (TVT)	4
YELLOWCARD Ocean Avenue (Capitol)	4
SARAH CONNOR Bounce (Epic)	3
KANYE WEST Through The Wire (Roc-A-Fella/IDJMG)	3
JENNIFER LOPEZ #R. KELLY Baby I Love U (Epic)	3

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
JANET JACKSON Just A Little While (Virgin)	+362
USHER #LUDACRIS & LIL' JON Yeah (Arista)	+360
HILARY DUFF Come Clean (Buena Vista/Hollywood)	+312
CHINGY One Call Away (DTP/Capitol)	+303
MAROON 5 This Love (Octone/J)	+298
BRITNEY SPEARS Toxic (Jive)	+246
SARAH CONNOR Bounce (Epic)	+232
EVANESCENCE My Immortal (Wind-up)	+193
TWISTA #KANYE WEST & JAMIE FOXX Slow Jamz (Atlantic)	+170
EAMON F**k It (I Don't Want You Back) (Jive)	+154
KIMBERLEY LOCKE 8th World Wonder (Curb)	+132
3 DOORS DOWN Away From The Sun (Republic/Universal)	+131
LINKIN PARK Numb (Warner Bros.)	+129
MICHELLE BRANCH 'Til I Get Over You (Maverick/Warner Bros.)	+124
NELLY Work It (Remix) (Fo' Reel/Universal)	+118
JET Are You Gonna Be My Girl (Elektra/EEG)	+117
LIMP BIZKIT Behind Blue Eyes (Flip/Interscope)	+112
JESSICA SIMPSON With You (Columbia)	+99
CASSIDY #R. KELLY Hotel (J)	+99
BLACK EYED PEAS Hey Mama (A&M/Interscope)	+96
DARKNESS I Believe In A Thing... (Must...Destroy/Atlantic)	+92
J-KWON Topsy (So So Def/Arista)	+90
YING YANG TWINS #LIL' JON... Salt Shaker (TVT)	+87
SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	+77
HOOBASTANK The Reason (Island/IDJMG)	+72
ENRIQUE IGLESIAS #KELIS Not In Love (Interscope)	+70
FUEL Falls On Me (Epic)	+64
BLINK-182 I Miss You (Geffen)	+59
ADELAYDA Not Tonight (Superkale)	+55
FIVE FOR FIGHTING 100 Years (Aware/Columbia)	+49

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# ON THE RECORD

With **Bob Quick**  
PD, WCGQ/Columbus, GA



Columbus, GA is a market that is half black and half white, so it's difficult to get a pulse on what makes people tick musically. WCGQ (The Q 107.3) is a straight-down-the-middle mainstream CHR. Currently, our powers include Baby Bash's "Suga, Suga," Jessica Simpson's "With You" and Linkin' Park's "Numb." Things like

Ludacris' "Stand Up" request well at night, and Five For Fighting's "100 Years" dominates daytime calls. ● As you can see, The Q serves a wide variety of musical tastes. That's what CHR/Pop is all about — the best of everything — and I think we do it well. Balance is the key for The Q, and it's been tough finding pure pop titles over the past 12 months with the dominance of rock

and hip-hop titles from the record labels. ● We need more releases like Michelle Branch's "Are You Happy Now," Christina Aguilera's "Fighter" and Stacie Orrico's "(There's Got to Be) More to Life" to help balance our playlist.

**O**utKast finally topple from the pinnacle of R&R's CHR/Pop chart, as Jessica Simpson's "With You" (Columbia) surges 2-1\*. "The Way You Move" (Arista) drops 1-2\*, and Britney Spears slides up 4-3\* with "Toxic" (Jive) ... Evanescence crack the top five as "My Immortal" (Wind-up) rises 7-5\* ... Usher featuring Ludacris & Lil Jon break into the top 10: "Yeah" (Arista) climbs 12-8\* and picks up Most Increased Plays honors, with an additional 929 plays. It edges out Eamon's "F\*\*k It" (Jive), which goes up 10-9\* ... Maroon 5's "This Love" (Octone/J) rockets 20-15\*, and Hilary Duff jumps 21-18\* with "Come Clean" (Buena Vista/Hollywood) ... Chingy's "One Call Away" (DTP/Capitol) rings up a 32-25\* move, followed by Nelly's "Work It (Remix)" (Fo' Reel/Universal), which hikes up 30-26\* ... Jumps in the 30s: Black Eyed Peas' "Hey Mama" (A&M/Interscope) goes 39-31\*, Jet's "Are You Gonna Be My Girl" (Elektra/EEG) vaults 42-32\*, Cassidy featuring R. Kelly's "Hotel" (J) climbs 40-34\*, and Kanye West's "Through the Wire" (Roc-A-Fella/IDJMG) races 47-39\* ... Blink-182 score Most Added, with 45 adds for "I Miss You" (Geffen) ... Chart debuts this week come from J-Kwon, 3 Doors Down and Three Days Grace.



— Keith Berman, Associate Radio Editor

# ON THE RISE

ARTIST: **Blink-182**

LABEL: **Geffen**

By **MIKE TRIAS**/ASSOCIATE EDITOR



**M**ark Hoppus (vocals, bass), Tom DeLonge (vocals, guitar) and Travis Barker (drums), otherwise known as San Diego-based Blink-182, have built quite a reputation for themselves since they formed the band in 1993. They released their first album, *Cheshire Cat*, on an independent label, and 1997's *Dude Ranch* was their major-label debut. Blink-182 quickly began building a following through their immature antics, the most famous of which is their penchant for performing naked.

Their 1999 album *Enema of the State* is the one that really put the trio on the musical map, spawning such hits as "What's My Age Again," "All the Small Things" and "Adam's Song." However, real life has begun to catch up with the boys who, in the eyes of many, were eternally young misfits. All three members have become fathers of young children, and Hoppus has already entered his 30s with the other two not far behind. Perhaps their maturation has even carried over into their music.

"I Miss You," Blink-182's second single from their self-titled new album, is a good place to start when examining possible change in the group's music. The song flows at a midtempo pace, but it runs at the speed of a turtle compared to most of their other hits. The instrumentation of "I Miss You" also qualifies it as a Blink-182 love ballad. While most of their songs feature frantic electric guitars and racing drums, the soundscape of "I Miss You" comprises slow melodic string lines, keyboards and acoustic guitars, all on top of a steady beat. However, radio is not shying away from Blink-182's softer side: "I Miss You" counts WHTZ/New York and WXKS/Boston — who have both added the song to their regular rotation — among its early believers.

While the instrumental of "I Miss You" is out of the ordinary for the boys, the lyrics of the song bring us back to the Blink-182 we know and love. "Don't waste your time on me/You're already the voice inside my head" goes the catchy hook, while background vocals respond with the contradictory line "I miss you" in a lower octave. They also refer to a long-lost love as "The angel from my nightmare/The shadow in the background of the morgue." And then there's the imagery painted by my personal favorite lyric, "And as I stared I counted/Webs from all the spiders/Catching things and eating their insides."

Though Blink-182 ponder whether or not to call a former love just to "hear her voice of treason," the video for "I Miss You" depicts the leading ladies not as heartless, heart-stomping wenches, but more like ghosts of loves lost to tragedy. Filmed by Swedish director Jonas Akerlund (the genius behind the videos for Prodigy's "Smack My Bitch Up" and Christina Aguilera's "Beautiful"), the gothic clip takes place in a haunted house. Blink-182 make a 180-degree turn when it comes to their choice of costumes, dressing in suits from the 1920s to match the time period of the piece. They perform in the haunted house while different vignettes involving women unfold in and around it. Despite the different feel of "I Miss You" compared to their other videos, the band's inclusion of two girls who make out in the clip (complete with excessive tongue action) reminds the viewer that, at its core, the video is classic Blink-182.

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**America's Best Testing CHR/Pop Songs 12 +  
For The Week Ending 2/27/04**

Artist Title (Label)	TW	LW	Familiarity	Burn	Women 12-17	Women 18-24	Women 25-34
MAROON 5 This Love (Octone/J)	4.24	—	81%	9%	4.37	4.24	4.18
EVANESCENCE My Immortal (Wind-up)	4.23	4.02	94%	17%	4.37	4.23	4.23
LINKIN PARK Numb (Warner Bros.)	4.11	4.08	93%	21%	4.12	4.18	3.95
JESSICA SIMPSON With You (Columbia)	4.06	4.05	98%	28%	4.25	4.11	4.19
KELLY CLARKSON The Trouble With Love Is (RCA)	3.96	3.96	92%	20%	3.95	4.18	4.08
GOOD CHARLOTTE Hold On (Epic)	3.93	3.95	89%	23%	4.31	3.96	3.67
BRITNEY SPEARS Toxic (Jive)	3.90	3.86	98%	25%	4.12	3.97	3.77
FUEL Falls On Me (Epic)	3.90	3.85	71%	15%	3.83	4.01	4.20
3 DOORS DOWN Here Without You (Republic/Universal)	3.89	3.93	97%	44%	3.78	3.94	4.19
SIMPLE PLAN Perfect (Lava)	3.87	3.88	95%	42%	4.20	3.75	3.85
NICKELBACK Someday (Roadrunner/IDJMG)	3.86	3.95	96%	37%	3.89	3.85	3.96
HILARY DUFF Come Clean (Buena Vista/Hollywood)	3.85	3.63	87%	17%	4.00	3.88	3.78
OUTKAST Hey Ya! (Arista)	3.84	3.83	99%	55%	3.81	3.74	4.11
OUTKAST The Way You Move (Arista)	3.84	3.78	98%	39%	3.59	3.84	4.23
USHER (LUDACRIS & LIL' JON) Yeah (Arista)	3.74	3.72	73%	17%	3.92	3.82	3.44
SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	3.70	3.69	93%	31%	3.58	3.70	4.01
DIDO White Flag (Arista)	3.68	3.64	89%	34%	3.67	3.69	3.57
NO DOUBT It's My Life (Interscope)	3.58	3.67	99%	51%	3.39	3.36	3.90
SARAH CONNOR Bounce (Epic)	3.56	—	55%	14%	3.90	3.38	3.61
EAMON F**k It (I Don't Want You Back) (Jive)	3.53	—	85%	33%	3.81	3.46	3.30
LUDACRIS (SHAWNNA) Stand Up (Def Jam South/IDJMG)	3.39	3.29	93%	49%	3.42	3.42	3.48
BABY BASH Suga Suga (Universal)	3.34	3.42	94%	56%	3.47	3.31	3.45
TWISTA (KANYE WEST & JAMIE FOXX) Slow Jamz (Atlantic)	3.31	3.28	73%	27%	3.58	3.31	3.28
JC CHASEZ Some Girls (Dance With Women) (Jive)	3.26	3.37	73%	27%	3.38	3.25	3.38
BEYONCE Me, Myself and I (Columbia)	3.25	3.11	82%	39%	3.14	3.28	3.38
MURPHY LEE (JERMAINE DUPRI) Wat Da Hook Gon Be (Fo' Reel/Universal)	3.25	3.25	68%	28%	3.63	3.26	3.37
JANET JACKSON Just A Little While (Virgin)	3.14	—	58%	19%	3.96	2.88	3.17
KELIS Milkshake (Star Trak/Arista)	3.13	3.10	98%	58%	3.29	3.05	3.13
NICK CANNON Gigolo (Jive)	3.16	3.07	72%	32%	3.24	3.21	3.18

Total sample size is 556 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system, is available for local radio stations by calling 818-377-5388. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.

**New & Active**

**ROONEY** I'm Shakin' (Geffen)  
Total Plays: 725, Total Stations: 55, Adds: 4

**KID ROCK** Cold And Empty (Top Dog/Atlantic)  
Total Plays: 703, Total Stations: 50, Adds: 1

**DARKNESS** I Believe In A Thing Called Love (Must...Destroy/Atlantic)  
Total Plays: 581, Total Stations: 63, Adds: 17

**CLAY AIKEN** The Way (RCA)  
Total Plays: 576, Total Stations: 52, Adds: 8

**HOOBASTANK** The Reason (Island/IDJMG)  
Total Plays: 522, Total Stations: 62, Adds: 27

**FIVE FOR FIGHTING** 100 Years (Aware/Columbia)  
Total Plays: 488, Total Stations: 46, Adds: 11

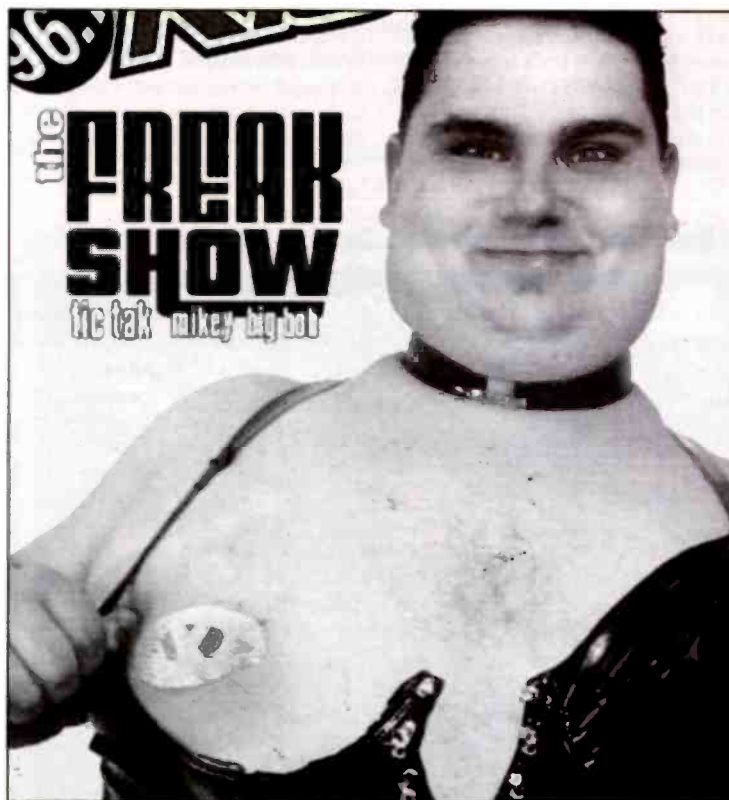
**MICHELLE BRANCH** 'Til I Get Over You (Maverick/Warner Bros.)  
Total Plays: 473, Total Stations: 43, Adds: 4

**KATY ROSE** Overdrive (V2)  
Total Plays: 441, Total Stations: 43, Adds: 4

**TRAM** When I Look To The Sky (Columbia)  
Total Plays: 417, Total Stations: 13, Adds: 0

**LASGO** Alone (Robbins)  
Total Plays: 386, Total Stations: 12, Adds: 1

Songs ranked by total plays



**BOOB-GATE SPREADS TO PITTSBURGH** We don't want to know how they managed to convince WKST/Pittsburgh morning co-host Big Bob to pose for this billboard, and we're scared of how happy he looks in that leather outfit.



**THE UBIQUITOUS DUFF** Here's pop princess Hilary Duff being surprised backstage at the Universal Amphitheatre in Los Angeles with a big, heavy plaque certifying her album *Metamorphosis* with triple-platinum sales. Seen here are (l-r) Hollywood Records Regional Promotion Director Jeff Marks and VP/Pop Promotion Scot Finck, Duff and Hollywood Records Sr. VP/Promotion Justin Fontaine and VP/Sales Curt Eddy.

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**DONTAY THOMPSON**  
dthompson@radioandrecords.com

# DanceStar USA

## Big names gather in Miami for dance music awards

**W**ill dance music ever get the recognition that it deserves? That is the mission of Ben Turner, Creative Director of DanceStar Worldwide, an organization dedicated to bringing the genre of dance music to the forefront of American pop culture by extending the DanceStar brand through the company's annual awards show, DanceStar USA; its new publication, DanceStar magazine; and the DanceStar CD compilation. The company also recently partnered with satellite radio companies Sirius and XM to work on their dance music outlets.

DanceStar founder/CEO Andy Ruffell built DanceStar's foundation in London via the World Dance Music Awards in 2000, and he later developed DanceStar USA, which made its debut in 2002 in Miami at the Jackie Gleason Theater. "Basically, what we're trying to do here is to grow dance music out of the underground into mainstream television and all those related areas," says Turner.

Since its debut, DanceStar USA has taken off, and it has become the premier event in Miami during the Winter Music Conference.

### The Big Show

This year's show, which takes place March 9 at Bayfront Park, will be much bigger than the show DanceStar produced in 2003. "The first year we were at the Jackie Gleason, and last year we were on Ocean Drive," says Turner. "This year's site is perfect, because you have a ready-built amphitheater there, which helps us make this show happen more effectively and efficiently."

One of the goals that Ruffell and Turner set for DanceStar USA in 2004 was to produce a show that was more television-friendly, more appealing to mainstream America, and that also showed the continued growth of electronic music in America by getting credible artists to support the show.

"We learned so much from last year's show," says Turner. "We had P. Diddy playing live, we had Paul Oakenfold's first live performance on television. But, at the end of the day, we know that, to develop this show, we have to bring in more mainstream and credible names."



**Ben Turner**

One of the first steps toward making DanceStar USA a more mainstream event was tapping Carmen Elektra as host of this year's event. Star of MTV's *Til Death Do Us Part* and former star of *Baywatch*, Elektra will take to the stage along with a host of other A-list celebrities. "It's the only way we can help take dance away from being just an event-based culture," says Turner.

"This is an incredible way of letting the world know about American dance music, and we're very proud of that. For instance, in the U.K. they are more interested in DanceStar USA than they are in the British dance music awards. I think it goes back to the world's fascination with America."

### Hollywood Names

"What we've managed to do with DanceStar is bring in Hollywood names such as P. Diddy, Juliette Lewis and Lenny Kravitz," Turner continues. "That makes the whole thing appear more glamorous. There's a real Hollywood feel to what we do. A lot of people picked up on the fact that DJs are getting awards from Hollywood film stars. That's incredible. Who would have ever thought of that 10 years ago?"

"Dance music has always needed an angle or a way of getting this music on to TV. What we've managed to do is find a way of making this genre of music translate to television, and that is the key to our success."

Last year's show was broadcast in 54 countries around the world, and Turner hopes to make DanceStar USA as big as other American mu-

sic awards shows. "We have absolutely the biggest ambitions in the world," he says. "We want to be up there with the Grammys."

"We believe that this culture will eventually be there, but we have to grow with it. We can't outgrow the genre of music. We believe that we're growing this music in America, and we need the labels to rally around what we do and to help this whole thing develop."

### The Nominees

DanceStar nominees are determined by an executive committee made up of some of the key figures in the dance music scene, such as artist managers, label heads, journalists and general industry players. From there, the winners are chosen by the public via DanceStar's website at [www.dancestar.com](http://www.dancestar.com).

Since its debut two years ago, DanceStar USA has added more categories to the show to reflect the continued growth of electronic music in America. A total of 25 awards will be presented at this year's show, including those in the new categories of Best Use of Music in a TV Show, Best Movie Soundtrack and Best Use of Music in a Computer Game.

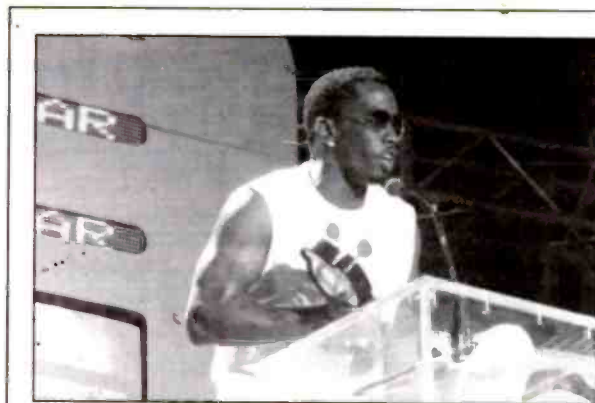


**DanceStar USA**  
THE AMERICAN DANCE MUSIC AWARDS  
2004

"That you can get a new Pharrell Williams track mixed by Jason Nevins on a computer game is incredible," says Turner. "It just shows that this music is hitting that young demographic. These are amazing developments for this music."

"The most important thing that DanceStar is showing America is how far this music is penetrating and how much it is seeping into the mainstream. It's important to have these new categories to really display that."

With more and more artists relying on electronic music in remixes, the interesting thing about this year's nominees is that they come not only from the pop and R&B genres, but from hip-hop as well. Beyoncé, Justin Timberlake, Kelis, OutKast, P. Diddy and Christina Aguil-



**STARS SHINE AT DANCESTAR** A variety of celebrities attended last year's DanceStar USA event to show their support for the dance music genre. DanceStar USA 2004 is expected to be even more star-studded, with a slew of A-list celebrities joining host Carmen Elektra. Pictured here is P. Diddy presenting an award at last year's show.

era are among the artists nominated for Best Chart Act.

Beyoncé, Timberlake and Aguilera are also nominated in the Best Remix category. OutKast are nominated for Best Album for *Speakerboxxx/The Love Below*. Other artists in that category are Basement Jaxx for *Kish Kash*, BT for *Emotional Technology*, The Crystal Method for *Legion of Boom* and Paul Van Dyk for *Reflections*.

Van Dyk got a total of five nominations, including Best International DJ and Best Use of Music in a Commercial, as a result of the global television campaign for Motorola.

Receiving the award for Outstanding Contribution to Dance Music will be dance music legend Moby. "I am proud and honored to be accorded this recognition by DanceStar and the electronic music industry in America," he said. "I understand this is the most prestigious award at the annual event, and that means a lot to me. I've been involved in dance music since 1984 — almost 20 years — and it's great

"We have this great relationship with Borders," says Turner. "From March 1 until April 1 there will be 60,000 copies of DanceStar magazine placed in the 100 leading Borders stores for electronic music, which covers every territory in America. The magazine is free. We'll have interviews with BT, Basement Jaxx, The Crystal Method and Moby. There are also full pages on Dance radio in America."

Prior to, during and after the Winter Music Conference, which is being held March 6-10 in Miami, DanceStar has set its sights on dominating television, radio and print with its brand.

"There will be 20,000 copies of the magazine distributed for the conference," Turner says. "DanceStar is now the only event at Winter Music Conference where the major DJs come together for four hours."

"We kind of pride ourselves on the fact that we've managed to bring the East and West Coasts together. Now we're bringing the international community together. It's pretty amazing how we've developed in the last two years."

### Selling Records

DanceStar will also extend its brand by teaming with dance music label Ultra Records to produce a CD compilation. "One of the most important things for DanceStar is to sell records for the music industry," says Turner. "We all need to find ways of boosting sales."

"For instance, the Borders Award for Best New Artist Album is linked to the magazine being placed in Borders. The Best New Artist category features such new artists as AudioBullys, FannyPack, Goldfrapp, Hybrid, The Postal Service, The Rapture — these kinds of artists."

"Borders is actually going to buy more product from those labels because the bands are nominated for DanceStar awards. If we can help sell these artists and sell more records, and if we can help people discover new dance music, then we are doing our job."

February 27, 2004

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LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS ADOS
2	1	USHER f/LUDACRIS & LIL' JON Yeah (Arista)	6334	+220	744577	8	83/1
1	2	TWISTA f/KANYE WEST & JAMIE FOXX Slow Jamz (Atlantic)	5982	-170	730585	12	83/1
3	3	J-KWON Topsy (So So Def/Arista)	5603	+486	556196	8	82/1
4	4	CHINGY One Call Away (DTP/Capitol)	5516	+708	620968	8	79/1
6	5	CASSIDY f/R. KELLY Hotel (J)	4250	+110	547813	17	77/1
5	6	YING YANG TWINS f/LIL' JON & THE EASTSIDE BOYZ Salt Shaker (TVT)	4246	-299	467799	14	76/0
8	7	LUDACRIS Splash Waterfalls (Def Jam South/IDJMG)	3684	+405	428106	9	80/2
10	8	JAY-Z Dirt Off Your Shoulder (Roc-A-Fella/IDJMG)	3269	+155	358161	8	76/1
7	9	BEYONCE' Me, Myself And I (Columbia)	3212	-291	325227	15	65/1
12	10	EAMON F**k It (I Don't Want You Back) (Jive)	3179	+278	293922	13	66/3
9	11	KANYE WEST Through The Wire (Roc-A-Fella/IDJMG)	3168	-48	341499	12	77/2
11	12	NICK CANNON Gigolo (Jive)	2775	-323	299432	16	70/1
17	13	G UNIT f/JOE Wanna Get To Know You (Interscope)	2368	+246	252673	7	76/3
16	14	PETEY PABLO Freak-A-Leek (Jive)	2250	+57	185545	8	71/6
13	15	OUTKAST Hey Ya! (Arista)	2239	-400	250976	19	55/1
22	16	MARIO WINANS f/P. DIDDY I Don't Wanna Know (Bad Boy/Universal)	2210	+511	265632	5	66/5
15	17	OUTKAST The Way You Move (Arista)	2143	-122	282473	24	71/1
14	18	WESTSIDE CONNECTION Gangsta Nations (Capitol)	1964	-431	210131	17	69/1
21	19	RUBEN STUDDARD Sorry 2004 (J)	1950	+224	195062	8	64/6
23	20	MISSY ELLIOTT I'm Really Hot (Gold Mind/Elektra/EEG)	1724	+133	173459	6	73/1
18	21	ALICIA KEYS You Don't Know My Name (J)	1582	-487	220797	13	73/1
19	22	KELIS Milkshake (Star Trak/Arista)	1551	-425	139467	20	71/1
26	23	SLEEPY BROWN f/OUTKAST I Can't Wait (Interscope)	1508	+198	164401	5	65/0
24	24	T.I. Rubber Band Man (Grand Hustle/Atlantic)	1508	+123	133139	9	61/2
28	25	YOUNG GUNZ No Better Love (Def Jam/IDJMG)	1314	+91	147166	6	55/3
29	26	BRITNEY SPEARS Toxic (Jive)	1300	+231	108483	4	34/7
25	27	2PAC f/EMINEM One Day At A Time (Amaru/Interscope)	1235	-137	134937	5	55/1
33	28	M. LEE f/J. PHA & S. BROWN Luv Me Baby (Fo' Reel/Universal)	1227	+318	97769	3	64/3
27	29	RYAN DUARTE You (Universal)	1196	-81	159946	13	34/1
30	30	JUVENILE f/MANNIE FRESH In My Life (Cash Money/Universal)	1156	+107	109897	9	42/3
31	31	TOO SHORT f/LIL' JON Shake That Monkey (Short/Jive)	1069	+23	134314	17	42/1
41	32	JENNIFER LOPEZ f/R. KELLY Baby I Love U (Epic)	992	+439	78971	2	42/9
32	33	AVANT Read Your Mind (Geffen)	964	-45	110614	15	38/3
34	34	BABY BASH Shorty Dooowop (Universal)	887	-10	79616	15	26/1
35	35	MASTER P Them Jeans (New No Limit/Koch)	756	-75	67273	6	39/0
39	36	LIL' FLIP Game Over (Sucka Free/Loud/Columbia)	705	+139	77992	3	42/21
37	37	BEENIE MAN f/MS. THING Dude (Virgin)	635	+16	82074	4	37/0
49	38	JAGGED EDGE What It's Like (Columbia)	624	+213	39148	2	41/4
42	39	SEAN PAUL I'm Still In Love With You (VP/Atlantic)	623	+75	156630	12	38/18
36	40	2PAC f/NOTORIOUS B.I.G. Runnin' (Dying To Live) (Amaru/Interscope)	622	-162	109353	19	38/0
44	41	BLACK EYED PEAS Hey Mama (A&M/Interscope)	618	+99	23776	4	29/4
46	42	TECH N9NE Here Comes Tecca Nina (M S C Music)	595	+107	22846	3	37/3
38	43	TRILLVILLE Neva Eva (BME/Warner Bros.)	584	-17	59229	11	24/0
43	44	KNOC-TURN'AL f/SNOOP DOGG The Way I Am (L.A. Confidential/Elektra/EEG)	557	+21	28209	4	43/2
40	45	G UNIT Stunt 101 (Interscope)	495	-64	63347	17	48/0
48	46	NB RIDAZ f/GEMINI So Fly (Upstairs)	471	+55	24693	2	5/1
45	47	JANET JACKSON Just A Little While (Virgin)	425	-86	44269	3	20/1
<i>Debut</i>	48	TWISTA Overnight Celebrity (Atlantic)	424	+258	33830	1	14/10
<i>Debut</i>	49	OUTKAST Roses (Arista)	422	+300	48142	1	26/23
<i>Debut</i>	50	NOTORIOUS B.I.G./P. DIDDY... Victory 2004 (Bad Boy/Universal)	360	+139	25895	1	36/7

86 CHR/Rhythmic reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/15-2/21. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2004, The Arbitron Company). © 2004, R&R, Inc.

**Most Added**

www.radds.com

ARTIST TITLE LABEL(S)	ADOS
OUTKAST Roses (Arista)	23
USHER Burn (Arista)	23
LIL' FLIP Game Over (Sucka Free/Loud/Columbia)	21
SEAN PAUL I'm Still In Love With You (VP/Atlantic)	18
JANET JACKSON I Want You (Virgin)	15
KELIS Trick Me (Star Trak/Arista)	11
TWISTA Overnight Celebrity (Atlantic)	10
JENNIFER LOPEZ f/R. KELLY Baby I Love U (Epic)	9

**Most Increased Plays**

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
CHINGY One Call Away (DTP/Capitol)	+708
M. WINANS f/P. DIDDY I Don't Wanna Know (Bad Boy/Universal)	+511
J-KWON Topsy (So So Def/Arista)	+486
JENNIFER LOPEZ f/R. KELLY Baby I Love U (Epic)	+439
LUDACRIS Splash Waterfalls (Def Jam South/IDJMG)	+405
M. LEE f/J. PHA & S. BROWN Luv Me Baby (Fo' Reel/Universal)	+318
OUTKAST Roses (Arista)	+300
EAMON F**k It (I Don't Want You Back) (Jive)	+278
TWISTA Overnight Celebrity (Atlantic)	+258
G UNIT f/JOE Wanna Get To Know You (Interscope)	+246

**New & Active**

JOE f/G UNIT Ride Wit U (Jive)	Total Plays: 333, Total Stations: 14, Adds: 3
MEMPHIS BLEEK f/T.I.... Round Here (Roc-A-Fella/IDJMG)	Total Plays: 257, Total Stations: 11, Adds: 2
KELIS Trick Me (Star Trak/Arista)	Total Plays: 233, Total Stations: 38, Adds: 11
MR. VEGAS Pull Up (Geffen)	Total Plays: 223, Total Stations: 9, Adds: 2
MARQUES HOUSTON Pop That Booty (T.U.G./EEG)	Total Plays: 218, Total Stations: 24, Adds: 0
DILATED PEOPLES f/KANYE WEST This Way (Capitol)	Total Plays: 212, Total Stations: 22, Adds: 1
DINA RAE And? (Motown/Universal)	Total Plays: 207, Total Stations: 21, Adds: 5
YING YANG TWINS Naggin' (TVT)	Total Plays: 201, Total Stations: 12, Adds: 0
KEYSHIA COLE Never (Geffen)	Total Plays: 173, Total Stations: 9, Adds: 1
MYA Fallen (A&M/Interscope)	Total Plays: 168, Total Stations: 15, Adds: 1

Songs ranked by total plays

Detailed station playlists for all R&R reporters are available on the web at [www.radioandrecords.com](http://www.radioandrecords.com).

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February 27, 2004

RANK ARTIST TITLE LABEL

- 1 USHER f/LUDACRIS Yeah (Arista)
- 2 J-KWON Tippy (So So Def/Arista)
- 3 CASSIDY f/R. KELLY Hotel (J)
- 4 YING YANG TWINS Salt Shaker (TVT)
- 5 TWISTA f/K. WEST & J. FOXX Slow Jamz (Atlantic)
- 6 CHINGY One Call Away (DTP/Capitol)
- 7 LUDACRIS Splash Waterfalls (Def Jam South/IDJMG)
- 8 JAY-Z Dirt Off Your Shoulder (Roc-A-Fella/IDJMG)
- 9 PETEY PABLO Freek-A-Leek (Live)
- 10 KANYE WEST Through The Wire (Roc-A-Fella/IDJMG)
- 11 MARIO WINANS f/P. DIDDY I Don't Wanna Know (Universal)
- 12 MISSY ELLIOTT I'm Really Hot (Gold Mind/Elektra/EEG)
- 13 NICK CANNON Gigolo (Live)
- 14 G UNIT Wanna Get To Know You (Interscope)
- 15 T.I. Rubber Band Man (Grand Hustle/Atlantic)
- 16 SLEEPY BROWN f/OUTKAST I Can't Wait (Interscope)
- 17 BEYONCÉ Me, Myself And I (Columbia)
- 18 LIL' FLIP Game Over (Sucka Free/Loud/Columbia)
- 19 YOUNG GUNZ No Better Love (Def Jam/IDJMG)
- 20 WESTSIDE CONNECTION Gangsta Nation (Capitol)
- 21 JUVENILE f/MANNIE FRESH In My Life (Cash Money/Universal)
- 22 TOO SHORT f/LIL' JON Shake That Monkey (Short/Live)
- 23 TRILLVILLE Neva Eva (BME/Warner Bros.)
- 24 2PAC f/EMINEM One Day At A Time (Death Row/Interscope)
- 25 JOE f/G UNIT Ride Wit U (Live)
- 26 KELIS Milkshake (Star Trak/Arista)
- 27 BEENIE MAN f/MS. THING Dude (Virgin)
- 28 ALICIA KEYS You Don't Know My Name (J)
- 29 MASTER P Them Jeans (New No Limit/Koch)
- 30 EAMON F\*\*k It (I Don't Want You Back) (Live)

Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/15-2/21 © 2004, R&R, Inc.

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## PHAT MIX SIX

- TWISTA f/KANYE WEST Overnight Celebrity (Atlantic)
- LIL FLIP Game Over (Sucka Free/Loud/Columbia)
- KANYE WEST All Falls Down (Roc-A-Fella/IDJMG)
- T.O.K. Gal You Lead (VP)
- JOE f/G UNIT Ride Wit U (Live)
- NOTORIOUS B.I.G. f/P. DIDDY, BUSTA RHYMES... Victory 2004 (Bad Boy/Universal)

## ON THE RECORD

### This Week's Hottest Music Picks

#### Diane Fox

MD, KWW/Portland, OR

Jagged Edge's "What's It Like" (Columbia): One of the best R&B records I've heard in a long time. Already in all-day rotation and getting great buzz phones.

Lil Flip's "Game Over" (Sucka Free/Loud/Columbia): They came with heat on this single. That hook will grab ya.

One Voice's "Poison" (Straight Hits): If you're looking for a great up-tempo female record, this is it.

#### Bobby Ramos

PD, KPRV/E Paso

Milan's "Extasy" (M): The ladies are digging this smooth West Coast jam.

Christina Milian's "Dip It Low" (Def Soul/IDJMG): If you need an upbeat female artist, this one's a hit.

Young Wun's "Tear It Up" (J): Strike up the high school band — this track is complete heat.

Pitbull featuring Lil Jon's "Nasty" (Diaz Bros.): Instant kick-it-up-a-krunk-notch jiz-zoint!

#### Murph Dawg

Asst. PD/MD, WZHT/Greenville, SC

Lil Flip's "Game Over": I am really vibin' this new Lil Flip record. Clubheads are definitely feeling it.

Mario Winans featuring P. Diddy's "I Don't Want to Know" (Bad Boy/Universal): This is a runaway hit. Love the sample.

T.I.'s "Rubber Band Man" (Grand Hustle/Atlantic): Great record for the clubs. This song could pop very easily.

#### Preston Lowe

MD, KOST/Austin

Mario Winans featuring P. Diddy's "I Don't Wanna Know": I do know this is a great record. Jagged Edge's "What It's Like": It's like another hit.

Notorious B.I.G. featuring P. Diddy, Busta Rhymes, 50 Cent & Lloyd Banks' "Victory

2004" (Bad Boy/Universal): With this star power and classic hook, it's hard to go wrong.

#### Mark Adams

PD, KXJM/Portland, OR

Twista featuring Kanye West's "Overnight Celebrity" (Atlantic): Insane. Absolutely another No. 1 record.

Outkast's "Roses" (Arista): Hot, typical Outkast insanity. Already spinning.

MIMS' "I Did You Wrong" (Independent): I like this cut a lot. Already getting some airplay. Our mixers are feelin' it too.

Christina Milian's "Dip It Low": Kind of subtle, but a nice record.

Kelis' "Trick Me" (Star Trak/Arista): Gotta give this a shot comin' after the last record. It's already in the mix.

#### Puerto Rico

MD, KOHT/Houston

Cypress Hill's "What's Your Number" (Columbia): This one is hot. It's grabs you. Everyone I have played it for so far feels the same way. Cypress Hill are definitely smoking.

Christina Milian's "Dip It Low": Damn, she's hot! This is a nice track. Catchy beat and, damn, those lyrics show she's grown up.

Notorious B.I.G. featuring P. Diddy, Busta Rhymes, 50 Cent & Lloyd Banks' "Victory 2004": This one is bangin'. Just look at the formula: You got B.I.G., Busta Rhymes, P. Diddy and a new addition to the track, G Unit. This shit is hot. It's damn nice to hear Biggie on the scene again. Wish we had more.

Yerba Buena's "Guajira" (J): This is a personal favorite. It hooks you. Makes ya want to go out and do some dirty dancing.

#### Lucas

Asst. PD/MD, WWKU/Harrisburg

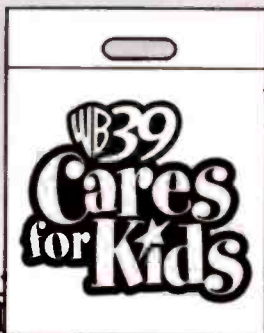
Kelis' "Trick Me": Bangin' track that will prove Kelis is not just a one-hit wonder.

Outkast's "Roses": Tested through the roof for us. And it's Outkast — like you really have to think twice about playing it.

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America's Best Testing CHR/Rhythmic Songs 12+ For The Week Ending 2/27/04

Table with columns: Artist Title (Label), TW, LW, Familiarity, Burn, Persons 12-17, Persons 18-24, Persons 25-34. Lists top songs like USHER ft LUDACRIS & LIL' JON Yeah (Arista) and CHINGY One Call Away (DTP/Capitol).

Total sample size is 426 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song.

HEAD RUSH

ARTIST: Kanye West LABEL: Roc-A-Fella/IDJMG



By MIKE TRIAS/Associate Editor

The buzz around 26-year-old Chicago native Kanye West has been building for a while. As a producer, West has earned a reputation for solid tracks, with Alicia Keys' "You Don't Know My Name" among his recent notable mentions.

"We Don't Care" sets the tone for the album, especially when kids come in to sing the hook, "Drug dealin' just to get by/Stack your money 'til it get sky high/We wasn't s'posed to make it past 25/The joke's on you/We still alive."

While The College Dropout continues to experience strong sales, West and Roc-A-Fella Records plan to keep the ball rolling. "All Falls Down," featuring Syleena Johnson, is slated to be the next single going for adds, and it is already gaining airplay at Rhythmic.

Reporters

Grid of reporter information for various markets including Atlanta, Baltimore, Boston, Chicago, Dallas, Denver, Detroit, Houston, Los Angeles, Miami, Minneapolis, New York, Philadelphia, Phoenix, Portland, Raleigh, Sacramento, San Antonio, San Diego, San Francisco, Seattle, Tampa, and Washington, DC. Includes names, phone numbers, and email addresses.

\* Monitored Reporters 97 Total Reporters 86 Total Monitored 11 Total Indicator



Did Not Report, Playlist Frozen (2): KRRG/Laredo, TX KWWW/San Luis Obispo, CA



DANA HALL  
dihall@radioandrecords.com

# The Average Joe (And Jane) Speak Up

## Lifestyles of the un-rich and un-famous

Research has become a very common tool in radio programming today. That usually means music testing, either in the form of callout, auditorium or, more recently, Internet testing. Much less frequently do we find stations or programmers who do "people testing." Only a few companies allot funds for perceptual studies, and even fewer programmers have the time to work up even unstructured questionnaires for listeners.

Therefore, I took it upon myself to do some Urban radio listener outreach. Let me start by admitting that this research is far from scientific, but it's still the good old-fashioned way to find out about the actual listening audience by simply asking them general questions about their lifestyle and their radio and music preferences. The three subjects below are all friends of friends and not in the music or radio industries. They all listen to radio and buy music.

I chose these three respondents because they represent the next generation of radio listener (16-year-old Chelsea), the coveted 18-34 demo (Brian) and the 35+ demo (Diane). They also illustrate that not all that we believe about our listeners is actually true.

For example, Diane is in the older demo and lists hip-hop as her music of choice, yet she can't identify with the content on most hip-hop stations. So where does she tune to on the radio? Brian, on the other hand, illustrates that males enjoy more than just hip-hop and are also active music buyers. Chelsea shows us that teens actually do still listen to radio.

By no means am I suggesting that these are your station's only listeners. In fact, I would like to continue this research in future columns and attempt to get as wide a variety of listeners as possible to respond.

In the meantime, I hope this information inspires some programmers to at least try to find out more about their listeners. If you're out at a club or at dinner with a label rep, strike up a conversation with the person next to you, and you'll be surprised what you can find out.

**Chelsea**  
**Age: 16**  
**Student, Atlanta**  
**R&R:** Do you enjoy entertainment news?  
**Chelsea:** Yes. I love to hear about anything that is about stars or gossip.  
**R&R:** Of these celebrities, who would you be interested in hearing about: Denzel Washington, Jennifer Lopez, Orlando Bloom, Nicole Kidman, Janet Jackson or Britney Spears?  
**Chelsea:** All of them.  
**R&R:** Are you interested in news, and where do you get your news from — TV, newspaper or radio?

**"Radio stations play the same songs over and over, and all the different stations play the same songs. Also, there are too many commercials."**

**Chelsea**  
**Chelsea:** News can be depressing. When I listen to the radio, I want to have fun, not be depressed.  
**R&R:** What was the last movie you went to see at a theater?  
**Chelsea:** *Barbershop 2*.  
**R&R:** What are your three favorite television programs?  
**Chelsea:** I like *Top Model*, *Half and Half* and *My Wife and Kids*.

**R&R:** What are you most apt to be doing on a Saturday or Sunday afternoon?  
**Chelsea:** I hang out with my friends at my house or theirs.  
**R&R:** Which radio stations do you listen to? Which would you say is "your station," and why?  
**Chelsea:** V103 [Urban WVEE], 97.5 [Gospel WPZE], 107.9 [Urban WHTA] and 107.5 [Smooth Jazz WJZZ]. I like them all pretty much equally, but I really like 107.5 for the slow jams.  
**R&R:** Who are your favorite radio personalities, and why?  
**Chelsea:** There really isn't one person that I love. I do like Delilah because of the slow jams she plays and the topics she discusses.  
**R&R:** What is your biggest complaint about listening to the radio? What is your second-biggest complaint?  
**Chelsea:** Radio stations play the same songs over and over, and all the different stations play the same songs. Also, there are too many commercials.  
**R&R:** If you don't listen to radio, what are you listening to?  
**Chelsea:** I have an iPod with about 400 songs on it.  
**R&R:** Are you familiar with satellite radio, and, if so, what do you think about it?  
**Chelsea:** I was at a party two weeks ago, and they had satellite radio. It was hard for us to find a channel that we liked. We tried the rap channel, but it played songs I'd never heard before, and they were really hard-core.  
**R&R:** What were the last three CDs you bought?  
**Chelsea:** Beyoncé, Kanye West and a compilation CD called *On the Down Low*. It's all old-school slow jams by people like SWV, R. Kelly and Luther Vandross.  
**R&R:** Where do you hear about new music — on the radio or other places?  
**Chelsea:** Usually I hear about hot new records through friends and word of mouth, but a lot of times on the radio too.  
**R&R:** Who are your favorite artists, and why?  
**Chelsea:** I love India.Arie because

she is so talented. She sings, plays and writes songs. I also love OutKast.  
**R&R:** Where are you most likely to buy CDs?  
**Chelsea:** Target, Wal-Mart or Best Buy.  
**R&R:** Which best describes your musical genre of choice: hip-hop, old school, neo-soul, pop, classics, R&B or other?  
**Chelsea:** Hip-hop and old school.  
**R&R:** What is your biggest complaint about music, artists and CDs today?  
**Chelsea:** Music has become too commercialized. There's no depth to what these people are rapping or singing about. It's all about cars and ho's and how much money they have. You don't usually find someone like 2Pac anymore, who has meaning in his lyrics.  
**R&R:** Have you ever downloaded music from the Internet, and, if so, what did you download?  
**Chelsea:** Yes, I downloaded a gospel record because I couldn't find it in the stores.  
**Brian**  
**Age: 34**  
**IT Strategy Consultant, Los Angeles**  
**R&R:** Do you enjoy entertainment news?  
**Brian:** Yes, I subscribe to *Variety*.  
**R&R:** Of these celebrities, who would you be interested in hearing about: Denzel Washington, Jennifer Lopez, Orlando Bloom, Nicole Kidman, Janet Jackson or Britney Spears?  
**Brian:** Denzel Washington. Everyone else is overexposed.  
**R&R:** Are you interested in news, and where do you get your news from — TV, newspaper or radio?  
**Brian:** Yes, I'm interested in news. I get it from TV and the Internet.  
**R&R:** Which of these topics are of interest to you: the presidential election, the war in Iraq, local news and issues?  
**Brian:** The election.  
**R&R:** How often do you go out socially, and what types of things do you do when you go out?  
**Brian:** I go out one to three times a week to sports bars, movies and dinner with friends.  
**R&R:** What was the last movie you went to see at a theater?  
**Brian:** *The Last Samurai*.  
**R&R:** What are your three favorite television programs?  
**Brian:** *The Apprentice*, *The Wire* and *The Dave Chappelle Show*.  
**R&R:** What are you most apt to be doing on a Saturday or Sunday afternoon?  
**Brian:** Golfing with friends or work associates.  
**R&R:** Which radio stations do you listen to? Which would you say is "your station," and why?  
**Brian:** [Noncommercial Jazz] KKJZ and [Urban AC] KJLH.  
**R&R:** Who are your favorite radio personalities, and why?  
**Brian:** James Janisse. He is an upbeat jazz historian with great taste in music.

**R&R:** When do you most often listen to the radio — at home, in the car or at work?  
**Brian:** In the car. I listen to satellite at home.  
**R&R:** What is your biggest complaint about listening to the radio? What is your second biggest complaint?  
**Brian:** 1. The commercials; 2. The lack of variety in the selection of songs.  
**R&R:** If you don't listen to radio, what are you listening to?

**"There are 17 tracks on a disc, but, typically, only one or two are any good."**

**Brian**  
**Brian:** CDs or DirecTV [music channels supplied by Music Choice].  
**R&R:** Are you familiar with satellite radio, and, if so, what do you think about it?  
**Brian:** I love it. No commercials and tremendous variety — artists, genres, etc.  
**R&R:** Have you ever called, or would you ever call, a radio station to make a request, play a contest, talk to the jock or complain?  
**Brian:** No. That would be too time-consuming. That's why they make multiple preset buttons.  
**R&R:** What were the last three CDs you bought?  
**Brian:** Musiq's *Soulstar*, Seal's *IV* and Jay-Z's *Black Album*.  
**R&R:** Where do you hear about new music — on the radio or other places?  
**Brian:** On MTV's *Advanced Warning*, BET and through word of mouth.  
**R&R:** Who are your favorite artists, and why?  
**Brian:** Neo-soul and hip-hop-type artists: Floetry, Alicia Keys, Dwele, Musiq, Mos Def, Jay-Z and Kanye West.  
**R&R:** Where are you most likely to buy CDs?  
**Brian:** Best Buy, Tower or BMG online.  
**R&R:** Which best describes your musical genre of choice: hip-hop, old school, neo-soul, pop, classics, R&B or other?  
**Brian:** All of the above. It really depends on the mood I'm in. Recently, the new hip-hop acts — OutKast, Murphy Lee, Chingy, Twista & Kanye West and Pharrell — have been in my personal rotation.  
**R&R:** What is your biggest complaint about music, artists and CDs today?  
**Brian:** There are 17 tracks on a disc, but, typically, only one or two are any good.

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
3	1	USHER f/LUDACRIS & LIL' JON Yeah (Arista)	3572	+76	480750	8	69/0
1	2	TWISTA f/KANYE WEST & JAMIE FOXX Slow Jamz (Atlantic)	3551	-190	495889	13	68/0
4	3	RUBEN STUDDARD Sorry 2004 (J)	3524	+51	484359	9	68/1
5	4	LUDACRIS Splash Waterfalls (Def Jam South/IDJMG)	3173	+187	404109	8	62/1
2	5	BEYONCE' Me, Myself And I (Columbia)	3146	-410	407147	16	58/0
9	6	CHINGY One Call Away (DTP/Capitol)	2752	+430	365288	6	66/2
8	7	YING YANG TWINS f/LIL' JON & THE EASTSIDE BOYZ Salt Shaker (TVT)	2509	+69	294758	13	57/1
6	8	KANYE WEST Through The Wire (Roc-A-Fella/IDJMG)	2436	-261	354492	13	60/0
11	9	CASSIDY f/R. KELLY Hotel (J)	2404	+339	374200	9	67/4
10	10	JAY-Z Dirt Off Your Shoulder (Roc-A-Fella/IDJMG)	2354	+134	311304	8	68/0
12	11	J-KWON Topsy (So So Def/Arista)	2232	+304	275479	6	64/1
7	12	ALICIA KEYS You Don't Know My Name (J)	2227	-463	288376	16	69/0
14	13	T.I. Rubber Band Man (Grand Hustle/Arista)	2037	+154	189529	10	61/0
13	14	JUVENILE f/MANNIE FRESH In My Life (Cash Money/Universal)	1845	-71	194774	11	49/0
15	15	AVANT Read Your Mind (Geffen)	1685	-94	287150	26	61/0
19	16	SLEEPY BROWN f/OUTKAST I Can't Wait (Interscope)	1674	+231	198063	5	63/1
18	17	YOUNG GUNZ No Better Love (Def Jam/IDJMG)	1626	+161	218320	7	62/0
16	18	OUTKAST Hey Ya! (Arista)	1398	-180	199909	12	45/0
17	19	OUTKAST The Way You Move (Arista)	1388	-106	154153	23	60/0
22	20	PETEY PABLO Freak-A-Look (Jive)	1277	+85	103302	9	59/1
20	21	TROLLVILLE Never Eva (BME/Warner Bros.)	1261	-12	109931	15	51/0
23	22	G UNIT f/JOE Wanna Get To Know You (Interscope)	1251	+107	154983	5	57/0
24	23	MISSY ELLIOTT I'm Really Hot (Gold Mind/Elektra/EEG)	1119	+54	91843	6	57/2
27	24	LIL' FLIP Game Over (Sucka Free/Loud/Columbia)	965	+207	85400	3	51/3
21	25	KELIS Milkshake (Star Trak/Arista)	920	-341	95678	18	50/0
28	26	SEAN PAUL I'm Still In Love With You (VP/Atlantic)	896	+140	200555	4	43/7
35	27	AVANT Don't Take Your Love Away (Geffen)	890	+312	100530	2	60/1
25	28	JAGGED EDGE What It's Like (Columbia)	854	+77	101489	4	49/1
38	29	ALICIA KEYS If I Ain't Got You (J)	818	+312	151423	2	62/59
26	30	MASTER P Them Jeans (Now No Limit/Koch)	796	+23	58464	6	45/0
36	31	TAMMA Questions (Elektra/EEG)	789	+234	65584	2	60/8
30	32	BEEHIVE MAN f/M.S. THONG Dude (Virgin)	720	+87	93381	4	44/4
39	33	MUSIC Whoknows (Def Soul/IDJMG)	651	+156	75996	3	54/1
29	34	JAY-Z Change Clothes (Roc-A-Fella/IDJMG)	609	-100	86881	15	59/0
34	35	MEMPHIS BLEEK f/T.I. AND TRICK DADDY Round Here (Roc-A-Fella/IDJMG)	582	-3	48347	6	22/0
46	36	ATL Make It Up With Love (Noontime/Epic)	553	+181	51080	2	58/2
32	37	CARL THOMAS She Is (Bad Boy/Universal)	531	-89	30779	11	21/0
33	38	WESTSIDE CONNECTION Gangsta Nations (Capitol)	519	-77	45437	10	29/0
41	39	KEYSMA COLE Never (Geffen)	512	+41	38878	4	35/0
40	40	JAY-Z Encore (Roc-A-Fella/IDJMG)	511	+37	105439	5	1/0
43	41	M. LEE f/J. PHA & S. BROWN Luv Me Baby (Fo' Real/Universal)	489	+91	38458	2	38/0
47	42	JACKI O Slow Down (Poe-Boy/Sabe/Warner Bros.)	481	+147	40014	1	43/1
47	43	JUVENILE Slow Motion (Cash Money/Universal)	409	+48	41780	2	1/0
48	44	LIL' SCRAPPY Head Busa (BME/Raprise)	382	-1	24183	3	38/0
45	45	2PAC f/EMINEM One Day At A Time (Amaru/Interscope)	356	-32	17716	3	33/0
46	46	MARIO WINANS f/P. DIDDY I Don't Wanna Know (Bad Boy/Universal)	350	+141	62966	1	47/46
42	47	MARQUES HOUSTON Pop That Booty (T.U.G./EEG)	329	-75	27542	12	27/0
49	48	JAHEIM f/JADAKISS Diamond In The Ruff (Divine Mill/Warner Bros.)	327	-30	40302	5	22/0
-	49	BOW WOW f/JAGGED EDGE My Baby (Columbia)	317	-24	39815	16	17/0
50	50	BRAVEHEARTS f/LIL' JON Quick To Back Down (Columbia)	317	-25	26204	13	27/0

70 Urban reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/15-2/21. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2004, The Arbitron Company). © 2004, R&R, Inc.

**Most Added**

[www.radds.com](http://www.radds.com)

ARTIST TITLE LABEL(S)	ADDS
ALICIA KEYS If I Ain't Got You (J)	59
M. WINANS f/P. DIDDY I Don't Wanna Know (Bad Boy/Universal)	46
SMOOTH Zoom (T.U.G.)	12
DNWLE Hold On (Virgin)	9
RYAN DUARTE You (Universal)	9
TAMMA Questions (Elektra/EEG)	8
SEAN PAUL I'm Still In Love With You (VP/Atlantic)	7
DOA Packed (New World)	6
DILATED PEOPLES f/KANYE WEST This Way (Capitol)	5

**Most Increased Plays**

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
CHINGY One Call Away (DTP/Capitol)	+436
CASSIDY f/R. KELLY Hotel (J)	+339
ALICIA KEYS If I Ain't Got You (J)	+312
AVANT Don't Take Your Love Away (Geffen)	+312
J-KWON Topsy (So So Def/Arista)	+304
TAMMA Questions (Elektra/EEG)	+234
SLEEPY BROWN f/OUTKAST I Can't Wait (Interscope)	+231
LIL' FLIP Game Over (Sucka Free/Loud/Columbia)	+287
LUDACRIS Splash Waterfalls (Def Jam South/IDJMG)	+187
ATL Make It Up With Love (Noontime/Epic)	+181

**New & Active**

- DNWLE Hold On (Virgin)  
Total Plays: 300, Total Stations: 38, Adds: 9
- EAMON F\*\*k It (I Don't Want You Back) (Jive)  
Total Plays: 298, Total Stations: 15, Adds: 0
- KDOC-TURNAL f/S. DOGG The Way... (L.A. Confidential/Elektra/EEG)  
Total Plays: 294, Total Stations: 24, Adds: 1
- NOTORIOUS B.I.G./P. DIDDY... Victory 2004 (Bad Boy/Universal)  
Total Plays: 258, Total Stations: 31, Adds: 4
- I-20 Fightin' In The Club (Priority/Capitol)  
Total Plays: 227, Total Stations: 26, Adds: 3
- DILATED PEOPLES f/KANYE WEST This Way (Capitol)  
Total Plays: 178, Total Stations: 17, Adds: 5
- PASTOR TROY I'm Ridin' Big Yo (Universal)  
Total Plays: 142, Total Stations: 20, Adds: 3
- SMOOTH Zoom (T.U.G.)  
Total Plays: 129, Total Stations: 12, Adds: 12
- TECH HOME Here Comes Tecca Nina (M S C Music)  
Total Plays: 99, Total Stations: 16, Adds: 2
- KELIS Trick Me (Star Trak/Arista)  
Total Plays: 95, Total Stations: 23, Adds: 3

Songs ranked by total plays

Detailed station playlists for all R&R reporters are available on the web at [www.radioandrecords.com](http://www.radioandrecords.com).



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## RATE THE MUSIC

POWERED BY MEDIABASE

America's Best Testing Urban Songs 12 +  
For The Week Ending 2/27/04

Artist Title (Label)	TW	LW	Familiarity	Burn*	Persons 12-17	Persons 18-24	Persons 25-34
USHER /LUDACRIS & LIL' JON Yeah (Arista)	4.39	4.40	96%	11%	4.36	4.42	4.22
CHINGY One Call Away (DTP/Capitol)	4.36	4.34	88%	11%	4.29	4.38	4.12
TWISTA /KANYE WEST & JAMIE FOXX Slow Jamz (Atlantic)	4.24	4.31	94%	26%	4.12	4.06	4.26
JAY-Z Dirt Off Your Shoulder (Roc-A-Fella/IDJMG)	4.17	4.19	78%	12%	4.10	4.13	4.04
LUDACRIS Splash Waterfalls (Def Jam South/IDJMG)	4.12	4.20	84%	12%	4.16	4.27	3.99
OUTKAST The Way You Move (Arista)	4.11	4.04	99%	42%	4.16	4.10	4.31
J-KWON Topsy (So So Def/Arista)	4.04	4.07	64%	11%	3.96	4.02	3.83
G UNIT /JOE Wanna Get To Know You (Interscope)	4.04	4.03	57%	7%	3.98	3.97	4.00
YOUNG GUNZ No Better Love (Def Jam/IDJMG)	4.04	3.77	54%	7%	4.04	4.08	3.98
CASSIDY /R. KELLY Hotel (LJ)	4.02	3.98	87%	20%	3.95	4.05	3.70
WESTSIDE CONNECTION Gangsta Nations (Capitol)	4.01	-	83%	20%	4.03	4.02	4.06
KANYE WEST Through The Wire (Roc-A-Fella/IDJMG)	3.99	4.11	85%	25%	3.94	3.87	4.10
GINUWINE Love You More (Epic)	3.98	3.83	68%	13%	3.91	3.99	3.71
PETEY PABLO Freak-A Leek (Jive)	3.94	3.85	53%	11%	3.91	3.90	3.93
AVANT Read Your Mind (Geffen)	3.93	3.81	72%	20%	3.90	4.05	3.59
OUTKAST Hey Ya! (Arista)	3.91	3.85	100%	52%	3.90	3.84	4.02
YING YANG TWINS /LIL' JON & THE EASTSIDE BOYZ Salt Shaker (TVT)	3.91	3.87	89%	28%	3.85	3.93	3.67
SLEEPY BROWN /OUTKAST I Can't Wait (Interscope)	3.85	3.76	51%	7%	3.82	3.78	3.88
MISSY ELLIOTT I'm Really Hot (Gold Mind/Elektra/EEG)	3.81	3.90	77%	14%	3.76	3.90	3.48
CARL THOMAS She Is (Bad Boy/Universal)	3.77	-	41%	7%	3.67	3.77	3.49
RUBEN STUDDARD Sorry 2004 (LJ)	3.76	3.75	89%	23%	3.72	3.86	3.40
BEYONCÉ Ma, Myself And I (Columbia)	3.74	3.62	97%	35%	3.74	3.81	3.58
ALICIA KEYS You Don't Know My Name (LJ)	3.69	3.63	96%	40%	3.75	3.76	3.73
JOE More & More (Jive)	3.68	3.74	65%	19%	3.76	3.80	3.68
T.I. Rubber Band Man (Grand Hustle/Arista)	3.65	3.55	62%	16%	3.48	3.40	3.63
JUVENILE /MANNIE FRESH In My Life (Cash Money/Universal)	3.58	3.46	88%	18%	3.52	3.50	3.55
JAY-Z Change Clothes (Roc-A-Fella/IDJMG)	3.56	3.62	93%	43%	3.61	3.63	3.57
MASTER P Them Jeans (New No Limit/Koch)	3.56	-	59%	13%	3.50	3.61	3.31
TRILLVILLE Neva Eva (BME/Warner Bros.)	3.52	3.45	60%	17%	3.48	3.60	3.24

Total sample size is 498 respondents. Total average favorability estimates are based on a scale of 1-5 (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.

## Indicator Most Added\*

ALICIA KEYS If I Ain't Got You (LJ)	
DOA Packed (New World)	
MARCO WILKINS /P. DIDDY I Don't Wanna Know (Bad Boy/Universal)	
Songs ranked by total plays	
<b>Recurrents</b>	
R. KELLY Step In The Name Of Love (Jive)	1106
JAGGED EDGE Walked Outta Heaven (Columbia)	1018
YOUNGBLOODZ /LIL' JON Damn! (Arista)	936
JOE More & More (Jive)	629
M. LEE /J. DUPRI Wat Da Hook Gon Be (Fo' Reel/Universal)	591
LIL' JON & THE EASTSIDE BOYZ Get Low (TVT)	545
GINUWINE Love You More (Epic)	489
LUDACRIS /ISHAWNNA Stand Up (Def Jam South/IDJMG)	481
CHINGY /SNODD DODG & LUDACRIS Holiday In (DTP/Capitol)	435
BEYONCÉ /SEAN PAUL Baby Boy (Columbia)	400
CHINGY Right Thurr (DTP/Capitol)	382
YOUNG GUNZ Can't Stop, Won't Stop (Def Jam/IDJMG)	380
ASHANTI Rain On Me (Murder Inc./IDJMG)	351
50 CENT In Da Club (Shady/Aftermath/Interscope)	319
AALIYAH /TANK Come Over (Blackground/Universal)	295
NELLY /P. DIDDY & M. LEE Shake Ya ... (Bad Boy/Universal)	287
50 CENT P.I.M.P. (Shady/Aftermath/Interscope)	281

## Reporters

<p><b>WAZ/Albany, NY*</b> PE: Dan Reed AP: Brandon Thomas 11 MARCO WILKINS /P. DIDDY 1 DIBBLE 1 ALICIA KEYS SMOOTH</p> <p><b>WCE/Mexico, LA</b> PE: Jon Alexander AP: Don Shultz 1 DIBBLE 1 ALICIA KEYS DOA</p> <p><b>KDG/Mexico, LA</b> PE: Jon Alexander AP: Don Shultz 1 DIBBLE 1 ALICIA KEYS DOA</p> <p><b>WTA/Atlanta, GA*</b> PE: Tom Smith AP: Brandon Thomas 1 JACOB V. KELLY 1 RUBEN STUDDARD</p> <p><b>WVE/Atlanta, GA*</b> PE: Tony Brown AP: Tony Brown 1 SLEEPY BROWN /OUTKAST 7 MARCO WILKINS /P. DIDDY 2 TAMBRA 1 ALICIA KEYS CALVIN RICHARDSON</p> <p><b>WFA/Atlanta, GA*</b> PE: Tom Smith AP: Brandon Thomas 1 JACOB V. KELLY 1 ALICIA KEYS</p> <p><b>WFR/Atlanta, GA*</b> PE: Tom Smith AP: Brandon Thomas 1 JACOB V. KELLY 1 ALICIA KEYS</p> <p><b>WTT/Chattanooga, TN*</b> PE: Keith Lambert AP: Brian Coulter 48 ALICIA KEYS MARCO WILKINS /P. DIDDY RYAN DUARTE SMOOTH</p> <p><b>WGC/Chicago, IL*</b> PE: Jay Allen AP: Don Shultz 1 ALICIA KEYS 1 TAMBRA 1 J-KWON 1 JAY-Z 1 RUBEN STUDDARD</p> <p><b>WTT/Chicago, IL*</b> PE: Jay Allen AP: Don Shultz 1 ALICIA KEYS 1 TAMBRA 1 J-KWON 1 JAY-Z 1 RUBEN STUDDARD</p> <p><b>WTC/Chicago, IL*</b> PE: Jay Allen AP: Don Shultz 1 ALICIA KEYS 1 TAMBRA 1 J-KWON 1 JAY-Z 1 RUBEN STUDDARD</p>	<p><b>WLD/Chicago, IL*</b> PE: Tom Smith AP: Brandon Thomas 1 JACOB V. KELLY 1 TECH NINE 1 NOTORIOUS B.I.G./P. DIDDY/BUENA VISTA 1 ALICIA KEYS 1 MARCO WILKINS /P. DIDDY</p> <p><b>WBT/Chicago, IL*</b> PE: Tom Smith AP: Brandon Thomas 1 JACOB V. KELLY 1 ALICIA KEYS 1 TAMBRA 1 J-KWON</p> <p><b>WLL/Dallas, TX*</b> PE: Chris Reynolds AP: Brandon Thomas 1 MARCO WILKINS /P. DIDDY 20 ALICIA KEYS SEAN PAUL</p> <p><b>WSP/Charlotte, SC*</b> PE: Dan Reed AP: Brandon Thomas 1 JACOB V. KELLY 1 RUBEN STUDDARD</p> <p><b>WPP/Charlotte, SC*</b> PE: Tony Brown AP: Tony Brown 1 SLEEPY BROWN /OUTKAST 7 MARCO WILKINS /P. 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DIDDY 20 ALICIA KEYS SEAN PAUL</p> <p><b>WFC/Columbus, GA</b> PE: Tom Smith AP: Brandon Thomas 1 JACOB V. KELLY 1 ALICIA KEYS 1 TAMBRA 1 J-KWON</p> <p><b>WCC/Columbus, OH*</b> PE: Paul Brown AP: Brandon Thomas 1 JACOB V. KELLY 1 ALICIA KEYS 1 TAMBRA 1 J-KWON</p> <p><b>WSP/Charlotte, SC*</b> PE: Tony Brown AP: Tony Brown 1 SLEEPY BROWN /OUTKAST 7 MARCO WILKINS /P. DIDDY 2 TAMBRA 1 ALICIA KEYS CALVIN RICHARDSON</p> <p><b>WFC/Charlotte, SC*</b> PE: Tom Smith AP: Brandon Thomas 1 JACOB V. KELLY 1 ALICIA KEYS 1 TAMBRA 1 J-KWON</p> <p><b>WTT/Chattanooga, TN*</b> PE: Keith Lambert AP: Brian Coulter 48 ALICIA KEYS MARCO WILKINS /P. 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\*Monitored Reporters

81 Total Reporters

70 Total Monitored

11 Total Indicator

POWERED BY  
MEDIABASE

Did Not Report, Playlist Frozen (2):  
WIBB/Macon, GA  
WIBB/Montgomery, AL

**The Average Joe (And Jane)....**

Continued from Page 59

**R&R:** Have you ever downloaded music from the Internet, and, if so, what did you download?

**Brian:** Individual songs, mostly hip-hop artists I didn't want to purchase the whole album for.

**Diane**

**Age: 41  
Marketing Professional,  
Miami**

**R&R:** Do you enjoy entertainment news?

**Diane:** Yes, all of it — sports, actors, musicians.

**R&R:** Of these celebrities, who would you be interested in hearing about: Denzel Washington, Jennifer Lopez, Orlando Bloom, Nicole Kidman, Janet Jackson or Britney Spears?

**Diane:** Denzel, Orlando Bloom and Nicole Kidman.

**R&R:** Are you interested in news, and where do you get your news from — TV, newspaper or radio?

**Diane:** I'm only interested in news in the morning or evening when I'm on my way to work or home. I mainly watch for traffic and weather, and it's always from the TV news.

**R&R:** Which of these topics are of interest to you: the presidential election, the war in Iraq, local news and issues?

**Diane:** Mainly just local news.

**R&R:** How often do you go out socially, and what types of things do you do when you go out?

**Diane:** I go out three or four times a month. I go to the movies and have dinner with friends.

**R&R:** What was the last movie you went to see at a theater?

**Diane:** Barbershop 2.

**R&R:** What are your three favorite television programs?

**Diane:** Well, not programs, but channels. I like to watch HGTV, Style Network or movies.

**R&R:** What is your No. 1 weekend activity?

**Diane:** I work on home repairs or decorating, or I try to get outdoors.

**R&R:** Which radio stations do you listen to?

**Diane:** 99 Jamz [Urban WEDR] the most, The Beat [Urban WMIB], Power 96 [CHR/Rhythmic WPOW] and Hot 105 [Urban AC WHQT].

**R&R:** Who are your favorite radio personalities, and why?

**Diane:** I mainly listen to the radio for the music. I don't really like many disc jockeys. They talk too much about things that are silly or don't matter to me, or they are really boring. I really notice it in the morning when I'm driving to work. I flip from station to station looking for music, because the talk is just endless banter or juvenile stunts. Listeners are a lot more intelligent than what we're hearing on the radio.

**R&R:** When do you most often listen to the radio — at home, in the car or at work?

**Diane:** I listen in the car mostly. I have the radio on at work for the longest period of time, but I'm so busy, I hardly listen.

**R&R:** What is your biggest complaint about listening to the radio?

**Diane:** Unintelligent content from the jocks.

**R&R:** If you don't listen to radio, what are you listening to?

**Diane:** CDs, or I'm watching television.

**R&R:** Are you familiar with satellite radio, and, if so, what do you think about it?

**Diane:** Yes, I've heard it. I like that it doesn't have commercials or a lot of talk. The only downside is that it costs extra.

**R&R:** Have you ever called, or would you ever call, a radio station to make a request, play a contest, talk to the jock or complain?

**Diane:** Not in a very long time. It's not worth my energy.

**R&R:** What were the last three CDs you bought?

**Diane:** Joe, Beyoncé and Floetry

**R&R:** Where do you hear about new music — on the radio or other places?

**Diane:** Through word of mouth and from the radio.

**R&R:** Who are your favorite artists, and why?

**Diane:** Joe and Floetry. I enjoy them because their songs are written well and speak to my experience.

**R&R:** Where are you most likely to buy CDs?

**Diane:** Wal-Mart — it's so much cheaper. If a CD costs \$18 at a record store, you know you can get it at Wal-Mart for \$12.

**R&R:** Which best describes your musical genre of choice: hip-hop, old school, neo-soul, pop, classics, R&B or other?

**Diane:** All of the above, but my main choices are hip-hop and neo-soul.

**R&R:** What is your biggest complaint about music, artists and CDs today?

**Diane:** There are only one or two really good songs on a CD.

# STUDIO STATS

**ARTIST: Ruben Studdard**

**LABEL: J**

**CURRENT PROJECT: Soulful**

**IN STORES: Now**

**CURRENT SINGLE: "Sorry 2004"**

**HOMETOWN: Birmingham**

by **DANA HALL/URBAN EDITOR**



**Personal Stats:** Born Christopher Ruben Studdard, the 25-year-old is often compared to his singing idol and labelmate, Luther Vandross. Studdard began singing at the age of 3 in the Rising Star Baptist Church, which his family attended. His parents, both educators, saw his talent early on and encouraged him to learn more about music, giving him piano and tuba lessons. But it was his talent on the football team in high school that helped him get to Alabama A&M University on a scholarship.

Once there, Studdard majored in music. He left Alabama A&M in 2000. "I gave myself five years to make it as a singer," he says. He cites as musical influences everyone from Donnie Hathaway, Stevie Wonder and Vandross to gospel singers such as Commissioned and Fred Hammond. After leaving college, Studdard became part of the gospel group God's Gift, but he also sang with an R&B and jazz band called Just A Few Cats, working the Birmingham club scene.

**The Album:** Studdard worked with producers Harold Lilly (Monica, Deborah Cox, Angie Stone), Warrryn Campbell (Luther Vandross, Sisqo, Kelly Price), Ron Lawrence (Mary J. Blige, Aretha Franklin, Tyrese and Jimmy Cozier) and R. Kelly. His first single, "Flying Without Wings," was actually a cover of a song by the U.K. band Westlife. The B-side of that record, a cover of Vandross' "Superstar," is what caught the attention of R&B pro-

grammers. But it is his current chart-topping smash, "Sorry 2004," that has proven that Studdard's not just a flash-in-the-pan pop singer from an overexposed television show.

**Past Successes:** Studdard is currently nominated for an NAACP Image award for Best New Artist of 2003. The awards will air March 11 on the Fox Network. As is well known by now, Studdard won the network's *American Idol* competition on May 21, 2003, which propelled him into the world of entertainment and earned him a recording contract with J Records. During the *American Idol* competition, legendary singer Gladys Knight, who appeared on the show as a guest judge, dubbed Studdard "The Velvet Teddy Bear." Ironically, Studdard hadn't planned to audition for the contest, but instead was accompanying a friend to the Nashville tryouts. Luckily, he decided to go before the judges himself, singing Stevie Wonder's "Ribbon in the Sky," and earned himself a slot in the finals.

See him: March 5, Las Vegas; March 7, San Francisco; March 11, Philadelphia; March 12, Washington, DC; March 13, Baltimore; March 14, Charlotte; March 17, Boca Raton and Clear Water, FL; March 18, Atlanta; March 21, Dallas; March 23, St. Louis; March 24, Memphis; March 25, New Orleans; March 26, Houston; April 8, Kansas City; April 9, Chicago; April 10, Detroit; April 11, Milwaukee; April 13, New York.

## Urban AC Reporters

Stations and their adds listed alphabetically by market

<b>WYWR/Baltimore, MD*</b> PD: Tim Watts AP/MD: Keith Fisher JAYE	<b>WZAK/Cleveland, OH*</b> OM/PD: Kim Johnson MD: Bobby Rush No Adds	<b>WZZF/Flint, MI*</b> PD: James Jackson No Adds	<b>KMLN/Kansas City, MO*</b> PD: Greg Lee MD: Troy Michaels E. MILES	<b>WUMR/Milwaukee, WI*</b> PD/MD: Lauri Jones No Adds	<b>WYBS/New York, NY*</b> OBC: Julia Hudson PD: Tina Drazney MD: Julie Gusewiler E. ALCA KEYS	<b>WYBE/Roanoke, VA*</b> PD/MD: Walt Ford ALCA KEYS CJAYS	<b>WIMJ/Toledo, OH*</b> PD: Rocky Lane MD: Brandon Brown ALCA KEYS SPOON JESSE POWELL				
<b>KQXL/Baton Rouge, LA*</b> OBC: Jeff Jarman PD: Billy Wynn AP: TREVIN SALLY SPOON TRINA BROUSSARD CJAYS JESSE POWELL ALCA KEYS	<b>WLXC/Columbia, SC*</b> PD: Brian Williams ALCA KEYS TRINA BROUSSARD JESSE POWELL	<b>WFLM/Ft. Pierce, FL*</b> OBC/MD: Mike Jones ALCA KEYS JESSE POWELL	<b>KNEK/Lafayette, LA*</b> PD/MD: John Kimball E. ALCA KEYS TREVIN SALLY HL ST. SOUL RHAN BENSON ER VOGUE	<b>WMCS/Milwaukee, WI</b> Sales Manager: Patsyhope Stewart OBC: Steve Scott PD/MD: Tyson Jackson CJAYS E. ALCA KEYS JESSE POWELL	<b>WISY/Norfolk, VA*</b> E. ADDY TR. GERALD LEVITT	<b>WLVH/Savannah, GA</b> OBC: Brad Kelly PD/MD: Cory Young AP: Janet Carter E. GERALD LEVITT E. STEW WARE E. ALCA KEYS	<b>WHUR/Washington, DC*</b> PD/MD: Dave Delaney E. ALCA KEYS TRINA BROUSSARD JESSE POWELL				
<b>WBHM/Birmingham, AL*</b> PD: Jay Dixon AP/MD: Darryl Johnson No Adds	<b>WVDM/Columbia, SC*</b> MD: Lori Mace E. ALCA KEYS TREVIN SALLY CJAYS JESSE POWELL TRINA BROUSSARD	<b>WOMG/Greensboro, NC*</b> PD/MD: AC Stone No Adds	<b>KOKY/Little Rock, AR*</b> OBC: Joe Bonter PD/MD: Keith Babin E. ALCA KEYS TRINA BROUSSARD CJAYS JESSE POWELL	<b>WDLT/Mobile, AL*</b> OBC: Jim McKinney PD: Steve Crumley MD: Gailly Beaton ARTHUR HAMILTON ALCA KEYS RHAN BENSON	<b>WVFL/Norfolk, VA*</b> OBC: Dick Lamb PD/MD: Dan London No Adds	<b>KHUM/St. Louis, MO*</b> OBC: Chuck Adams PD: Eric Michaels MD: Taylor J. ALCA KEYS	<b>WMMJ/Washington, DC*</b> ALCA KEYS				
<b>WMGL/Charleston, SC*</b> OM/PD: Jerry Egan AP/MD: Sheldale Patten ALCA KEYS TRINA BROUSSARD OBC JESSE POWELL	<b>WRNS/Dayton, OH*</b> OM/PD: J. D. Kates No Adds	<b>KDJD/Houston, TX*</b> PD: Tom Calozesi MD: Sam Chasin VAN HUSE	<b>KJLN/Los Angeles, CA*</b> PD/MD: Andrew Powell OBC JESSE POWELL	<b>WOOK/Nashville, TN*</b> PD/MD: Daniel Cantrell E. MILES RHAN BENSON	<b>WFCB/Orlando, FL*</b> PD: Steve Hallmark MD: Joe Davis No Adds	<b>WYBC/Houston, TX*</b> OBC: Tim Johnson PD: Joe Tammone AP/MD: Jo Bonito ALCA KEYS	<b>WYBC/New Haven, CT*</b> OBC: Wayne Schmitt PD: Janet Cantrell AP: Angela Marlorio E. ALCA KEYS E. MILES RHAN BENSON				
<b>WRAN/Charlotte*</b> PD: Tom Avery ALCA KEYS	<b>WRXD/Detroit, MI*</b> OBC: EJ Harkin PD: Jennifer Robinson AP: Greg Stevens OBC: Shelly Little E. MILES ALCA KEYS	<b>WTLK/Indianapolis, IN*</b> PD: Brian Wallace AP/MD: Carl Adams ALCA KEYS	<b>WKMS/Memphis, TN*</b> PD: Bob Bell AP/MD: Elise Collier ALCA KEYS MARIO WYNARS IV, DODD	<b>WYBC/New Haven, CT*</b> OBC: Wayne Schmitt PD: Janet Cantrell AP: Angela Marlorio E. ALCA KEYS E. MILES RHAN BENSON	<b>WFJC/Raleigh, NC*</b> PD: Cy Young AP/MD: Jill Dowry E. MILES ARTHUR HAMILTON	<b>WYBC/Chicago, IL*</b> OM/PD: Easy Smith AP/MD: Amanda Brown E. GERALD LEVITT J. BRIST JACOBSON	<b>WVOC/Fayetteville, NC*</b> OBC: Colin Pea MD: Mike Chase ALCA KEYS	<b>WVFL/Jacksonville, FL*</b> PD/MD: EJ Brown ALCA KEYS	<b>WYBC/Memphis, TN*</b> PD: David Brown AP/MD: Kemp Vaughn E. ALCA KEYS	<b>WYLD/New Orleans, LA*</b> OBC: Carl Bonter PD: AJ Bonter E. MILES E. MILES	<b>WVLE/Richmond, VA*</b> OBC/MD: Steve Gardner OBC

**POWERED BY  
MEDIABASE**

\*Monitored Reporters  
46 Total Reporters  
42 Total Monitored  
4 Total Indicator

Did Not Report, Playlist Frozen (2):  
WAGH/Columbus, GA  
WRBV/Macon, GA



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
2	1	RUBEN STUDDARD Sorry 2004 (JJ)	1210	+124	163987	9	41/1
1	2	ALICIA KEYS You Don't Know My Name (JJ)	1200	-3	151522	16	42/0
4	3	LUTHER VANDROSS Think About You (JJ)	971	+4	118246	14	42/0
3	4	AVANT Read Your Mind (Geffen)	946	-45	89538	19	40/1
9	5	BEYONCE' Me, Myself And I (Columbia)	863	+225	125321	5	36/0
6	6	JOE More & More (Jive)	836	+10	111411	19	40/0
10	7	OUTKAST The Way You Move (Arista)	770	+141	130920	11	10/0
5	8	R. KELLY Step In The Name Of Love (Jive)	712	-123	90948	41	21/0
7	9	BABYFACE The Loneliness (Arista)	673	+26	71387	6	38/0
8	10	WILL DOWNING A Million Ways (GRP/VMG)	606	-33	54910	21	36/1
14	11	GERALD LEVERT Wear It Out (Elektra/EEG)	538	+50	44676	5	40/2
11	12	GERALD LEVERT U Got That Love (Call It A Night) (Elektra/EEG)	534	-59	72601	25	39/0
12	13	KEM Love Calls (Motown/Universal)	523	-27	72594	55	32/0
13	14	SMOKIE NORFUL I Need You Now (EMI Gospel)	499	+8	65984	45	31/0
15	15	JAGGED EDGE Walked Outta Heaven (Columbia)	453	-17	53008	13	20/0
19	16	SILK Side Show (Liquid B)	447	+35	28497	10	26/1
18	17	ERYKAH BADU Back In The Day (Motown)	420	+2	42020	17	27/0
16	18	MUSIQ Fortnight (Def Soul/IDJMG)	403	-23	42811	15	33/0
17	19	JAVIER Beautiful U R (Capitol)	363	-61	27359	8	27/1
20	20	VAN HUNT Seconds Of Pleasure (Capitol)	357	-16	26727	13	28/1
21	21	ARETHA FRANKLIN Wonderful (Arista)	341	+2	58621	20	23/0
25	22	ANTHONY HAMILTON Charlene (So So Def/Arista)	243	+83	17366	2	24/2
23	23	KINDRED THE FAMILY SOUL Stars (Hidden Beach)	202	+6	21350	10	14/0
Debut	24	DWELE Hold On (Virgin)	195	+87	19484	1	24/1
26	25	HIL ST. SOUL Pieces (Shanachie)	193	+34	10164	3	17/1
Debut	26	TEENA MARIE Still In Love (Cash Money/Universal)	185	+56	29843	1	2/1
22	27	KEM Matter Of Time (Motown)	172	-26	21462	15	12/0
Debut	28	MUSIQ Whoknows (Def Soul/IDJMG)	160	+62	15014	1	15/1
24	29	CARL THOMAS She Is (Bad Boy/Universal)	158	-9	9622	4	18/0
27	30	AL GREEN I Can't Stop (Blue Note/EMC)	129	-22	3809	10	11/0

42 Urban AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/15-2/21. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2004, The Arbitron Company). © 2004, R&R, Inc.

## New & Active

**EN VOGUE** Ooh Boy (Funky Girl/Beat Exchange)  
Total Plays: 124, Total Stations: 18, Adds: 3

**RHIAN BENSON** Stealing My Peace Of Mind (DKG)  
Total Plays: 110, Total Stations: 19, Adds: 4

**ALICIA KEYS** If I Ain't Got You (JJ)  
Total Plays: 106, Total Stations: 27, Adds: 24

**THEOTIS EALEY** Stand Up In It (Independent)  
Total Plays: 65, Total Stations: 4, Adds: 3

**CREA U** Lied (Aezra)  
Total Plays: 29, Total Stations: 7, Adds: 2

**O'JAYS** I Know What You're Doing (Philly International/Right Stuff)  
Total Plays: 19, Total Stations: 6, Adds: 6

**JESSE POWELL** Did You Cry (Liquid B)  
Total Plays: 0, Total Stations: 11, Adds: 11

**TRINA BROUSSARD** Losing My Mind (Motown/Universal)  
Total Plays: 0, Total Stations: 7, Adds: 7

## Most Added

[www.radds.com](http://www.radds.com)

ARTIST TITLE LABEL(S)	ADDS
ALICIA KEYS If I Ain't Got You (JJ)	24
JESSE POWELL Did You Cry (Liquid B)	11
TRINA BROUSSARD Losing My Mind (Motown/Universal)	7
O'JAYS I Know What You're Doing (Philly International/Right Stuff)	6
RHIAN BENSON Stealing My Peace Of Mind (DKG)	4
EN VOGUE Ooh Boy (Funky Girl/Beat Exchange)	3
THEOTIS EALEY Stand Up In It (Independent)	3

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BEYONCE' Me, Myself And I (Columbia)	+225
OUTKAST The Way You Move (Arista)	+141
RUBEN STUDDARD Sorry 2004 (JJ)	+124
DWELE Hold On (Virgin)	+87
ANTHONY HAMILTON Charlene (So So Def/Arista)	+83
JOE (G Unit) Ride Wit U (Jive)	+71
MUSIQ Whoknows (Def Soul/IDJMG)	+62
TEENA MARIE Still In Love (Cash Money/Universal)	+56
ALICIA KEYS If I Ain't Got You (JJ)	+54
GERALD LEVERT Wear It Out (Elektra/EEG)	+50

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
HEATHER HEADLEY I Wish I Wasn't (RCA)	379
LUTHER VANDROSS Dance With My Father (JJ)	330
JAEHEM Put That Woman First (Divine Milk/Warner Bros.)	289
TANNA Officially Missing You (Elektra/EEG)	258
KINDRED Far Away (Epic)	216
FLOETRY Say Yes (DreamWorks/Interscope)	200
DWELE Find A Way (Virgin)	198
RUBEN STUDDARD Superstar (JJ)	187
R. KELLY I'll Never Leave (Jive)	163

Detailed station playlists for all R&R reporters are available on the web at [www.radioandrecords.com](http://www.radioandrecords.com).

Songs ranked by total plays



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Chattanooga



KRST  
Albuquerque

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- Eddie Haskell



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Greenville, SC



WKKT  
Charlotte



WKXC  
Augusta



WSOC  
Charlotte

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[www.americanradiohistory.com](http://www.americanradiohistory.com)



**LON HELTON**  
lhelton@radioandrecords.com

# 40 Years Of Independence

Mike Curb on staying positive in tough times

**C**urb Records remains a singular institution, both in Nashville and in the music business, where long-lived independent record companies don't normally exist. Not only has Mike Curb resisted the urge to sell, he has done so in the face of a harsh business climate that last year put him in the red for the first time.

Nevertheless, Curb remains willfully optimistic as he discusses how record labels should interact with radio, his involvement with Christian music and Word Records, his philosophies on crossover success and the challenges he faces with digital music and the CMA.



**Mike Curb**

**R&R:** Why do you think the business is struggling to the extent that it is?

**MC:** The biggest problem the record industry has is heavy returns. The RIAA reported that at least 2,000 record stores closed last year, and all those records came back. You're still reading about major chains either closing or filing bankruptcy. That could be a reflection of illegal file-sharing or the fact that we haven't developed any new superstars in our format in the last five years. But we have to be careful to stay positive and not keep blaming everybody.

**R&R:** You won't point the finger at radio and consolidation?

**MC:** Radio is part of the solution, not part of the problem. We're fortunate to have quality people like the owners of Clear Channel. They're good community people who are trying to do what's right based upon the Telecom Act of 1996, which opened the door to a situation that could have been much worse.

**R&R:** You told me that last year was the first year since The Mike Curb Congregation started that you lost money in the music business. What does that say

about the overall climate, and how can we, as an industry, turn that around?

**MC:** It's our 40th year, and it's the first time I can remember having a year where we weren't profitable. A lot of it was our own fault. We didn't get smaller. This year we're trying to be smarter in our approach and to create a model that will be profitable — where we can still offer our artists two separate labels with promotion staffs, a crossover staff and also our Christian/gospel promotion staff.



**THE GIPPER** Mike Curb's ties to California politics are reflected in this shot of him with former California Governor and U.S. President Ronald Reagan.

I don't know if I'm in a position to give the majors any advice, because first I'd like to see if we can do it at Curb Records. It's kind of like giving advice to people on how to raise teenagers. I love my two teenagers, but I don't think I can give advice to anyone else.

**R&R:** You have a reputation for be-

ing incredibly loyal to your employees. Are you conscious of trying to protect them from layoffs?

**MC:** It's more about trying to be a full-scale record company. We could operate without two labels and a crossover staff, but when Tim McGraw, Wynonna, Jo Dee Messina or MercyMe has success on other charts, we're reaching a bigger base.

At the same time, I'd like to have a profitable company where employees can get their bonuses and where we can continue giving the bulk of our profits to the 25 different charitable groups we support through the Curb Family Foundation.

**R&R:** Where are we musically?

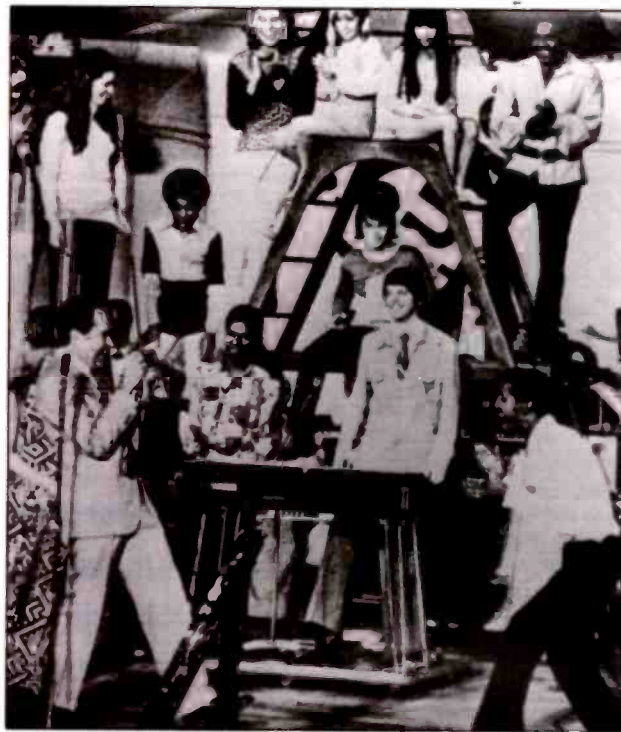
**MC:** When you watch the Grammys and see Norah Jones and Alicia Keys, you see a more open production sound evolving. That's going to come to country as well. The next country superstar is not going to sound like everybody else — like a format artist. I'm hoping it's Blue

County, because we think they're very edgy and different, but it might be Big & Rich. One of these artists with a more open sound or a little more edge has a chance to become the next major star.

**R&R:** How are the rules changing for operating record labels?

**MC:** The major labels are all going to change dramatically. It's happening as we speak, and everyone will try something different. All the major labels are making major cuts, and we've got to find more superstar artists.

In 1998 The Dixie Chicks exploded right off the CMA show when they sang "There's Your Trouble," which was their first No. 1 record. LeAnn Rimes was a couple years before that, in 1996. She exploded off



**IT'S A GAS, BABY!** The Mike Curb Congregation perform "Candy Man" with Sammy Davis Jr. (r). That's Richard Nixon with the camera.

radio, even though much of radio didn't want to play "Blue."

Tim McGraw exploded off the 1993 Fan Fair show when he sang "Indian Outlaw." I asked him afterward why it wasn't on the first album, and he said, "Well, some of your guys didn't let me do it." We changed that real fast, and "Indian Outlaw" was the first single from the next album.

**R&R:** What do you think of the changes to Fan Fair?

**MC:** I miss the fairgrounds. You could feel the vibrations. Each of the record companies, no matter how small, had its own show, which gave an artist like Tim McGraw a chance to show what he could do in front of a big crowd, that he was already a star before he had a hit record. When they went big-time they cut it back to one show for each of the majors.

**R&R:** They changed that this year. Now they'll book each night with the biggest stars available.

**MC:** That's a step in the right direction, but I still like the other approach better. I wasn't voted back on the CMA board. A couple other record executives, some of my competitors, didn't want me on there. I'm not complaining about that, but having the CMA pick the artists for those shows is an issue. Would they really have put Tim McGraw on as a brand-new act?

The point I'm making is that there was a way to break records off Fan Fair. Merely taking the best artist from the format is a step, but it doesn't give the independent, the new artist, a chance to really connect.

**R&R:** River Stages doesn't accomplish that?

**MC:** I don't think so. We could put Tim McGraw between Hank Jr. and Wynonna, and 20,000 people could respond. That was a very important way to find out if you had an artist who could perform in a big arena.

That's just one aspect of it. The CMA show has the same problem.

**R&R:** Does the success you've had with MercyMe, Wynonna, Tim and Jo Dee in other formats give you a wider platform from a creative standpoint?

**"The bottom line, is we know what radio wants, and if we can't figure out a way to make records for radio, we should go into some other business. Like selling shoes."**

**MC:** That's a very good point. The other genres have AC, Hot AC, Modern AC, Rhythmic CHR, CHR...

**R&R:** Triple A, Rock, Alternative, Rock AC, Urban AC...

**MC:** Mainstream Rock, Hip-Hop, R&B. I've said for years that we need more charts. We're the only genre that has, essentially, only one chart. The problem is, most of the other record companies don't want the cost involved in more charts.

One of the things we've done since I became a partner in Word is to try to grow Christian country. The Christian Country Music Association is doing a very good job with their TV show. I always wished the CMA and CCMA would work closer together, but the CMA kept suing the CCMA.

Continued on Page 66

**"The first thing Arnold Schwarzenegger said to me was how upset he was with the way Terminator III is being pirated. He's going to be great for us on that issue."**

**40 Years Of Independence**

Continued from Page 65

I'm a supporter of Americana and any other chart that gives us a chance to prove a record. Having said that, for a record to cross over from another format, it has got to be enormous. Those kinds of records, when they cross, usually translate into record sales.

**R&R:** When you see promotion dollars become more important than whether a programmer thinks a song is a hit, that has to be troubling to you.

**MC:** That issue is not as bad as everybody makes it out to be. Record companies can say no if they don't want to participate in a promotion. Any station that goes totally to promotional dollars will lose out to a station that's playing the hits. So, ultimately, radio has to play the hits. During the 40 years I've been in the record business, every five years there has been some kind of change where everybody thinks the world is going to end. But the hits always get played.

**R&R:** You mentioned the Curb Family Foundation earlier. What is its function?

**MC:** Basically, we take most of our profits — back when we had profits — and put them in the foundation, which supports Belmont's Mike Curb College of Music Business & Entertainment; Vanderbilt's Curb Center for Art, Enterprise and Public Policy; the Country Music Hall of Fame conservatory; Junior Achievement; the March of Dimes; and the American Heart Association. There are about 25 different groups, most of them local.

It gives the employees of our company a purpose. What are we doing with the productivity of the company when we're profitable? We're do-



**LEADING LADIES** Mike Curb with three generations of star recording artists. Seen here are (l-r) LeAnn Rimes, Curb, Wynonna and Debbi Boone.

ing something that helps the community.

**R&R:** There were rumors going around a couple years ago that Curb Records was for sale. How tempted were you to sell?

**MC:** Not very. A lot of people gave me proposals, and I listened to them, because it was kind of fun to see how the company was valued. But what would I do if I sold this? I certainly think I would be terminated. I've studied the record industry since the first 45 rpm record I bought when I was 5 years old. This is what I do.

**R&R:** Why was Word was so important to you?

**MC:** You can get distribution for

every format through one of the majors, but Christian distribution is a thing of its own. It's a very complex market, a totally different system and mentality.

I also wanted to work with Word spreading records like MercyMe and Randy Travis to mainstream secular markets. Word hadn't had a cross-over record in 50 years of existence, and now we've crossed two. I don't take credit for that, other than being part of believing that we could do it. One of the most important things in business is your plan. You'll never get bigger than your plan.

**"During the 40 years I've been in the record business, every five years there has been some kind of change where everybody thinks the world is going to end. But the hits always get played."**

And you know, I was on the label many years ago, with The Mike Curb Congregation. In fact, I think I made my first album there back in the '60s. So at least I was able to get that album off the market.

**R&R:** How is the digital music market shaping up?

**MC:** The Wal-Mart service is fantastic, because they're prepared to pay independents the same way they pay a major. They also have so many exciting in-store ideas. In fact, Wal-Mart is our first licensee, and we're very happy with the agreement we've reached. It's going to be good for our artists not only online, but also in the stores.

Napster, of course, is now a legal site, and we plan on having those meetings. iTunes is a little different. First of all, it's fantastic. It's very consumer-friendly, as is MusicMatch. The only problem with iTunes is that

they made a deal with all five majors at the same time, and they don't want to pay the independent companies the same way.

iTunes is going through that phase right now where they think they don't need anybody, but I think they're going to learn some big lessons. One of these days Sony is going to have its own download service, and they may decide to pull out of iTunes. At that point iTunes is going to regret not having companies like Curb. When the new Tim McGraw album comes out later this year on Wal-Mart, MusicMatch and Napster, what will iTunes say to its customers?

**R&R:** Is there any movement on that front, or are talks with Apple at an impasse?

**MC:** My New Year's resolution was to be positive and passionate and to try to get others at our company to feel the same way. We have to be fair to iTunes, because they're digesting a lot of catalog right now.

**R&R:** Do you have the same deal as the majors at Wal-Mart?

**MC:** Yes. I can't go into all the details, but I believe our terms at Wal-Mart are commensurate with the majors'.

I could spend a whole day discussing the challenges that independent record companies face. We don't have a floor of 40 people telling us what our digital policy should be; we have to figure it out for ourselves. We also have to recognize that maybe we're wrong.

**R&R:** One of those challenges has been your interaction with the CMA.

**MC:** I want the CMA to succeed. I want iTunes to succeed. It would be nice if there were an even-handed policy at the CMA so independent companies had the same chance as the majors to get artists on the awards show. And it would be nice if Internet distributors would pay independents the same as the majors so we can be competitive.

You have to remember that the CMA was formed in 1958 to keep artists like Elvis Presley, Jerry Lee Lewis and Brenda Lee off Country radio so it could be there for Ernest Tubbs and Webb Pierce. While the vision has changed and they've inducted those artists into their Hall of Fame, the control is still there. Look at the meeting the majors had with you about the chart. You notice I wasn't part of that.

**R&R:** For the record, we didn't call that meeting, we didn't know who was going to be there, and I said at the time that I thought Curb should be represented.

**MC:** I wasn't invited, and I wouldn't have come if I was. I don't think record-company executives should get in a room and threaten to withdraw this or that. If they want to withdraw something because they don't think a trade is doing the right thing or reaching an audience, it's their right not to advertise. But to get in a room and more or less imply "We're not going to support the chart if you don't dump a bunch of radio stations" is ethically wrong, morally wrong, stupid, unfair to the stations that were removed from the chart, unfair to you and unfair to R&R.



**THE NEXT GENERATION** Backstage at a show, (l-r) Courtney Curb, Jo Dee Messina and Mike Curb pose for a photo.

The people at Curb Records need to spend time figuring out how to make records that radio will play. That's been our policy for 40 years. We can't expect radio to come to us — that's ridiculous. A lot of the complaints you read from some of these people are more for the consumption of their bosses in other parts of the country to explain why things aren't happening. The bottom line is, we know what radio wants, and if we can't figure out a way to make records for radio, we should go into some other business. Like selling shoes.

**R&R:** Have you had any contact with the new ownership at Warner Bros.?

**MC:** Edgar Bronfman Jr. called me, we had a wonderful conversation, and I think he's going to do phenomenal things with Warner Music Group. I also think he is going to become a leader in the digital area. He has run a film company and built Universal into the No. 1 record com-

**"iTunes is going through that phase right now where they think they don't need anybody, but I think they're going to learn some big lessons."**

pany in the world. To win the battle against piracy, it's going to really help to have the film industry on our side, because they are much more politically astute and have much stronger political connections.

I had a chance to join Arnold Schwarzenegger when he was campaigning for governor. He had worked with me when I was in California government back in the late '70s. The first thing Arnold said to me was how upset he was with the way Terminator III is being pirated. He's going to be great for us on that issue.

**R&R:** You're connected to the upper echelons of government. Do they ever ask your thoughts on the industry or consolidation?

**MC:** I've never gotten involved in testifying, though I've been asked. I believe those things have a way of working themselves out. When you

consolidate a record company, the positive is that you can operate a more profitable model. Independents benefit because the artists they can't sign create a bigger pool for us.

When I first entered the record industry there were lots of little independent record companies. Then it consolidated, and by the time we got to the '80s you couldn't even get distribution through a major. If you wanted to be distributed by RCA, you had to do a co-venture and have Curb/RCA with The Judds. But that also created resentment.

If the No. 1 artist on RCA is on Curb/RCA, the next thing RCA will want to do is sign The Judds directly — which RCA tried, and that's why I moved them. The same people who got me removed from the CMA board tried to take my artists. And RCA wasn't the only one. We'd get hot, and the majors would try to sign our artists. The beautiful thing about the agreement we have with WEA is that we have an understanding that neither one of us will sign the other's artists.

**R&R:** Is there a point at which you see yourself doing anything other than what you're doing right now? Will your daughters carry on the Curb tradition?

**MC:** We've got a team of people in our company who are really showing passion for music and how it's marketed. More than likely the future management is going to come from those individuals, but I would love for my daughters to play as big a role as they want to play.

My oldest daughter, Megan, is a special-education teacher, and I'm very proud of her, because she's teaching at an all-African-American school in the projects here in Nashville. She's got the spirit of our foundation, and the work she's doing now will prepare her for the work our foundation does.

My younger daughter, Courtney, is graduating from Vanderbilt. She is very musical and was instrumental in signing LeAnn Rimes to our company and recognizing the MercyMe record early on. She has very good ears and understands all the nuances of what a record is and how it's made. She's working at the company now.

I started young enough that I can be in my 40th year at Curb while I'm still in my 50s. I think I'll be around to get through this digital change, but I don't know if I'll be around when it goes to laser distribution or something else.

— Chuck Aty contributed to this column.

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS	± POINTS	TOTAL PLAYS	± PLAYS	TOTAL AUD. (M)	± AUD. (M)	WEEKS ON CHART	TOTAL ADDS
	1	<b>TOBY KEITH</b> American Soldier (DreamWorks)	14741	-121	4772	-7	443791	3326	14	112/0
	2	<b>ALAN JACKSON</b> Remember When (Arista)	13979	-482	4413	-181	423329	-15897	18	112/0
	3	<b>TIM MCGRAW</b> Watch The Wind Blow By (Curb)	13024	428	4140	+125	384742	15702	17	112/0
	5	<b>BRAD PAISLEY</b> Little Moments (Arista)	11966	413	3990	+177	352823	14460	23	111/0
	4	<b>TERRI CLARK</b> I Wanna Do It All (Mercury)	11787	-503	3877	-124	344313	-9862	25	112/0
	6	<b>MARTINA MCBRIDE</b> In My Daughter's Eyes (RCA)	11357	136	3588	+39	328150	7807	14	109/0
	7	<b>TRACE ADKINS</b> Hot Mama (Capitol)	10117	250	3357	+119	277104	5915	22	109/0
	11	<b>KENNY CHESNEY (UNCLE KRACKER)</b> When The Sun Goes Down (BNA)	9321	916	2792	+266	266431	18739	5	110/1
	8	<b>JIMMY WAYNE</b> I Love You This Much (DreamWorks)	9285	359	3087	+121	261258	2177	26	112/0
	9	<b>SARA EVANS</b> Perfect (RCA)	9032	196	2912	+53	263738	9073	23	112/0
	10	<b>KEITH URBAN</b> You'll Think Of Me (Capitol)	8773	234	2785	+93	253205	9644	10	112/0
	12	<b>BUDDY JEWELL</b> Sweet Southern Comfort (Columbia)	8343	462	2855	+178	234424	14324	17	111/0
	14	<b>RASCAL FLATTS</b> Mayberry (Lyric Street)	7883	418	2544	+118	226095	17352	8	110/0
	13	<b>JOSH TURNER</b> Long Black Train (MCA)	7548	-30	2565	+20	212711	3499	36	110/0
	15	<b>GARY ALLAN</b> Songs About Rain (MCA)	6905	-29	2226	+4	180472	2191	14	108/0
	16	<b>CLINT BLACK</b> Spend My Time (Equity Music Group)	6239	101	2019	-26	166876	3394	17	109/2
	17	<b>JOE NICHOLS</b> Cool To Be A Fool (Universal South)	5956	448	1922	+159	149782	3951	23	107/0
	18	<b>BLUE COUNTY</b> Good Little Girls (Asylum/Curb)	5625	226	1856	+113	150161	7298	18	102/4
	21	<b>GEORGE STRAIT</b> Desperately (MCA)	5380	565	1755	+157	134390	8318	7	99/9
	20	<b>CAROLYN DAWN JOHNSON</b> Simple Life (Arista)	5032	144	1610	+43	128985	6887	12	103/0
	22	<b>JOHN MICHAEL MONTGOMERY</b> Letters From Home (Warner Bros.)	4963	759	1572	+279	134505	11261	6	99/6
	19	<b>DIERKS BENTLEY</b> My Last Name (Capitol)	4951	-87	1636	+11	125147	-1773	17	102/1
	23	<b>TRACY LAWRENCE</b> Paint Me A Birmingham (DreamWorks)	4458	257	1442	+72	126282	12898	16	87/5
	24	<b>KELLIE COLFFEE</b> Texas Plates (BNA)	3792	-116	1287	-21	87374	-5970	20	97/0
	26	<b>BIG &amp; RICH</b> Wild West Show (Warner Bros.)	3536	169	1070	+78	83164	3244	8	85/4
	25	<b>BRIAN MCCOMAS</b> You're In My Head (Lyric Street)	3467	77	1117	+75	92950	4862	18	82/1
	31	<b>MONTGOMERY GENTRY</b> If You Ever Stop Loving Me (Columbia)	2893	655	967	+207	70795	13447	4	97/10
	29	<b>SHEDAISY</b> Passenger Seat (Lyric Street)	2729	408	860	+146	68102	8268	5	88/9
	28	<b>REBA MCENTIRE</b> Somebody (MCA)	2629	271	877	+100	69655	7502	7	78/5
	27	<b>CLAY WALKER</b> I Can't Sleep (RCA)	2587	160	844	+43	58367	5897	10	86/4
	32	<b>DAVID LEE MURPHY</b> Loco (Audium)	2397	259	748	+109	55772	5143	7	66/6
	32	<b>BROOKS &amp; DUNN</b> That's What She Gets For Loving Me (Arista)	2309	516	746	+197	70198	13862	4	76/14
	33	<b>PAT GREEN</b> Guy Like Me (Republic/Universal South)	2250	107	670	+38	57147	2868	15	56/2
	30	<b>PATTY LOVELESS</b> On Your Way Home (Epic)	1924	-329	679	-102	46690	-6290	15	74/0
	35	<b>BILLY CURRINGTON</b> I Got A Feelin' (Mercury)	1691	125	481	+26	38128	3263	6	55/2
	37	<b>EMERSON DRIVE</b> Last One Standing (DreamWorks)	1543	158	497	+61	36308	4473	6	66/4
	36	<b>LEANN RIMES</b> This Love (Asylum/Curb)	1541	-30	528	-12	39575	621	9	51/0
	41	<b>SHANIA TWAIN</b> It Only Hurts When I'm Breathing (Mercury)	1296	513	413	+178	38974	14871	3	51/9
	40	<b>JEFF BATES</b> I Wanna Make You Cry (RCA)	1191	141	435	+50	25028	2999	6	61/2
	38	<b>WYONNNA (NAOMI JUDD)</b> Flies On The Butter... (Asylum/Curb)	1104	9	360	+16	33617	-1725	7	41/5
Debut	41	<b>LONESTAR</b> Let's Be Us Again (BNA)	898	755	236	+183	21348	14468	1	36/32
	43	<b>JOE DIFFIE</b> Tougher Than Nails (BB/RCA)	741	151	269	+49	15390	3332	3	41/6
	49	<b>CHRIS CAGLE</b> I'd Be Lying (Capitol)	646	186	262	+76	11196	904	3	38/4
	39	<b>SONYA ISAACS</b> No Regrets Yet (Lyric Street)	645	-542	213	-158	16252	-9576	12	34/0
	45	<b>AMY DALLEY</b> Men Don't Change (Curb)	641	138	216	+51	13109	3807	3	36/3
Debut	46	<b>BILLY DEAN</b> Thank God I'm A Country Boy (View2)	611	482	196	+140	11165	6831	1	20/8
	47	<b>LEE ANN WOMACK</b> The Wrong Girl (MCA)	605	306	147	+22	13520	5015	2	33/13
	48	<b>DIAMOND RIO</b> We All Fall Down (Arista)	587	109	210	+21	11990	2905	4	34/1
	44	<b>GEORGE STRAIT</b> Honk If You Honky Tonk (MCA)	428	-89	60	-11	14182	-3583	9	3/0
Debut	50	<b>ANDY GRIGGS</b> She Thinks She Needs Me (RCA)	408	319	140	+85	5431	59	1	25/23

## Most Added

[www.rroads.com](http://www.rroads.com)

ARTIST TITLE LABEL(S)	ADDS
LONESTAR Let's Be Us Again (BNA)	32
ANDY GRIGGS She Thinks She Needs Me (RCA)	23
JULIE ROBERTS Break Down Here (Mercury)	23
BROOKS & DUNN That's What She Gets For Loving Me (Arista)	14
LEE ANN WOMACK The Wrong Girl (MCA)	13
MONTGOMERY GENTRY If You Ever Stop Loving Me (Columbia)	10
SHERRIE AUSTIN Driving Into The Sun (BB/RCA)	10
GEORGE STRAIT Desperately (MCA)	9
SHEDAISY Passenger Seat (Lyric Street)	9
SHANIA TWAIN It Only Hurts When I'm Breathing (Mercury)	9

## Most Increased Points

ARTIST TITLE LABEL(S)	TOTAL POINT INCREASE
K. CHESNEY (UNCLE KRACKER) When The Sun Goes Down (BNA)	+916
J. MICHAEL MONTGOMERY Letters From Home (Warner Bros.)	+759
LONESTAR Let's Be Us Again (BNA)	+723
MONTGOMERY GENTRY If You Ever Stop Loving Me (Columbia)	+661
GEORGE STRAIT Desperately (MCA)	+565
SHANIA TWAIN It Only Hurts When I'm Breathing (Mercury)	+525
BROOKS & DUNN That's What She Gets For Loving Me (Arista)	+516
BUDDY JEWELL Sweet Southern Comfort (Columbia)	+462
BILLY DEAN Thank God I'm A Country Boy (View2)	+450
JOE NICHOLS Cool To Be A Fool (Universal South)	+448

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
J. MICHAEL MONTGOMERY Letters From Home (Warner Bros.)	+279
K. CHESNEY (UNCLE KRACKER) When The Sun Goes Down (BNA)	+266
MONTGOMERY GENTRY If You Ever Stop Loving Me (Columbia)	+207
BROOKS & DUNN That's What She Gets For Loving Me (Arista)	+197
LONESTAR Let's Be Us Again (BNA)	+183
BUDDY JEWELL Sweet Southern Comfort (Columbia)	+178
SHANIA TWAIN It Only Hurts When I'm Breathing (Mercury)	+178
BRAD PAISLEY Little Moments (Arista)	+177
JOE NICHOLS Cool To Be A Fool (Universal South)	+159
GEORGE STRAIT Desperately (MCA)	+157

## Breakers

**BROOKS & DUNN**  
**That's What She Gets For Loving Me (Arista)**  
14 Adds \* Moves 34-32

*Songs ranked by total plays*

Detailed station playlists for all R&R reporters are available on the web at [www.radioandrecords.com](http://www.radioandrecords.com).

112 Country reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total points for the airplay week of 2/15-2/21. Bullets appear on songs gaining points and/or plays or remaining flat from previous week. If two songs are tied in total points, the song with the larger increase in points is placed first. Songs below No. 1 and down in points and plays for three consecutive weeks are moved to recurrent. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Points lists the songs with the greatest week-to-week increases in total points. Station Weight = AQH Persons × (Market rank X 10) divided by 4180. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2004, The Arbitron Company). © 2004, R&R, Inc.

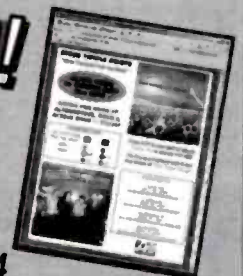


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## R&R'S EXCLUSIVE REPORTED OVERVIEW OF NATIONAL AIRPLAY

LAST WEEK	THIS WEEK	ARTIST TITLE (LABEL/S)	TOTAL POINTS	± POINTS	TOTAL PLAYS	± PLAYS	TOT. AID. (00)	± AID. (00)	WEEKS ON CH.	TOTAL ADDS
1	1	TDBY KEITH American Soldier (DreamWorks)	5781	-118	4247	-83	127841	-2066	13	111/0
2	2	BRAD PAISLEY Little Moments (Arista)	5537	-18	4064	-27	122738	-133	24	111/0
3	3	TIM MCGRAW Watch The Wind Blow By (Curb)	5419	-4	3972	-29	120850	310	17	110/0
5	4	MARTINA MCBRIDE In My Daughter's Eyes (RCA)	5307	72	3919	+41	116880	2169	14	111/2
4	5	TERRI CLARK I Wanna Do It All (Mercury)	5187	-156	3813	-111	114686	-4094	25	107/0
6	6	TRACE ADKINS Hot Mama (Capitol)	4858	174	3537	+96	108686	4087	23	109/0
7	7	JIMMY WAYNE I Love You This Much (DreamWorks)	4823	240	3597	+186	106029	4958	26	109/0
8	8	SARA EVANS Perfect (RCA)	4532	71	3354	+45	98124	1598	22	109/0
9	9	BUDDY JEWELL Sweet Southern Comfort (Columbia)	4359	288	3145	+208	95410	7001	18	108/0
10	10	KEITH URBAN You'll Think Of Me (Capitol)	4124	148	3059	+104	89445	3129	11	111/0
11	11	RASCAL FLATTS Mayberry (Lyric Street)	3754	131	2761	+85	82650	2763	8	111/0
12	12	GARY ALLAN Songs About Rain (MCA)	3726	131	2740	+80	81225	3134	14	110/0
13	13	JOSH TURNER Long Black Train (MCA)	3577	49	2670	+26	77519	1159	32	104/0
14	14	K. CHESNEY (w/UNCLE KRACKER) When The Sun Goes Down (BNA)	3497	324	2632	+226	76484	7317	5	109/1
17	15	GEORGE STRAIT Desperately (MCA)	3042	240	2270	+163	66320	5606	7	107/1
15	16	JOE NICHOLS Cool To Be A Fool (Universal South)	2995	121	2262	+79	63419	3016	23	105/3
16	17	CLINT BLACK Spend My Time (Equity Music Group)	2953	96	2148	+76	65932	1901	17	100/1
18	18	BLUE COUNTY Good Little Girls (Asylum/Curb)	2642	110	1949	+79	60163	2358	19	89/0
21	19	JOHN MICHAEL MONTGOMERY Letters From Home (Warner Bros.)	2637	428	1937	+292	58077	9871	6	102/8
19	20	CAROLYN DAWN JOHNSON Simple Life (Arista)	2564	71	1934	+42	56110	1605	12	100/1
20	21	DIERKS BENTLEY My Last Name (Capitol)	2416	-56	1855	-48	53058	-931	17	97/8
22	22	TRACY LAWRENCE Paint Me A Birmingham (DreamWorks)	2175	119	1601	+87	47783	2912	17	87/4
23	23	REBA MCENTIRE Somebody (MCA)	1833	181	1365	+83	40259	2159	8	79/0
24	24	BIG & RICH Wild West Show (Warner Bros.)	1752	106	1305	+76	37508	2132	8	85/4
26	25	BRIAN MCCOMAS You're In My Head (Lyric Street)	1740	128	1293	+89	38675	3156	21	79/4
30	26	BROOKS & DUNN That's What She Gets For Loving Me (Arista)	1567	339	1185	+241	33034	7356	4	91/17
27	27	CLAY WALKER I Can't Sleep (RCA)	1567	42	1117	+27	34315	698	11	70/2
28	28	PAT GREEN Guy Like Me (Republic/Universal South)	1420	23	1116	+16	29620	400	8	74/0
25	29	KELLIE COFFEY Texas Plates (BNA)	1364	-265	1073	-190	30220	-5074	20	68/0
32	30	MONTGOMERY GENTRY If You Ever Stop Loving Me (Columbia)	1340	248	989	+188	28751	5234	4	77/18
31	31	DAVID LEE MURPHY Loco (Audiium)	1240	126	912	+95	26940	3083	7	67/2
29	32	PATTY LOVELESS On Your Way Home (Epic)	1225	-18	957	-4	26089	-74	15	60/1
34	33	SHEDAISY Passenger Seat (Lyric Street)	1180	278	887	+195	25012	6373	4	76/8
33	34	EMERSON DRIVE Last One Standing (DreamWorks)	1110	133	840	+105	23497	2946	7	65/2
35	35	BILLY CURRINGTON I Got A Feelin' (Mercury)	831	59	704	+46	17054	1270	7	57/2
37	36	WYONNA (w/NAOMI JUDD) Flies On The Butter... (Asylum/Curb)	762	77	623	+60	15224	1675	6	48/2
36	37	LEANN RIMES This Love (Asylum/Curb)	748	-2	564	+6	15447	-42	10	38/0
38	38	JOE DIFFIE Tougher Than Nails (BBR/C4)	687	120	466	+79	14267	2447	3	42/8
44	39	SHANIA TWAIN It Only Hurts When I'm Breathing (Mercury)	594	255	458	+180	12803	6112	3	44/10
40	40	JEFF BATES I Wanna Make You Cry (RCA)	582	49	458	+39	11581	951	7	41/2
43	41	CHRIS CAGLE I'd Be Lying (Capitol)	460	121	384	+104	9391	2490	3	37/5
42	42	DIAMOND RID We All Fall Down (Arista)	437	63	339	+36	8775	1158	6	31/3
49	43	LEE ANN WOMACK The Wrong Girl (MCA)	413	227	322	+158	8966	4208	2	38/18
46	44	AMY DALLEY Men Don't Change (Curb)	369	84	232	+44	8959	2154	3	23/5
Debut	45	LONESTAR Let's Be Us Again (BNA)	346	300	271	+237	8057	6858	1	29/18
39	46	SONYA ISAACS No Regrets Yet (Lyric Street)	317	-225	211	-168	7128	-4695	13	23/0
45	47	RHONDA VINCENT If Heartaches Had Wings (Rounder)	289	-4	234	+4	6369	-108	7	18/0
Debut	48	BILLY DEAN Thank God I'm A Country Boy (View2)	212	121	180	+95	4744	2771	1	11/4
47	49	RACHEL PROCTOR Didn't I (BNA)	187	-99	143	-86	3864	-1599	9	14/0
50	50	SCOTTY EMERICK The Coast Is Clear (DreamWorks)	160	37	148	+30	3184	727	2	15/4

112 Country reporters. Songs ranked by total plays for the airplay week of Sunday 2/15 - Saturday 2/21.  
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## Most Added\*

www.rindicator.com

ARTIST TITLE (LABEL/S)	ADDS
LEE ANN WOMACK The Wrong Girl (MCA)	18
LONESTAR Let's Be Us Again (BNA)	18
BROOKS & DUNN That's What She Gets For Loving Me (Arista)	17
MONTGOMERY GENTRY If You Ever Stop Loving Me (Columbia)	10
SHANIA TWAIN It Only Hurts When I'm Breathing (Mercury)	10
SHERRIE AUSTIN Driving Into The Sun (BBR/C4)	9
JOHN MICHAEL MONTGOMERY Letters From Home (Warner Bros.)	8
DIERKS BENTLEY My Last Name (Capitol)	8
SHEDAISY Passenger Seat (Lyric Street)	8
JOE DIFFIE Tougher Than Nails (BBR/C4)	8

## Most Increased Points

ARTIST TITLE (LABEL/S)	TOTAL POINT INCREASE
J. M. MONTGOMERY Letters From Home (Warner Bros.)	+426
BROOKS & DUNN That's What She Gets For Loving Me (Arista)	+340
K. CHESNEY (w/ KRACKER) When The Sun Goes Down (BNA)	+324
LONESTAR Let's Be Us Again (BNA)	+299
BUDDY JEWELL Sweet Southern Comfort (Columbia)	+288
SHEDAISY Passenger Seat (Lyric Street)	+283
SHANIA TWAIN It Only Hurts When I'm Breathing (Mercury)	+263
MONTGOMERY GENTRY If You Ever Stop Loving Me (Columbia)	+248
JIMMY WAYNE I Love You This Much (DreamWorks)	+240
GEORGE STRAIT Desperately (MCA)	+240

## Most Increased Plays

ARTIST TITLE (LABEL/S)	TOTAL PLAY INCREASE
J. M. MONTGOMERY Letters From Home (Warner Bros.)	+292
BROOKS & DUNN That's What She Gets For Loving Me (Arista)	+241
LONESTAR Let's Be Us Again (BNA)	+237
K. CHESNEY (w/ KRACKER) When The Sun Goes Down (BNA)	+226
BUDDY JEWELL Sweet Southern Comfort (Columbia)	+208
SHEDAISY Passenger Seat (Lyric Street)	+195
MONTGOMERY GENTRY If You Ever Stop Loving Me (Columbia)	+188
JIMMY WAYNE I Love You This Much (DreamWorks)	+186
SHANIA TWAIN It Only Hurts When I'm Breathing (Mercury)	+186
GEORGE STRAIT Desperately (MCA)	+163

CRS 2004

FRIDAY, MARCH 5, 2004

RENAISSANCE HOTEL, EAST BALLROOM  
Immediately Following the New Faces Show



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After Midnight  
10TH ANNIVERSARY  
DISCO PARTY

EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES February 27, 2004

Callout America® song selection is based on the top 35 titles from the R&R Country chart for the airplay week of January 18-24.

ARTIST Title (Label)	LIKE A LOT	TOTAL POSITIVE	NEUTRAL	FAMILIARITY	DISLIKE	BURN
TOBY KEITH American Soldier (DreamWorks)	45.6%	74.2%	17.5%	98.1%	3.9%	2.5%
ALAN JACKSON Remember When (Arista)	41.5%	74.5%	17.4%	97.5%	3.8%	1.8%
TIM MCGRAW Watch The Wind Blow By (Curb)	40.9%	68.2%	21.5%	94.8%	3.7%	1.4%
JOE NICHOLS Cool To Be A Fool (Universal South)	37.4%	61.1%	26.9%	95.6%	4.7%	2.9%
MARTINA MCBRIDE In My Daughter's Eyes (RCA)	37.3%	61.5%	24.6%	96.7%	6.6%	4.0%
TRACE ADKINS Hot Mama (Capitol)	37.2%	63.7%	23.3%	98.1%	5.4%	5.7%
CLINT BLACK Spend My Time (Equity Music Group)	36.9%	60.6%	24.1%	86.7%	2.0%	0.0%
BRIAN MCCOMAS You're In My Head (Lyric Street)	35.9%	60.6%	29.7%	97.5%	3.8%	3.4%
JIMMY WAYNE I Love You This Much (DreamWorks)	35.4%	66.5%	23.4%	96.2%	4.2%	2.1%
BUDOY JEWELL Sweet Southern Comfort (Columbia)	34.4%	66.7%	23.4%	94.3%	3.3%	0.9%
SARA EVANS Perfect (RCA)	33.9%	64.2%	24.2%	95.5%	4.9%	2.3%
BLUE COUNTY Good Little Girls (Asylum/Curb)	32.5%	62.2%	26.5%	95.6%	4.6%	2.2%
CLAY WALKER I Can't Sleep (RCA)	32.2%	59.3%	25.5%	88.5%	3.7%	0.0%
PATTY LOVELESS On Your Way Home (Epic)	32.2%	58.0%	25.3%	87.1%	3.7%	0.0%
DIERKS BENTLEY My Last Name (Capitol)	32.1%	63.1%	21.0%	88.4%	3.9%	0.3%
TRACY LAWRENCE Paint Me A Birmingham (DreamWorks)	32.1%	63.2%	26.0%	93.0%	3.0%	0.9%
BRAD PAISLEY Little Moments (Arista)	31.7%	66.2%	22.3%	98.4%	4.0%	6.0%
CAROLYN DAWN JOHNSON Simple Life (Arista)	31.6%	56.0%	27.6%	87.4%	3.8%	0.0%
TERRI CLARK I Wanna Do It All (Mercury)	31.2%	61.4%	24.7%	100.0%	4.4%	9.6%
GARY ALLAN Songs About Rain (MCA)	31.0%	56.3%	27.4%	88.2%	4.0%	0.5%
KEITH URBAN You'll Think Of Me (Capitol)	31.0%	61.7%	21.7%	87.1%	3.7%	0.0%
RASCAL FLATTS Mayberry (Lyric Street)	30.8%	61.4%	23.3%	89.6%	4.9%	0.0%
KELLIE COFFEY Texas Plates (BNA)	29.5%	61.3%	24.6%	99.8%	6.6%	7.3%
JOSH TURNER Long Black Train (MCA)	29.0%	55.8%	23.3%	98.9%	8.7%	11.1%
JOHN MICHAEL MONTGOMERY Letters From Home (Warner Bros.)	28.0%	51.5%	23.0%	78.5%	4.0%	0.0%
PAT GREEN Guy Like Me (Republic/Universal South)	25.4%	54.2%	25.4%	83.3%	3.8%	0.0%
REBA MCENTIRE Somebody (MCA)	23.8%	47.1%	24.6%	73.3%	1.7%	0.0%
GEORGE STRAIT Desperately (MCA)	23.1%	49.7%	24.5%	77.6%	3.5%	0.0%
KENNY CHESNEY (UNCLE KRACKER) When The Sun Goes Down (BNA)	22.8%	51.1%	22.8%	77.5%	3.6%	0.0%
DAVID LEE MURPHY Loco (Audium)	22.5%	46.0%	27.6%	77.1%	3.5%	0.0%
BROOKS & DUNN That's What She Gets For Loving Me (Arista)	21.5%	53.0%	20.5%	77.5%	4.0%	0.0%
BIG & RICH Wild West Show (Warner Bros.)	20.0%	47.5%	28.3%	77.5%	1.7%	0.0%
SHEDAISY Passenger Seat (Lyric Street)	19.6%	44.6%	25.4%	72.9%	2.9%	0.0%
MDNTGOMERY GENTRY If You Ever Stop Loving Me (Columbia)	19.1%	45.1%	29.8%	80.3%	5.4%	0.0%
BILLY CURRINGTDM I Got A Feelin' (Mercury)	17.9%	50.7%	27.1%	78.6%	0.7%	0.0%

## CALLOUT AMERICA® HOT SCORES

**Password of the Week: Powers.**  
Question of the Week: Did you watch the Grammys this year? On a scale of 1-5 — with 5 meaning you loved it and 1 meaning you didn't like it — please rate the show.

**Total**  
I did watch: 58%  
5. I liked it a lot: 22%  
4. I liked it OK: 41%  
3. It was so-so: 26%  
2. I didn't like it that much: 10%  
1. I didn't like it at all: 1%

**P1**  
I did watch: 59%  
5. I liked it a lot: 20%  
4. I liked it OK: 42%  
3. It was so-so: 28%  
2. I didn't like it that much: 8%  
1. I didn't like it at all: 2%

**P2**  
I did watch: 52%  
5. I liked it a lot: 38%  
4. I liked it OK: 33%  
3. It was so-so: 13%  
2. I didn't like it that much: 16%  
1. I didn't like it at all: 0%

**Male**  
I did watch: 56%  
5. I liked it a lot: 22%  
4. I liked it OK: 42%  
3. It was so-so: 26%  
2. I didn't like it that much: 9%  
1. I didn't like it at all: 1%

**Female**  
I did watch: 59%  
5. I liked it a lot: 23%  
4. I liked it OK: 40%  
3. It was so-so: 26%  
2. I didn't like it that much: 10%  
1. I didn't like it at all: 1%

**25-34**  
I did watch: 61%  
5. I liked it a lot: 25%  
4. I liked it OK: 41%  
3. It was so-so: 29%  
2. I didn't like it that much: 5%  
1. I didn't like it at all: 0%

Total sample size is 400 persons weekly with a +/- 5% margin of error. Scoring is done each week using five interviewers conducting the interview with each respondent. Scores are: a) I Like It A Lot. In Fact It's One Of My Favorites b) I Like It c) It's Okay...Just So-So d) I Don't Like It e) I'm Tired Of Hearing It On The Radio f) I Don't Recognize It. To be included in the weekly callout songs must enter the top 40 positions on R&R's Country airplay chart. The sample is composed of 400 25-54-year-old persons who identify Country as their favorite music and who listen daily to competitive country radio in the sample markets. The sample is 50% male/female... 1/3 each in the 25-34, 35-44, and 45-54 demos. The sample is balanced by region, and markets within that region. Bullseye Callout is conducted in these regions and markets. Market selection is determined by Bullseye. **NORTHEAST:** Washington, DC., Harrisburg, PA., Providence, Rochester, NY, Springfield, MA, Hartford, Portland, ME, Portsmouth, NH. **SOUTHEAST:** Charlotte, Atlanta, Tampa, Nashville, Chattanooga, Mobile, AL, Charleston, SC, Jackson, MS. **MIDWEST:** Milwaukee, Cincinnati, Cleveland, Kansas City, Lansing, MI, Ft Wayne, IN, Rockford, IL, Indianapolis. **SOUTHWEST:** Dallas-Ft. Worth, Tucson, Albuquerque, Oklahoma City, Houston-Galveston, Phoenix, Lafayette, LA, San Antonio. **WEST:** Portland, OR, Salt Lake City, Fresno, Bakersfield, Spokane, WA, Riverside-San Bernardino, Boise, Denver, Monterey-Salinas. © 2004 R&R Inc. © 2004 Bullseye Marketing Research Inc..

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America's Best Testing Country Songs 12+  
For The Week Ending 2/27/04

Artist Title (Label)	TW	LW	Familiarity	Burn	Persons 25-54	Women 25-54	Men 25-54
ALAN JACKSON Remember When (Arista)	4.34	4.50	100%	29%	4.43	4.49	4.38
JOHN MICHAEL MONTGOMERY Letters From Home (Warner Bros.)	4.33	-	61%	3%	4.38	4.41	4.35
TOBY KEITH American Soldier (DreamWorks)	4.30	4.40	100%	27%	4.33	4.40	4.28
BRAD PAISLEY Little Moments (Arista)	4.30	4.36	98%	24%	4.27	4.29	4.25
GEORGE STRAIT Desperately (MCA)	4.23	4.19	64%	6%	4.21	4.23	4.20
KEITH URBAN You'll Think Of Me (Capitol)	4.21	4.22	89%	13%	4.13	4.27	4.02
BUDDY JEWELL Sweet Southern Comfort (Columbia)	4.15	4.15	91%	18%	4.21	4.29	4.14
TERRI CLARK I Wanna Do It All (Mercury)	4.12	4.17	99%	31%	4.15	4.14	4.15
JIMMY WAYNE I Love You This Much (DreamWorks)	4.10	4.17	96%	27%	4.08	4.18	4.00
DIERKS BENTLEY My Last Name (Capitol)	4.06	4.06	90%	18%	4.02	4.06	4.00
TRACY LAWRENCE Paint Me A Birmingham (DreamWorks)	4.06	3.98	75%	12%	4.02	3.97	4.05
KENNY CHESNEY f/UNCLE KRACKER When The Sun Goes Down (BNA)	4.05	4.13	80%	12%	3.98	4.14	3.86
REBA MCKENTIRE Somebody (MCA)	4.05	-	65%	9%	4.08	4.14	4.04
CLAY WALKER I Can't Sleep (RCA)	4.05	-	64%	7%	3.99	4.21	3.84
SARA EVANS Perfect (RCA)	4.04	4.05	96%	24%	4.02	4.11	3.96
MARTINA MCBRIDE In My Daughter's Eyes (RCA)	4.03	4.07	99%	29%	4.10	4.28	3.96
TRACE ADKINS Hot Mama (Capitol)	4.02	4.00	98%	25%	4.03	4.14	3.95
RASCAL FLATTS Mayberry (Lyric Street)	4.01	4.07	88%	16%	3.95	4.02	3.90
TIM MCGRAW Watch The Wind Blow By (Curb)	3.98	4.07	96%	26%	3.94	4.13	3.79
GARY ALLAN Songs About Rain (MCA)	3.98	4.08	82%	19%	3.91	4.03	3.81
BLUE COUNTY Good Little Girls (Asylum/Curb)	3.98	3.97	82%	15%	3.93	3.97	3.90
PATTY LOVELESS On Your Way Home (Epic)	3.96	-	66%	10%	4.03	3.98	4.07
JOE NICHOLS Cool To Be A Fool (Universal South)	3.95	4.06	81%	23%	3.94	3.96	3.82
BRIAN MCCOMAS You're In My Head (Lyric Street)	3.94	3.96	71%	11%	3.90	4.09	3.76
CLINT BLACK Spend My Time (Equity Music Group)	3.93	3.97	87%	18%	3.95	3.97	3.94
JOSH TURNER Long Black Train (MCA)	3.90	3.97	93%	28%	3.98	4.01	3.97
KELLIE COFFEY Texas Plates (BNA)	3.89	3.85	71%	12%	3.88	3.90	3.86
CAROLYN DAWN JOHNSON Simple Life (Arista)	3.81	3.80	71%	12%	3.86	3.86	3.86
PAT GREEN Guy Like Me (Republic/Universal South)	3.60	-	48%	11%	3.59	3.54	3.62

Total sample size is 499 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.

## New & Active

**JULIE ROBERTS** Break Down Here (Mercury)  
Total Plays: 138, Total Stations: 24, Adds: 23

**COLT PRATHER** I Won't Go On And On (Epic)  
Total Plays: 122, Total Stations: 23, Adds: 5

**SCOTTY EMERICK** The Coast Is Clear (DreamWorks)  
Total Plays: 110, Total Stations: 15, Adds: 1

**RHONDA VINCENT** If Heartaches Had Wings (Rounder)  
Total Plays: 107, Total Stations: 14, Adds: 1

**CROSS CANADIAN RAGWEED** Sick And Tired (Universal South)  
Total Plays: 75, Total Stations: 10, Adds: 8

**SHERRIE AUSTIN** Driving Into The Sun (BBR/C4)  
Total Plays: 27, Total Stations: 12, Adds: 10

Songs ranked by total plays

## Please Send Your Photos

R&R wants your best snapshots  
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Please include the names and titles of  
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## C O U N T R Y FLASHBACK

### 1 YEAR AGO

- No. 1: "I9 Somethin'" — Mark Wills

### 5 YEARS AGO

- No. 1: "I Don't Want To Miss" — Mark Chesnutt

### 10 YEARS AGO

- No. 1: "Trying To Get Over You" — Vince Gill

### 15 YEARS AGO

- No. 1: "From A Jack To A King" — Ricky Van Shelton

### 20 YEARS AGO

- No. 1: "Roll On" — Alabama

### 25 YEARS AGO

- No. 1: "Every Which Way But Loose" — Ronnie Milsap

### 30 YEARS AGO

- No. 1: "There Won't Be Anymore" — Charlie Rich

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
KENNY CHESNEY There Goes My Life (BNA)	2864
BROOKS & DUNN You Can't Take The Honky Tonk Out Of The Girl (Arista)	1965
TOBY KEITH I Love This Bar (DreamWorks)	1833
KEITH URBAN Who Wouldn't Wanna Be Me (Capitol)	1523
DIERKS BENTLEY What Was I Thinkin'? (Capitol)	1472
ALAN JACKSON AND JIMMY BUFFETT It's Five O'Clock Somewhere (Arista)	1403
LONESTAR My Front Porch Looking In (BNA)	1352
BROOKS & DUNN Red Dirt Road (Arista)	1318
PAT GREEN Wave On Wave (Republic/Universal South)	1215
TRACY BYRD Drinkin' Bone (RCA)	1094





# Those Wacky '80s

## 'Me' decade still strong at Hot AC

While it's true that the '80s format has come and gone in some markets, the thirst for '80s music still exists, and many Hot AC outlets continue to thrive with heavy '80s gold libraries. In fact, two weeks ago — over the Valentine's/President's Day weekend — lots of stations turned back the clock to the '80s to help drive the image home.

Following are the top 100 most played '80s hits so far this year, according to Mediabase 24/7. The venerable Prince appears the most times on the chart, with six unique titles. John Mellencamp and U2 have four songs each, while R.E.M., The Police, Tears For Fears, Pat Benatar, Madonna and Journey each appear three times.

Rank	ARTIST Title	Year
1	SOFT CELL Tainted Love	1981
2	MODERN ENGLISH I Melt With You	1982
3	SIMPLE MINDS Don't You (Forget About Me)	1985
4	THE POLICE Every Breath You Take	1983
5	OMD If You Leave	1986
6	JOHN MELLENCAMP Jack & Diane	1982
7	BRYAN ADAMS Summer Of '69	1985
8	PETER GABRIEL In Your Eyes	1989
9	NAKED EYES Always Something There To Remind Me	1983
10	U2 I Still Haven't Found What I'm Looking For	1987
11	BON JOVI Livin' On A Prayer	1986
12	U2 With Or Without You	1987
13	EURHYTHMICS Sweet Dreams (Are Made Of This)	1983
14	TOM PETTY Free Fallin'	1989
15	UB40 Red Red Wine	1983
16	THE POLICE Every Little Thing She Does Is Magic	1981
17	THE ROMANTICS What I Like About You	1980
18	JOHN MELLENCAMP Hurts So Good	1982
19	WHITESNAKE Here I Go Again	1987
20	U2 Pride (In The Name Of Love)	1984
21	THE B-52'S Love Shack	1989
22	PAT BENATAR Hit Me With Your Best Shot	1980
23	TRACY CHAPMAN Fast Car	1988
24	PRINCE Little Red Corvette	1983
25	JOAN JETT I Love Rock 'N' Roll	1982
26	THE OUTFIELD Your Love	1986
27	JOHN MELLENCAMP Small Town	1985
28	BILLY IDOL Mony Mony	1987
29	DURAN DURAN Hungry Like The Wolf	1982
30	PRINCE When Doves Cry	1984
31	INXS Need You Tonight	1988
32	R.E.M. The One I Love	1987
33	PAT BENATAR We Belong	1984
34	DEXY'S MIDNIGHT RUNNERS Come On Eileen	1983
35	PHIL COLLINS In The Air Tonight	1981
36	DEF LEPPARD Pour Some Sugar On Me	1988
37	A-HA Take On Me	1985
38	JOURNEY Don't Stop Believin'	1981
39	RICK SPRINGFIELD Jessie's Girl	1981
40	AEROSMITH Angel	1987
41	DON HENLEY The Boys Of Summer	1984
42	PAT BENATAR Love Is A Battlefield	1983
43	EDIE BRICKELL What I Am	1988
44	THE HUMAN LEAGUE Don't You Want Me	1981
45	PRINCE 1999	1982
46	JOURNEY Faithfully	1983
47	CUTTING CREW (I Just) Died In Your Arms	1987
48	MADONNA Like A Prayer	1989

## '80s Still Pop In Some Markets

The '80s format is still thriving in some markets. WPOI/Tampa; KVMX/Portland, OR; WMXQ/Jacksonville; and KSTJ/Las Vegas are four '80s stations that continue to be successful 12+ and 25-54.

KQMQ/Honolulu has done well with a more rhythmic-leaning version of the format, while KHPT/Houston scores respectable 25-54 numbers. A few other '80s outlets still exist in medium and small markets, but the majority of stations that adopted the format a few years back have moved toward Hot AC or changed formats altogether.

No matter what, music from the '80s is likely to play a major part of the Hot AC format for years to come.

Rank	ARTIST Title	Year
49	THE GO-GO'S We Got The Beat	1982
50	MEN AT WORK Down Under	1982
51	CYNDI LAUPER Girls Just Want To Have Fun	1983
52	PRINCE Raspberry Beret	1985
53	BRYAN ADAMS Heaven	1985
54	THE GO-GO'S Our Lips Are Sealed	1981
55	T'PAU Heart And Soul	1987
56	TEARS FOR FEARS Head Over Heels	1985
57	THE CLASH Should I Stay Or Should I Go	1982
58	STEVIE NICKS Edge Of Seventeen	1982
59	PRINCE Kiss	1986
60	MADONNA Into The Groove	1985
61	BON JOVI You Give Love A Bad Name	1986
62	JOHN WAITE Missing You	1984
63	MADONNA Holiday	1983
64	PRETENDERS Brass In Pocket	1980
65	EDDIE MONEY Take Me Home Tonight	1986
66	'TIL TUESDAY Voices Carry	1985
67	DEAD OR ALIVE You Spin Me Round (Like A Record)	1985
68	TEARS FOR FEARS Everybody Wants To Rule The World	1985
69	CLUB NOUVEAU Lean On Me	1987
70	WHEN IN ROME The Promise	1988
71	TEARS FOR FEARS Shout	1985
72	R.E.M. Stand	1988
73	U2 Where The Streets Have No Name	1987
74	MADNESS Our House	1983
75	JOHN MELLENCAMP Pink Houses	1983
76	R.E.M. It's The End Of The World As We Know It...	1988
77	ALANNAH MYLES Black Velvet	1989
78	DURAN DURAN Rio	1982
79	JOURNEY Separate Ways (Worlds Apart)	1983
80	TOMMY TUTONE 867-5309/Jenny	1982
81	J. GEILS BAND Centerfold	1981
82	THE ROMANTICS Talking In Your Sleep	1983
83	SQUEEZE Tempted	1981
84	COREY HART Sunglasses At Night	1984
85	THE BANGLES Manic Monday	1985
86	CYNDI LAUPER Time After Time	1984
87	POISON Every Rose Has Its Thorn	1988
88	GEORGE MICHAEL Faith	1987
89	FRANKIE GOES TO HOLLYWOOD Relax	1984
90	EURHYTHMICS Here Comes The Rain Again	1983
91	THE POLICE Don't Stand So Close To Me	1981
92	INXS What You Need	1986
93	UB40 The Way You Do The Things You Do	1989
94	WANG CHUNG Dance Hall Days	1984
95	THE PROCLAIMERS I'm Gonna Be (500 Miles)	1989
96	PRINCE Let's Go Crazy	1984
97	FINE YOUNG CANNIBALS She Drives Me Crazy	1989
98	VIOLENT FEMMES Blister In The Sun	1983
99	HOWARD JONES Things Can Only Get Better	1985
100	REO SPEEDWAGON Take It On The Run	1980

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	SHANIA TWAIN Forever And For Always (Mercury/IDJMG)	2323	+81	222359	42	120/0
3	2	JOSH GROBAN You Raise Me Up (143/Reprise)	2261	+120	200107	17	110/1
2	3	TRAIN Calling All Angels (Columbia)	2170	-58	210403	33	109/0
5	4	SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	1998	+70	203609	20	96/2
4	5	UNCLE KRACKER f/DOBBIE GRAY Drift Away (Lava)	1993	-33	174020	50	105/0
7	6	DIDO White Flag (Arista)	1788	+156	170514	20	89/1
6	7	MATCHBOX TWENTY Unwell (Atlantic)	1782	-28	188934	40	101/1
11	8	FIVE FOR FIGHTING 100 Years (Aware/Columbia)	1539	+243	121505	8	103/3
9	9	LUTHER VANDROSS Dance With My Father (LJ)	1447	+68	136673	36	102/0
8	10	PHIL COLLINS Look Through My Eyes (Walt Disney/Hollywood)	1378	-49	95586	22	99/0
10	11	CLAY AIKEN Invisible (RCA)	1273	-60	111584	18	91/0
13	12	MICHAEL MCDONALD Ain't No Mountain High Enough (Motown)	1253	-7	106054	16	79/9
14	13	CELINE DION Have You Ever Been In Love (Epic)	1209	-21	101181	43	108/0
12	14	COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)	1161	-115	107707	41	92/0
17	15	SIMPLY RED You Make Me Feel Brand New (simplyred.com/Red Ink)	1094	+146	101318	5	86/2
16	16	MARTINA MCBRIDE This One's For The Girls (RCA)	1054	+100	57233	6	89/6
18	17	SARAH MCLACHLAN Fallen (Arista)	839	+11	60625	19	64/0
20	18	CHRISTINA AGUILERA The Voice Within (RCA)	596	+23	38003	13	64/1
22	19	3 DOORS DOWN Here Without You (Republic/Universal)	560	+61	97042	9	37/6
21	20	SANTANA f/ALEX BAND Why Don't You & I (Arista)	558	+2	95149	15	39/3
25	21	WYNNONNA I Want To Know What Love Is (Curb)	534	+242	16401	2	58/9
24	22	SEAL Love's Divine (Warner Bros.)	507	+90	63242	4	65/5
23	23	HALL & OATES Getaway Car (U-Watch)	407	-69	14418	17	60/0
19	24	TIM MCGRAW Tiny Dancer (Curb)	406	-188	15170	18	65/0
29	25	NO DOUBT It's My Life (Interscope)	231	+58	28684	3	15/2
26	26	SUZY K. Gabriel (Vellum)	218	0	3163	7	35/1
-	27	RUBEN STUDDARD Sorry 2004 (LJ)	192	+26	2826	4	35/1
Debut	28	MICHAEL BUBLE Sway (143/Reprise)	189	+24	5619	1	36/4
30	29	KENNY LOGGINS I Miss Us (All The Best)	186	+18	6242	2	32/4
28	30	ABENAA Song 4 U (Nkunim)	166	-10	2553	4	36/1

120 AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/15-2/21. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Songs below No. 10 are moved to recurrent after 50 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2004, The Arbitron Company). © 2004, R&R, Inc.

## New & Active

**BABYFACE** The Loneliness (Arista)  
Total Plays: 141, Total Stations: 28, Adds: 1

**MELISSA ETHERIDGE** Breathe (Island/IDJMG)  
Total Plays: 103, Total Stations: 12, Adds: 7

**RDD STEWART** Time After Time (LJ)  
Total Plays: 89, Total Stations: 37, Adds: 12

**MICHAEL FEINSTEIN** Only One Life (Concord)  
Total Plays: 75, Total Stations: 17, Adds: 3

**HARRY CONNICK, JR.** For Once In My Life (Columbia)  
Total Plays: 39, Total Stations: 14, Adds: 7

**CYNDI LAUPER** Stay (Epic)  
Total Plays: 35, Total Stations: 17, Adds: 6

**HOOTIE & THE BLOWFISH** Goodbye Girl (Rhino/WSM)  
Total Plays: 30, Total Stations: 13, Adds: 6

**KATRINA CARLSON** Count On Me (Kataphonic)  
Total Plays: 2, Total Stations: 13, Adds: 12

Songs ranked by total plays

## Most Added

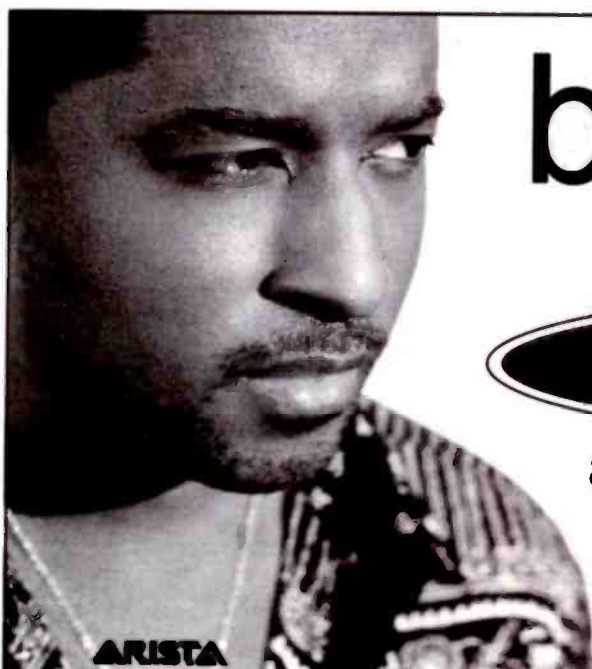
www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
RDD STEWART Time After Time (LJ)	12
KATRINA CARLSON Count On Me (Kataphonic)	12
L KAMAKAWWOOLE Over The Rainbow... (Mountain Apple Music)	10
MICHAEL MCDONALD Ain't No Mountain High Enough (Motown)	9
WYNNONNA I Want To Know What Love Is (Curb)	9
HARRY CONNICK, JR. For Once In My Life (Columbia)	7
MELISSA ETHERIDGE Breathe (Island/IDJMG)	7

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
FIVE FOR FIGHTING 100 Years (Aware/Columbia)	+243
WYNNONNA I Want To Know What Love Is (Curb)	+242
DIDO White Flag (Arista)	+156
SIMPLY RED You Make Me... (simplyred.com/Red Ink)	+146
JOSH GROBAN You Raise Me Up (143/Reprise)	+120
NORAH JONES Don't Know Why (Blue Note/Virgin)	+101
MARTINA MCBRIDE This One's For The Girls (RCA)	+100
CELINE DION A New Day Has Come (Epic)	+96
SEAL Love's Divine (Warner Bros.)	+90
SHANIA TWAIN Forever And For Always (Mercury/IDJMG)	+81

Detailed station playlists for all R&R reporters are available on the web at [www.radioandrecords.com](http://www.radioandrecords.com).



# babyface

## the loneliness

new this week:  
**WLTW/New York!**

already on:

KOST	WLTJ	KUDL	KBAY	KSNE
KKMJ	WRCH	WJYE	WRMM	WSPA
WHUD	KVLY	KSOF	KWAV	WKTK
WTCB	KISC	KXLY	WLRQ	and more



America's Best Testing AC Songs 12 + For The Week Ending 2/27/04

Table with columns: Artist Title (Label), TW, LW, Familiarity, Burn, Women 25-54, Women 25-34, Women 35-54. Lists top songs like CLAY AIKEN Invisible (RCA), JOSH GROBAN You Raise Me Up (143/Reprise), MATCHBOX TWENTY Unwell (Atlantic).

Total sample size is 418 respondents. Total average favorability estimates are based on a scale of 1-5, (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song.

Indicator

Most Added

- FIVE FOR FIGHTING 100 Years (Aware/Columbia)
WYNNONNA I Want To Know What Love Is (Curb)
RUBEN STUDDARD Sorry 2004 (J)
KATRINA CARLSON Count On Me (Kataphonic)
RECURRENTS
SIMPLY RED Sunrise (simplyred.com/Red Ink) 1082
VANESSA CARLTON A Thousand Miles (A&M/Interscope) 1048

Songs ranked by total plays

Please Send Your Photos

R&R wants your best snapshots (color or black & white). Please include the names and titles of all pictured and send them to: R&R c/o Keith Berman: 10100 Santa Monica Blvd., 3rd Floor, Los Angeles, CA 90067

Reporters

Grid of reporter information by region. Columns include state names (e.g., WY/Albany, NY; WJLX/Boston, MA) and reporter names (e.g., WY/Albany: WY/Albany, NY; WJLX/Boston: WJLX/Boston, MA).



Monitored Reporters

137 Total Reporters

120 Total Monitored

17 Total Indicator

Did Not Report, Playlist Frozen (1): WHOM/Portland, ME

# ON THE RECORD

With  
**Morgan Prue**  
Program Coordinator,  
WLTW/New York

We were the first AC in the country to play Shania Twain. To see her cross over from a successful country-music artist to the major superstar she is today is great, and although she didn't win a Grammy this year, she's in our hearts with "Forever and for Always." • Two performers who have amazing CDs and



put on an incredible live show are Seal and Simply Red. Both performed at our fifth annual One Night With Lite concert and had the audience, clients and staffers all on their feet and dancing. Seal did an acoustic private concert for 100 listeners at S.I.R. recording studios in Manhattan on Feb. 6, and "Love's Divine" took the crowd's breath away. • Simply Red's "You Make Me Feel Brand New" is one of our most requested records. The fact that it's a remake makes it instantly familiar to our audience, the kind of song you can sing along with. They also have great merch! • Finally, a song that's getting great research and listener response is Josh Groban's "You Raise Me Up." Plus, we're in no danger of him showing a nipple, since he proved his morals during the Super Bowl NASA tribute.

**3** Doors Down hold down the top spot on the Hot AC chart for an 11th week, with "Here Without You" (Republic/Universal). The band still have a comfortable lead over Sheryl Crow's "The First Cut Is the Deepest" (A&M/Interscope), which continues to occupy the No. 2 spot ... Crow's is one of two cover songs chasing 3 Doors Down; No Doubt has the other one, as "It's My Life" (Interscope) remains at No. 3 ... **Five For Fighting** score their second top 10 hit with "100 Years" (Aware/Columbia) at both AC (11-8\*) and Hot AC (11-10\*) ... The Hot AC chart is very tight overall, so **Barenaked Ladies** definitely stand out as "Testing 1, 2, 3" (Reprise) soars 35-25\*.

# AC/Hot AC ON THE RADIO

# artist activity

ARTIST: **Melissa Manchester**

LABEL: **Koch**

by **MIKE TRIAS**/ASSOCIATE EDITOR



Grammy-winning singer-songwriter-musician **Melissa Manchester** begins her musical life anew on March 9. That's when she unveils *When I Look Down That Road*, her first album of all new material in nearly a decade. A North American concert tour will accompany the release of the CD, kicking off with a CD-release party in New York and winding through markets in the Midwest, Northeast and South through mid-April.

Manchester left the recording business because she felt that music was becoming less of an art form created by musicians and more of a louder, overdone sound produced by synthesizers and computers. "I left because I could no longer make records that sounded less and less like me," she says. "I tried to please people instead of believing in my own strength, until the only thing I could do was walk away."

She continued to engage in various musical pursuits, however: She performed in the show *Sweeney Todd*, wrote a musical called *Sent a Letter to My Love* and scored and sang on the soundtrack to the film *Lady and the Tramp II* (all while raising her children). "I walked away from making records 10 years ago," she says. "But I never, ever lost faith that singing and writing songs is what I was put on this earth to do."

Manchester returned to songwriting in earnest when she traveled to Nashville for the first time. Legendary songwriter Paul Williams urged her to come to the city to accept a songwriting award they were both receiving. Nashville became her home away from home. "Everybody wants to write a hit song, but in Nashville people want to write the best song," she says. "It was there that I began *When I Look Down*

*That Road*. It was there that I found my voice again. And for that I will be eternally grateful." While in Nashville, Manchester and Williams put on a show called *Songs and Stories*, where they would play each other's material and divulge creative secrets to the audience.

"After All This Time" is our first look at the upcoming album. It's a single whose beauty is drawn from its simplicity. Keh' Mo's ethereal steel guitar is added to the track and, when combined with light percussion, piano, organ and bass, creates the perfect platform for Manchester's vocals — rich yet breathy during the verses, confident yet not over-sung on the hook.

Billy Miller wrote the melody to the song, but Manchester wrote the lyrics after finding inspiration in the works of lyricist Johnny Mercer. "I kept reading his lyrics and thinking, 'What would he do with this kind of a song?'" she says. "He had such a magnificent way of writing sentimentally. I sat next to my bed, at my desk, looking through his lyrics, playing the tape of 'After All This Time' — and the words just rose up from the dust and came to me."

Producers Kevin DeRemer and Stephan Oberhoff ensured that *When I Look Down That Road* continues what "After All This Time" started. To accentuate the melodies and lyrics on the album's songs, they would continually cut out extraneous instruments and simplify arrangements, effectively lowering the volume of the total recording or, as Manchester puts it, "making each song quieter and quieter, until we found the inner life."

# POWERFUL RATINGS!

LIVE 7-11PM ET / FED 7PM-2AM ET

SWEET DREAMS



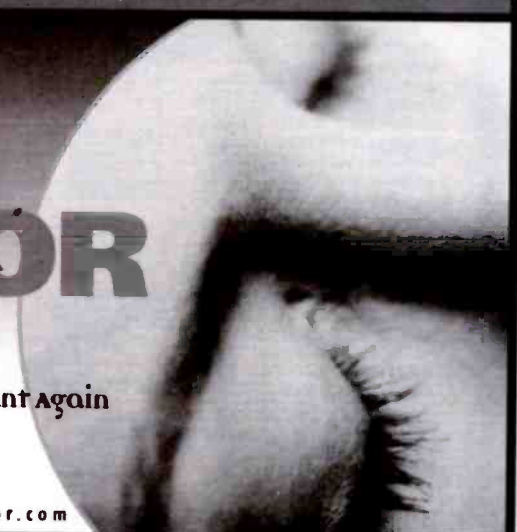
- **KS 95 / Minneapolis\***  
F: 25-54, 3.8-6.4, 9th to 2nd
- **Mix 92.5 / Seattle\***  
F: 25-54, 4.1-5.6, 6th to 5th
- **Mix 100-FM / Denver\***  
F: 25-54, 3.9-4.9, 8th to 5th
- **Magic 94.9 / Tampa\***  
F: 25-54, 3.3-10.2, 7th to 2nd

\*Arbitron Summer 03-Fall 03 / Exact Times

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America's Best Testing Hot AC Songs 12+ For The Week Ending 2/27/04

Table with 12 columns: Artist Title (Label), TW, LW, Familiarity, Burn, Women 18-34, Women 18-24, Women 25-34. Lists top songs like 'This Love' by Maroon 5 and 'My Immortal' by Evanescence.

Total sample size is 500 respondents. Total average favorability estimates are based on a scale of 1-5. Total familiarity represents the percentage of respondents who recognized the song.

New & Active

- MICHELLE BRANCH Til I Get Over You (Maverick/Warner Bros.)
LOS LONELY BOYS Heaven (Dr/Epic)
MATCHBOX TWENTY Downfall (Atlantic)
BLONDIE Good Boys (Sanctuary/SRG)
SWITCHFOOT Meant To Live (Red Ink/Columbia)

Songs ranked by total plays

Indicator

Most Added

- JESSICA SIMPSON With You (Columbia)
COLDFPLAY Clocks (Capitol)
NELLY FURTADO Try (DreamWorks/Interscope)

Reporters

Grid of reporter information for various markets including WDDA, WRVE, WXPB, etc., listing reporter names and contact info.

POWERED BY MEDIABASE logo and text: Monitored Reporters 109 Total Reporters, 98 Total Monitored, 11 Total Indicator, Dk Not Report, Playlist Frozen (2): WKW/Elmira, NY, WZAT/Savannah, GA



# The X Factor In Power Selling

A real-life sales transaction is more than a sweet deal

Customers' expectations of good service and value for their dollar must be met, or surpassed, if a company hopes to earn their confidence and repeat business. The truth of that principle was demonstrated vividly when I recently bought an audio component from Buena Park, CA-based ProSound & Stage Lighting. What might have been a routine purchase turned out to be a powerful object lesson in effective selling and customer loyalty. It was definitely not business as usual.

The circumstances leading up to my experience with ProSound were set in motion several months before, when my stalwart home CD player went into slow and irreversible mechanical decline after nearly 14 years of unfailing performance.

As an R&R format editor, I listen to new releases at home not only because it suits me, but also because I must in order to audition music thoughtfully, without interruptions or the pressure of my daily responsibilities, such as meeting critical deadlines.

I assumed that replacing my 1990 model single-disc Sony CD player would be a simple matter of taking a trip to the nearest national electronics retailer, which, for the purpose of this column, I will call Best Circuit Guys, where I have always bought equipment in the past — video and audio gear, phones, miscellaneous connectors, parts and the rest.

**Business Tip No. 1:** Do not make assumptions, as I did.

To my dismay, surrounded by tiers of machines — a veritable cavalcade of CD players — I learned from the Best Circuit Guy sales associate who assisted me that, between 1990 and today, the industry standard for CD players had changed from single-disc to five-disc-rotating-carousel models. These players are markedly larger than the single-disc models, ungainly for my home setup and impractical for my needs.

## Take My Wallet, Please

Comon, I listen to CDs one at a

time," I quipped in a vain attempt to interject some levity into the encounter. "There must be manufacturers that make single-CD players."



Tyler Humphreys

"Sorry, lady," he replied, looking me dead in the eye. "To get that, the only thing you can do is to buy a combo DVD/CD player." Silly me, I bit.

The purchase proved to be an inadequate solution to my dilemma,

however, because the machine played only manufactured CDs, not burned discs, which now comprise a significant segment of the product sent to me — especially advance copies of albums, like those in the growing stack on my desk, such as Jason Miles' *Maximum Grooves* and Keri Noble's *Fearless* (Manhattan). Seething with frustration, I called WJZZ/Atlanta PD Nick Francis for guidance.

"Here's an idea," he said. "Get a box, like club deejays use. They're small and durable. Any Best Circuit Guy can point you in the right direction."

**Business Tip No. 2:** Best Circuit Guys don't earn commission on referrals. The one who lied to me made a sale, but he lost my business forever.

My hapless search was nearly over. All I needed was an insider tip from a deejay. I asked XM Radio Dance PD ("Chrome" and "BPM" channels), former KKSF/San Francisco Asst. PD/MD and Bay Area club legend **Blake Lawrence**, for help. His e-mail read: "Go to this website: [www.pssl.com](http://www.pssl.com) — ProSound & Stage Lighting. They've been berry, berry good to me!"

## An Audio Professional

Finally, after several missteps, my lucky day was at hand. Friday afternoon, Feb. 6, I logged on to ProSound's easy-to-navigate website. Within minutes I had sorted through a variety of suitable options and was ready to buy, but I needed more information about which recording formats my choices would accommodate. I clicked an icon to speak with a real person to finalize the purchase.

To my immense good fortune, I got ProSound Account Manager/Product Specialist **Tyler Humphreys**. "I'm looking at your website now, and I hope you can help me find the right CD player," I said. "I'm just a regular person, not an audio professional." I mentioned Lawrence's referral and outlined my situation.

Talk about active listening — Humphreys was at full attention. "This is the right place," he said. "We've been in business 27 years. I've been doing this for a long time too."

"You mean selling electronics?"

He laughed. "No, I started deejaying when I was 12. I was so young that my mom had to drive me to parties and weddings. I'm sure I can help you."

Almost giddy with relief, I thought, *How cool is this? I'm dealing with an expert — someone who really knows what he's talking about — and a person just like me, a music lover who works doing what he knows and loves.*

I asked if he minded telling me his age.

"I sound really young, but I'm actually 24," Humphreys replied.

## The Main Event

Humphreys then offered a suggestion: "Take a look at the Denon player. It's \$30 less than the one you are looking at, and you get a \$20 manufacturer's rebate too." He sweetened the deal — sold me down! — which struck me as both novel and compelling, especially after years as a Best Circuit Guys customer.

"I'd like a good deal," I replied,



**CONCERT SERIES TURNS UP THE HEAT** WSSM/St. Louis PD David Myers (l), seen here backstage with guitarist Nick Colionne, says, "Nick's show was a tight, shiny package. It was zero degrees that night, but he sure heated up the room with his great stage presence. What a showman; what a show!"

"but cost isn't the central issue for me, it's whether the unit can play the burned CDs that I receive from professional musicians and producers. Do you know if the Denon recognizes those recording formats, whatever they are, because I don't understand the technical stuff at all?"

"That's hard to say without knowing the format they use," Humphreys said, "but I'm pretty sure this one will work for you. And if it's not right, you have 45 days to return or exchange it."

"Write the order, Tyler, I'm sold," I said with a sigh of relief. Only the details of the transaction remained. According to ProSound's website, orders placed before 3:30pm are shipped the same day; it was 3:29pm. No problem, Humphreys assured me. "I can ship it up to 4pm."

**"I really like dealing with people and helping them if I can."**

Tyler Humphreys

The company requires that a customer's shipping and billing addresses match, but mine didn't. Was that a deal-breaker? "I can fix it with my boss like that, in one minute," Humphreys said. "You should have it on Monday."

On a hunch, I asked Humphreys if he was a top producer at ProSound. No surprise: He is. Currently, he is being trained to supervise a squad of 40 ProSound floor sales reps.

It was a done deal in 15 minutes flat — a uniquely positive experience in my life as a consumer.

**Business Tip No. 3:** It pays to be righteous. I will take my business to ProSound again. I also expect to be Tyler Humphreys' lifelong customer. He earned my confidence by providing excellent customer service,

great value and courtesy. (I can only hope that he will pursue a career in real estate next, so that I can buy an affordable house in Los Angeles from him.)

## The Follow-Through

When I returned to R&R on Monday, an e-mail from Humphreys was waiting. Its subject line read "You Are The Greatest!" "I just wanted to let you know what a pleasure it was to help you out on Friday," he wrote. "You were very fun to work with. It's clients like you that make my job exciting and enjoyable. Please keep in touch and let me know how the CD player works out for you. Also, if you could please send me a copy of your magazine, I would love to check out some of your articles. It's always great to know what my clients are up to. Thanks again for your time."

My CD player was delivered, as promised, a few hours later. I hooked it up as soon as I got home from work. Man, it was totally cool! I held my breath as I inserted a burned disc: Houston, we have achieved music!

The next day I called Humphreys to tell him how happy I was with the CD player and, especially, to thank him for the outstanding service he gave me. I said that I appreciated getting his e-mail, too, that it meant a lot to me, even if he sent it because ProSound's practice is to follow up every sale.

"No, it's just something I like to do, because I really like dealing with people and helping them if I can," said Humphreys, who, after eight months at ProSound, claims 500 customers. Make that 501.

ProSound's mission statement reads: "Our goal ... is to exceed our customers' expectations at every point of contact. To meet this goal, we must provide excellence in product and customer service at guaranteed low prices. Total customer satisfaction will always be our bottom line."

In my book, the company lived up to its promise by delivering the goods.



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	CHRIS BOTTI Indian Summer (Columbia)	869	-28	97731	22	40/0
4	2	KIM WATERS The Ride (Shanachie)	860	+31	106189	14	41/0
3	3	NICK COLIONNE High Flyin' (3 Keys Music)	834	0	88232	20	37/0
2	4	JAZZMASTERS Puerto Banus (Trippin 'N' Rhythm)	831	-33	103882	27	38/0
5	5	RICHARD ELLIOT Sly (GRP/VMG)	660	+78	89609	12	39/0
7	6	STEVE COLE Everyday (Warner Bros.)	551	+58	54249	19	36/0
11	7	HIL ST. SOUL For The Love Of You (Shanachie)	496	+68	40747	6	36/1
10	8	PETER WHITE Talkin' Bout Love (Columbia)	495	+67	52670	6	41/1
9	9	MICHAEL MCDONALD Ain't No Mountain High Enough (Motown)	465	-2	41244	16	36/0
8	10	PRAFUL Sigh (Rendezvous/N-Coded)	451	-33	40770	31	31/0
6	11	DAVE KOZ Honey-Dipped (Capitol)	429	-137	42039	25	25/0
12	12	SEAL Touch (Warner Bros.)	402	0	30180	18	27/0
13	13	DAVID BENOIT Watermelon Man (GRP/VMG)	387	-6	55114	18	27/0
15	14	BASS X Vonni (Liquid B)	378	+16	36031	15	33/3
16	15	PAUL BROWN 24/7 (GRP/VMG)	362	+25	50186	5	32/3
17	16	EUGE GROOVE Livin' Large (Narada)	336	+35	37525	3	33/1
18	17	RICHARD SMITH Sing A Song (A440)	313	+23	22402	11	27/0
19	18	PAUL TAYLOR Steppin' Out (Peak)	309	+37	40931	4	28/2
21	19	PAMELA WILLIAMS Afterglow (Shanachie)	243	-5	35193	20	19/0
23	20	NORAH JONES Sunrise (Blue Note/EMC)	237	+16	11101	4	20/3
24	21	KIRK WHALUM Do You Feel Me (Warner Bros.)	220	+1	21708	15	19/1
20	22	DOWN TO THE BONE Cellar Funk (Narada)	220	-32	15832	12	19/0
25	23	NAJEE Eye 2 Eye (N-Coded)	211	+20	22238	9	21/2
26	24	JEFF GOLUB Pass It On (GRP/VMG)	207	+24	16622	3	20/0
27	25	DAVID SANBORN Isn't She Lovely (GRP/VMG)	192	+33	19688	2	18/2
22	26	MARC ANTOINE Funky Picante (Rendezvous)	187	-51	23629	20	15/0
28	27	BRIAN BROMBERG Bobblehead (A440)	155	+2	8562	3	15/1
Debut	28	MINDI ABAIR Save The Last Dance (GRP/VMG)	154	+67	14761	1	23/6
Debut	29	MARC ANTOINE Mediterraneo (Rendezvous)	141	+85	14393	1	26/7
Debut	30	SPECIAL EFX Ladies Man (Shanachie)	116	+19	10138	1	11/0

## Most Added\*

[www.rindicator.com](http://www.rindicator.com)

ARTIST TITLE LABEL(S)	ADDS
DAVE KOZ All I See Is You (Capitol)	14
RICK BRAUN Daddy-O (Warner Bros.)	8
MARC ANTOINE Mediterraneo (Rendezvous)	7
B. CULBERTSON /NORMAN BROWN Come On Up (Warner Bros.)	7
MINDI ABAIR Save The Last Dance (GRP/VMG)	6
BASS X Vonni (Liquid B)	3
PAUL BROWN 24/7 (GRP/VMG)	3
NORAH JONES Sunrise (Blue Note/EMC)	3

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MARC ANTOINE Mediterraneo (Rendezvous)	+85
RICHARD ELLIOT Sly (GRP/VMG)	+78
HIL ST. SOUL For The Love Of You (Shanachie)	+68
PETER WHITE Talkin' Bout Love (Columbia)	+67
MINDI ABAIR Save The Last Dance (GRP/VMG)	+67
STEVE COLE Everyday (Warner Bros.)	+58
RICK BRAUN Daddy-O (Warner Bros.)	+58
PAUL TAYLOR Steppin' Out (Peak)	+37
EUGE GROOVE Livin' Large (Narada)	+35
DAVE KOZ All I See Is You (Capitol)	+35

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
DARYL HALL She's Gone (Rhythm & Groove/Liquid B)	349
J. SOMMERS Take My Heart... (Gemini/Higher Octave)	299
LEE RITENOUR Inner City Blues (GRP/VMG)	266
KENNY G. Malibu Dreams (Arista)	236
SIMPLY RED Sunrise (simplyrad.com)	210
MINDI ABAIR Firt (GRP/VMG)	205
RONNY JORDAN At Last (N-Coded)	204
PAUL JACKSON, JR. It's A Shame (Blue Note)	149
RICK BRAUN Green Tomatoes (Warner Bros.)	143
CANDY DULFER Finsbury Park, Cafe 67 (Eagle Rock)	139
CHUCK IDEB eBop (Shanachie)	122
GREGG KARUKAS Riverside Drive (N-Coded)	110
DAVID SANBORN Comin' Home Baby (GRP/VMG)	97
HIROSHIMA Revelation (Heads Up)	96
JEFF LORBER Gigabyte (Narada)	91
LUTHER VANDROSS Dance With My Father (J)	86

41 Smooth Jazz reporters. Songs ranked by total plays for the airplay week of 2/15-2/21. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2004, The Arbitron Company). © 2004, R&R, Inc.

## New & Active

**ERIC MARIENTHAL** Sweet Talk (Peak)  
Total Plays: 108, Total Stations: 12, Adds: 1

**DAN SIEGEL /BONEY JAMES** In Your Eyes (Native Language)  
Total Plays: 96, Total Stations: 12, Adds: 2

**DAVE KOZ** All I See Is You (Capitol)  
Total Plays: 77, Total Stations: 19, Adds: 14

**RICK BRAUN** Daddy-O (Warner Bros.)  
Total Plays: 65, Total Stations: 14, Adds: 8

**PAUL JACKSON, JR.** Walkin' (Blue Note/EMC)  
Total Plays: 63, Total Stations: 7, Adds: 0

**BRAXTON BROTHERS** When You Touch Me (Peak)  
Total Plays: 60, Total Stations: 10, Adds: 2

**MICHAEL MCDONALD** Ain't Nothing Like The Real Thing (Motown)  
Total Plays: 52, Total Stations: 4, Adds: 0

**BRIAN CULBERTSON /NORMAN BROWN** Come On Up (Warner Bros.)  
Total Plays: 48, Total Stations: 11, Adds: 7

**JEFF LORBER** Under Wraps (Narada)  
Total Plays: 45, Total Stations: 4, Adds: 0

**HUBERT LAWS** Moondance (Savory Jazz)  
Total Plays: 31, Total Stations: 4, Adds: 0

Songs ranked by total plays

Detailed station playlists for all R&R reporters are available on the web at [www.radioandrecords.com](http://www.radioandrecords.com).

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GOING FOR ADDS

# ON THE RECORD

With  
**Steve Williams**  
Programming Consultant,  
Sirius Satellite Radio



If there's one track everybody can agree on, it has to be "Take 5." Its influence and place in history has only one rival: the very first jazz recording made in 1917 by The Original Dixieland Jazz Band. • Today, however, listening to Desmond and Brubeck's masterpiece or Masekela's "Grazin' in the Grass" once a day (sometimes twice), as you do on many of our stations, you can also hear both a lack of depth in the gold instrumental category and the door of opportunity opening to a brave new world. *Hello!* The time is ripe to include more titles with the classic jazz sound the aforementioned gems are famous for. • Why? Because your listeners will most certainly recognize, remember and welcome songs that were popular on mainstream radio when they were kids or young adults. • It's an unfortunate oversight on the part of the majority of Smooth Jazz stations that don't give listeners a greater variety of these songs. After all, on average, there are only about five of 'em — "Take 5" and "Grazin'" included — on any given station's list, but at least 20 titles that sold well.

**C**hris Botti holds at No. 1 for the second week with "Indian Summer" (Columbia); at the same time, his CD *A Thousand Kisses Deep* continues to rank top five in national sales ... **Kim Waters'** "The Ride" (Shanachie) is a strong 2"; labelmate **Hill St. Soul's** "For the Love of You" explodes 11-7\* and is No. 3 Most Increased ... **Dave Koz's** "All I See Is You" (Capitol) scores 14 out-of-the-box adds, including giants **WNUA/Chicago**, **KKSF/San Francisco**, **KOAI/Dallas**, **WJJZ/Philadelphia**, **WLVE/Miami** and **WNWV/Cleveland**. Koz is already getting 25 plays on **KSSJ/Sacramento**. Can you say "smash"? ... **Rick Braun's** "Daddy-O" (Warner Bros.) is No. 2 Most Added, with eight new adds, like **KWJZ/Seattle** ... **Marc Antoine's** "Mediterraneo" (Rendezvous) debuts at 29\*, is No. 1 Most Increased — with an 85-play gain — and earns seven new adds, including **WNUA**, **KKSF** and **KYOT/Phoenix** ... **Mindi Abair's** "Save the Last Dance" (GRP/VMG) debuts at 28\* and earns six new adds, including powerhouses **WQCD/New York**, **WNUA**, **WJZW/Washington** and **KYOT** ... **Brian Culbertson** featuring **Norman Brown's** "Come On Up" (Warner Bros.) gets seven adds, including **WQCD**, **JRN** and **WNWV** ... "A" stack: **Joyce Cooling's** "Expression" (Narada), **John Stoddard's** "Angel" (Reprise), **Bob Baldwin's** "I Wanna Be Where You Are" (A440) (I like the Rio Vamp edit, personally) and **Brian Lenair's** "Gone Ridin'" (Urban Vibe) (great song and gorgeous, silky sax sound!).



— Carol Archer, Smooth Jazz Editor

## Reporters

**WZLW/Albany, NY**  
GM: Michael Morgan  
PD: Kevin Coleman  
1 JOHN STODDARD  
2 BRIAN CULBERTSON NORMAN BROWN  
3 ANDRE MARCH  
4 RICK BRAUN

**KAZ/Albuquerque, NM**  
GM: Jim Walker  
PD: Paul Lewis  
AP/MD: Jeff Young  
DAVE KOSLOFF  
BRUCE BROOKS

**KNK/Anchorage, AK**  
GM/PO: Aaron Wallender  
No Adds

**KSML/San Rafael, CA**  
GM/PO/MD: Chris Truesdell  
AP: Matt Light  
BRUCE BROOKS

**WNUA/Chicago, IL**  
GM: Bob Kuster  
PD/MD: Steve Bates  
DAVE KOSLOFF  
MARC ANTOINE

**WNWV/Cleveland, OH**  
GM/MD: James Smith  
1 RICK BRAUN  
2 BRIAN CULBERTSON NORMAN BROWN

**WJZA/Columbus, OH**  
PD/MD: Bill Norman  
No Adds

**KOAI/Dallas, TX**  
GM/PO: Earl Johnson  
MD: Mark Sanders  
DAVE KOSLOFF

**WNWV/Detroit, MI**  
GM/PO: Tom Stecher  
MD: Sandy Henschel  
KIM WATERS  
PAUL TAYLOR  
PAUL BROWN

**KEZL/Fresno, CA**  
GM: E. Curtis Johnson  
PD/MD: J. Woodheimer  
1 RICK BRAUN

**WDRR/Fl. Myers, FL**  
GM: Steve Jones  
PD: Joe Turner  
MD: Randi Bachman  
11 RICK BRAUN  
12 BRYAN JOHNS  
13 CARL SEIGEL HONEY JAMES  
14 DAVE KOSLOFF

**KAZJ/Houston, TX**  
PD: Michael Izard  
AP/MD: Greg Morgan  
13 RICK BRAUN  
14 PAUL BROWN

**WYJZ/Indianapolis, IN**  
GM/MD: Carl Pope  
MARC ANTOINE  
BRIAN CULBERTSON NORMAN BROWN  
DAVE KOSLOFF  
DAVE KOSLOFF  
DAVE KOSLOFF  
BRYAN JOHNS

**KOAS/Las Vegas, NV**  
PD/MD: Eric Foss  
MARC ANTOINE  
DAVE KOSLOFF

**KSBP/Los Angeles, CA**  
GM/MD: Terry White  
MD: Susan Keshley  
1 DAVE KOSLOFF

**KTWW/Los Angeles, CA**  
GM/MD: Paul Goldstein  
AP/MD: Samantha Woodman  
1 JOYCE COOLING

**WELV/Macon, GA**  
GM: Eric West  
PD/MD: Rob Smith  
11 CARL SEIGEL HONEY JAMES  
12 RICK BRAUN

**WJZZ/Memphis, TN**  
PD/MD: Steve Bates  
DAVE KOSLOFF  
BRIAN CULBERTSON NORMAN BROWN  
RICK BRAUN

**WLVE/Miami, FL**  
GM: Rob Roberts  
PD/MD: Rob Roberts  
DAVE KOSLOFF  
MARC ANTOINE

**WJZZ/Murksboro, WI**  
GM/MD: Steve Scott  
MD: Jeff Peterson  
1 DAVE KOSLOFF

**KRYR/Moderato, CA**  
GM/MD: Doug Wolf  
PD: Jim Ryan  
1 RICK BRAUN

**James Smooth Jazz/Network**  
PD/MD: Steve Bates  
1 RICK BRAUN  
2 BRIAN CULBERTSON NORMAN BROWN  
3 DAVE KOSLOFF  
4 JOHN STODDARD

**WQCD/New York, NY**  
GM: John Mallon  
PD/MD: Courtney Connolly  
MARC ANTOINE  
BRIAN CULBERTSON NORMAN BROWN

**WJCD/Roanoke, VA**  
PD/MD: Larry Holwell  
1 BASS 2  
1 MARC ANTOINE  
1 RICK BRAUN

**WLOO/Orlando, FL**  
PD: Brian Morgan  
MD: Patricia James  
No Adds

**WJZZ/Philadelphia, PA**  
PD: Michael Izard  
MD: Frank Collins  
1 DAVE KOSLOFF

**KYOT/Phoenix, AZ**  
PD: Bruce Kelly  
AP/MD: Angelo Mendez  
MARC ANTOINE  
MARC ANTOINE

**WJZZ/Richmond, VA**  
PD: Rob Sanders  
MARC ANTOINE  
RICK BRAUN

**KSSJ/Sacramento, CA**  
PD/MD: Lou Hunter  
AP: Sam Jones  
1 BASS 2

**KBZM/Salt Lake City, UT**  
GM/MD: Sam Jones  
1 JOYCE COOLING  
1 ERIC MARGENTHAL

**KFRM/San Diego, CA**  
GM: John Shuman  
PD: John Shuman  
AP/MD: Kelly Cole  
1 PAUL TAYLOR  
1 COUCH POTATO ALLSTARS

**KKSF/San Francisco, CA**  
GM: Michael Martin  
PD: Michael Erickson  
DAVE KOSLOFF  
MARC ANTOINE

**KJZY/Santa Rosa, CA**  
PD: Gordon Ziel  
AP/MD: Paul Shuman  
1 PETER MALLON COUCH POTATO ALLSTARS  
2 BRYAN JOHNS  
3 PETER WHITE

**KWJZ/Seattle, WA**  
PD: Carol Hunter  
MD: Diana Rice  
10 LARRY GIFFES AND MEDIA  
9 RICK BRAUN  
10 DAVID SANDERS  
11 RICK BRAUN

**WEEB/Springfield, MA**  
PD: Carol Hunter  
MD: Joseph Shuman  
1 MARC ANTOINE  
2 DAVE KOSLOFF  
3 FUGE GROOVE  
4 ERIC MARGENTHAL  
5 COUCH POTATO ALLSTARS  
6 JAMIE  
7 RICK BRAUN  
8 TERRY CHISLEY  
9 ROBERT LAMM  
10 BRIAN CULBERTSON NORMAN BROWN  
11 RICK BRAUN

**WSSB/St. Louis, MO**  
PD: David Myers  
1 BASS 2  
1 DAVE KOSLOFF

**WSTJ/Tampa, FL**  
PD: Ross Black  
MD: Kathy Curtis  
No Adds

**WJZW/Washington, DC**  
GM: Nancy King  
PD: Carl Anderson  
MD: Nancy DePuy  
1 BASS 2

**\*Monitored Reporters**

**41 Total Reporters**

**Did Not Report, Playlists Frozen (3):**  
**KJCO/Denver, CO**  
**KJZB/Reno, NV**  
**WJZZ/Atlanta, GA**

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 cmaxwell@radioandrecords.com

# Another Frightful Fall

Decline for the format is a typical seasonal phenomenon

Earlier this month Interep released its "Fall 2003 Radio Format Share Analysis" report, and, as is typical for the Rock format, we were down again. According to Interep, "This was generally a down book for Rock. Though the AOR slide had halted during the summer, that format's share total slipped again in the fall."

While the collective share of Spanish-language formats — especially Regional Mexican, Spanish Contemporary and Spanish AC — all showed increases in the fall book, those formats are not to blame for losses at Rock. However, part of our problem could stem from News/Talk/Sports, which rebounded, thanks to a jump in share for Sports stations.

Additionally, the Interep study points out that while opinions may differ on the effectiveness of the early moves to all-Christmas playlists this past season, the fall survey did show a reverse of the erosion that had previously been seen for AC. I think that means the tactic worked. In fact, the second-largest single individual format increase recorded in the fall was for AC.

This week we're printing the numbers for Active Rock. In next week's column we'll show the ratings for the Rock side of the format, and we will also include a chart showing Interep's format share trends of Arbitron's 92 continuously measured metro markets.

### Fall Is Bad For Rock

We can see that the Active Rock side of the format has been growing over the years, while more Rockers are moving in the Active or Classic Rock direction, leaving fewer and fewer pure mainstreamers.

You may recall a study done last year by Jacobs Media (R&R, March 14 and 21, 2003 in the Rock columns) that examined the possible reasons that the Rock genre does poorly in every single fall ratings period. In that study Fred Jacobs discovered that the problem seemed to be pro and college football (with a strong caveat that carrying the NFL or NCAA football play-by-play does not guarantee success) and Christmas music.

Jacobs emphasized that the research was meant to encourage Rock stations to stay the course and not isolate one ratings book and make big decisions based on its apparent implications. Sure enough, the numbers came back over subsequent books.

At the same time, Jacobs reminded programmers that it was still their job to create compelling and memorable programming and promotional content in order to compete every fall.

### The Bright Spots

This year Rock's fall ratings did have several noteworthy highlights. In last week's column we sang the praises of WNOR/Norfolk, which scored its first standalone No. 1 book 12+. Also of interest in the overall 12+ demo were No. 1 wins for classic-leaning mainstreamer KEZO/Omaha; for Active Rock KHTQ/Spokane; and for Rockers WWWV/Charlottesville, VA and KSEZ/Sioux City, IA. KEZO's 12+ AQH share rose 7.3-8.6 from the previous book, KHTQ's share climbed 5.0-6.5, WWWV's went up 9.9-11.8, and KSEZ's ascended 10.4-13.8.

Among the stations achieving a No. 2 rank 12+ were Rockers WEBN/Cincinnati (even as it dipped 6.6-6.0); WRKR/Kalamazoo, MI (which also slid, 11.9-9.3); and WEGW/Wheeling, WV (I could hear the screams in the hallway as it increased 9.1-13.3); and Actives KQRC/Kansas City (5.8-6.0), KAZR/Des Moines (7.3-7.1) and WGIR/Manchester, NH (which soared 7.1-9.5).

Next week we'll look at how both formats fared overall with regard to demographic percentages. What percentage of the format ranked No. 1 in their respective markets in men 18-34 and men 25-54? Come back next week to find out.

## Active Rock

Market No.	Calls/Market	M18-34 AQH Share (Rank)	M25-54 AQH Share (Rank)
5	KEGL/Dallas	5.3 (6)	3.3 (10) t
6	WYSP/Philadelphia	12.0 (2)	9.0 (1)
9	WAAB/Boston	7.9 (3)	4.5 (6)
10	WRIF/Detroit	13.2 (1)	10.1 (1)
14	KFNK/Seattle	3.9 (8)	1.0 (22)
14	KISW/Seattle	9.9 (1)	4.6 (6)
15	KUPD/Phoenix	12.5 (1)	7.1 (1)
16	KXXR/Minneapolis	18.5 (1)	6.7 (4)
17	KIOZ/San Diego	8.0 (2)	5.4 (2)
19	WIYY/Baltimore	10.8 (2)	7.2 (2) t
21	WXTB/Tampa	15.2 (1)	8.4 (1)
22	KBPD/Denver	10.9 (1)	4.0 (7)
24	KUFO/Portland, OR	11.8 (1)	-6.3 (2)
29	KQRC/Kansas City	17.2 (1)	8.3 (3)
31	KISS/San Antonio	14.5 (1)	9.0 (1)
33	WLZR/Milwaukee	15.6 (1)	7.6 (3)
35	WAZL/Columbus, OH	3.2 (10) t	1.8 (16) t

## Active Rock

Market No.	Calls/Market	M18-34 AQH Share (Rank)	M25-54 AQH Share (Rank)
35	WBZX/Columbus, OH	15.8 (1)	6.1 (3)
40	WNOR/Norfolk	18.3 (1)	10.2 (1)
39	KOMP/Las Vegas	13.6 (1)	7.8 (3)
49	WCCC/Hartford	12.1 (2) t	10.4 (1)
52	WRAT/Mojomouth-Ocean	8.9 (3)	5.9 (5) t
54	WNVE/Rochester, NY	11.4 (1)	7.2 (3) t
53	KATT/Oklahoma City	17.1 (1)	8.4 (2)
55	WTFX/Louisville	17.1 (1)	8.5 (2) t
59	WTPT/Greenville, SC	10.5 (2)	3.8 (11) t
61	KPOH/Honolulu	8.8 (3) t	4.2 (9) t
63	KFRQ/McAllen	16.1 (1)	10.4 (3)
64	WQBK & WQBJ/Albany, NY	14.2 (2)	5.9 (5)
65	KRTQ/Tulsa	6.9 (4) t	3.1 (15)
66	WKLG/Grand Rapids	12.6 (2)	4.4 (5)
68	KRZR/Fresno	7.4 (3)	7.0 (3)
67	WRQC/FL Myers	5.7 (7) t	3.3 (11) t
69	WBSX & WCWO/Wilkes Barre	11.4 (3)	5.7 (5) t
74	KRQC/Omaha	8.3 (3)	5.2 (5)
79	WQXA/Harrisburg	19.2 (1)	11.9 (2) t
80	WAQX/Syracuse	24.5 (1)	14.4 (1)
80	WWDG/Syracuse	10.2 (2)	2.9 (7) t
81	WLZX/Springfield, MA	13.9 (2) t	8.0 (2)
84	WXQR/Greenville, NC	8.8 (1) t	4.8 (5)
85	KDJEL/Little Rock	12.3 (2)	6.8 (4) t
86	WRUF/Gainesville	12.2 (1)	7.4 (4)
91	KAZR/Des Moines	27.0 (1)	11.8 (1)
87	KRAB/Bakersfield	9.3 (3)	3.9 (7) t
87	KRFR/Bakersfield	5.3 (7) t	3.0 (9) t
95	KICT/Wichita	17.8 (1)	8.7 (2)
92	KHTQ/Spokane	19.4 (1)	9.9 (1)
96	KILO/Colorado Springs	22.1 (1)	7.4 (3) t
97	WJJO/Madison	13.0 (2)	6.0 (4) t
102	WXZZ/Lexington, KY	11.0 (3)	7.6 (4)
103	WBYP/FL Wayne, IN	15.7 (2)	11.1 (2)
105	WRXR/Chattanooga, TN	10.6 (4)	2.9 (11)
107	KXFX/Santa Rosa, CA	17.6 (1)	10.3 (1)
109	WCHZ/Augusta, GA	13.2 (3)	8.0 (2)
112	WWIZ/Youngstown, OH	2.9 (10) t	1.3 (13) t
118	WRTT/Huntsville, AL	19.8 (1)	11.8 (2)
120	WJXQ/Lansing, MI	21.6 (1)	9.3 (4)
122	KMRQ/Modesto, CA	10.9 (1)	5.0 (3)
125	WWBN/Film, MI	20.3 (1)	9.9 (2) t
123	WRXW/Jackson, MS	7.5 (2)	2.8 (13) t
124	WTKX/Pensacola, FL	18.2 (1)	9.3 (2) t
128	KDOT/Reno, NV	6.3 (3) t	3.6 (9) t
130	WKQG/Saginaw, MI	21.5 (1)	11.1 (1)
134	KCCG/Corpus Christi, TX	3.1 (9) t	3.5 (12) t
136	WCPR/Biloxi, MS	16.4 (1)	8.2 (2) t
137	WWWX/Appleton, WI	6.8 (4) t	2.2 (9) t
141	KORB/Quad Cities, IA-IL	21.7 (1)	10.8 (3)
143	WIXO/Peoria, IL	18.2 (1)	7.5 (2)
144	KQRA/Springfield, MO	11.5 (2)	5.8 (5) t
144	KZRO/Springfield, MO	3.3 (10) t	5.8 (5) t
149	KFLY/Eugene, OR	12.5 (2)	8.2 (3) t
149	KNRQ/Eugene, OR	16.7 (1)	5.1 (7) t
155	KLFX/Killeen, TX	12.0 (2)	5.9 (4) t
152	WAMX/Huntington, WV	13.5 (3)	8.0 (4) t
148	WZBH/Salisbury, MD	26.1 (1)	12.5 (1)
157	WGBF/Evansville, IN	15.6 (1)	8.9 (3) t
163	WRKW/Poughkeepsie, NY	8.3 (3) t	2.5 (12) t
171	WRBR/South Bend, IN	22.7 (1)	12.0 (2)
167	WKZQ/Myrtle Beach, SC	11.6 (2)	6.1 (4) t
170	KURQ/San Luis Obispo, CA	9.1 (2) t	2.2 (10) t
176	KIBZ/Lincoln, NE	19.2 (1)	5.0 (8)
179	WKGB/Binghamton, NY	22.5 (1)	8.1 (4)
180	KFMX/Lubbock, TX	21.8 (1)	15.7 (1)
187	WZOR/Green Bay, WI	12.0 (1) t	4.1 (8) t
186	WGIR/Manchester, NH	23.8 (1)	15.1 (1)
193	KZRK/Amarillo, TX	13.6 (1)	8.6 (2)
195	WCLG/Morgantown, WV	15.8 (2)	7.3 (3) t
196	KRQR/Chico, CA	12.2 (2)	4.6 (4) t
189	KBRE/Merced, CA	7.8 (2) t	7.7 (1)
198	KATS/Yakima, WA	20.0 (1)	15.3 (1)
202	KRBR/Duluth, MN	20.0 (1)	10.0 (2)
202	KZIO/Duluth, MN	8.6 (3) t	4.3 (6) t
211	KXRX/Tri-Cities, WA	18.8 (1)	10.4 (1)
220	KDAM/Fargo, ND	14.6 (1)	6.4 (8)
220	KQWB/Fargo, ND	12.2 (2)	7.7 (4) t
222	WHMH/St. Cloud, MN	23.7 (1)	16.7 (1)
232	KEYJ/Abilene, TX	28.6 (1)	10.9 (2) t
240	KFMW/Waterloo, IA	26.9 (1)	12.5 (4)
237	WYYX/Panama City, FL	27.3 (1)	12.8 (1)

Ties are noted with a t. © Arbitron. May not be quoted or reproduced without prior written permission from Arbitron. Data is Monday-Sunday, 6am-midnight, from Maximiser.

Table with columns: LAST WEEK, THIS WEEK, ARTIST TITLE LABEL(S), TOTAL PLAYS, +/- PLAYS, TOTAL AUDIENCE (00), WEEKS ON CHART, TOTAL STATIONS/ ADDS. Lists top 30 rock songs.

Most Added

www.rroads.com

Table with columns: ARTIST TITLE LABEL(S), ADDS. Lists newly added songs.

Most Increased Plays

Table with columns: ARTIST TITLE LABEL(S), TOTAL PLAY INCREASE. Lists songs with significant play increases.

Most Played Recurrents

Table with columns: ARTIST TITLE LABEL(S), TOTAL PLAYS. Lists songs with high total plays.

26 Rock reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/15-2/21.

New & Active

- FINGER ELEVEN One Thing (Wind-up)
METALLICA The Unnamed Feeling (Elektra/EEG)
DROPOBOX Wishbone (Re-Align/Universal)
DROWNING POOL Step Up (Wind-up)
LOSTPROPHETS Last Train Home (Columbia)

- SOIL Redefine (J)
CROSSFADE Cold (Columbia)
OFFSPRING (Can't Get My) Head Around You (Columbia)
APARTMENT 26 Give Me More (Atlantic)
STATIC-X So (Warner Bros.)

Songs ranked by total plays

Reporters

Grid of reporter information for various stations including KZRR/Albuquerque, WBUF/Buffalo, KNCH/Corpus Christi, WDMA/Morristown, WMMR/Philadelphia, KCAL/Riverside, KSJQ/San Jose, WKLT/Traverse City, WRWK/Canton, KFZZ/Odessa, KDKB/Phoenix, WROV/Roanoke, KMOD/Tulsa, WZZD/Allentown, KLAQ/EI Paso, WHEB/Portsmouth, WRXK/Rockford, KWHL/Anchorage, WMTT/Elmira, KCLB/Palm Springs, WRRX/Rockford, KLBJ/Austin, WKLC/Charleston, WRCQ/Fayetteville, WRRX/Pensacola, WHJY/Providence, KRKQ/Sacramento, KOOJ/Baton Rouge, WEBN/Cincinnati, WBBB/Raleigh, KBER/Salt Lake City, KJOC/Beaumont, WMMS/Cleveland.

POWERED BY MEDIABASE
38 Total Reporters
26 Total Monitored
12 Total Indicator
Note: WMMS/Cleveland, OH moves from Active Rock To Rock Panel.



America's Best Testing Active Rock Songs 12 +  
For The Week Ending 2/27/04

Artist Title (Label)	TW	LW	Familiarity	Burn	Men 18-34	Men 18-24	Men 25-34
LINKIN PARK Numb (Warner Bros.)	4.44	4.32	99%	26%	4.42	4.38	4.47
THREE DAYS GRACE (I Hate) Everything About You (Jive)	4.38	4.30	96%	24%	4.15	4.13	4.18
HOBBASTANK Out Of Control (Island/IDJMG)	4.28	4.14	89%	14%	3.95	3.88	4.07
TRAPT Still Frame (Warner Bros.)	4.19	4.03	94%	23%	4.13	3.97	4.31
GOODSMACK Re Align (Republic/Universal)	4.18	4.03	83%	12%	4.01	3.88	4.17
SEVENDUST Broken Down (TVT)	4.14	4.11	62%	6%	4.20	4.16	4.26
NICKELBACK Figured You Out (Roadrunner/IDJMG)	4.11	3.88	90%	21%	3.94	3.65	4.28
TRAPT Echo (Warner Bros.)	4.07	3.99	73%	11%	3.94	3.85	4.09
SHINEDOWN 45 (Atlantic)	4.06	3.98	60%	10%	3.99	3.95	4.04
A PERFECT CIRCLE The Outsider (Virgin)	4.04	3.94	70%	10%	4.04	3.97	4.14
SMILE EMPTY SOUL Nowhere Kids (Lava)	4.04	3.99	69%	10%	3.75	3.84	3.64
PUDDLE OF MUDD Away From Me (Geffen)	4.03	3.85	94%	23%	3.83	3.56	4.14
STAINO So Far Away (Flip/Elektra/EEG)	4.01	3.98	97%	37%	3.97	3.83	4.13
STAINO How About You (Flip/Elektra/EEG)	4.00	3.93	88%	19%	3.82	3.61	4.08
INCUBUS Megalomaniac (Epic)	3.99	3.86	92%	18%	3.82	3.95	3.67
SEETHER Gasoline (Wind up)	3.95	3.86	73%	17%	3.99	3.88	4.11
LDSTPROPHETS Last Train Home (Columbia)	3.95	3.94	66%	11%	3.81	3.98	3.53
3 DOORS DOWN Away From The Sun (Republic/Universal)	3.90	3.61	75%	15%	3.66	3.43	3.95
FUEL Million Miles (Epic)	3.87	3.78	68%	11%	3.71	3.57	3.88
DAMAGEPLAN Save Me (Elektra/EEG)	3.85	-	42%	5%	3.96	3.83	4.09
KORN Y'All Want A Single (Immortal/Epic)	3.84	3.92	67%	14%	3.73	3.67	3.82
TANTRIC Hey Now (Maverick/Reprise)	3.84	3.72	55%	11%	3.87	3.72	4.05
LIMP BIZKIT Behind Blue Eyes (Flip/Interscope)	3.83	3.84	94%	26%	3.60	3.57	3.64
OFFSPRING Hit That (Columbia)	3.83	3.79	94%	29%	3.66	3.69	3.63
AUDIOSLAVE I Am The Highway (Interscope/Epic)	3.80	3.59	89%	30%	3.83	3.77	3.91
JET Are You Gonna Be My Girl (Elektra/EEG)	3.42	3.44	91%	42%	3.16	2.99	3.39
METALLICA The Unnamed Feeling (Elektra/EEG)	3.34	3.35	67%	22%	3.11	2.97	3.26
DARKNESS I Believe In A Thing Called Love (Must...Destroy/Atlantic)	2.85	3.03	80%	41%	2.82	2.88	2.74

Total sample size is 484 respondents. Total average favorability estimates are based on a scale of 1-5, (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.

## New & Active

STORY OF THE YEAR Until The Day I Die (Maverick/Reprise)  
Total Plays: 108, Total Stations: 13, Adds: 2

OFFSPRING (Can't Get My) Head Around You (Columbia)  
Total Plays: 83, Total Stations: 22, Adds: 16

UPO Free (Nitrus)  
Total Plays: 34, Total Stations: 10, Adds: 7

ATOMSHIP Pencil Fight (Wind up)  
Total Plays: 23, Total Stations: 7, Adds: 5

PRETHING Faded Love (V2)  
Total Plays: 22, Total Stations: 16, Adds: 16

Songs ranked by total plays

## Indicator

Most Added\*

OFFSPRING (Can't Get My) Head Around You (Columbia)

KID ROCK Jackson, Mississippi (Top Dog/Atlantic)

STATIC-X So (Warner Bros.)

SOIL Redefine (J)

UPO Free (Nitrus)

DROWNING POOL Step Up (Wind up)

BLINDSIDE All Of Us (Elektra/EEG)

JOSH TODD Shine (Todd Entertainment/XSRECORDS)

## Please Send Your Photos

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

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

R&R, c/o Cyndee Maxwell:

10100 Santa Monica Blvd., 3rd Floor,  
Los Angeles, CA 90067

Email: cmaxwell@radioandrecords.com

## Reporters

<b>WKCR Albany, NY*</b> PD: Chris Walker 1 ADDS 40 ROCK NO ADDS	<b>KNOR/Chicago, CA</b> PD: Ken Woodard PD/MD: Don Sandberg 10 OFFSPRING 4 PREVIOUS 4 PREVIOUS	<b>WYNY/Flint, MI*</b> PD: Jay Prasad PD: Bruce Sauter AP/MD: Tony LeBlanc 2 PREVIOUS	<b>WAWO/Huntington</b> PD: Peter O'Neil 1 OFFSPRING 1 OFFSPRING 4 OFFSPRING	<b>WTFX/Louisville, KY*</b> PD: Michael Lee PD: Frank White 1 DARKNESS 1 PREVIOUS	<b>WQZ/Myrtle Beach, SC</b> PD: Barry Brown PD: Steve Ritten AP/MD: Cherie 1 YEAR YEAR YEARS 1 PREVIOUS 1 PREVIOUS	<b>KKDT/Reno, NV*</b> PD: Jim McClain PD: Joe Peltzman 1 PREVIOUS 1 PREVIOUS	<b>KFTO/Spartanburg, WA*</b> PD: Steve Michaels PD: Don Williams PD: Barry Bennett 4 GUNS N' ROSES 10 DARKNESS 10 DARKNESS 4 STATIC-X 3 PREVIOUS 3 PREVIOUS	<b>WHOG/Syracuse, NY*</b> PD: Rick Linder PD: Eric Bostel AP/MD: Sarah LEGAL PAID 1 PREVIOUS 1 PREVIOUS
<b>KZLA/Amarillo, TX</b> PD/MD: Eric Sawyer 3 STATIC-X	<b>KJLO/Colorado Springs, CO*</b> PD: Rick Nease PD/MD: Russ Fost AP/MD: Russ Fost AP/MD: Russ Fost 1 PREVIOUS	<b>KZLN/Alexandria, AL*</b> PD: Bob Hunter PD/MD: Jack Wood 1 STATIC-X 1 PREVIOUS 10 ROCK 10 ROCK 1 PREVIOUS	<b>KPRM/Abilene, TX</b> PD/MD: Mike Rasmussen 1 OFFSPRING 1 OFFSPRING	<b>KPRM/Abilene, TX</b> PD/MD: Mike Rasmussen 1 OFFSPRING 1 OFFSPRING	<b>WUOR/Hartford, WI*</b> PD: Steve Ritten AP/MD: Tom Foster 10 DARKNESS 1 PREVIOUS	<b>WVVE/Providence, NY*</b> PD: Erik Anderson PD: Erik Anderson 1 PREVIOUS	<b>WZZZ/Springfield, IL</b> PD: Steve Michaels PD: Don Williams PD: Barry Bennett 4 GUNS N' ROSES 10 DARKNESS 10 DARKNESS 4 STATIC-X 3 PREVIOUS 3 PREVIOUS	<b>WXTV/Casper, WY*</b> PD/MD: Brad Hinkle PD/MD: Brad Hinkle PD/MD: Brad Hinkle NO ADDS
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POWERED BY  
MEDIABASE

\*Monitored Reporters  
83 Total Reporters  
63 Total Monitored  
20 Total Indicator

Note: WHNS/Cleveland, OH moves from Active Rock To Rock Panel.

February 27, 2004

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS ADDS
1	1	NICKELBACK Figured You Out (Roadrunner/IDJMG)	2109	+44	106793	15	61/0
2	2	LINKIN PARK Numb (Warner Bros.)	1749	-134	82804	21	61/0
4	3	INCUBUS Megalomaniac (Epic)	1723	+82	66332	8	62/0
6	4	GODSMACK Re-Align (Republic/Universal)	1654	+118	73171	14	63/0
3	5	AUDIOSLAVE I Am The Highway (Interscope/Epic)	1643	-2	78572	22	61/0
5	6	THREE DAYS GRACE (I Hate) Everything About You (Jive)	1516	-59	66047	38	55/0
7	7	OFFSPRING Hit That (Columbia)	1382	-161	58721	15	59/0
9	8	STAIN'D How About You (Flip/Elektra/EEG)	1296	+22	49518	15	58/0
10	9	A PERFECT CIRCLE The Outsider (Virgin)	1256	+125	49350	12	62/0
12	10	TANTRIC Hey Now (Maverick/Reprise)	1087	+107	38135	9	57/1
14	11	SHINEDOWN 45 (Atlantic)	1083	+160	42235	18	51/1
8	12	PUDDLE OF MUDD Away From Me (Geffen)	1066	-286	51123	18	53/0
11	13	JET Are You Gonna Be My Girl (Elektra/EEG)	1038	-19	47546	24	47/0
15	14	TRAPT Echo (Warner Bros.)	1027	+149	38574	6	54/0
18	15	LOSTPROPHETS Last Train Home (Columbia)	906	+111	25689	10	58/0
16	16	TRAPT Still Frame (Warner Bros.)	897	+53	47478	35	52/0
13	17	LIMP BIZKIT Behind Blue Eyes (Flip/Interscope)	893	-55	39632	18	43/0
19	18	DAMAGEPLAN Save Me (Elektra/EEG)	844	+91	31066	7	60/3
17	19	FUEL Million Miles (Epic)	834	+4	23231	9	51/2
23	20	PUDDLE OF MUDD Heel Over Head (Geffen)	763	+183	23367	3	55/3
20	21	KORN Y'All Want A Single (Immortal/Epic)	728	+5	25207	8	51/0
21	22	SEVENDUST Broken Down (TVT)	706	+35	20749	7	52/1
28	23	JET Cold Hard Bitch (Elektra/EEG)	689	+184	35036	8	52/8
22	24	LO-PRO Sunday (Geffen)	649	+50	15894	8	49/1
33	25	LINKIN PARK Lying From You (Warner Bros.)	619	+246	22729	4	47/4
26	26	KID ROCK Jackson, Mississippi (Top Dog/Atlantic)	612	+103	18204	5	47/7
24	27	3 DOORS DOWN Away From The Sun (Republic/Universal)	585	+7	18106	6	34/0
25	28	DARKNESS I Believe In A Thing Called Love (Must...Destroy/Atlantic)	552	+5	15545	13	38/1
29	29	P.O.D. Change The World (Atlantic)	532	+52	13654	4	43/3
30	30	HOOBASTANK The Reason (Island/IDJMG)	510	+109	14536	3	34/4
34	31	CROSSFADE Cold (Columbia)	425	+86	10879	4	41/1
38	32	DROWNING POOL Step Up (Wind-up)	418	+116	18654	3	46/11
32	33	ILL NINO This Time's For Real (Roadrunner/IDJMG)	371	-14	9074	5	33/1
27	34	SMILE EMPTY SOUL Nowhere Kids (Lava)	328	-180	9469	15	36/0
35	35	APARTMENT 26 Give Me More (Atlantic)	327	+8	6306	6	31/0
39	36	THOUSAND FOOT KRUTCH Rawkfst (Tooth & Nail/EMC)	319	+23	8821	4	30/3
37	37	DROPBOX Wishbone (Re-Align/Universal)	319	+7	7269	5	32/1
31	38	HOOBASTANK Out Of Control (Island/IDJMG)	280	-113	11052	18	24/0
41	39	BLINDSIDE All Of Us (Elektra/EEG)	255	-4	5281	5	27/4
42	40	MUSHROOMHEAD Crazy (Republic/Universal)	230	+14	5783	2	21/2
43	41	TESLA Caught In A Dream (Sanctuary/SRG)	226	+19	13446	3	17/1
40	42	KORN Right Now (Epic)	223	-57	13147	19	24/0
44	43	SOIL Redefine (J)	221	+45	8526	2	28/4
36	44	METALLICA The Unnamed Feeling (Elektra/EEG)	208	-100	4720	10	27/0
Debut	45	STATIC-X So (Warner Bros.)	187	+84	4457	1	29/10
47	46	JOSH TODD Shine (Todd Entertainment/XSRECORDS)	166	+5	1974	2	18/0
49	47	AUTOMATIC BLACK Go Your Way (Arista)	165	+22	2080	2	19/1
Debut	48	EVERLAST White Trash Beautiful (Island/IDJMG)	150	+70	5029	1	16/1
Debut	49	BURDEN BROTHERS Beautiful Night (Kirtland/Trauma)	150	+22	4512	1	18/4
Debut	50	EDGEWATER Eyes Wired Shut (Wind-up)	144	+25	2187	1	20/2

63 Active Rock reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/15-2/21. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2004, The Arbitron Company). © 2004, R&R, Inc.

## Most Added\*

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
OFFSPRING (Can't Get My) Head Around You (Columbia)	16
PREITHING Faded Love (V2)	16
DROWNING POOL Step Up (Wind-up)	11
STATIC-X So (Warner Bros.)	10
JET Cold Hard Bitch (Elektra/EEG)	8
KID ROCK Jackson, Mississippi (Top Dog/Atlantic)	7
UPO Free (Nitrus)	7
ATOMSHIP Pencil Fight (Wind-up)	5

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
LINKIN PARK Lying From You (Warner Bros.)	+246
JET Cold Hard Bitch (Elektra/EEG)	+184
PUDDLE OF MUDD Heel Over Head (Geffen)	+183
SHINEDOWN 45 (Atlantic)	+160
TRAPT Echo (Warner Bros.)	+149
A PERFECT CIRCLE The Outsider (Virgin)	+125
GODSMACK Re-Align (Republic/Universal)	+118
DROWNING POOL Step Up (Wind-up)	+116
LOSTPROPHETS Last Train Home (Columbia)	+111
HOOBASTANK The Reason (Island/IDJMG)	+109

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
LINKIN PARK Faint (Warner Bros.)	723
STAIN'D So Far Away (Flip/Elektra/EEG)	599
TRAPT Headstrong (Warner Bros.)	574
CHEVELLE Send The Pain Below (Epic)	568
DISTURBED Liberate (Reprise)	565
SEETHER Gasoline (Wind-up)	525
AUDIOSLAVE Show Me How To Live (Interscope/Epic)	524
SMILE EMPTY SOUL Bottom Of A Bottle (Lava)	468
MUDVAYNE Not Falling (Epic)	452
AUDIOSLAVE Like A Stone (Interscope/Epic)	436

Detailed station playlists for all R&R reporters are available on the web at [www.radioandrecords.com](http://www.radioandrecords.com).

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WBYR / FORT WAYNE  
WRTT / HUNTSVILLE  
KFRQ / MCALLEN  
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## ON THE RECORD

With  
**Don Harrison**  
PD, KXFX (The Fox)/  
Santa Rosa, CA

What I'd like to see more of in 2004 is common sense. This month KXFX (The Fox)/Santa Rosa, CA had Foxfest, featuring Sevendust, Ill Nino and Element 80. More than 1,300 tickets were sold. That is 1,000 more than in Portland, OR and 500 more than in San Francisco. • Yes, it's true small markets do sell tickets and records. All you need to do is look at what songs we're playing and what music other

Bay Area stations are not spinning. Solve the puzzle and win the prize. Radio stations need to do a better job of supporting shows and artists. It's about the music, not how fucking cool you and your station are. • Sevendust put on a great show. "Enemy" and "Broken Down"



**FOXFEST A SLY SUCCESS** Lajon of Sevendust (l) mugs with KXFX morning guy Blazy at Foxfest.

get great phones and test huge with our audience. Korn and Disturbed are easy adds, but Jet also rock and work for this format. I love Tool, but I think I like A Perfect Circle even more. I can't get "Outsider" out of my head. Every song on Audioslave's album could be a hit single. • I know we are short on rock stars, but I think we can get by with a few more supergroups. I'm looking forward to Velvet Revolver. I saw them perform last year in Hollywood and can't wait to get "Slither" on The Fox.

**A**t Active Rock, **Offspring's** ("Can't Get My) Head Around You" and **PreThing's** "Faded Love" share the Most Added position. Offspring pull in WRIF/Detroit; KISW/Seattle; and WBZX/Columbus, OH. Fans of PreThing include WAAF/Boston, KXXR/Minneapolis and KIOZ/San Diego ... **Drowning Pool** ("Step Up") have been on at KEGD/Dallas since late January and get 36 spins this week. A lot of great stations are already on board, and "Step Up" was added this week by stations including KUFO/Portland, OR; WLZR/Milwaukee; and KPOI/Honolulu ... I'm still crazy about "So" by **Static-X**; 10 stations clicked the add button this week ... This is the official add week for **UPO**, and their "Free" is beginning to make some noise. WAAF added it a couple of weeks back and is giving it more than 20 spins a week in response to great listener feedback. Now KQRC/Kansas City; WNOR/Norfolk; WXQR/Greenville, NC; and KILQ/Colorado Springs are among those joining the land of the free ... Hefty spin increases give several tracks a nice boost on the chart. Check out the newest singles from **Linkin Park**, **Jet** and **Puddle Of Mudd** ... **MAX PIX: ATOMSHIP** "Pencil Fight" (Wind-up)

— Cyndee Maxwell, Active Rock/Rock Editor

Rock/Active Rock  
**ON THE RADIO**

**Record Of The Week**

ARTIST: **Seemless**  
TITLE: **Seemless**  
LABEL: **Losing Face**

Boasting a roster that includes former members of Killswitch Engage, Shadows Fall, Overcast and Medium, you'd figure Seemless were content to travel the same metalcore road with their self-titled debut. But the four-piece takes a refreshing detour into the sludgy backwater bergs of grunge and stoner rock. Picture all the grit and groove of *Badmotorfinger*-era Soundgarden, late Kyuss/early Queens Of The Stone Age, Corrosion Of Conformity's *Blind* and, of course, Sabbath. Check out the bottom-heavy grooves of "Soft Spoken Sanity" or the diesel exhaust of "The Wanderer." On the more sublime tip, "Endless" sees the boys forming their own "Planet Caravan" with watery guitar textures and stony, alien atmospheres. Then there's "The Crisis" — a high-octane burner that drives a tanker full of Kyuss and COC headfirst into Sabbath and Motorhead's tour bus.

— Frank Correia, Rock Specialty Editor



active  
**INSIGHT**

ARTIST: **Drowning Pool**

LABEL: **Wind-up**

By **FRANK CORREIA** / ROCK SPECIALTY EDITOR



**D**allas-based foursome Drowning Pool were a lean, mean fighting machine in peak condition when tragedy knocked the band, its label and its fans for a loop. Powered by the hit single "Bodies," the group's debut album, *Sinner*, went platinum within six weeks of its release; the group gave a body-slammng performance at *Wrestlemania XVIII*; and not only were they on *Ozzfest* for a second consecutive year, fan reaction pushed them up to a main-stage slot. Then, on Aug. 14, 2002, during an *Ozzfest* stop in Virginia, frontman Dave Williams was found dead on the band's tour bus.

Rumors flew that Williams was another casualty of the rock 'n' roll lifestyle, but an autopsy revealed that the singer had died of an undiagnosed heart condition, cardiomyopathy. In the wake of Williams' untimely passing, the group's surviving members — bassist Stevie Benton, guitarist C.J. Pierce and drummer Mike Luce — set out to honor the singer with *Sinema*, a DVD containing footage submitted by fans and friends of Williams alongside live footage of the group. Wind-up Records helped fulfill Williams' goal of buying a house for his parents by donating the first \$250,000 in profits from *Sinema* to the cause.

While the group was down, they certainly were not out. It took a good four months for the band to start rehearsing

again, but once they were ready, they sifted through hundreds of demos and auditioned six singers before finding their ideal replacement, Los Angeles tattoo artist Jason "Gong" Jones. Meeting through mutual friend Sonny Mayo (Snot. Amen, hed PE), Jones and DP hit it off not only in the studio, but in the strip clubs as well. Benton and the boys knew they'd found their man.

The slobberknocker single "Step Up" is the first taste of *Desensitized*, the group's sophomore effort for Wind-up, due out April 20. It can also be heard on the soundtrack to *The Punisher*, hitting retail March 23. And from the opening bell of "Step Up," the Pool boys come out of their corner swinging. "Step Up" contains testosterone-fueled riffage, skull-cracking beats and more hooks than a prizefighter on Red Bull and ephedrine. "If you wanna step up/You're gonna get knocked down," growls Jones, who continues Williams' legacy without sounding like a clone. Let the bodies hit the floor again.

R&R **TOP 20 SPECIALTY ARTISTS**

1. **DAMAGEPLAN** (*Elektra/EEG*) "New Found Power"
2. **GOD FORBID** (*Century Media*) "Better Days"
3. **PROBOT** (*Southern Lord*) "Centuries Of Sin"
4. **CANNIBAL CORPSE** (*Metal Blade*) "Severed Head Stoning"
5. **PRONG** (*Locomotive*) "Scorpio Rising"
6. **BYZANTINE** (*Prosthetic*) "Stick Figure"
7. **SCARS OF TOMORROW** (*Victory*) "From My Existence"
8. **HYPOCRISY** (*Nuclear Blast*) "Eraser"
9. **RED TAPE** (*Roadrunner/IDJMG*) "Stalingrad"
10. **ICED EARTH** (*SPV*) "Declaration Day"
11. **STAMPIN' GROUND** (*Century Media*) "A New Darkness Upon Us"
12. **CASUALTIES** (*Sideonedummy*) "Unknown Soldier"
13. **VEXT** (*Lakeshore*) "Declaration"
14. **APARTMENT 26** (*Atlantic*) "88"
15. **MADBALL** (*Thorp*) "For My Enemies"
16. **INTO ETERNITY** (*Century Media*) "Splintered Visions"
17. **SOIL** (*J/RCA*) "Redefine"
18. **PREMONITIONS OF WAR** (*Victory*) "The Octopus"
19. **VITAMIN F** (*Rmedia*) "Crow"
20. **SEEMLESS** (*Losing Face*) "In My Time Of Need"

Ranked by total number of shows reporting artist.





**MAX TOLKOFF**  
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# Songs For The Neo Generation

Just kidding. These are simply good songs

I knew if I stuck the word *neo* in a sentence, you'd all perk up and go, "What? What'd he say about 'neo music' for the new neo format?" Frankly, I need to find new, neo ways to grab your attention on new music. I'm all tuckered out from last year's screaming fits about "Songs You Missed!" "Songs You Should Be Playing Now, Dammit!" "Songs It's Not Too Late to Play!" "Songs Max Would Have Missed If He Were Still in Radio!" and the like.

Before I cast these worthy offerings before you like pearls before swine, let me say one thing for sure: OutKast were a wakeup call for the format. Even the half of you who didn't play "Hey Ya!" are now wondering how much rap and hip-hop you can get away with.

The proof is in how quickly Cypress Hill and Jay-Z are infiltrating Alternative. Not to mention the growing phenomenon of "underground hip-hop," as championed by Atmosphere. If you went to one of their gigs, you'd see that their audience is *your* audience. KROQ/Los Angeles; WXRK/New York; KITS/San Francisco; WXTM/Cleveland; KNRK/Portland, OR; and other tastemaker stations figured that out last year.

But there's so much more. The diversity of new music is as stunning as ever. Will the format's groovy new attitude allow Alternative to expand and breathe a little? Just look at what Phil Manning is doing with KNDD up in Seattle. Muse, Postal Service, Death Cab For Cutie and other left-of-center choices are flooding the airwaves. Why, only last week Phil said to me, "Why do you bother calling here?" But that's beside the point. Here now, some songs you can't miss.

**N.E.R.D.**

**"She Wants To Move"**  
Label: Virgin Records

Why? Funky, catchy, sexy. The format's always been a little leery of these guys, but the right song may finally have come along. They gave us a great album in 2002 called *In Search Of*, but you weren't paying attention at the time. The new LP, *Fly or Die*, is due out in March. "She Wants to Move" is more pop than rap or hip-hop, just like "Hey Ya!" That's why the right time may be now, for you and for them.

**The Few, The Proud, The Brave:** New & Active on the R&R chart. Three new adds last week. Over 15 stations fooling around with it. The



notables include WXRK; WFNX/Boston; WKRL/Syracuse; WOCL/Orlando; and WWCD/Columbus, OH.

**Air**

**"Cherry Blossom Girl"**  
Label: Astralwerks

Why? Because you can only play so much Linkin Park, Incubus and Sevendust before your head explodes. I love all those bands, and so do radio and everyone who's ever listened to the radio in the last 50 years. However, we get to enter the chill room and calm down a little bit with these guys.

Oh, yeah, they're French — and they're the only import from France I'm digging these days. Huge underground buzz on them for the past few years. Their music has appeared in the movies *Go*, *The Virgin Suicides* and *Lost in Translation* and on the TV show *Felicity*. This song is poppy, light, eerie, ethereal, ambient and very catchy.

**The Few, The Proud, The Brave:** Looks like only specialty play so far.



The label may start attacking us for real in March or April. I heard Nick Harcourt play them on *Morning Becomes Eclectic* on KCRW here in L.A. last week.

**Muse**

**"Time Is Running Out"**  
Label: Taste Media

Why? We need something to fill the gap between Radiohead albums. Muse, too, are from across the pond. Let the wailing, teeth-gnashing and caterwauling begin! The aforementioned Phil Manning was raving about this 2003 import from the day The End blew up Seattle back on Dec. 19. Recently picked up by Warner-Bros. Alas, it's not quite Radiohead. The songs are actually more accessible for radio. "Time Is Running Out" is a roller-coaster ride of emotions and musical anger and angst. It's rough and melodic. It will surprise you with its twists and turns.



**The Few, The Proud, The Brave:** KNDD, KITS and KWOD/Sacramento are all out front; 12 more are spinning casually. There's a bit of a vibe building, so expect to see and hear more about this in the weeks to come.

**Yeah Yeah Yeahs**

**"Maps"**  
Label: DreamWorks/Interscope

Why? We miss Siouxsie & The Banshees. But that's not really a fair comparison. It's just that lead singer Karen O evokes Siouxsie on this very haunting song. The band has been an indie punk darling for a couple of years now. *Fever to Tell* is their first full-length on a major label. Yes, it's out of the garage and on to the radio. Surrounded by the dull roar of what passes for mainstream Alternative these days, "Maps" stands out like Sauron's eye in the night sky over Mordor.

## Covers, Covers Everywhere

Limp Bizkit's doing it. So are No Doubt, 311, Foo Fighters and Michael Andrews with Gary Jules. The soundtrack to the new movie *50 First Dates* is chock-full of covers. Sometimes a cover serves as the launching pad for a band's career. Sometimes it revives a band's career. And sometimes bands just get lazy.

Here in the Alternative Bat Cave at R&R World HQ we were sitting around the other day performing our usual afternoon duties — pretty much nothing — and came up with some other covers we'd like to hear. Music Editor Frank Correia (who didn't think any of my ideas were funny) and Associate Radio Editor Keith Berman assisted with this nonsense.

ORIGINAL ARTIST Song	Should Be Covered By
MORRISSEY Hairdresser On Fire	Eminem
DEPECHE MODE Personal Jesus	Switchfoot
PRETENDERS Back On The Chain Gang	Scott Weiland
FRANKIE GOES TO HOLLYWOOD Relax	Tool
VIOLENT FEMMES Blister In The Sun	Blink-182
BOOMTOWN RATS! Don't Like Mondays	The White Stripes
WALL OF VOODOO Mexican Radio	Ozomatli
KIM WILDE Kids In America	Kid Rock
CULTURE CLUB Karma Chameleon	Trapt (or Staind)
THE BEATLES Ob-La-Di, Ob-La-Da	The Offspring
THE ROLLING STONES Monkey Man	Jet
MADNESS Our House	Moby
THE VAPORS Turning Japanese	Godsmack



The album, *Radioactivist*, is actually chock-full of radio-ready material, but "Stalingrad" is a good starting point. I keep thinking Fugazi 2004. Not bad for some lads from Sacramento. Elias Chios and Doug Ingold are on the case, so we have great hopes for this at radio.

**The Few, The Proud, The Brave:** The label's not attacking radio, yet. The track has been a mainstay on the Alternative and Active Rock specialty charts for the past month — and still climbing.

**The Mars Volta**

**"Televators"**  
Label: Universal

Why? Because the cover art looks like my big fat head painted gold, with a beam of light shooting out of my mouth. Because I like long songs. Because I secretly like bands that sound like a cross between Pink Floyd and



**Rodape**

**"Stalingrad"**  
Label: Roadrunner

Why? Let us not forget the gritty, punky, raucous sound of rock! The first time I got my own copy of the album and listened to it in my office, I could have sworn I had heard this song on the radio already. Turns out I had been hearing my next-door neighbor, Music Editor Frank Correia, blasting this song over and over for weeks on end



on his cheesy 7-Eleven stereo. Sounds much better on my patented R&R Alt-Stereo unit.

Queen. The sound defies logic and forces you to actually care about where this is going. Ah, yes, much like Radiohead. Also, you may use the term *neo-psychedelia* here if you wish. Whatever. But know this: It's the second track the label has worked to radio, and it's working better than the first.

**The Few, The Proud, The Brave:** Lots o' specialty spins on over a dozen stations. Eight were brave enough to actually add it, plus two new adds this week: WROX/Norfolk; and WZNE/Rochester, NY.

Continued on Page 89

LAST WEEK	THIS WEEK	ARTIST TITLE (LABEL/S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (000)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	INCUBUS Megalomaniac (Epic)	2754	-20	201974	8	80/0
2	2	LINKIN PARK Numb (Warner Bros.)	2511	-23	172004	24	73/0
3	3	AUDIOSLAVE I Am The Highway (Interscope/Epic)	2149	-84	146366	21	73/0
5	4	BLINK-182 I Miss You (Geffen)	2060	+138	135525	9	73/1
4	5	NICKELBACK Figured You Out (Roadrunner/IDJMG)	2036	+85	101850	13	63/3
6	6	LDSTPROPHETS Last Train Home (Columbia)	1905	+55	112921	10	74/1
7	7	THREE DAYS GRACE (I Hate) Everything About You (Jive)	1794	-44	128441	35	67/0
10	8	FINGER ELEVEN One Thing (Wind-up)	1720	+119	113564	17	61/1
8	9	JET Are You Gonna Be My Girl (Elektra/EEG)	1678	-145	136414	24	72/0
11	10	DARKNESS I Believe In A Thing Called Love (Must...Destroy/Atlantic)	1569	+29	86981	13	69/1
13	11	AFI Silver And Cold (DreamWorks/Interscope)	1516	+168	94308	14	63/1
15	12	311 Love Song (Volcano/Maverick)	1508	+183	114711	5	69/2
12	13	STORY OF THE YEAR Until The Day I Die (Maverick/Reprise)	1502	+34	101622	24	62/1
17	14	HOOBASTANK The Reason (Island/IDJMG)	1466	+267	98885	5	71/2
9	15	OFFSPRING Hit That (Columbia)	1440	-283	79185	15	69/0
14	16	A PERFECT CIRCLE The Outsider (Virgin)	1413	+78	80035	12	70/1
16	17	SWITCHFOOT Meant To Live (Red Ink/Columbia)	1280	-44	82432	32	50/0
22	18	TRAPT Echo (Warner Bros.)	1245	+137	68077	6	84/3
19	19	COURTNEY LOVE Mono (Virgin)	1158	-5	57142	8	85/0
18	20	LMP BIZKIT Behind Blue Eyes (Flip/Interscope)	1156	-11	64387	12	44/0
25	21	JET Cold Hard Bitch (Elektra/EEG)	1003	+192	87312	5	59/8
20	22	FOO FIGHTERS Darling Nikki (Roswell/RCA)	998	-149	63415	16	44/0
27	23	PUDDLE OF MUDD Heel Over Head (Geffen)	992	+234	51948	3	82/3
23	24	YELLOWCARD Ocean Avenue (Capitol)	992	+18	38657	8	58/0
21	25	STAINED How About You (Flip/Elektra/EEG)	810	-327	43111	14	55/0
31	26	LINKIN PARK Lying From You (Warner Bros.)	807	+208	64960	3	54/14
26	27	WHITE STRIPES I Just Don't Know What To Do With Myself (Third Man/V2)	782	+2	71855	7	42/0
28	28	GODSMACK Re-Align (Republic/Universal)	756	+6	43770	12	35/0
24	29	BLINK-182 Feeling This (Geffen)	745	-129	71808	19	45/0
29	30	PHANTOM PLANET Big Brat (Daylight/Epic)	733	+76	34544	5	52/1
30	31	LO-PRO Sunday (Geffen)	723	+88	28559	6	46/1
44	32	VINES Ride (Capitol)	647	+270	35433	2	54/8
33	33	STROKES Reptilia (RCA)	609	+68	34402	6	51/2
34	34	3 DOORS DOWN Away From The Sun (Republic/Universal)	571	+33	21467	6	32/0
38	35	LIVING END Who's Gonna Save Us? (Reprise)	541	+75	22224	4	44/2
32	36	PUDDLE OF MUDD Away From Me (Geffen)	540	-42	22858	18	29/0
43	37	MICHAEL ANDREWS I/GARY JULES Mad World (Universal)	509	+97	39091	4	32/3
40	38	P.O.D. Change The World (Atlantic)	484	+55	16003	3	36/0
48	39	CYPRESS HILL What's Your Number? (Columbia)	476	+145	58671	2	38/6
46	40	OFFSPRING (Can't Get My) Head Around You (Columbia)	471	+133	46017	2	43/22
36	41	RED HOT CHILI PEPPERS Fortune Faded (Warner Bros.)	414	-96	30432	15	26/0
41	42	BRAND NEW Sic Transit Gloria...Glory Fad (Triple Crown/Razor & Tie)	401	-27	20638	9	22/0
37	43	HOOBASTANK Out Of Control (Island/IDJMG)	398	-74	20680	18	24/0
39	44	NO DOUBT It's My Life (Interscope)	369	-96	26999	14	18/0
45	45	BLINDSIDE All Of Us (Elektra/EEG)	340	-12	11935	2	30/4
35	46	CRYSTAL METHOD Born Too Slow (V2)	339	-175	13553	11	38/0
42	47	FUEL Milkon Miles (Epic)	336	-83	14586	8	20/0
47	48	SEVENDUST Broken Down (TVT)	321	-13	12948	4	22/2
50	49	APARTMENT 26 Give Me More (Atlantic)	295	-4	8901	4	23/0
<b>Debut</b>	<b>50</b>	YEAH YEAH YEAS Maps (DreamWorks/Interscope)	290	+108	21963	1	28/10

81 Alternative reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/15-2/21. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2004, The Arbitron Company). © 2004, R&R, Inc.

## Most Added\*

www.rroads.com

ARTIST TITLE LABEL(S)	ADDS
OFFSPRING (Can't Get My) Head Around You (Columbia)	22
LINKIN PARK Lying From You (Warner Bros.)	14
YEAH YEAH YEAS Maps (DreamWorks/Interscope)	10
STILLS Still In Love Song (Vice/Atlantic)	9
STELLASTARR My Coco (RCA)	9
JET Cold Hard Bitch (Elektra/EEG)	8
VINES Ride (Capitol)	8
CYPRESS HILL What's Your Number? (Columbia)	6
N.E.R.D. She Wants To Move (Virgin)	6
PRETHING Faded Love (V2)	6

## Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
VINES Ride (Capitol)	+270
HOOBASTANK The Reason (Island/IDJMG)	+267
PUDDLE OF MUDD Heel Over Head (Geffen)	+234
LINKIN PARK Lying From You (Warner Bros.)	+208
JET Cold Hard Bitch (Elektra/EEG)	+192
311 Love Song (Volcano/Maverick)	+183
AFI Silver And Cold (DreamWorks/Interscope)	+168
CYPRESS HILL What's Your Number? (Columbia)	+145
BLINK-182 I Miss You (Geffen)	+138
TRAPT Echo (Warner Bros.)	+137

## Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
WHITE STRIPES Seven Nation Army (Third Man/V2)	945
TRAPT Still Frame (Warner Bros.)	846
STAINED So Far Away (Flip/Elektra/EEG)	823
LINKIN PARK Faint (Warner Bros.)	815
AUDIOSLAVE Like A Stone (Interscope/Epic)	664
CHEVELLE Send The Pain Below (Epic)	654
TRAPT Headstrong (Warner Bros.)	610
CHEVELLE Closure (Epic)	602
AUDIOSLAVE Show Me How To Live (Interscope/Epic)	592
QUEENS OF THE STONE AGE No One Knows (Interscope)	591

Detailed station playlists for all R&R reporters are available on the web at [www.radioandrecords.com](http://www.radioandrecords.com).

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**Songs For The Neo Generation**

Continued from Page 87

**Chomsky**

"00:15:00"

Label: Aezra Records

Why? Because it's a tight, bouncy little pop tune. Sort of Green Day meets Up With People by way of Polyphonic Spree. Alt pop? Does that make any sense whatsoever? Well, maybe this does: In the group's hometown of Dallas, KDGE is banging it, and it's calling out great. It may take a couple of spins to really get it, but sometimes the best songs start that way, right?



The Few, The Proud, The Brave: The aforementioned KDGE, as well as KHRO, WBUZ/Nashville; WXTW/Ft. Wayne, IN; and WZNE.

**Dizzee Rascal**

"Fix Up, Look Sharp"  
Label: XL/Matador

Why? Because it's buzzin'. Riding that great Jay-Z/Cypress Hill/Atmosphere/N.E.R.D. wave that's sweeping the land, the little London boy who could is often compared to 50 Cent. I hear more of an electronica version of Prince myself, but it's funky and infectious, so pay close attention. The hipsters are all over this.

The Few, The Proud, The Brave: Over a dozen of our brethren are spinning this in specialty guise. Be on the lookout for actual adds pouring in over the coming weeks.

**Honorable Mention**

There's much more out there we couldn't fit in here this week. Check out The Fire Theft, Modest Mouse, Vast, Radio 4, HorrorPops, Edgewater and Von Bondies, just to name a few. We'll be back at you with more listening assignments in the Alternative special coming up in a few weeks.

COMING RIGHT UP

ARTIST: Yeah Yeah Yeahs

LABEL: DreamWorks/Interscope

By FRANK CORREIA/ALTERNATIVE SPECIALTY EDITOR



Hype. We've all been subjected to it. We've all been disappointed by it. Movies, music, the 6:00 news — yes, hype is the prime mover in mass media's universe. Didn't Chuck D and Flavor Flav warn us about believing the hype way back in '88?

Unless you've been living in a cave for the past year or so, you may have noticed a healthy amount of hype surrounding a certain New York trio. In fact, before Yeah Yeah Yeahs even released their full-length debut for Interscope, there was enough hype to crash a *Star Wars* message board. A couple of EPs, coupled with an amazing stage show, had press, A&R and fans buzzing over the next big thing outta the Big Apple, and for good reason. With Yeah Yeah Yeahs you can get down on your knees, fold your hands together and fully believe in all the hype.

Simply put, Yeah Yeah Yeahs are everything rock 'n' roll should be. A raucous collision of punk, new wave, disco sleaze, art rock, pop, blues and a kitchen sink full of vodka, the slim trio packs enough power behind their punch to floor the most jaded of critics. Onstage, the conflagration is made that much greater by frontwoman Karen O, who drenches herself in beer, rips her fishnets, poses, pants, shrieks and howls one minute, and then opens her heart with wrenching earnestness on slower numbers. Drummer Brian Chase provides backbeats that can shift between jazzy interludes; tribal bombast; and subtle, understated beats. Meanwhile, stick-thin guitarist Nick Zinner dreams up haunting leads to accompany Karen's sadder moments before

dive-bombing into an explosion of distortion for her wild abandon. Bass? Who needs bass?

*Fever to Tell*, the band's Interscope full-length debut, delivers on every promise and then some. This album is neck and neck with The White Stripes' *Elephant* for Best Alternative Album of 2003, and the hip underground kids have been relishing every lick for the past 12 months. "Date With the Night" is a revved-up, bar-hopping bash 'n' slash punker that's the perfect one-night stand. Karen goes completely off the wall with rockers like "Tick" and "Man," and tracks like "Rich," "Black Tongue" and "Pin" are too good to ignore.

Finally, mainstream Alternative is getting hip to Karen & Co.'s cool factor. "Maps" is an achingly poignant portrait of missing your loved one, and Karen evokes Siouxsie Sioux and Chrissie Hynde with her beautiful, longing voice. Stations getting it include KRBZ/Kansas City, WROX/Norfolk, KFMA/Tucson and KHRO/El Paso. Spins are inching up in major markets thanks to KROQ/Los Angeles, KITS/San Francisco, WNFx/Boston and CIMX/Detroit. But don't believe the hype — the music will give you more than enough to believe in.

The newborn Satum is keeping Incubus at the top of the chart for another week ... Bink-182 squeak up another notch, going 5-4 ... Nickelback hold their bullet and claim the No. 5 slot ... Lostprophets keep steady at No. 6 ... Finger Eleven quietly move to No. 8 from the bottom of the top 10. I told you this was something to keep an eye on. Could it go all the way? ... As usual, the teens represent the real battleground, with bullets and upward movement from No. 10 to No.18. Most notable are AFI going 13-11, 311 moving 15-12, Hoobastank climbing 17-14, and Trapt shaking the tree 22-18 ... As one Jet track comes down, another shoots skyward. "Cold Hard Bitch" goes 25-21 this week ... Puddle Of Mudd take only three weeks to go from New & Active to No. 23 ... And how 'bout those Vines? After only two weeks, "Ride" is now at No. 32 with eight nice new adds this week. The video is very cool ... By the way, don't overlook Blindside. Another four adds this week, and they hold steady at No. 45. Ignore at your peril ... Most Added: Offspring, Linkin Park, Yeah Yeah Yeahs, The Stills, Stellastar, Jet, Vines ... Most Should Be Added: Blindside, Fire Theft, Just Jack.



— Max Tolkoff, Alternative Editor

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America's Best Testing Alternative Songs 12 +  
For The Week Ending 2/27/04

Artist Title (Label)	TW	LWP	Familiarity	Burn	Persons 18-34	Men 18-34	Women 18-34
FINGER ELEVEN One Thing (Wind-up)	4.15	4.05	76%	13%	4.00	3.90	4.25
BLINK-182 I Miss You (Geffen)	4.12	4.12	98%	14%	4.03	4.06	4.01
SWITCHFOOT Meant To Live (Red Ink/Columbia)	4.00	4.05	87%	22%	4.00	4.04	4.13
STORY OF THE YEAR Until The Day I Die (Maverick/Reprise)	4.00	4.10	81%	17%	3.93	3.96	4.00
LOSTPROPHETS Last Train Home (Columbia)	4.00	4.03	72%	10%	3.90	3.87	3.90
INCUBUS Megalomaniac (Epic)	4.02	4.10	81%	16%	3.97	4.16	3.90
LINKIN PARK Numb (Warner Bros.)	4.01	4.07	99%	42%	3.91	3.78	4.03
YELLOWCARD Ocean Avenue (Capitol)	4.01	4.11	84%	8%	3.85	3.87	4.00
BLINK-182 Feeding This (Geffen)	3.90	3.95	91%	20%	3.85	3.82	3.90
THREE DAYS GRACE (I Hate) Everything About You (Live)	3.97	3.97	96%	35%	3.83	3.83	4.01
NOOBASTANK The Reason (Island/DJMG)	3.95	-	68%	10%	3.78	3.78	3.74
AFI Silver And Cold (DreamWorks/Interscope)	3.94	4.14	89%	11%	3.88	3.73	3.97
FOO FIGHTERS Darling Nikki (Roswell/RCA)	3.94	4.06	66%	10%	3.82	4.09	3.75
OFFSPRING Hit That (Columbia)	3.92	3.92	90%	30%	3.72	3.60	3.84
TRAPT Echo (Warner Bros.)	3.80	3.86	71%	12%	3.74	3.57	3.90
311 Love Song (Maverick/Volcano)	3.87	3.85	75%	11%	3.80	3.87	3.81
JET Are You Gonna Be My Girl (Elektra/EEG)	3.83	3.85	97%	34%	3.85	3.71	3.99
CHEVELLE Closure (Epic)	3.83	3.82	81%	23%	3.85	3.74	3.95
RED HOT CHILI PEPPERS Fortune Faded (Warner Bros.)	3.78	3.78	81%	25%	3.70	3.78	3.81
A PERFECT CIRCLE The Outsider (Virgin)	3.72	3.78	62%	12%	3.76	3.85	3.66
NICKELBACK Figured You Out (Roadrunner/DJMG)	3.71	3.69	85%	27%	3.59	3.36	3.90
PUDDLE OF MUDD Away From Me (Geffen)	3.68	3.71	95%	27%	3.48	3.32	3.85
STAINED How About You (Flip/Elektra/EEG)	3.68	3.78	81%	23%	3.58	3.38	3.74
AUDIOSLAVE I Am The Highway (Interscope/Epic)	3.64	3.69	88%	33%	3.60	3.50	3.80
LIMP BIZKIT Behind Blue Eyes (Flip/Interscope)	3.47	3.47	89%	30%	3.34	3.21	3.46
GOODSMACK Re-Align (Republic/Universal)	3.47	3.42	65%	19%	3.28	3.15	3.42
WHITE STRIPES I Just Don't Know What... (Third Man/V2)	3.42	-	57%	19%	3.54	3.67	3.41
DARKNESS I Believe In A Thing... (Must...Destroy/Atlantic)	3.39	3.35	83%	30%	3.41	3.23	3.58
CRYSTAL METHOD Burn Tea Slow (V2)	3.28	-	48%	12%	3.39	3.36	3.41

Total sample size is 491 respondents. Total average favorability estimates are based on a scale of 1-5, (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system, is available for local radio stations by calling 810-377-6300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.

**R&R TOP 20 SPECIALTY ARTISTS**

1. **MODEST MOUSE** (Epic) "Float On"
2. **YEAH YEAH YEAHS** (DreamWorks/Interscope) "Maps"
3. **DESCENDENTS** (Fat Wreck Chords) "Nothing With You"
4. **AIR** (Astralwerks/EMC) "Cherry Blossom Girl"
5. **DIZZEE RASCAL** (Matador) "Fix Up, Look Sharp"
6. **WALKMEN** (Star Time/Red Ink) "The Rat"
7. **MUSE** (East West/Warner Bros.) "Time Is Running Out"
8. **START** (Nitro) "The 1,2,3,4"
9. **MURDER BY DEATH** (Eyeball) "Killbot 2000"
10. **CHEMICAL BROTHERS** (Astralwerks/EMC) "Get Yourself High"
11. **STELLASTARR** (RCA) "My Coco"
12. **ROY** (Fueled By Ramen) "Something That's Real"
13. **ROBBERS ON HIGH ST.** (New Line) "Hot Sluts (Say I Love You)"
14. **VAST** (Fourfixsix) "Thrown Away"
15. **VERRA CRUZ** (Crazetown) "Soul Collides"
16. **N.E.R.D.** (Star Trak/Virgin) "She Wants Me To Move"
17. **PILOT TO GUNNER** (Arena Rock) "Barrio Superstarrio"
18. **VINES** (Capitol) "Ride"
19. **FRANZ FERDINAND** (Domino) "Darts Of Pleasure"
20. **WILLARD GRANT CONSPIRACY** (Kimchee) "Soft Hand"

Ranked by total number of shows reporting artist.

**Record Of The Week**

ARTIST: Tom McRae  
TITLE: *Just Like Blood*  
LABEL: Unsigned

For many, it's not about the destination, but the journey. With Tom McRae's acclaimed 2003 release, *Just Like Blood*, the Suffolk-born songwriter proves himself a broken-hearted troubadour in search of greener pastures. The followup to his Mercury- and Brit- nominated debut in 2000, *Just Like Blood* flows with denser soundscapes that wind orchestral strings, tear-inducing piano and lush, sometimes harrowing atmospheres around McRae's wounded lyrics and delicate-yet-powerful tones. Sad songs, yes, but there's an inner strength found within the vulnerability. "You Only Disappear" unveils its secrets gradually, while "Karaoke Soul" brims with bold strings that serve as a counterpoint to McRae's fearful lyrics. And the best part is that this wonderful talent is ripe for the plucking. Contact manager Erika Schultz, formerly of Hits, at 323-646-1061 or pinktipps@aol.com for more info, and make sure to catch McRae at SXSW '04.

— Frank Correlle, Rock Specialty Editor



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<p><b>KTZO/Albuquerque, NM*</b>                  PD: Scott Sothrad                  MD: Don Bailey                  2 OFFSPRING                  1 LINCOLN PARK                  YEAR YEAR YEARS</p>	<p><b>WKOL/Chicago, IL*</b>                  PD: Mike Stone                  No Adds</p>	<p><b>KXMA/Fayetteville, AR</b>                  PD/MD: Dave Jackson                  10 STORY OF THE YEAR                  7 OFFSPRING</p>	<p><b>WPLA/Jacksonville, FL*</b>                  DM: Gail Austin                  PD: Bo Mullins                  APD/MD: Chad Chumley                  No Adds</p>	<p><b>WLUM/Milwaukee, WI*</b>                  PD: Tommy White                  MD: Benny Neumann                  2 OFFSPRING                  M. ANDREWS VG. JULES</p>	<p><b>WPLV/Philadelphia, PA*</b>                  PD: Jim McCann                  MD: Don Fox                  1 YEAR YEAR YEARS                  PUDDLE OF MUDD</p>	<p><b>WOYL/Richmond, VA*</b>                  PD: Mike Murphy                  MD: Dennis Matthews                  16 JET                  5 SMILE EMPTY SOUL                  2 B.E.R.D.                  1 STROKES                  MARCY PLAYGROUND</p>	<p><b>KCBL/San Jose, CA*</b>                  PD/MD: John Albers                  1 SWITCHFOOT                  BICKLEBACK</p>	<p><b>KFMA/Tucson, AZ*</b>                  PD: Libby Carlsson                  MD: Paul Lane                  7 AUDIOSLAVE                  VINES</p>
<p><b>WNXA/Atlanta, GA*</b>                  DM: Leslie Frase                  PD: Chris Williams                  MD: Jay Horro                  TRAPT</p>	<p><b>WZZM/Chicago, IL*</b>                  PD: Bill Gambale                  APD: Steve Levy                  MD: James Mandel                  3 PRETHING</p>	<p><b>WJBF/Fl. Myers, FL*</b>                  DM/MD: John Ross                  APD: Pat Menden                  MD: John Zito                  2 B.E.R.D.                  1 YEAR YEAR YEARS                  OFFSPRING</p>	<p><b>WRXZ/Johannesburg, TN*</b>                  PD: Mark McKinney                  OFFSPRING                  B.E.R.D.</p>	<p><b>WRIC/Monmouth, NJ*</b>                  PD: David Smith                  MD: Brian Phillips                  BICKLEBACK</p>	<p><b>KEDJ/Phoenix, AZ*</b>                  DM: Laura Howe                  PD: Nancy Stevens                  APD: David Air Dove                  MD: Robin Rash                  HOBBASTANK                  VINES</p>	<p><b>WRXL/Richmond, VA*</b>                  DM: Bill Cahill                  PD/MD: Casey Kishovari                  No Adds</p>	<p><b>KJEE/Santa Barbara, CA</b>                  DM: Dean Burt                  PD: Eddie Gutierrez                  MD: Dave Hancock                  10 PUDDLE OF MUDD                  10 OFFSPRING                  9 MODEST MOUSE                  DONAVON FRANKENPREITER                  STILLS</p>	<p><b>KMYZ/Tulsa, OK*</b>                  PD: Lynn Blanton                  MD: Gordon Pinner                  No Adds</p>
<p><b>WJSE/Atlantic City, NJ*</b>                  PD: Al Farnelle                  7 STROKES                  OFFSPRING                  PRETHING</p>	<p><b>WAQZ/Cincinnati, OH*</b>                  PD/MD: Jeff Haged                  3 YEAR YEAR YEARS                  PUDDLE OF MUDD                  BLINDSIDE</p>	<p><b>WVFX/Knoxville, TN*</b>                  PD: Anthony Pfeiffer                  1 TANTRIC                  LINCOLN PARK</p>	<p><b>WRZK/Kansas City, MO*</b>                  PD: Greg Borgan                  APD: Lala                  MD: Jason Usart                  6 STELLASTARR                  1 STILLS</p>	<p><b>WRUJ/Nashville, TN*</b>                  DM: Jim Patrick                  PD/MD: Russ Scheuch                  7 CYPRESS HILL                  1 OFFSPRING                  STELLASTARR                  LINCOLN PARK                  MARS VOLTA                  PRETHING</p>	<p><b>KZON/Phoenix, AZ*</b>                  PD: Steve Morrison                  MD: Micke Lewis                  No Adds</p>	<p><b>KCXX/Riverside, CA*</b>                  DM/MD: Keith Chagnon                  APD/MD: Darryl Jones                  4 SOUL                  3 LINCOLN PARK                  CYPRESS HILL</p>	<p><b>KNDD/Seattle, WA*</b>                  PD: Phil Manning                  APD: Jim Ketter                  No Adds</p>	<p><b>WPBZ/W. Palm Beach, FL*</b>                  PD: John O'Connell                  MD: Eric Kristensen                  2 LINCOLN PARK                  PRETHING</p>
<p><b>KROK/Austin, TX*</b>                  DM: Jeff Carroll                  PD: Matthew Lee                  MD: Tuba Ross                  PUDDLE OF MUDD</p>	<p><b>WXTM/Cleveland, OH*</b>                  PD: Kim Warner                  APD: Dawn Harrela                  MD: Pete Schiebe                  9 OFFSPRING                  5 SOUL                  3 LINCOLN PARK                  3 JAY-Z</p>	<p><b>WVZL/Birmingham, AL*</b>                  PD: Susan Groves                  MD: Mark Lindsey                  LINCOLN PARK                  OFFSPRING</p>	<p><b>WFZL/Fl. Wayne, IN*</b>                  DM: JJ Van                  PD: Don Walker                  APD: Matt Jaricho                  MD: Greg Tamis                  STELLASTARR                  EVERLAST                  JOSH TODD                  B.E.R.D.                  PRETHING</p>	<p><b>KKND/New Orleans, LA*</b>                  PD: Dig                  SUPAGROUP</p>	<p><b>WXPX/Pittsburgh, PA*</b>                  PD: John Muskitt                  MD: Vinaw F.                  1 OFFSPRING</p>	<p><b>KPNT/Si. Louis, MO*</b>                  PD: Tommy Mathers                  MD: Jeff Frisse                  AUDIOSLAVE                  KINGS OF LEON                  SMILE EMPTY SOUL</p>	<p><b>WPBF/W. Washington, DC*</b>                  PD: Lisa Worden                  MD: Pat Ferris                  No Adds</p>	<p><b>WWOC/Washington, DC*</b>                  PD: Joe Bertolacca                  MD: Dorisette Flyn                  1 JET                  LOSTPHONETS                  FRIGER ELEVEN                  A PERFECT CIRCLE</p>
<p><b>WRAL/Birmingham, AL*</b>                  PD: Susan Groves                  MD: Mark Lindsey                  LINCOLN PARK                  OFFSPRING</p>	<p><b>WARQ/Columbia, SC*</b>                  PD: Dave Stewart                  MD: Dave Fara                  2 SWITCHFOOT                  2 OFFSPRING                  PRETHING                  AUDIOSLAVE</p>	<p><b>WVXZ/W. Wayne, IN*</b>                  DM: JJ Van                  PD: Don Walker                  APD: Matt Jaricho                  MD: Greg Tamis                  STELLASTARR                  EVERLAST                  JOSH TODD                  B.E.R.D.                  PRETHING</p>	<p><b>KFTL/Fayetteville, LA*</b>                  PD: Scott Forra                  MD: Chris Oliver                  No Adds</p>	<p><b>WXRK/New York, NY*</b>                  PD: Robert Cross                  MD: Mike Poor                  YEAR YEAR YEARS</p>	<p><b>WYCY/Portland, ME</b>                  PD: Herb                  MD: Bruce James                  M. ANDREWS VG. JULES                  YEAR YEAR YEARS                  STELLASTARR                  PRETHING</p>	<p><b>KWOD/Sacramento, CA*</b>                  DM: Curtis Johnson                  PD: Ron Bonca                  MD: Marco Cavins                  40 LINCOLN PARK                  17 OFFSPRING                  2 CHEED AND CAMBRIL                  1 MODEST MOUSE                  YEAR YEAR YEARS</p>	<p><b>WWRK/Syracuse, NY*</b>                  DM: Brian Grzesold                  PD: Scott Petrillo                  APD/MD: Tim Babb                  32 BILLY-102                  9 SEVENUST                  HIM                  KINGS OF LEON                  THRAILLS                  OFFSPRING                  STELLASTARR                  CYPRESS HILL</p>	<p><b>WWOC/Washington, DC*</b>                  PD: Joe Bertolacca                  MD: Dorisette Flyn                  1 JET                  LOSTPHONETS                  FRIGER ELEVEN                  A PERFECT CIRCLE</p>
<p><b>WBCH/Boston, MA*</b>                  PD: Ondrej                  APD/MD: Steven Strick                  1 YEAR YEAR YEARS                  JET                  OFFSPRING                  HOBBASTANK                  FLOGGING MOLLY</p>	<p><b>WWCD/Columbus, OH*</b>                  DM: Randy Maloy                  PD: Andy Davis                  MD: Jack Belliss                  BELLE &amp; SEBASTIAN                  STELLASTARR                  MODEST MOUSE</p>	<p><b>WVXZ/W. Wayne, IN*</b>                  DM: JJ Van                  PD: Don Walker                  APD: Matt Jaricho                  MD: Greg Tamis                  STELLASTARR                  EVERLAST                  JOSH TODD                  B.E.R.D.                  PRETHING</p>	<p><b>KXTE/Las Vegas, NV*</b>                  PD: Drew Hollingie                  APD/MD: Chris Ripley                  BLINDSIDE</p>	<p><b>WRRV/Newburgh, NY</b>                  PD: Andre Davis                  MD: James McKay                  OFFSPRING</p>	<p><b>WYCY/Portland, ME</b>                  PD: Herb                  MD: Bruce James                  M. ANDREWS VG. JULES                  YEAR YEAR YEARS                  STELLASTARR                  PRETHING</p>	<p><b>KWOD/Sacramento, CA*</b>                  DM: Curtis Johnson                  PD: Ron Bonca                  MD: Marco Cavins                  40 LINCOLN PARK                  17 OFFSPRING                  2 CHEED AND CAMBRIL                  1 MODEST MOUSE                  YEAR YEAR YEARS</p>	<p><b>WWRK/Syracuse, NY*</b>                  DM: Brian Grzesold                  PD: Scott Petrillo                  APD/MD: Tim Babb                  32 BILLY-102                  9 SEVENUST                  HIM                  KINGS OF LEON                  THRAILLS                  OFFSPRING                  STELLASTARR                  CYPRESS HILL</p>	<p><b>WWOC/Washington, DC*</b>                  PD: Joe Bertolacca                  MD: Dorisette Flyn                  1 JET                  LOSTPHONETS                  FRIGER ELEVEN                  A PERFECT CIRCLE</p>
<p><b>WFNE/Boston, MA*</b>                  PD/MD: Phil Orsillo                  APD: Keith Datin                  4 JUST JACK                  4 STELLASTARR</p>	<p><b>KDGE/Dallas, TX*</b>                  PD: Deane Doherty                  APD/MD: Alan Ayo                  TRAPT                  FOUNTAINS OF WAYNE                  VINES</p>	<p><b>WVXZ/W. Wayne, IN*</b>                  DM: JJ Van                  PD: Don Walker                  APD: Matt Jaricho                  MD: Greg Tamis                  STELLASTARR                  EVERLAST                  JOSH TODD                  B.E.R.D.                  PRETHING</p>	<p><b>KLCC/Little Rock, AR*</b>                  PD: Hoar                  APD/MD: Adam                  M. ANDREWS VG. JULES                  EVANGESCENCE                  OFFSPRING                  EDGEWATER                  B.E.R.D.</p>	<p><b>WROX/Morlok, VA*</b>                  PD: Michele Diamond                  MD: Mike Powers                  4 STILLS                  2 NO MOTIV                  1 MODEST MOUSE</p>	<p><b>KNRK/Portland, OR*</b>                  PD: Mark Hamilton                  APD: James Deery                  1 STELLASTARR                  1 B.E.R.D.                  1 MODEST MOUSE                  AUDIOSLAVE</p>	<p><b>KWXS/Tallahassee, FL</b>                  PD: Steve Cannon                  PD: Dale Phil                  APD/MD: Michael                  1 OFFSPRING                  1 PRETHING</p>	<p><b>WFSM/Wilmington, NC</b>                  PD: Keith                  MD: Mike Mammy                  1 FLOGGING MOLLY                  1 BILLY TALENT</p>	
<p><b>WEDG/Buffalo, NY*</b>                  PD: Lenny Diana                  3 JET                  1 STORY OF THE YEAR                  DARKNESS                  OFFSPRING                  VINES</p>	<p><b>WVXZ/Dallas, TX*</b>                  PD: Deane Doherty                  APD/MD: Alan Ayo                  TRAPT                  FOUNTAINS OF WAYNE                  VINES</p>	<p><b>WVXZ/W. Wayne, IN*</b>                  DM: JJ Van                  PD: Don Walker                  APD: Matt Jaricho                  MD: Greg Tamis                  STELLASTARR                  EVERLAST                  JOSH TODD                  B.E.R.D.                  PRETHING</p>	<p><b>KLCC/Little Rock, AR*</b>                  PD: Hoar                  APD/MD: Adam                  M. ANDREWS VG. JULES                  EVANGESCENCE                  OFFSPRING                  EDGEWATER                  B.E.R.D.</p>	<p><b>WROX/Morlok, VA*</b>                  PD: Michele Diamond                  MD: Mike Powers                  4 STILLS                  2 NO MOTIV                  1 MODEST MOUSE</p>	<p><b>KNRK/Portland, OR*</b>                  PD: Mark Hamilton                  APD: James Deery                  1 STELLASTARR                  1 B.E.R.D.                  1 MODEST MOUSE                  AUDIOSLAVE</p>	<p><b>KWXS/Tallahassee, FL</b>                  PD: Steve Cannon                  PD: Dale Phil                  APD/MD: Michael                  1 OFFSPRING                  1 PRETHING</p>	<p><b>WFSM/Wilmington, NC</b>                  PD: Keith                  MD: Mike Mammy                  1 FLOGGING MOLLY                  1 BILLY TALENT</p>	
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POWERED BY  
MEDIABASE

\*Monitored Reporters  
89 Total Reporters  
81 Total Monitored  
8 Total Indicator

New & Active

- BURDEN BROTHERS** Beautiful Night (*Kirtland/Trauma*)  
Total Plays: 251, Total Stations: 16, Adds: 1
- DROWNING POOL** Step Up (*Wind-up*)  
Total Plays: 194, Total Stations: 16, Adds: 1
- HIM** Join Me (*Universal*)  
Total Plays: 176, Total Stations: 18, Adds: 1
- TANTRIC** Hey Now (*Maverick/Reprise*)  
Total Plays: 156, Total Stations: 9, Adds: 2
- N.E.R.D.** She Wants To Move (*Virgin*)  
Total Plays: 145, Total Stations: 18, Adds: 6

- EVERLAST** White Trash Beautiful (*Island/IDJMG*)  
Total Plays: 136, Total Stations: 14, Adds: 3
- THRILLS** One Horse Town (*Virgin*)  
Total Plays: 128, Total Stations: 11, Adds: 1
- KINGS OF LEON** California Waiting (*RCA*)  
Total Plays: 106, Total Stations: 14, Adds: 3
- FIRE THEFT** Chain (*Rykla*)  
Total Plays: 102, Total Stations: 11, Adds: 1
- KID ROCK** Jackson, Mississippi (*Top Dog/Atlantic*)  
Total Plays: 102, Total Stations: 8, Adds: 0

Songs ranked by total plays

Indicator

- Most Added**
- OFFSPRING (Can't Get My) Head Around You (*Columbia*)
  - PRETHING Faded Love (*VZ*)
  - STILLS Still In Love Song (*Vice/Atlantic*)

Please Send Your Photos

R&R wants your best snapshots (color or black & white). Please include the names and titles of all pictured and send them to:  
**R&R, c/o Mike Trias** 10100 Santa Monica Blvd., 3rd Floor, Los Angeles, CA 90067  
 Email: mtrias@radioandrecords.com



# Keeping Up With The Joneses

## How does Triple A stack up in current airplay?

It is no secret that Triple A radio draws on a rich library of rock music that covers several decades. And if you are focusing your efforts on attracting adults in the 30- to 45-year-old range, that clearly makes a lot of sense. But, unlike many other formats that reach for the middle to upper end, Triple A also makes a concerted effort to play current music by heritage artists, as well as newcomers.

I decided it might be valuable to compare Triple A radio to other contemporary music formats to see how we stand up in terms of current airplay. Each week R&R's new music-tracking system generates an in-house currents and recurrences file for each format editor to keep tabs on how each of his or her stations is performing. I took the information for the airplay week ended Feb. 14 to generate the statistics you will see on this page. I also decided to give you a look at the top 20 recurrent and gold songs so far this year.

### Different Goals

The format that plays the most currents by far is CHR/Pop, with an average of 59%. If you add to that the format's recurrent average of

24%, about four out of every five songs played at CHR/Pop are new or relatively new. Considering that the format is mass-appeal and generally targets a very young audience, this makes a lot of sense.

Rock and AC, which target a 35+ audience, have current-airplay averages at the opposite end of the spectrum, with AC stations averaging 25% currents and Rock averaging 22%. Each format adds in only another 9%-10% in recurrences, so these programmers are clearly relying heavily on the musical heritage that defines their formats.

The rest of the contemporary music formats I compared fall somewhere in between, with Alternative playing 38% currents and another 18% recurrences, for a total of 56% newer

music. However, with the format's recent trend toward rediscovering more of its heritage, those percentages may drop as the year goes on.

Next are Active Rock, with 37% currents and 21% recurrences (a total of 58% newer music), and Hot AC, with 34% current and 25% recurrent (59%). Each of these formats reaches out to younger adults, mostly in the 18-34 range, so playing newer, trendier music makes sense.

### A Deeper Look

Then there's good ol' Triple A, which prides itself on performing well in the broader 25-54 range of adults. The current average for the format is 31%, and recurrences make up another 12%, bringing the average for newer, fresher music to 43% of the playlist.

More so than most formats, Triple A stations are customized to the markets they're in — this is no cookie-cutter format. Some stations are more current-based: Fifteen of the stations on the monitored and Indicator panels are playing 30% currents or more. But other Triple As are much more library-based, and 14 stations on the combined panels are playing 20% currents or less. The rest fall somewhere in between.

This balance between old and new seems to serve well a format that wants to hold on tightly to the older adult audience that expects to hear the artists it can most closely identify with but that still has a desire to learn about new music and exciting younger artists.

At the same time, Triple A is able to entice the younger adult who is maturing past the hard rock sound of Alternative and Active Rock and who wants something a little more cerebral than what is usually played on pop-oriented stations.

### TALK BACK TO R&R!

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

Call me at 310-788-1666  
or e-mail: [jschoenberger@radioandrecords.com](mailto:jschoenberger@radioandrecords.com)

## 2004 Triple A Gold Top 20

- 1 U2 Beautiful Day
- 2 PETER GABRIEL In Your Eyes
- 3 TALKING HEADS And She Was
- 4 BLUES TRAVELER Run-Around
- 5 CLASH Should I Stay Or Should I Go
- 6 R.E.M. Losing My Religion
- 7 GREEN DAY Time Of Your Life (Good...)
- 8 TALKING HEADS Once In A Lifetime
- 9 R.E.M. The One I Love
- 10 PEARL JAM Better Man
- 11 COLLECTIVE SOUL December
- 12 TALKING HEADS Burning Down The House
- 13 RED HOT CHILI PEPPERS Under The Bridge
- 14 U2 Pride (In The Name Of Love)
- 15 PETER GABRIEL Solsbury Hill
- 16 BLIND MELON No Rain
- 17 U2 Mysterious Ways
- 18 CRANBERRIES Dreams
- 19 U2 New Year's Day
- 20 MIDNIGHT OIL Beds Are Burning

Source: Mediabase 24/7

## Triple A Currents

Airplay information for the week ended Feb. 14.

R&R Monitored	Current Percentage	R&R Indicator	Current Percentage
WRLT/Nashville	53%	WOCM/Salisbury, MD	55%
KCTY/Omaha	50%	KNDZ/Billings, MT	41%
WDOO/Chattanooga, TN	48%	KCLC/St. Louis	40%
KRSH/Santa Rosa, CA	43%	WAPS/Akron	37%
WGXX/Minneapolis	36%	WWVV/Savannah, GA	36%
WMMM/Madison	28%	KTBG/Kansas City	35%
KGSR/Austin	27%	WBJB/Monmouth-Ocean	35%
WRNX/Springfield, MA	27%	WNCW/Greenville, SC	33%
WXRT/Chicago	27%	KBXR/Columbia, MO	32%
WOKI/Knoxville	26%	WVOD/Elizabeth City, NC	31%
WTTS/Indianapolis	26%	WDST/Poughkeepsie, NY	29%
WBOS/Boston	26%	WFPK/Louisville	28%
WXRV/Portsmouth, NH	26%	WRNR/Baltimore	28%
KTCZ/Minneapolis	25%	WCLZ/Portland, ME	27%
KTHX/Reno, NV	25%	WNCS/Burlington, VT	26%
WZEW/Mobile	24%	KTAO/Santa Fe, NM	23%
KMTT/Seattle	22%	KZPL/Kansas City	21%
KRVB/Boise, ID	22%	WYEP/Pittsburgh	19%
KBCO/Denver	20%	WCBE/Columbus, OH	18%
WMPS/Memphis	20%	WMBV/Cape Cod, MA	18%
KINK/Portland, OR	19%	WXPN/Philadelphia	17%
KPRI/San Diego	15%	WFUV/New York	15%
KFOG/San Francisco	10%	KBAC/Santa Fe, NM	15%
KENZ/Salt Lake City	8%	KPIG-FM/Monterey	11%
		WDET/Detroit	10%

## Currents By Format

Airplay information for the week ended Feb. 14.

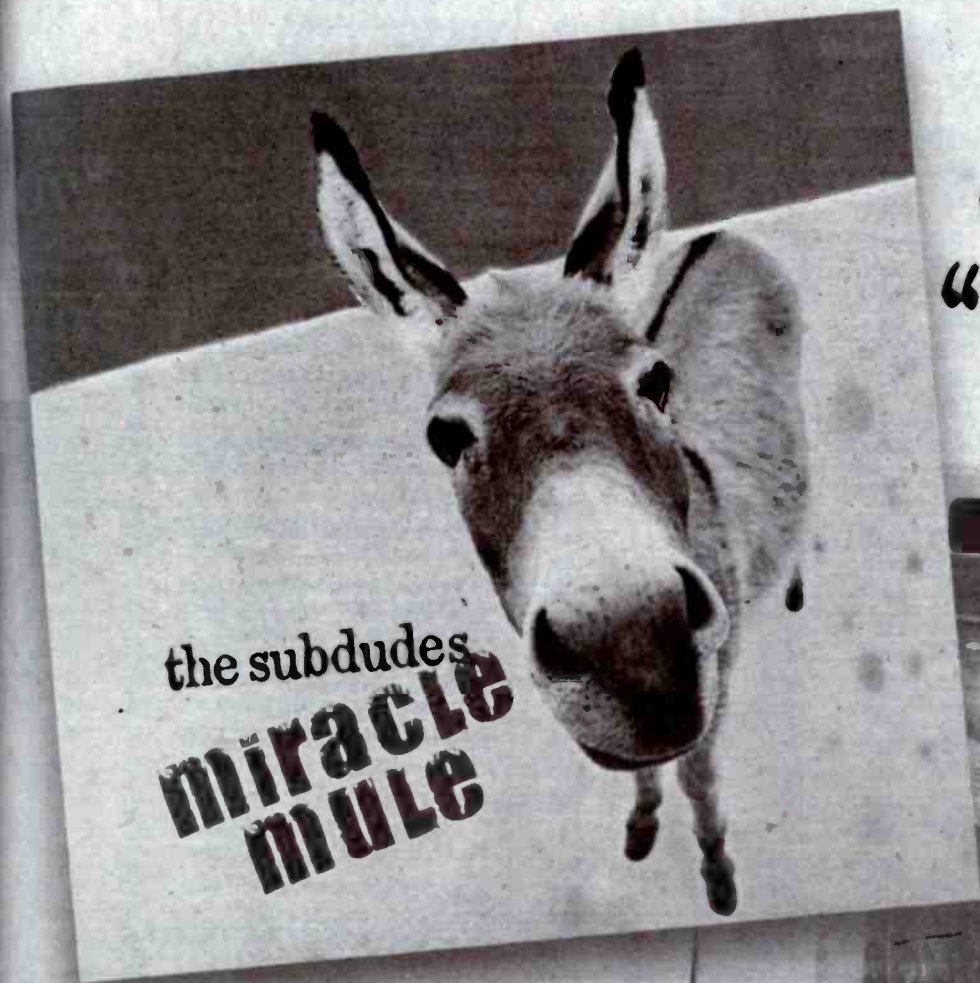
Format	Current Average	Highest	Lowest	Recurrent Average
CHR/Pop	59%	79%	37%	24%
Alternative	38%	64%	17%	18%
Active Rock	37%	78%	12%	21%
Hot AC	34%	65%	10%	28%
Triple A	31%	55%	8%	12%
AC	25%	32%	3%	9%
Rock	22%	42%	11%	10%

## 2004 Triple A Recurrent Top 20

- 1 HOWIE DAY Perfect Time Of Day (Epic)
- 2 TRAIN When I Look To The Sky (Aware/Columbia)
- 3 JONNY LANG Red Light (A&M/Interscope)
- 4 DIDO White Flag (Arista)
- 5 WALLFLOWERS Closer To You (Interscope)
- 6 COLDPLAY Clocks (Capitol)
- 7 JOHN MAYER Bigger Than My Body (Aware/Columbia)
- 8 JACK JOHNSON Wasting Time (Johnson/Universal)
- 9 LOS LONELY BOYS Heaven (Or/Epic)
- 10 BEN HARPER Diamonds On The Inside (Virgin)
- 11 JASON MRAZ You And I Both (Elektra/EEG)
- 12 TRAIN Calling All Angels (Aware/Columbia)
- 13 MATCHBOX TWENTY Unwell (Atlantic)
- 14 JASON MRAZ The Remedy (Elektra/EEG)
- 15 NICKEL CREEK Smoothie Song (Sugar Hill)
- 16 GUSTER Amsterdam (Palm/Reprise)
- 17 JACK JOHNSON Flake (Enjoy/Universal)
- 18 COLDPLAY The Scientist (Capitol)
- 19 JACK JOHNSON Horizon Has Been Defeated (Johnson/Universal)
- 20 DAVID GRAY Babylon (ATO/RCA)

Source: Mediabase 24/7

the subdudes are back!



the subdudes  
**miracle  
mule**

ON YOUR DESK NOW  
"Morning Glory"



the first single from the new album  
**MIRACLE MULE**

See them live @ SXSW,  
Jazzfest, and the  
AAA NON-COMMvention!

GOING FOR ADDS  
MARCH 8, 9



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LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (000)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	NORAH JONES Sunrise (Blue Note/EMC)	502	+37	28057	7	21/0
2	2	MELISSA ETHERIDGE Breathe (Island/DJMG)	495	+73	22980	8	21/0
4	3	GUSTER Careful (Palm/Reprise)	362	+2	16591	15	23/1
5	4	INDIGO GIRLS Perfect World (Epic)	349	+5	21933	9	22/0
3	5	COUNTING CROWS She Don't Want Noddy Near (Geffen)	336	-42	14802	16	23/0
7	6	THRILLS One Horse Town (Virgin)	327	+17	15531	12	23/0
6	7	FIVE FOR FIGHTING 100 Years (Aware/Columbia)	322	-12	13315	11	17/0
8	8	STING Sacred Love (A&M/Interscope)	318	+12	22494	6	21/0
9	9	JOHN MAYER Clarity (Aware/Columbia)	308	+24	14438	7	18/0
10	10	DAMIEN RICE Cannonball (Vector Recordings/Warner Bros.)	292	+27	13959	6	22/0
12	11	JET Are You Gonna Be My Girl (Elektra/EEG)	265	+9	11683	9	15/0
15	12	SARAH MCLACHLAN Fallen (Arista)	257	+25	17261	22	18/0
14	13	JACK JOHNSON Taylor (Brushfire)	252	+4	13577	13	20/0
13	14	DAVE MATTHEWS Save Me (RCA)	246	-10	14128	17	19/0
16	15	JOHN EDDIE If You're Here When I Get Back (Thrill Show/Lost Highway)	232	+8	4507	11	14/0
17	16	STEREOPHONICS Maybe Tomorrow (V2)	225	+2	13473	16	20/0
18	17	RYAN ADAMS Burning Photographs (Lost Highway/DJMG)	211	+9	8052	4	14/3
21	18	MAROON 5 This Love (Octone/J)	194	+27	7547	3	11/0
19	19	LOS LONELY BOYS Real Emotions (Or/Epic)	191	-10	5060	5	14/0
Debut	20	MICHAEL ANDREWS IGARY JULES Mad World (Universal)	190	+98	12670	1	15/3
22	21	ROONEY I'm Shakin' (Geffen)	170	+6	4482	9	14/0
20	22	JOSS STONE Fell In Love With A Boy (S-Curve/EMC)	167	-5	10100	4	13/0
23	23	KEB' MO' Let Your Light Shine (Epic)	154	+8	3907	5	13/0
26	24	3 DOORS DOWN Here Without You (Republic/Universal)	143	+14	7776	5	5/0
25	25	BIG HEAD TODD AND THE MONSTERS Imaginary Ships (Sanctuary/SRG)	142	+5	4798	3	12/0
Debut	26	JONNY LANG Give Me Up Again (A&M/Interscope)	131	+23	3430	1	11/2
Debut	27	HOWIE DAY She Says (Epic)	131	+15	5949	1	11/1
27	28	MATCHBOX TWENTY Bright Lights (Atlantic)	131	+5	10767	14	7/0
Debut	29	BARENAKED LADIES Testing 1, 2, 3 (Reprise)	130	+25	5445	1	12/1
Debut	30	STARSAILOR Silence Is Easy (Capitol)	130	+15	2847	1	10/0

24 Triple A reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/15-2/21. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2004, The Arbitron Company). © 2004, R&R, Inc.

**New & Active**

JOHNNY A. I Had To Laugh (Favored Nations/Red Ink)  
Total Plays: 128, Total Stations: 10, Adds: 0  
VAN MORRISON Evening In June (Blue Note/EMC)  
Total Plays: 127, Total Stations: 12, Adds: 0  
BEN HARPER Brown Eyed Blues (Virgin)  
Total Plays: 123, Total Stations: 12, Adds: 1  
WHEAT I Met A Girl (Aware/Columbia)  
Total Plays: 106, Total Stations: 5, Adds: 1  
MINDY SMITH Come To Jesus (Vanguard)  
Total Plays: 95, Total Stations: 9, Adds: 1

MATTHEW RYAN Return To Me (Hybrid)  
Total Plays: 88, Total Stations: 8, Adds: 0  
TEARS FOR FEARS Closest Thing To Heaven (Arista)  
Total Plays: 76, Total Stations: 8, Adds: 0  
TRUMAN Morning Light (Geffen)  
Total Plays: 70, Total Stations: 6, Adds: 0  
OWSLEY Be With You (Lakeview)  
Total Plays: 69, Total Stations: 6, Adds: 0  
MATT NATHANSON Suspended (Cherry/Universal)  
Total Plays: 66, Total Stations: 6, Adds: 0

Songs ranked by total plays

**Most Added**

[www.rradds.com](http://www.rradds.com)

ARTIST TITLE LABEL(S)	ADDS
JASON MRAZ Curbside Prophet (Elektra/EEG)	13
DONAVON FRANKENREITER BAND IJACK	8
JOHNSON Free (Brushfire/Universal)	4
BEN ARTHUR Mary Ann (Bardic)	4
NELLY FURTADO Try (DreamWorks/Interscope)	4
MICHAEL ANDREWS IGARY JULES Mad World (Universal)	3
RYAN ADAMS Burning Photographs (Lost Highway/DJMG)	3
MY MORNING JACKET Golden (ATO/RCA)	3

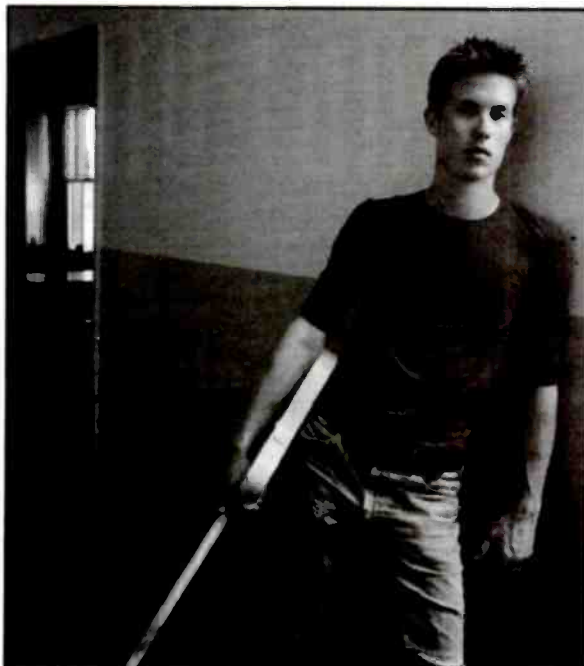
**Most Increased Plays**

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MICHAEL ANDREWS IGARY JULES Mad World (Universal)	+98
MELISSA ETHERIDGE Breathe (Island/DJMG)	+73
NORAH JONES Sunrise (Blue Note/EMC)	+37
VAN MORRISON Evening In June (Blue Note/EMC)	+29
JASON MRAZ Curbside Prophet (Elektra/EEG)	+28
DAMIEN RICE Cannonball (Vector Recordings/Warner Bros.)	+27
MAROON 5 This Love (Octone/J)	+27
NICKEL CREEK Smoothie Song (Sugar Hill)	+26
TEARS FOR FEARS Closest Thing To Heaven (Arista)	+26

**Most Played Recurrents**

ARTIST TITLE LABEL(S)	TOTAL PLAYS
SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	213
COLDPLAY Clocks (Capitol)	169
R.E.M. Bad Day (Warner Bros.)	165
WALLFLOWERS Closer To You (Interscope)	142
JONNY LANG Red Light (A&M/Interscope)	138
LOS LONELY BOYS Heaven (Or/Epic)	133
JOHN MAYER Bigger Than My Body (Aware/Columbia)	128
DIDO White Flag (Arista)	128
TRAVIS When I Look To The Sky (Columbia)	125
HOWIE DAY Perfect Time Of Day (Epic)	116

Detailed station playlists for all R&R reporters are available on the web at [www.radioandrecords.com](http://www.radioandrecords.com).



**JONNY LANG**

"Give Me Up Again"

**R&R Triple A: Debut 26**

New at: WDOD (Add) WRNR (Add) WRNX (Add)  
KBCO KTCZ WXPB WNCN WTTS  
WGVX KCTY KPRI KTHX and more

Soundscan=300,000+  
On Tour All Summer

Produced by Ron Fair for Faircraft and Jonny Lang  
ProTools and Recorded by Tal Herzberg  
Mixed by Chris Lord-Alge





February 27, 2004

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

LAST WEEK	THIS WEEK	ARTIST TITLE (LABEL/S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS ADDS
1	1	NORAH JONES Sunrise (Blue Note/EMC)	401	+20	7420	6	24/0
2	2	MELISSA ETHERIDGE Breathe (Island/IDJMG)	338	+19	4463	8	21/0
3	3	INDIGO GIRLS Perfect World (Epic)	330	+11	6296	8	21/1
6	4	JOHN MAYER Clarity (A&M/Columbia)	306	+17	4869	8	17/0
7	5	RYAN ADAMS Burning Photographs (Lost Highway/IDJMG)	298	+33	4623	5	19/0
8	6	DAMIEN RICE Cannonball (Vector Recordings/Warner Bros.)	279	+15	4537	6	23/0
10	7	JONATHA BROOKE Better After All (Bad Dog/VMG)	268	+14	5919	6	22/0
4	8	COUNTING CROWS She Don't Want Nobody Near (Geffen)	252	-4	3188	15	15/0
9	9	THRWLLS One Horse Town (Virgin)	250	-4	3112	15	15/0
5	10	STARSAILOR Silence Is Easy (Capitol)	247	-44	4703	6	19/0
14	11	JOSS STONE Fall In Love With A Boy (S-Curve/EMC)	235	+18	5306	7	18/0
13	12	KEB' MO' Let Your Light Shine (Epic)	222	-5	4844	5	20/1
16	13	LOS LONELY BOYS Real Emotions (Dr/Epic)	217	+12	3437	4	20/1
19	14	STING Sacred Love (A&M/Interscope)	210	+19	3815	5	15/0
15	15	JET Are You Gonna Be My Girl (Elektra/EEG)	205	-3	1710	8	13/0
20	16	MINDY SMITH Come To Jesus (Vanguard)	198	+13	5806	4	20/0
12	17	GUSTER Careful (Palm/Reprise)	198	-32	2325	15	10/0
11	18	JACK JOHNSON Taylor (Jack Johnson Music/Universal)	198	-49	2004	13	11/0
23	19	BIG HEAD TODD AND THE MONSTERS Imaginary Ships (Sanctuary/SRG)	194	+27	2870	2	18/1
17	20	DAVE MATTHEWS Save Me (RCA)	187	-7	2252	17	10/0
21	21	FIVE FOR FIGHTING 100 Years (A&M/Columbia)	188	+9	1969	9	10/0
24	22	HOWIE DAY She Says (Epic)	182	+15	1352	3	13/1
18	23	STEREOPHONICS Maybe Tomorrow (V2)	171	-23	2282	12	11/0
25	24	JONNY LANG Give Me Up Again (A&M/Interscope)	162	-1	2742	2	16/1
26	25	JOHNNY A. I Had To Laugh (Favored Nations/Red Ink)	158	-4	2912	3	19/1
-	26	MAROON 5 This Love (Octone/J)	148	+23	1435	2	10/0
30	27	ROONEY I'm Shakin' (Geffen)	143	+14	1125	4	9/0
Debut	28	WHEAT I Met A Girl (A&M/Columbia)	142	+23	2188	1	13/1
28	29	VAN MORRISON Evening In June (Blue Note/EMC)	139	-12	2954	3	15/1
22	30	JOHN EDDIE If You're Here When I Get Back (Thrill Show/Lost Highway)	131	-37	1598	13	13/1

25 Triple A reporters. Songs ranked by total plays for the airplay week of Sunday 2/15 - Saturday 2/21. © 2004 Radio & Records.

### Most Added

www.rindicator.com

ARTIST TITLE (LABEL/S)	ADDS
JASON MRAZ Curbside Prophet (Elektra/EEG)	13
DONAVON FRANKENREITER BAND... Free (Brushfire/Universal)	9
MY MORNING JACKET Golden (ATQ/RCA)	8
BEN ARTHUR Mary Ann (Bardic)	7
JEM They (ATQ)	5
SLAID CLEAVES Wishbones (Philo/Rounder)	4
MICHAEL ANDREWS HIGARY JULES Mad World (Universal)	3
BELLE & SEBASTIAN Stay Loose (Rough Trade/Sanctuary/SRG)	3

### Most Increased Plays

ARTIST TITLE (LABEL/S)	TOTAL PLAY INCREASE
JEM They (ATQ)	+69
ROBERT RANDOLPH Going In The Right Direction (Warner Bros.)	+50
MICHAEL ANDREWS HIGARY JULES Mad World (Universal)	+34
RYAN ADAMS Burning Photographs (Lost Highway/IDJMG)	+33
BARENAKED LADIES Testing 1, 2, 3 (Reprise)	+31
BELLIE MCCKAY David (Columbia)	+30
311 Love Song (Volcano/Maverick)	+29
BIG HEAD TODD AND... Imaginary Ships (Sanctuary/SRG)	+27
MATCHBOX TWENTY Downtall (Atlantic)	+25

### Reporters

WAPS/Akron, OH  
 PD: Bill Greiner  
 1 MY MORNING JACKET  
 2 BEN ARTHUR  
 3 D.A.R.  
 7 JASON MRAZ

KGSR/Austin, TX  
 PD: Joel Carroll  
 1 Jody Dombey  
 APD: Jyl Nersisyan-Ross  
 MD: Susan Castle  
 No Adds

WRNA/Baltimore, MD  
 PD: Jon Peterson  
 1 JONNY LANG  
 2 DONAVON FRANKENREITER  
 1 BR-10  
 1 JASON MRAZ

KNDZ/Billings, MT  
 PD: Cass Marwell  
 PD: Casey Paul  
 MICHAEL ANDREWS HIGARY JULES  
 JASON MRAZ  
 JET  
 PHATTON PLABET

KRVB/Bozys, ID  
 PD: Dan McCarty  
 MICHAEL ANDREWS HIGARY JULES

WBOS/Boston, MA  
 PD: Bob Knight  
 PD: Richard Williams  
 MD: David Gansbury  
 1 JASON MRAZ  
 1 BELLY FURTADO

WUCS/Burlington  
 PD: Bob Knight  
 JASON MRAZ  
 MICHAEL ANDREWS HIGARY JULES  
 DONAVON FRANKENREITER

WRVY/Cape Cod, MA  
 PD: Barbara Dobby  
 1 MATTHEW RYAN

WDDC/Charlottesville, VA  
 PD: Bob Knight  
 1 JONNY LANG  
 1 JUSTIN  
 1 RYAN ADAMS

WRTI/Chicago, IL  
 PD: Steve White  
 APD: John Farnado  
 1 JASON MRAZ  
 1 PETER HIMMELMANN

KZZC/Columbus, OH  
 PD: Jeff Larson  
 APD: Lee Truitt  
 MD: Jeff Dombey  
 No Add

WCBE/Columbus, OH  
 PD: Tammy Allen  
 PD: Don MacKinnon  
 MD: Maggie Brennan  
 1 GRAMMY PARKER  
 2 JEM  
 3 BEN ARTHUR  
 3 DONAVON FRANKENREITER  
 3 VIRGINIA TENG  
 3 SPODICE DAILY FROD  
 3 MATT BATHFORSOR

KBCO/Denver, CO  
 PD: Scott Arbuthnot  
 MD: Scott  
 10 JASON MRAZ  
 MICHAEL ANDREWS HIGARY JULES

WDET/Detroit, MI  
 PD: Jeff Adams  
 MD: Martin Ramirez  
 2 JASON MRAZ  
 2 BELLY FURTADO

WYOD/Elizabeth City, NC  
 PD: Matt Cooper  
 MD: Ted Abney  
 No Adds

WNCW/Greenville, SC  
 PD: Ellen Pflumm  
 PD: Dan Clark  
 APD: Martha Anderson  
 1 SLAID CLEAVES  
 1 ELLIS HOODS  
 1 ADRIAN STREET SPANNERS  
 1 GRAMMY PARKER  
 1 JUPITER COYOTE  
 1 VIRGINIA TENG  
 1 SUSAN BERRER  
 1 DAN SANCHEZ

WTTA/Indianapolis, IN  
 PD: Bob Knight  
 MD: Todd Swanson  
 1 DONAVON FRANKENREITER  
 1 JASON MRAZ

KTBC/Kansas City, MO  
 PD: Jon Ross  
 MD: Bob Knight  
 1 BELLE & SEBASTIAN  
 1 DONAVON FRANKENREITER

KZL/Kansas City, MO  
 PD: Bob Knight  
 MD: Jason Austin  
 No Adds

WDRB/Kentucky, TN  
 PD: Jon Ross  
 MD: James Hunter  
 JASON MRAZ

WFFA/Louisville, KY  
 PD: Bob Knight  
 MD: Bob Knight  
 1 MICHAEL ANDREWS HIGARY JULES  
 1 STEPHEN  
 1 PHIL CLUB

WMMM/Madison, WI  
 PD: Tom Teuber  
 MD: Gail Parsons  
 3 BEN ARTHUR  
 1 PETER HIMMELMANN  
 1 JASON MRAZ  
 1 BELLY FURTADO

WMPS/Memphis, TN  
 PD: Steve Richards  
 MD: Alexander Isler  
 No Adds

KTCZ/Minneapolis, MN  
 PD: Laura MacLennan  
 APD: Mike Wolf  
 BELLY FURTADO

WGVX/Minneapolis, MN  
 PD: Dave Hamilton  
 MD: Jeff Collins  
 1 MICHAEL ANDREWS HIGARY JULES

WZLW/Mobile, AL  
 PD: Tom Camp  
 MD: Lee Smith  
 12 RYAN ADAMS

WJLB/Monmouth, NJ  
 PD: Bob Knight  
 APD: Leo Zeman  
 MD: Jeff Knight  
 1 JASON MRAZ  
 1 MY MORNING JACKET  
 1 RYAN ADAMS  
 1 ABBE MOCLE

KPVC/Monterey, CA  
 MD: Frank Caputo  
 PD: Linda Lomelin Rupper  
 APD: Alissa Sherry  
 4 SLAID CLEAVES  
 2 GRAMMY PARKER  
 2 JON MRAZ

WVLT/Monrovia, TN  
 PD: Bob Knight  
 MD: Bob Knight  
 APD: Bob Knight  
 1 JASON MRAZ  
 1 WHEAT

WVTV/New York, NY  
 PD: Steve Richards  
 MD: Bill Spector  
 7 BELLY & SEBASTIAN  
 1 WHEAT  
 1 JASON MRAZ

ECTV/Rochester, NY  
 PD: Bob Knight  
 MD: Bob Knight  
 1 MICHAEL ANDREWS HIGARY JULES  
 1 STEPHEN  
 1 BELLY FURTADO  
 1 DONAVON FRANKENREITER

WXPW/Philadelphia, PA  
 PD: Bruce Warren  
 APD: MD: Nelson Leitch  
 7 BELLY FURTADO  
 9 D.A.R.  
 1 VIRGINIA TENG  
 1 GRAMMY PARKER  
 1 GRAMMY PARKER  
 1 DONAVON FRANKENREITER  
 1 MY MORNING JACKET  
 1 VAN MORRISON

WYEP/Pittsburgh, PA  
 PD: Rosemary Wotick  
 MD: Mike Easter  
 1 MY MORNING JACKET  
 1 BELLE & SEBASTIAN  
 1 JEM  
 1 SUN KL MOON  
 1 SLAID CLEAVES  
 1 STONE CRYPTS

WCLZ/Portland, ME  
 PD: Mark Ivy  
 MD: Bruce Jones  
 1 HOWIE DAY  
 1 LOS LONELY BOYS  
 1 MATTHEW RYAN  
 1 BIG HEAD TODD AND THE MONSTERS  
 1 STRANDBLIM  
 1 BEN ARTHUR  
 1 TEARS FOR FEARS  
 1 MICHAEL ANDREWS HIGARY JULES  
 1 JASON MRAZ  
 1 BEN HAPPER

KMVK/Portland, OR  
 PD: Bob Knight  
 MD: Bonnie Combs  
 MD: Steve White  
 1 JASON MRAZ  
 1 JEM

WXPV/Portland, ME  
 PD: Bob Knight  
 MD: Bob Knight  
 1 MY MORNING JACKET  
 1 JASON MRAZ  
 1 DONAVON FRANKENREITER

WBET/Roseton, NY  
 PD: Bob Knight  
 MD: Bob Knight  
 1 BELLY & SEBASTIAN  
 1 DONAVON FRANKENREITER  
 1 D.A.R. WROBERT RANDOLPH

KTOW/Rose, NY  
 PD: Bob Knight  
 MD: Bob Knight  
 APD: Bob Knight  
 1 JASON MRAZ

WOCN/Salt Lake City, UT  
 PD: Bruce Warren  
 MD: Karl Gansman  
 MD: Karl Gansman  
 1 BR-10

WVTV/Savannah, GA  
 PD: Bob Knight  
 MD: Bob Knight  
 APD: Bob Knight  
 1 JASON MRAZ  
 1 BARENAKED LADIES  
 1 JEM  
 1 BEN ARTHUR

WVTV/Savannah, GA  
 PD: Bob Knight  
 MD: Bob Knight  
 APD: Bob Knight  
 1 JASON MRAZ  
 1 BARENAKED LADIES  
 1 JEM  
 1 BEN ARTHUR

### National Programming

Added This Week



Ali Castellini 215-898-6677

SLAID CLEAVES Wishbones  
 TOOTS & THE MAYTALS True Love Is Hard To Find



Rob Reinhart 734-761-2043

GARRISON STARR Superhero  
 KATE RUSSBY The Blind Harper  
 MOUNTAIN GOATS Linda Blair Was Born  
 MY MORNING JACKET Golden  
 PETER HIMMELMANN The Hardest Part  
 RANDALL DRAMBLETT Red Booth

### POWERED BY MEDIABASE

Monitored Reporters  
 49 Total Reporters  
 24 Total Monitored  
 25 Total Indicator  
 Dropped Stations (1):  
 WMPS/Memphis, TN

**ON THE RECORD**

With **Michelle Williams**  
PD, WBOS/Boston



I instantly liked Denmark's Teitur from the moment I heard "Sleeping With the Lights On," the first release from his CD *Poetry & Aeroplanes*. I started spending a lot of time with the CD and eventually fell in love with "You're the Ocean." I thought it was a beautiful song with a very refreshing sound. • Last November we dedi-

cated the month to up-and-coming artists, and Teitur was one of the artists we spotlighted. Throughout the month, we solicited feedback on all our highlighted artists, and Teitur was consistently one who listeners seemed to be connecting with. • We've now added "You're the Ocean." It sounds different from everything else we have on the air, and it stands out in a good way. Every time we play it, we get positive feedback and curiosity calls. I'm very excited about this new artist.

The monitored airplay chart remains fairly crowded at the top, with **Norah Jones** at 1\* for the third week and **Melissa Etheridge** not far behind in spins at 2\* ... **Guster**, **Indigo Girls**, **The Thrills**, **Sting**, **John Mayer** and **Damien Rice** round out the bulleted top 10 ... **Jet** and **Jack Johnson** are knocking on the door at 11\* and 13\*, respectively ... Other projects showing growth this week include **John Eddie** (16\*-15\*), **Ryan Adams** (18\*-17\*) and **Maroon 5** (21\*-18\*) ... **Jonny Lang**, **Barenaked Ladies**, **Howie Day**, **Starsailor** and **Michael Andrews** featuring **Gary Jules** debut ... On the Indicator chart, a similar situation exists, with the top seven songs all bulleted: Jones holds at 1\*, Etheridge holds at 2\*, Indigo Girls remain at 3\*, Mayer moves up to 4\*, Adams is now 5\*, Rice increases to 6\*, and **Jonatha Brooke** jumps to 7\* ... Other gainers include **Joss Stone**, **Los Lonely Boys**, **Mindy Smith** and **Big Head Todd And The Monsters** ... **Wheat** debuts ... In the Most Added category this week, **Jason Mraz** was the top dog (or should I say "rooster?"), with 26 total adds (No. 1 on both panels) and **Donavon Frankenreiter Band** featuring **Jack Johnson** came in second most added overall, with 17 adds (No. 2 on both panels) ... Also having a good first week were **Ben Arthur**, **My Morning Jacket**, **Nelly Furtado**, **Belle & Sebastian**, **Joan Baez** and **Slaid Cleaves** ... **Jem**, **Michael Franti w/ Spearhead**, **Lang**, **Adams**, **Ben Harper** and **Day** closed some important holes.

**Triple A**  
**ON THE RADIO**

— John Schoenberger, Triple A Editor

**AAA ARTIST**  
OF THE WEEK

ARTIST: **Mindy Smith**

LABEL: **Vanguard**

By **JOHN SCHOENBERGER** / TRIPLE A EDITOR



Although she was raised on Long Island, Mindy Smith's musical sensibilities tend to lean more toward the South. The adopted daughter of a minister and a church music director, Smith moved to Knoxville with her father shortly after the death of her mother in 1994. It was at this time that she started to take a career in music seriously.

In 1998 she moved to Nashville and started honing her singing, playing and song-writing skills in earnest by performing in clubs and participating in writers' nights. After a time she began winning songwriting contests such as Tin Pan South, and she was recognized for her work at the Kerrville Festival in Texas. She was eventually sought after by many labels but decided to join up with Vanguard.

Prior to the release of her debut album, *One Moment More*, Smith participated in the Dolly Parton tribute project *Because I'm a Woman: The Songs of Dolly Parton*, singing a moving version of "Jolene." This led to a live performance of the song with Parton on *The Tonight Show With Jay Leno*, as well as a slot in Lifetime's *Women Rock! The Songs From the Movies*. In addition, she co-wrote the song "If I Didn't Know Better," which was made popular by Alison Krauss. The time was right to release her debut album.

*One Moment More* was co-produced by Steve Buckingham, and, according to Smith, he allowed her the latitude to create much of the music on this album as she had envisioned it. "Steve and I worked well together in the studio when I recorded 'Jolene,'" she says. "He let me do a lot of the producing for such an im-

portant recording, and I really appreciated that. The same went for my album. My only goal was to keep my integrity as an artist and stay true to myself."

*One Moment More* displays an artist who takes her craft very seriously. There is certainly an Americana flavor to some of the songs, but Smith also ventures into much broader musical territory. From more uptempo numbers such as "Falling," "Train Song," "Fighting for It All" and "Hurricane" to more introspective songs such as "Come to Jesus," "It's Amazing" and "Down in Flames," Smith not only proves she's a singer to be reckoned with, but also that she is one of the most exciting new songwriters to come on the scene in quite a while.

"My mother really influenced me musically, and my father was always into music too," says Smith. "I was lucky to have music in the home, because my teachers at school told me I had no talent. That made me work really hard. The bottom line is that you really have to love making music."

As her album climbs the Americana chart and airplay at Triple A radio continues to spread, Smith will be out on the road supporting the cause. She already has dates booked through the end of March, as well as slots at MerleFest 2004 in April and the Telluride Bluegrass Festival in June.



**MINDY SMITH**

*"Come To Jesus"*

New this week:

**WXRT**

"We get at least 3 positive calls every time we play Mindy Smith."

— Jody Denberg/KGSR

Already On:

KINK, WFUV, KGSR, WRLT and dozens more...

**R&R TRIPLE A INDICATOR CHART: 16**

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	THIS WEEK PLAYS	+/- PLAYS	CUMULATIVE PLAYS
1	1	FLATLANDERS <i>Wheels Of Fortune (New West)</i>	840	+11	3561
2	2	BR5-49 <i>Tangled In The Pines (Dualtone)</i>	695	+40	2757
4	3	VARIOUS ARTISTS <i>Cold Mountain Soundtrack (DMZ/Sony)</i>	562	+38	3124
3	4	C. TAYLOR & C. RODRIGUEZ <i>The Trouble With Humans (Lonestar)</i>	552	-41	12212
10	5	MINDY SMITH <i>One Moment More (Vanguard)</i>	518	+41	2256
6	6	MARK ERELLI <i>Hillbilly Pilgrim (Signature Sound)</i>	518	+17	2406
5	7	ROBERT EARL KEEN <i>Farm Fresh Onions (Audium/Koch)</i>	478	-42	12787
8	8	HOLMES BROTHERS <i>Simple Truths (Alligator)</i>	469	-24	2596
7	9	BOTTLE ROCKETS <i>Blue Sky (Sanctuary/SRG)</i>	462	-31	6455
9	10	MAVERICKS <i>The Mavericks (Sanctuary/SRG)</i>	423	-61	12082
11	11	LYLE LOVETT <i>My Baby Don't Tolerate (Curb/Lost Highway)</i>	419	-33	12023
14	12	OLD CROW MEDICINE SHOW <i>OCMS (Nettwerk America)</i>	410	+30	1382
12	13	VARIOUS ARTISTS <i>Just Because I'm A Woman... (Sugar Hill)</i>	401	-44	10656
13	14	RODNEY CROWELL <i>Fate's Right Hand (Columbia)</i>	384	-49	15078
15	15	ADRIENNE YOUNG <i>Plow To The End Of The Row (Addie Belle)</i>	322	-18	9799
17	16	GREENCARDS <i>Movin' On (Independent)</i>	322	+14	1634
Debut	17	SLAID CLEAVES <i>Wishbones (Philo)</i>	313	+226	447
26	18	JAMES MCMURTRY <i>Live In Augh Throo (Compadre)</i>	301	+60	769
16	19	VARIOUS ARTISTS <i>Livin', Lovin', Losin'... (Universal South)</i>	296	-24	7708
19	20	ALBERT LEE <i>Heartbreak Hill (Sugar Hill)</i>	277	+1	6835
18	21	EMMYLOU HARRIS <i>Stumble Into Grace (Nonesuch)</i>	281	-27	9996
22	22	K. SHIFLETT AND BIG COUNTRY <i>Worries On My Mind (Rebel)</i>	248	-2	4386
20	23	CHRIS KINGNT <i>The Jealous Kind (Dualtone)</i>	242	-25	8578
28	24	PAUL BURCH <i>Fool For Love (Bloodshot)</i>	232	+1	4103
25	25	DARRELL SCOTT <i>Theatre Of The Unheard (Full Light)</i>	228	-14	8892
29	26	PATTY LOVELESS <i>On Your Way Home (Epic)</i>	227	+9	5716
Debut	27	GRANT LEE PHILLIPS <i>Virginia Creeper (Zoo)</i>	226	+82	525
Debut	28	MORAN JONES <i>Feels Like Home (Blue Note/EMC)</i>	218	+55	513
23	29	HOT CLUB OF COWTOWN <i>Continental Stamp (Hightone)</i>	217	-38	5588
27	30	SHELBY LYNNE <i>Identity Crisis (Capitol)</i>	217	-17	8068

The Americana Airplay chart represents the reported play of terrestrial radio stations, nationally syndicated radio shows, satellite radio and internet stations that have agreed to submit weekly spin counts. For more information please visit [www.americanamusic.org](http://www.americanamusic.org). © 2004 Americana Music Association.

## Americana Spotlight

by John Schoenberger

Artist: Tom Russell

Label: Hightone



Every now and then renowned singer-songwriter Tom Russell takes a turn in his career path that heads toward the West. He has always had a love for the Old West and the music that glorifies it. He has written a number of songs that have become standards of the cowboy poetry genre, both on his own and with Ian Tyson, including "Claude Dallas," "Navajo Rug," "The Rose of the San Joaquin" and "The Sky Above, The Mud Below." With *Indians Cowboys Horses Dogs*, Russell returns — for the fifth time — to this love. The project includes some newly penned tunes such as "Tonight We Ride," "Little Blue Horse" and "No Telling," as well as some choice covers, including Bob Dylan's "Lily, Rosemary and the Jack of Hearts" and "Seven Curses," Woody Guthrie's "East Texas Red" and classics like "El Paso" and "Old Blue." Joining Russell for this journey into America's legendary past are Joe Ely and Eliza Gilkyson on vocals, Hot Club Of Cowtown's Elana Fremmerman on fiddle, Joel Gruzman on accordian, Andrew Hardin on guitar and Mark Hallman on bass. The Plaza Monumental Juarez Bull Ring Band also contributes. Says Russell, "I step into this part of my career every now and then because I've been concerned that there seems to be very little contemporary Western music being written."

## Americana News

WYSO/Yellow Springs, OH has been reactivated to reporting status. Nikki Dakota is your music contact and can be reached at 973-769-1383 ... Two new stations have been added to the Americana panel. First there's KKFI, P.O. Box 32250, Kansas City, MO 64171. Your contact is Robyn Faulkner, who can be reached 816-931-3122. Also new is KFRC, 619 South College Ave. No. 4, Ft. Collins, CO 80524. Call Bob Terrill at 970-221-5075 ... The Americana Music Association has just gone into a partnership with the National Association of Recording Merchandisers (NARM) to produce an Americana music CD sampler. The sampler will be released to consumers on Aug. 3 at a low retail price point in order to increase awareness and sales of Americana music ... As they accepted the Patrick Lippert Award from the Rock the Vote organization on Feb. 7, The Dixie Chicks vowed to continue playing a prominent role in the national political dialogue ... Singer-songwriter Kenny Loggins was one of many artists who participated in this year's Country in the Rockies event held recently at Club Med in Crested Butte, CO. Since its inception in 1994, Country in the Rockies has raised more than \$90 million to support the Frances Williams Preston Laboratories at Nashville's Vanderbilt-Ingram Cancer Center ... Terri Clark has turned down the chance to pose for the cover of *Playboy* magazine. As you may recall, she came in second place (behind Shania Twain) in last year's *Playboy* web poll on the hottest women in country music.

Note: If you have Americana news, please forward it to [jschoenberger@radioandrecords.com](mailto:jschoenberger@radioandrecords.com).

## Most Added

ARTIST TITLE LABEL(S)	ADDS
Slaid Cleaves <i>Wishbones (Philo)</i>	28
Tom Russell <i>Indians, Cowboys, Horses, Dogs (Hightone)</i>	18
Graham Parker <i>Your Country (Bloodshot)</i>	10
Anne McCoo <i>Roll (Mcaosanger)</i>	7
Leftover Salmon <i>Leftover Salmon (Compadre)</i>	7
Greg Brown <i>Honey In The Lion's Head (Trailer)</i>	6

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# The Lone Ranger

**KAEZ/Amarillo PD Tim Marx wins while wearing many hats**

**W**ith the music industry's continuous downsizing, it's always a kick to hear about someone who has you beat in the area of multiple responsibilities. Tim Marx, PD at commercial Christian AC KAEZ/Amarillo, TX, is just such a person.

I was prompted to call Marx after KAEZ's nice jump in the fall Arbitron ratings. Little did I know the challenging yet impressive circumstances he was in at the station, not unlike dozens of other PDs across the country. Here is our conversation.

**R&R:** What is going on at KAEZ?

**TM:** The station will be 5 years old later this year. I came into the picture about a year and a half after the station was started. Coming from a Christian CHR station, it was a real learning curve at first. KAEZ has been aggressive musically as a result of my experience at that format.

One of the things I feel strongly about is that a Christian AC station like this one should run contests and be active in the community we serve. I spent some time living in Dallas and was a huge fan of mainstream AC

KVIL. I have always believed that a Christian AC station could be just like that, but with music that can play a part in changing a person's life.

**R&R:** With all of the Christian stations in your market, what type of difficulties does that present for you each day?

**TM:** We have both the K-Love and AIR1 networks in our market. Anytime you have stations in your market, that play the same music you do, you're going to have to offer the audience something different to keep them listening longer. It is my belief that if you keep things local, you'll win every time. That has been proven to be true for us diary period after diary period here in Amarillo.

**R&R:** How do all of the Christian-music stations in your market do formatically? How much do you overlap with your music?

**TM:** We have positioned our mu-

sic in between the other stations in town. As the only local Christian-music station in our market, we are able to superserve our audience in such a way that our TSL goes higher as a result. We have also gone to just one four-minute stopset per hour, beginning at 9am each day. This gives us the listener perception that we are playing every bit as much music as our noncommercial competition. Plus, it looks as though we are playing more music than the other mainstream stations in our coverage area.

**R&R:** To what do you attribute your fall ratings surge?

**TM:** Ratings can say just about anything you want them to say. We just do the best we can to stay true to the mission statement of the station. We also attempt to do as many of the little things that we can. An example would be that we have a database that stores all of our con-

**"On the days you are overwhelmed, share your thoughts and feelings with somebody else in our industry."**

test-winner information on it. We do local birthdays and wedding announcements every morning at 7am using this database.

I make it a point to call the people celebrating their birthdays each day and leave a message on their answering machine. The times that I have actually talked to people on their birthdays, they are always so surprised that somebody remembered. Our listeners want to feel special, and this is one great way we can do that.

**R&R:** Tell me a little bit about your staff.

**TM:** I'm the only full-time employee. Jill Christie handles afternoon drive while being a stay-at-home mom, and Sean Freeman does middays and is also a local fireman.



**EDEN IN KNOXVILLE** WYLV/Knoxville helped Gotee artists Out Of Eden celebrate the release of their project Love, Peace & Happiness. Seen here after an in-studio interview are (l-r) Out Of Eden's Andrea Kimmey-Baca and Danielle Kimmey, Gotee National Dir./Promotions Phil Conner, WYLV PD Jonathan Unthank and Breakfast Bunch host Mike Parker and Out Of Eden's Lisa Kimmey.



**ALL DRESSED UP** Grammy-nominated Sparrow recording artists Newsboys hung out with friends at EMI's post-Grammy party in Los Angeles. Seen here (l-r) are Newsboys' Jeff Frankenstein; EMI Music Chairman/CEO Alain Levy and Music Vice-Chairman David Munns; Newsboys' Duncan Phillips, Bryan Olesen and Peter Furler; and EMI Christian Music Group President/CEO Bill Hearn.

Both are part-time employees and very gifted on-air storytellers. We're lucky to have them.

**R&R:** So you are the only person at the station all day long?

**TM:** Yep. Just me. Most of the rest of the day is voicetracked.

**R&R:** Being the guy who seemingly wears all of the hats to be worn at your radio station — GM, PD, MD, sales guy, etc. — how do you hold it all together?

**TM:** To be honest, I handle it better on some days than others. This experience has given me the total picture of what a commercial station is all about. I think I'm a better communicator on the air as a result of the dynamics of this station as well. I'm also the guy who has to get the prizes together or get the funds needed for a specific contest. It's a nonstop job.

**R&R:** Being a commercial station, how does the sales end of things fit into what you do?

**TM:** Well, plain and simple, some ad agencies we've worked with get what we are all about while others don't. We just got a buy from a well-known fast food restaurant that understands our audience and their specific needs. On the other hand, I have always wondered why a Sears-type store hasn't bought Christian radio in Amarillo. Most Christian AC stations target moms. The last time I checked, they wash clothes, cook dinner and use appliances every day, just like everybody else. To me, it's a no-brainer.

**R&R:** Who are some of your support people in this effort?

**"It is my belief that if you keep things local, you'll win every time."**

**TM:** Bob Thornton at KXOJ/Tulsa is my boss and National PD of the Adonai Radio Group. He is one of those guys who gives advice when you ask for it and allows you to do your own thing without restrictions. That helps a bunch. Our owner, David Stephens, also has been very supportive. When he promoted me to GM he allowed me to grow and learn the business side of radio.

**R&R:** What words of encouragement can you offer to other lone rangers out there who are trying to make a difference in their community with Christian radio?

**TM:** Do the best you can each and every day. On the days you are overwhelmed, share your thoughts and feelings with somebody else in our industry. In other words, find a friend and be a friend. I have a guy I'm able to blow steam off to, and nine times out of 10 he is able to help me refocus and can point out the pluses of the work that I do. It's also nice to hear positive feedback from listeners. It seems that God always points one in my direction on the days I need encouragement most.

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# The CCM Update

Christian Retail, Radio & Records Newsweekly

The **CCM** Update

Editor  
Lizza Connor

The CCM Update is published weekly in R&R by Salem Publishing, 104 Woodmont Blvd., Suite 300, Nashville, TN 37205. Ph: 615/386-3011 Fax: 615/386-3380

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## New Artist Profile: Taylor Sorenson

Melodic rock and solid songwriting drive this debut project

Though Adrienne, MI native Taylor Sorenson is Rockettown Records' new kid on the block, he's already garnering great reviews from the critics and collaborating with Christian-music notable Michael W. Smith. Sorenson, a recent graduate of Nashville's Belmont University, signed on with Rockettown after an executive from the label caught a performance at the school, renowned for its music-biz savvy.

Sorenson's pop rock debut, *The Overflow*, due out March 23, is a collection of lively, CHR and Rock radio-friendly songs penned by the artist. Production credits go to the team of Dave Perkins (Over The Rhine), Sam Ashworth, Taylor Harris and Matt Slocum (Sixpence None The Richer). The incredible combination of talents pooled on *The Overflow* culminates in a killer first outing by the 23-year-old Sorenson. This week THE CCM UPDATE introduces you to a rising artist you'll be hearing more about in the very near future.



Taylor Sorenson

**CCM:** What are you working on now?

**TS:** The label is putting together a promo tour, so we'll visit radio stations in the morning and colleges in the evenings for shows. We'll do a kickoff in my hometown in Michigan with the full band. That's keeping me busy right now.

**CCM:** You recorded with a full band on your album. Will your tour be reflective of that?

**TS:** We're still in the planning stages for a spring tour, and we've got some festivals booked. But the promo thing is just going to be a drummer and me, on my acoustic guitar, right now. It will be inventive, for sure.

**CCM:** What initially piqued your interest in music?

**TS:** I've been a listener and appreciator of music for as long as I can remember. I grew up listening to my dad's records, old Stevie Wonder and Beach Boys. A lot of that influenced my style. Around my fresh-

man year of high school I got really serious about it and thought, "This is what I can do." I got a guitar for Christmas.

**CCM:** Were you the cool guy with the band in high school?

**TS:** I put together my first little band in high school. I was just thinking that I'd like to play guitar for other people. Then I found out I wasn't all that great at playing other people's songs, so

I started writing my own, because you can't screw up your own songs. Even if you do, you can say you did it on purpose, and no one will know the difference.

Really, since my freshman year in high school, I haven't made any other options for myself other than that I was going to play music. It's nice to see that it's starting to work for me.

**CCM:** What brought you to Nashville?

**TS:** I went to school at Belmont, so I knew several people here, and I could get an education while honing my musical skills. I was also able to make those connections that I needed to make. I was a religious studies major and minored in music business.

**CCM:** What kind of opportunities did you have, given that you were in school in a town that operates around the entertainment business?

**TS:** Being in Nashville was a big pusher. A lot of students, especially at Belmont, come from these small towns where they were the most amazing singer ever. Then they come here to Nashville, where they find 500 more of the most amazing

singers from all these different little towns. It pushed me to dig in to creativity and to try to write the best songs possible. There is a lot of competition.

**CCM:** Was that intimidating for you?

**TS:** I kind of like it. I'm really competitive. Most people wouldn't think that, because I have a laid-back personality most of the time. When you throw me into a soccer game or something like that, I hate losing.

I was surrounded by others who could give constructive criticism, who pushed me. Whereas that might discourage other people or knock them off what they wanted to do, it really pushed me.

**CCM:** Wasn't it at a showcase at Belmont University that you got your big break, so to speak?

**TS:** Derek Jones saw me at a showcase he was judging at Belmont. It was actually an audition to perform in the showcase, and he told the label head about me. Then we started talking, and that was about a year ago exactly.

**CCM:** How much were you touring while you were in school?

**TS:** Most of the playing was in and around Nashville, but I was probably doing 50 shows a year. Being in college limits you — it makes doing 150 shows a year kind of impossible.



**CCM:** Often I hear artists talk about that one moment when they just knew they were walking on the path they were destined for.

**TS:** It's kind of flipped around for me. It's been like, "OK, there's nothing else here that I can do, so here's what I'm going to do." It's been like

## CCM UPDATE GALLERY



**CAN WE ALL GET A LONG?** Christian Records artist Greg Long stopped by KLTY/Dallas recently as part of a promotional tour in conjunction with the release of his fifth solo recording, *Born Again*. Pictured at the KLTY studios are (l-r) KLTY's Roland Gilbert, Long and KLTY's Chuck Finney and William Ryan III.

that, instead of, "This is what I'm going to do because I can't do any of that other stuff." Does that make sense? This is what I'm going to do right now, but that doesn't mean that 10 or 15 years from now I won't go to seminary. Besides that, I really love to farm. So there are always options.

**CCM:** How long have you been working on this album?

**TS:** We did *The Fill* EP [released in fall 2003] first, so it seems like we've been recording forever. Three of the songs from the EP ended up on the album, though they were remixed. But, overall, it took about a year.

**CCM:** Tell us a little about your production team. You have quite a list of talented folks on the credits.

**TS:** Honestly, I'm not sure how Sam and Matt heard my music initially, but they did. I listened to some of the stuff Sam produced. He's a younger guy, and what appealed to me was the fact that he listens to stuff a lot of others don't listen to, and he's a little more untouched by the Christian music industry. He has a really good pop mind.

I'm more of the rock 'n' roll guy, so all those things together made it appealing to work with him. I didn't want a producer who would do everything I would do. Why wouldn't I do it, otherwise? Hopefully, I'll get to a point where I can produce some of my own stuff, but I wanted to be stretched. And Matt was friends with Sam, so that's the connection with Matt from Sixpence.

**CCM:** What was your approach to recording?

**TS:** I think it always helps to reference stuff. The challenge is always to go and get the feel of

something without copying it. I'm a big fan of Black Rebel Motorcycle Club. You probably wouldn't hear that at all on the album, but there are moments where we use five guitars and stuff like that. There's no set method we used. We'd get the drums recorded first and then just kind of went with whatever was happening after that. I don't know if that answers your question.

**CCM:** Tell us about this batch of songs. Were they written in one creative period for you, over the course of several years, out of one particular experience?

**TS:** They are certainly more of a collection. "Gloria 34" is the oldest one on the album — I wrote that back in 2001. But there are songs that are really recent, like "Upside." I wrote that just before I went into the studio. I think that'll make the next album interesting, because the songwriting won't be nearly as spread out.

**CCM:** Your debut is set to be released in a few weeks. What are you feeling right now?

**TS:** I'm pretty calm. I'm writing new stuff. I'm working on some stuff for Rockettown's Christmas record. I've been invited by Michael W. Smith to do some writing for his new album. Besides that, I'm just trying to stay in shape and spend time with my fiancée.

I'm excited about the release, but, being a new artist, I'm not sure if there's some particular way I'm supposed to be feeling right now. Is there some way most people get at this time?

— Lizza Connor

February 27, 2004

LAST WEEK	THIS WEEK	ARTIST TITLE (LABEL/S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	MATTHEW WEST More (Sparrow/Universal South)	1729	+46	12	57/0
2	2	THIRD DAY Sing A Song (Essential/PLG)	1643	+21	14	61/0
5	3	AUDIO ADRENALINE Leaving 99 (ForeFront)	1352	+136	7	55/5
6	4	AVALON All (Sparrow)	1301	+121	7	55/3
4	5	JEREMY CAMP Right Here (BEC)	1283	+61	14	50/4
3	6	STEVEN CURTIS CHAPMAN Moment Made For Worshipping (Sparrow)	1230	-172	15	48/0
7	7	NATE SALLIE Whatever It Takes (Curb)	1211	+84	9	45/1
10	8	WARREN BARFIELD Mistaken (Creative Trust Workshop)	940	-3	13	32/0
13	9	DELIRIOUS? Rain Down (Sparrow)	934	+80	8	34/0
8	10	MARK SCHULTZ You Are A Child Of Mine (Word/Curb/Warner Bros.)	921	-199	20	33/0
9	11	JARS OF CLAY Show You Love (Essential/Provident/RCA)	914	-171	18	36/0
12	12	CASTING CROWNS If We Are The Body (Beach Street/Reunion/PLG)	794	-87	26	24/0
15	13	DARLENE ZSCHECH Pray (INO)	735	-53	20	25/0
11	14	NEWSBOYS You Are My King (Amazing Love) (Sparrow)	733	-153	26	25/0
20	15	ZOEGIRL Beautiful Name (Sparrow)	720	+130	2	33/5
16	16	NICHOLE NORDEMAN Even Then (Sparrow)	716	+47	8	28/0
19	17	SONICFLOOD Shaker (INO)	653	+54	4	28/1
21	18	TODD AGNEW Grace Like Rain (Ardant)	646	+68	5	28/2
17	19	DAVID CROWDER BAND O Praise Him (All This For A King) (Sixsteps/Sparrow)	646	+18	11	23/1
27	20	BETHANY DILLON Beautiful (Sparrow)	620	+149	2	28/6
14	21	ERIN O'DONNELL Wide Wide World (Inpop)	596	-213	18	27/0
18	22	MERCYME Word Of God Speak (INO)	586	-42	42	20/0
23	23	POINT OF GRACE The Love Of Christ (Word/Curb/Warner Bros.)	578	+41	7	24/0
22	24	PHILLIPS, CRAIG & DEAN Here I Am To Worship (Sparrow)	551	+13	5	23/2
28	25	TREE63 Blessed Be Your Name (Inpop)	527	+74	3	26/4
Debut	26	BUILDING 429 Glory Defined (Word/Curb/Warner Bros.)	498	+178	1	28/11
25	27	JOY WILLIAMS I Wonder (Reunion/PLG)	438	-53	17	18/0
26	28	TAJT Lose This Life (ForeFront)	418	-84	14	19/0
Debut	29	JACI VELASQUEZ Unspoken (Word/Curb/Warner Bros.)	414	+143	1	18/4
29	30	PLUS ONE Be Love (Inpop)	401	-41	5	18/0

62 AC reporters. Songs ranked by total plays for the airplay week of Sunday 2/15 - Saturday 2/21.  
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**New & Active**

**SCOTT RIGGAN** I Love You Lord (Spinning Plates)  
Total Plays: 385, Total Stations: 17, Adds: 0  
**REBECCA ST. JAMES** The Power Of Your Love (ForeFront)  
Total Plays: 299, Total Stations: 17, Adds: 4  
**CHRIS RICE** Untitled Hymn (Come To Jesus) (Rocketown)  
Total Plays: 291, Total Stations: 12, Adds: 1  
**DAVID PHELPS** Arms Open Wide (Word/Curb/Warner Bros.)  
Total Plays: 282, Total Stations: 14, Adds: 0  
**JILL PHILLIPS** God Believes In You (Fervent)  
Total Plays: 278, Total Stations: 13, Adds: 1

**BIG DADDY WEAVE** Heart Cries Holy (Fervent)  
Total Plays: 261, Total Stations: 14, Adds: 4  
**GINNY OWENS** I Love The Way (Rocketown)  
Total Plays: 238, Total Stations: 13, Adds: 6  
**CASTING CROWNS** Who Am I (Beach Street/Reunion/PLG)  
Total Plays: 217, Total Stations: 11, Adds: 9  
**SCOTT KNIPPAYNE** Life (Spring Hill)  
Total Plays: 206, Total Stations: 10, Adds: 2  
**ANIM** You Reign (Word/Curb/Warner Bros.)  
Total Plays: 199, Total Stations: 10, Adds: 4

Songs ranked by total plays

**Most Added\***

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ARTIST TITLE (LABEL/S)	ADDS
BUILDING 429 Glory Defined (Word/Curb/Warner Bros.)	11
CASTING CROWNS Who Am I (Beach Street/Reunion/PLG)	9
FFN Good To Be Free (Essential/PLG)	8
BETHANY DILLON Beautiful (Sparrow)	6
GINNY OWENS I Love The Way (Rocketown)	6
AUDIO ADRENALINE Leaving 99 (ForeFront)	5
ZOEGIRL Beautiful Name (Sparrow)	5

**Most Increased Plays**

ARTIST TITLE (LABEL/S)	TOTAL PLAY INCREASE
CASTING CROWNS Who Am I (Beach Street/Reunion/PLG)	+210
BUILDING 429 Glory Defined (Word/Curb/Warner Bros.)	+170
FFN Good To Be Free (Essential/PLG)	+161
BETHANY DILLON Beautiful (Sparrow)	+140
JACI VELASQUEZ Unspoken (Word/Curb/Warner Bros.)	+143
AUDIO ADRENALINE Leaving 99 (ForeFront)	+138
ANIM You Reign (Word/Curb/Warner Bros.)	+135
ZOEGIRL Beautiful Name (Sparrow)	+130
GINNY OWENS I Love The Way (Rocketown)	+128
AVALON All (Sparrow)	+121

**Christian Activity**

by Rick Welke

**'More' Weeks At No. 1**

EMI CMG is off on the right foot again as Matthew West sits at the top of the chart for another week with "More" (Universal South/EMI CMG). Audio Adrenaline are pumping their way up the chart: They're now at No. 3 with "Leaving 99" (ForeFront/EMI CMG) and have a good shot at being the next No. 1.

Avalon may make a run too, with "All" (Sparrow/EMI CMG), up 6-4, and it's a nice move for Delirious?, who climb 13-9 with "Rain Down" (Sparrow/EMI CMG). Zoegirl are red-hot, as "Beautiful Name" (Sparrow/EMI CMG) is No. 15 after just two weeks. And, for good measure, Bethany Dillon moves 27-20 with "Beautiful" (Sparrow/EMI CMG).

Most Added this week is Building 429's "Glory Defined" (Word/Curb/Warner Bros.), followed by Casting Crowns' "Who Am I" (Beach Street/Reunion/PLG).

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**CHR TOP 30**

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	JEREMY CAMP Right Here (BEC)	1082	-12	15	27/0
3	2	JARS OF CLAY Show You Love (Essential/PLG/RCA)	979	+9	19	25/0
2	3	TODD AGNEW Grace Like Rain (Ardent)	922	-81	12	23/0
5	4	AUDIO ADRENALINE Leaving 99 (ForeFront)	855	+72	8	27/1
4	5	THIRD DAY Sing A Song (Essential/PLG)	799	-32	14	23/0
6	6	MATTHEW WEST More (Sparrow/Universal South)	775	+15	10	20/0
7	7	TAIT Lose This Life (ForeFront)	691	-30	17	19/0
10	8	SARAH KELLY Take Me Away (Gotee)	678	+58	9	20/2
9	9	DELIRIOUS? Rain Down (Sparrow)	676	+53	6	23/0
11	10	PLUS ONE Be Love (Inpop)	625	+6	12	20/2
13	11	PILLAR Further From Myself (Flicker)	585	-3	8	19/0
12	12	PAUL WRIGHT Your Love Never Changes (Gotee)	570	-34	18	19/0
14	13	SKILLET Savior (Ardent)	561	+14	14	15/0
8	14	CASTING CROWNS If We Are... Beach Street/Reunion/PLG	527	-108	23	14/0
15	15	OUT OF EDEN Love, Peace & Happiness (Gotee)	485	+27	4	19/0
18	16	TELECAST The Way (BEC)	472	+45	10	13/0
17	17	SANCTUS REAL Beautiful Day (Sparrow)	432	+3	9	11/0
20	18	BARLOWGIRL Harder Than The First Time (Fervent)	410	+18	7	14/0
25	19	BUILDING 429 Glory Defined (Word/Curb/Warner Bros.)	405	+73	2	17/4
21	20	SEVEN PLACES Landslide (BEC)	398	+17	4	15/0
Debut	21	BETHANY DILLON Beautiful (Sparrow)	396	+124	1	15/3
23	22	DAVID CROWDER BAND O Praise Him... (Sixsteps/Sparrow)	372	-6	10	12/0
28	23	NATE SALLIE Whatever It Takes (Curb)	351	+68	2	14/3
Debut	24	SWITCHFOOT Dare You To Move (Sparrow)	327	+153	1	14/4
22	25	FM STATIC Crazy Mary (Tooth & Nail)	323	-57	24	9/0
30	26	TREE63 Blessed Be Your Name (Inpop)	318	+48	2	11/1
Debut	27	ZOEGIRL Beautiful Name (Sparrow)	305	+95	1	13/4
19	28	NEWSBOYS You Are My King (Amazing Love) (Sparrow)	300	-106	26	10/0
26	29	MERCYME Word Of God Speak (INO)	296	-10	8	7/0
16	30	JOY WILLIAMS By Surprise (Reunion/PLG)	283	-152	18	10/0

28 CHR reporters. Songs ranked by total plays for the airplay week of Sunday 2/8 - Saturday 2/14. © 2004 Radio & Records.

**New & Active**

**BIG DISMAL** Just The Same (Wind-up)  
Total Plays: 258, Total Stations: 12, Adds: 1

**JEFF DEYO** HITA SPRINGER Bless The Lord (Gotee)  
Total Plays: 225, Total Stations: 7, Adds: 1

**SUPERCHICK** I Belong To You (Inpop)  
Total Plays: 204, Total Stations: 7, Adds: 0

**ERIN O'DONNELL** Wide Wide World (Inpop)  
Total Plays: 191, Total Stations: 6, Adds: 0

**AVALON** All (Sparrow)  
Total Plays: 189, Total Stations: 9, Adds: 0

**KIDS IN THE WAY** Hallelujah (Flicker)  
Total Plays: 140, Total Stations: 5, Adds: 1

**SONICFLOOD** Shelter (INO)  
Total Plays: 121, Total Stations: 7, Adds: 2

**FM STATIC** Something To Believe In (Tooth & Nail)  
Total Plays: 118, Total Stations: 3, Adds: 1

**MARY MARY** Dance, Dance, Dance (Integrity)  
Total Plays: 113, Total Stations: 5, Adds: 0

**TAYLOR SORENSEN** Love Somebody Else (Rocktown)  
Total Plays: 109, Total Stations: 6, Adds: 3

**ROCK TOP 30**

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
3	1	KUTLESS Treason (BEC)	513	+35	12	36/2
2	2	FALLING UP Broken Heart (BEC)	485	+4	10	30/0
4	3	PILLAR Further From Myself (Flicker)	471	0	13	33/2
1	4	SANCTUS REAL Beautiful Day (Sparrow)	449	-33	13	32/0
6	5	SEVEN PLACES Landslide (BEC)	389	-25	13	27/0
5	6	TAIT Numb (ForeFront)	384	-53	13	37/0
8	7	THOUSAND FOOT KNUATCH Rawkfst (Tooth & Nail/EMC)	366	+20	5	29/1
10	8	TREE63 The Answer To The Question (Inpop)	359	+41	5	32/0
9	9	BIG DISMAL Just The Same (Wind-up)	351	+31	4	31/1
7	10	KIDS IN THE WAY Hallelujah (Flicker)	308	-39	13	27/0
12	11	PLUS ONE Poor Man (Inpop)	294	+19	6	27/1
13	12	INHABITED Rescue Me (Independent)	282	+27	5	24/1
15	13	P.O.D. Change The World (Atlantic)	271	+17	3	31/5
11	14	LAST TUESDAY Retaliation (DUG)	266	-22	8	20/0
23	15	SEVENTH DAY SLUMBER Spiraling (Crown)	262	+65	2	31/4
16	16	SKY HARBOR Welcome (Inpop)	259	+15	5	22/1
14	17	INSYDERZ Call To Arms (Floodgate)	237	-18	11	19/0
18	18	NUMBER ONE GUN Starting Line (Floodgate)	227	+7	3	17/1
21	19	BY THE TREE Confessions (Fervent)	222	+19	2	20/2
17	20	SKILLET Savior (Ardent)	221	-14	20	21/0
20	21	JONAH33 Watching You Die (Ardent)	209	+5	2	21/2
25	22	CURBSQUIRRELS Six (DUG)	203	+9	3	12/0
24	23	BARLOWGIRL Harder Than The First Time (Fervent)	202	+6	8	22/0
22	24	TIMMAN JONES Say Goodbye (Cross Driven)	189	-10	8	18/0
27	25	DISCIPLE One More Time (Slain)	178	-6	8	18/0
26	26	MENDING POINT In Transit (Word Of Mouth)	177	-18	5	11/0
19	27	STRANGE CELEBRITY Rise (Squint/Curb/Warner Bros.)	177	-37	12	21/0
Debut	28	STEREO MOTION Tip Of My Tongue (Flicker)	153	+21	1	15/2
-	29	HOLLAND Shine Like Stars (Tooth & Nail)	150	+16	8	17/0
Debut	30	FM STATIC Something To Believe In (Tooth & Nail)	144	+63	1	11/5

39 Rock reporters. Songs ranked by total plays for the airplay week of Sunday 2/8 - Saturday 2/14. © 2004 Radio & Records.

**New & Active**

**EARTHSUIT** Foreign (Mark)  
Total Plays: 134, Total Stations: 7, Adds: 0

**IAN ESKELIN** Tobacco (Inpop)  
Total Plays: 126, Total Stations: 12, Adds: 2

**MODERN DAY JOHN** Autumn (Independent)  
Total Plays: 115, Total Stations: 6, Adds: 4

**LESTER FRIM EXPERIMENT** Holding Out (Independent)  
Total Plays: 114, Total Stations: 13, Adds: 2

**SWITCHFOOT** Dare You To Move (Sparrow)  
Total Plays: 114, Total Stations: 11, Adds: 1

**PETRA** Woulda, Shoulda, Coulda (Inpop)  
Total Plays: 85, Total Stations: 10, Adds: 1

**SARAH KELLY** Take Me Away (Gotee)  
Total Plays: 81, Total Stations: 6, Adds: 1

**AMBERLIM** Ready Fools (Tooth & Nail)  
Total Plays: 72, Total Stations: 4, Adds: 0

**ONECROSS** Waste Away (Independent)  
Total Plays: 70, Total Stations: 8, Adds: 1

**MIDDLE** Clear (Independent)  
Total Plays: 62, Total Stations: 2, Adds: 0

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**INSPO TOP 20**

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
	1	S. C. CHAPMAN Moment Made For Worshipping (Sparrow)	389	+11	15	21/0
2	2	CHRIS RICE Untitled Hymn (Come To Jesus) (Rocketown)	363	-11	13	20/0
4	3	JAMIE SLOCUM By Your Side (Curb)	342	+69	6	21/3
3	4	GEORGE ROWE Everlasting (Rocketown)	341	-15	16	18/0
6	5	POINT OF GRACE The Love... (Word/Curb/Warner Bros.)	256	-5	13	15/0
8	6	C. BILLINGSLEY Your Love For Me (Perpetual Entertainment)	254	0	7	18/0
5	7	M. SCHULTZ You Are A... (Word/Curb/Warner Bros.)	238	-34	17	13/0
7	8	BIG DADDY WEAVE Completely Free (Fervent)	236	-18	12	15/0
13	9	NEWSONG For The Glory Of Christ (Reunion/PLG)	227	+41	2	16/0
11	10	NICHOLE NORDEMAN Even Then (Sparrow)	216	+10	7	14/1
14	11	D. PHELPS Arms Open Wide (Word/Curb/Warner Bros.)	205	+26	3	16/0
9	12	MARTINS What Mercy Means (Spring Hill)	197	-35	16	10/0
15	13	CECE WINANS Thirst For You (PureSprings/INO)	192	+15	8	11/0
18	14	PHILLIPS, CRAIG & DEAN Here I Am To Worship (Sparrow)	189	+25	5	12/0
10	15	DARLENE ZSCHECH Pray (INO)	184	-43	20	12/0
17	16	FFH Ready To Fly (Essential/PLG)	158	-7	21	8/0
Debut	17	AL DENSON W/ LISA BEVILL The Arms That... (Spring Hill)	149	+16	1	11/0
16	18	WATERMARK... There Is None... (Creative Trust Workshop)	147	-27	23	7/0
12	19	C. CROWNS If We Are The Body (Beach Street/Reunion/PLG)	145	-50	15	10/0
-	20	K. STARLING Something More (Word/Curb/Warner Bros.)	137	+4	2	9/1

21 Inspo reporters. Songs ranked by total plays for the airplay week of Sunday 2/15 - Saturday 2/21.  
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**Rhythmic Specialty Programming**

RANK	ARTIST TITLE LABEL(S)
1	JOHN REUBEN Move (Gotee)
2	L.A. SYMPHONY Gonna Be Alright (Gotee)
3	OUT OF EDEN Love, Peace & Happiness (Gotee)
4	STU DENT That's It (Illect)
5	URBAN D The Immigrant (Flavor)
6	SINTAX.THE.TERRIFIC When I Don't Show (Illect)
7	DJ MAJ Under Pressure (Gotee)
8	MARY MARY Dance, Dance, Dance (Integrity)
9	APT. CORE Loved (Rocketown)
10	FITI FUTURISTIC Can't Get Enough (Independent)

**CHR Most Added**

www.rindicator.com

ARTIST TITLE LABEL(S)	ADDS
BUILDING 429 Glory Defined (Word/Curb/Warner Bros.)	4
SWITCHFOOT Dare You To Move (Sparrow)	4
ZOEGIRL Beautiful Name (Sparrow)	4
STACIE ORRICO Instead (ForeFront)	4
BETHANY DILLON Beautiful (Sparrow)	3
NATE SALLIE Whatever It Takes (Curb)	3
TAYLOR SORENSEN Love Somebody Else (Rocketown)	3

**Rock Most Added**

www.rindicator.com

ARTIST TITLE LABEL(S)	ADDS
FM STATIC Something To Believe In (Tooth & Nail)	6
P.O.D. Change The World (Atlantic)	5
UNSHAKEN Break (SPI)	5
SEVENTH DAY SLUMBER Spiraling (Crown)	4
MODERN DAY JOHNS Autumn (Independent)	4
EMERY The Ponytail Parades (Tooth & Nail)	4

**Inspo Most Added**

www.rindicator.com

ARTIST TITLE LABEL(S)	ADDS
JACI VELASQUEZ Where I Belong (Word/Curb/Warner Bros.)	6
4HIM You Reign (Word/Curb/Warner Bros.)	6
FERNANDO ORTEGA Sleepless Night (Only Hope In The Storm) (Word/Curb/Warner Bros.)	4
JAMIE SLOCUM By Your Side (Curb)	3
CASTING CROWNS Who Am I (Beach Street/Reunion/PLG)	3
ANDREW PETERSON Holy Is The Lord (Essential/PLG)	2
AVALON All (Sparrow)	2
PAUL BALOCHE My Reward (Hosanna)	2
TODD AGNEW Grace Like Rain (Ardent)	2
FFH Follow Love (Essential/PLG)	2



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# RADIO MÚSICA<sup>®</sup> by RR

This Week In Spanish-Language Music

## On the Spot

# Gerardo Fernández

Continuing a music legacy is not an easy thing, but this young man is up to the challenge and on his way. Gerardo Fernández has been singing since he was a child — not unlike his famous brother, Pedro Fernández. Comparisons could have arisen in the past because, like Pedro, Gerardito (as he was then known) sang with mariachi. But the now-18-year-old Gerardo is in the business of singing with banda.

No worries though — he does banda music like the best of them, and the mariachi is certain to make an appearance during live performances. Gerardo's debut album with Musart/Balboa Records is titled *Bonita, Bonita*, and the first single is "Se Fue Mi Paloma." The album also includes two tracks, "Alma De Niña" and "La Zopilota," by music great Joan Sebastian.

**R&R:** Tell me about your history in the music business and how you came to sign with Musart/Balboa.

**GF:** I've been singing since I was 9 years old. I began with another national label in Mexico. Then I stopped singing

because my voice changed and I wanted to finish high school. But I still have a need for music; I've had it since I was very young. All my family does music, and we're very comfortable onstage. When I decided to get back to music, I recorded a demo and brought it to Musart. I was lucky enough to get a contract.

**R&R:** Your previous recordings were with mariachi, and now you're recording with banda. What brought that change?

**GF:** The change is big for me because I've never done it. I've always sung and recorded with mariachi. I was asked how I felt about recording with banda, and I've listened to banda but never recorded it — and it's different. I didn't necessarily



**THALIA'S GOLDEN DAY** During the official presentation of her latest release, Thalia: Greatest Hits, in Miami, EMI Latin handed superstar Thalia several gold and platinum records for the sales of such past albums as Thalia and Thalia: Hits Remixed. Seen here are (l-r) EMI Music Latin America President/CEO Marco Bissi, Thalia, EMI Music U.S. Latin President/CEO Jorge Pino and EMI Music Latin America VP/Marketing Jesús Lara.

## Radio Corner

**Alfredo Rodríguez**  
PD, KHJ/Los Angeles

After 12 years, I'm back on the air. That's the biggest change. I'm on three hours a day in the afternoons, from 3-6pm. During my show I play the classics of Mexican music. I call the first hour of the show *Los Grandes de la Canción*, and I play three songs, by Pedro Infante, Javier Solís and José Alfredo Jiménez, in that order. The other two hours I also play classics, but by other artists. I talk to the public about the artists, the songwriters and other interesting issues. I tell people that I'm with them during traffic hours to keep them entertained, but if they want me to shut up and play more music, they just have to call and let me know. The response has been great.



Alfredo Rodríguez

change my style, but banda is a lot more outgoing. I'm all for it, and the label has been there for me.

**R&R:** So recording with banda was not necessarily your choice?



Gerardo Fernández

**GF:** I did think about it, because the mariachi thing is not doing well right now. I just didn't think they would propose my singing with banda so soon. I enjoy singing all types of music, and it became another goal for me. I was a bit nervous at the beginning, but then I recorded the first song, and it was good. I was nervous because people have only heard me sing with mariachi. I like it, and I hope other people like it too.

**R&R:** Was there also in the back of your mind a desire to distinguish yourself from Pedro?

**GF:** My brother's shadow will always be there. What popped into my head when I recorded with banda was that it is better for me because people will see me in a whole different light. Although I may look like my brother, our styles are different. His fans are much older than mine. I hope people like me for my music and me, and not just because I'm Pedro's brother.

**R&R:** How is your style different?

**GF:** From the moment I knew I was going to record banda, everything needed to change. My singing style was going to be different. I had to create my own style, because I didn't want to sound like anyone else. The way I dress is also different. People who sing banda dress in the same outfits, but my style is different. I do have the boots and hat, but I don't dress like the banda bands.

**R&R:** How much support do you get from your family in your career? When you were younger there were reports that Pedro didn't want you to sing.

**GF:** It wasn't that I didn't have his support. He just wanted me to finish school, which I did. He began his career at the same age I did, and he didn't finish school. Some people get lucky and end up not needing what they learned at school.

When I was young my brother thought my singing career was a game — that I wanted to do it because he did it. After the third CD, he realized I was doing it because I liked it. I spoke to him last year about recording again, and he really supported me, as long as I finished school. He knows that I recorded again, but he doesn't know I recorded banda. I have all my family's support, and it really helps, because this is not an easy career. But I love doing it.

**R&R:** How much input did you have when it was time to choose the material for this album?

**GF:** Musart asked me for my opinion, but I didn't get too involved, because I knew they knew what they were doing. I wasn't too worried about the songs. What was in my mind was that I needed to do a good job on the record. Just like any other profession, you have to have discipline and prepare yourself. After signing the contract, singing was not only something that I liked to do, it became a job. I am responsible for the good and the bad. So, more than worry about the songs, I needed to get my voice ready and prepare.

**R&R:** Are you a songwriter?

**GF:** Yes. I've written songs. I was asked to send in some of my material, but I didn't. I think I can wait. I think as time goes by, I can write better material. I don't want to run and fall. I want to take it slow.

### TALK BACK TO R&R!

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# The Rebirth Of Spanish News/Talk

## A look at the format's growth and competitiveness

Last time we took a look at Spanish-language News/Talk, in November of 2003, the format was picking itself up from a blow that had knocked it to its knees: News/Talk network Radio Unica had filed for bankruptcy and was about to disappear. But optimism was still in the air, as companies like Radio Fórmula and Radiovisa were betting on the News/Talk format even after the demise of Radio Unica. Each had its own arguments for why it could succeed where Radio Unica had failed, even in a country where Spanish-language music radio is king.

It is now 2004, and both Radio Fórmula and Radiovisa are still here, adding affiliates. Meanwhile, new to the party and ready to compete in this suddenly attractive format is Univision Radio. The media giant recently named Adriana Grillet, a Radio Unica veteran, VP/Operations, AM Network.

Why the interest in News/Talk? "There has always been a need for a Talk format," says Radio Fórmula Network President Elias Chavando. "We saw it when Radio Unica first came to the market." The problem with Radio Unica, he says, is that its programming was never focused on the largest Hispanic population, which is Mexican.

He explains, "People in the industry knew Radio Unica was in financial trouble, and people like me — previously of Chit Chat, which is now Radiovisa — began to make our move to fill the void it was going to leave.

"Let me tell you what a Radio Unica executive once told me. She said they were targeting the educated, affluent Hispanic. My question to her was, 'How many are there?'" After looking further into Radio Unica's target demographic, Chavando found that its programming was geared more toward Central and South Americans.

Targeting the Mexican population is an approach Radiovisa COO Ray De La Garza agrees with. In an earlier interview (R&R 11/21/03), he explained that Spanish Talk radio could succeed in the United

States if that's where it put its focus. "And that's what we're doing: Talk radio for Mexicans," he said. "We are going after markets wherever there is a Mexican population. We're not discounting the rest of the Hispanics; we're just targeting the biggest piece of the pie."

But where's the guarantee that Mexicans will tune in? Chavando says Radio Fórmula is sure the passion that Mexicans in Mexico have for Talk radio will translate to the Mexicans in the United

States. If Mexicans of all social and economic backgrounds in Mexico tune in, why wouldn't they in the U.S.?

"It's a funny phenomenon," Chavando says. "In Veracruz, which is the second-poorest state in Mexico and where the education levels are very low, we have three stations, and they hold the Nos. 1, 2 and 3 radio ratings in the whole state." Hosts like López Dóriga and, to Radio Fórmula's surprise, the financial show *Fórmula Financiera* are No. 1.

"They are competing with music FMs, the Cucuys and Chulos of the world, and we beat them all," Chavando says. "Even though it may seem that you need a doctoral degree to listen to our programming, people from all social and economic spectrums identify with us."

That's not to say or imply that Mexicans are uneducated or not affluent. There are plenty of well-educated and wealthy people in Mexico, but the people who come to the U.S. do so looking for jobs. Radio

Fórmula keeps those people in touch with the ups and downs of Mexican politics, finances, sports and entertainment.

### Measuring Growth

At this point in the game, how is Radio Fórmula measuring its success and ensuring that its theories on targeting the U.S. Mexican population are correct? "We don't have any ratings yet, because we haven't been in any market for a full book," says Chavando.

"But we don't expect ratings until three or four books from now, because that's what happened in Mexico. Our shows didn't show any life signs until two or three books later."

**"Radio Fórmula is a solid company, without debt and financially stable."**

*Elias Chavando*

What Radio Fórmula has seen is a substantial increase in the e-mail it receives every month from U.S. addresses praising its programming. Chavando says, "We used to receive an average of 30,000 e-mails a month. In January of this year we received 90,000, and so far, by mid-February, we've received 100,000. That's saying a lot. People are so happy and thankful that they can listen to our shows and know what's going on in Mexico."

Growth for the format is there, says De La Garza: "We created a good, solid, 24-hour network that has created more competition in the actual market. I believe that as long as there is good product out there, this format will grow."

### The Future & Competition

Spanish-language News/Talk is certainly looking at a bright future.



**PAU-LATINA ON** Paulina Rublo (r) is making the radio rounds promoting her latest album, *Pau-Latina*. While in Los Angeles, she visited Univision Radio, and she's seen here with KSCA/Los Angeles PD Verónica Nava.

Asked after her VP appointment if there is a market for the News/Talk format in the U.S., Grillet replied, "Of course there is. It's there. This is the immigrants' radio, for those who just arrived and those already living here. That's who we are. We like to call in and share our ideas because we want to be part of what's going on.

"This is the kind of radio we were all used to listening to in our countries, and now we know there's a market for it here. Univision has its own stations, and we're ready to have great success."

Univision has signed Dr. Isabel and Julie Stav (*Tu Dinero Con Julie Stav*) for its AMs — both shows that were previously on Radio Unica.

News/Talk's future looks even better because there are now three companies competing, and competition can only serve the Hispanic community, which expects great radio. Chavando says Radio Fórmula welcomes the competition, and it's not worried. He says, "Univision is making a big mistake because they are trying to imitate Radio Unica with shows that do not target the majority of the Hispanic population."

About Univision's leading show, he says, "Dr. Isabel is a myth. Everyone says Dr. Isabel had the highest ratings, and it's not true. The largest AQH her show had on the whole Radio Unica network was 135,000. Compare that to El Cucuy, for example, who has an AQH of over 1 million on one station. She has nothing. Univision bought that show not because it had ratings, but because Dr. Isabel had about \$9 million worth of promotions sold for 2004."

Another difference between Radio Fórmula and the competition, according to Chavando, is that "Radio Fórmula is a solid company, without debt and financially stable." De La Garza says, "Competition

**"We created a good, solid, 24-hour network that has created more competition in the actual market. I believe that as long as there is good product out there, this format will grow."**

*Ray De La Garza*

is healthy. We love competition because it makes other people strive even harder. As far as their affecting us, at the end of the day compelling Talk radio is going to win. It's all about programming and good research. If we hit the right target, it doesn't matter what anyone else does.

"Since the competition has come up in the last months, we haven't changed our strategy. We're still going exactly the same way, whether somebody comes or leaves. We're focused."

It looks like the competition is getting fierce, and the gloves are off!

### TALK BACK TO R&R!

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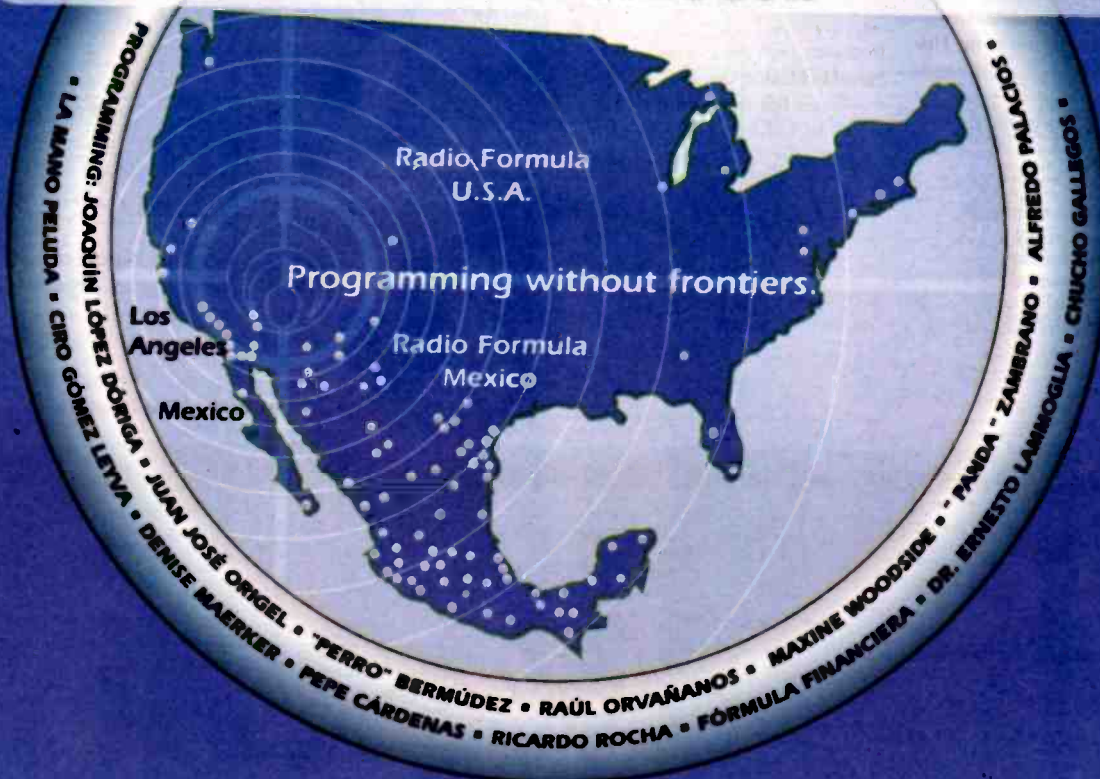
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## CONTEMPORARY TOP 25

THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS
1	CHAYANNE Cuidarte El Alma (Sony Discos)	103
2	MARCO A. SOLIS Más Que Tu Amigo (Fonovisa)	98
3	PAULINA RUBIO Te Quise Tanto (Universal)	97
4	RICKY MARTIN Y Todo Queda En Nada (Sony Discos)	90
5	CRISTIAN Te Llamé (BMG)	83
6	LA OREJA DE VAN GOGH Rosas (Sony Discos)	80
7	THALIA Cerca De Ti (EMI Latin)	67
8	DAVID BISBAL Bulería (Universal)	63
9	MANA Te Llevaré Al Cielo (Warner M.L.)	57
10	LUIS FONSI Quién Te Dijo Eso (Universal)	52
11	SIN BANDERA Mientes Tan Bien (Sony Discos)	50
12	OBIE BERMUDEZ Antes (EMI Latin)	46
13	LA FACTORIA Todavía (Universal)	39
14	JUANES La Paga (Universal)	39
15	SIN BANDERA Que Lloro (Sony Discos)	38
16	ALEX UBAGO Aunque No Te Pueda Ver (Warner M.L.)	35
17	EDNITA NAZARIO A Que No Te Yes (Sony Discos)	34
18	OBIE BERMUDEZ Me Cansé De Ti (EMI Latin)	34
19	DAVID BISBAL Quiero Perderme En Tu Cuerpo (Universal)	32
20	LOS TRI-O Cómo Fui A Enamorarme De Ti (Sony Discos)	29
21	JENNIFER PEÑA A Fuego Lento (Univision)	28
22	RICARDO ARJONA Duela Verte (Sony Discos)	24
23	TRANZAS Mori (J&N)	24
24	PEPE AGUILAR A Pierna Suelta (Univision)	23
25	IN-GRID You Promised Me (Benz Street/ZYX/Capitol)	20

Data is compiled from the airplay week of February 15-21, and based on a point system.  
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### Going For Adds

ALICIA MACHADO Cómo Decirte Que No (Universal)  
ALIN JEY Muequita Tuya (Universal)  
AREA 305 Hay Que Cambiar (Univision)  
LUIS FONSI Abrazar La Vida (Universal)  
SORAYA Miento (EMI Latin)  
TIZIANO FERRO Tardes Negras (EMI Latin)

## TROPICAL TOP 25

THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS
1	VICTOR MANUELLE Tengo Ganas (Sony Discos)	176
2	TOROS BAND Loca Conmigo (Universal)	115
3	AVENTURA Hermanita (Premium)	106
4	TITO ROJAS El Gallo No Olvida (MP)	89
5	MARIANA Me Equivoqué (Univision)	86
6	CHAYANNE Cuidarte El Alma (Sony Discos)	75
7	PAULINA RUBIO Te Quise Tanto (Universal)	60
8	AREA 305 Hay Que Cambiar (Univision)	54
9	JERRY RIVERA Mi Libertad (BMG)	48
10	OBIE BERMUDEZ Me Cansé De Ti (EMI Latin)	46
11	NG2 Quitémonos La Ropa (Sony Discos)	44
12	GILBERTO S. ROSA El Refrán Se Te Olvidó (Sony Discos)	42
13	ANDY ANDY Voy A Tener Que Olvidarte (Sony Discos)	42
14	PUERTO RICAN POWER Doctor (J&N)	40
15	MARIO FELICIANO A Tu Manera No (NH)	39
16	RICKY MARTIN Y Todo Queda En Nada (Sony Discos)	37
17	ALEX UBAGO Aunque No Te Pueda Ver (Warner M.L.)	36
18	EDNITA NAZARIO Si No Me Amas (Sony Discos)	35
19	SIN BANDERA Que Lloro (Sony Discos)	35
20	CELIA CRUZ ¡EL GENERAL! Ella Tiene Fuego (Sony Discos)	35
21	DAVID BISBAL Bulería (Universal)	33
22	WILLIE GONZALEZ & EDDIE SANTIAGO Solamente Ella (MP)	32
23	GRUPO MANA Teléfono (Universal)	31
24	THALIA Cerca De Ti (EMI Latin)	30
25	LUNA LLENA Regálame Una Noche (Sony Discos)	30

Data is compiled from the airplay week of February 15-21, and based on a point system.  
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### Going For Adds

CORAZON DE ACERO Una Prebada (Balboa)  
GLORIA ESTEFAN Tu Fotografía (Sony Discos)  
JUNIOR KLAN Jalisco (Balboa)  
PORG CORAZON Que Digan (Balboa)

One of the most trusted names in Spanish language TV is now available on radio.

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Ana Salcido (212) 899-3227

www.radiovisa.com

Radiovisa

## REGIONAL MEXICAN TOP 25

THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS
1	MONTEZ DE DURANGO Lágrimas De Cristal (Disa)	274
2	LOS HURACANES DEL NORTE Nomás Por Tu Culpa (Univision)	190
3	INTOCABLE Soy Un Novato (EMI Latin)	184
4	MARCO A. SOLIS Más Que Tu Amigo (Fonovisa)	176
5	CONJUNTO PRIMAVERA Hazme Olvidarla (Fonovisa)	163
6	BANDA EL RECOOO Que Te Ruegue Quien Te Quiera (Fonovisa)	161
7	TUCANES DE TIJUANA Amor Descarado (Universal)	147
8	VICTOR GARCIA Mi Funeral (Sony Discos)	129
9	PEPE AGUILAR A Pierna Suelta (Univision)	117
10	CUISILLOS Vanidosa (Balboa)	112
11	YOLANDA PEREZ Estoy De Ti Enamorada (Fonovisa)	111
12	AROMA Por Un Rato (Fonovisa)	97
13	TIGRES DEL NORTE Cásame La Muerte (Fonovisa)	81
14	BRISEYDA Por Qué Me Haces Llorar (Platino)	80
15	CONJUNTO PRIMAVERA Ave Cautiva (Fonovisa)	77
16	JOAN SEBASTIAN Sentimental (Balboa)	76
17	K-PAZ DE LA SIERRA Jumbalaya (Procan)	72
18	TEMERARIOS Caminando Voy (Fonovisa)	68
19	DJ KANE La Negra Tomasa (EMI Latin)	67
20	GERMAN LIZARRAGA Más Terco Que Una Mula (Disa)	66
21	BRONCO "EL GIGANTE DE AMERICA" Dalo Por Hecho (Fonovisa)	65
22	PALOMO Baraja De Oro (Disa)	61
23	BRYNDIS Abrazame (Disa)	58
24	BRYNDIS Pero Tú No Estás (Disa)	55
25	CARDENALES DE NUEVO LEON Paso A La Reina (Disa)	48

Data is compiled from the airplay week of February 15-21, and based on a point system.  
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### Going For Adds

A.B. QUINTANILLA f/JOE LOPEZ Me Duele (EMI Latin)  
ALEJANDRO LIZARRAGA Sueño Sinuencas (Balboa)  
ANA BARBARA Deja (Fonovisa)  
ASTROS DE DURANGO La Milpa (BMG)  
BANDA MACHOS Te Vas (Warner M.L.)  
BANDA MAGUEY Porque El Amor Es Así (Fonovisa)  
CABALLO NEGRO Que Le Cortan El Pi (Balboa)  
CONTROL Mi Najayita (EMI Latin)  
GRUPO EXTERMINADOR El Padre De Todos (Fonovisa)  
LOS ANGELES DE CHARLY Y Qué (Fonovisa)  
LOS HURACANES DEL NORTE Dalo Su Bendición (Univision)  
PEPE AGUILAR Cruz De Olvido (Univision)  
RAUL HERNANDEZ Prisionero De Ti (Fonovisa)

## TEJANO TOP 25

THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS
1	DJ KANE La Negra Tomasa (EMI Latin)	195
2	OUELO Un Minuto Más (Univision)	168
3	SOLIDO Tal Vez (Freddie)	137
4	IMAN Ya No (Univision)	134
5	PALOMINOS Callejón Sin Salida (Urbana)	133
6	INTOCABLE Soy Un Novato (EMI Latin)	128
7	RAM HERRERA Muchachita Color Canela (Tejas)	121
8	A.B. QUINTANILLA f/JOE LOPEZ Me Duele (EMI Latin)	107
9	KUMBIA KINGS f/JOZOMATLI Mi Gente (EMI Latin)	85
10	JENNIFER PEÑA A Fuego Lento (Univision)	80
11	BIG CIRCO Una Vez Más (EMI Latin)	79
12	MICHAEL SALGADO La Cruz De Vidrio (Freddie)	76
13	SOLIDO Contando Los Segundos (Freddie)	73
14	LA ONDA Agárrame La Cintura (EMI Latin)	69
15	JAIME Y LOS CHAMACOS f/BOBBY PULIDO Conjunto No Morirá (Freddie)	65
16	JIMMY GONZALEZ & GRUPO MAZZ Te Llevo En Mi Alma (Freddie)	61
17	JAY PEREZ Mi Destino (La Voice)	60
18	MARCOS OROZCO De Corazón A Corazón (Catalina)	55
19	EMILIO NAVAIRA f/JOSE LUIS AYALA Ambición (BMG)	54
20	COSTUMBRE Cuánto Te Amo (Warner M.L.)	49
21	RAMON AYALA La Hoja Y Yo (Freddie)	49
22	JIMMY GONZALEZ & GRUPO MAZZ Perta Del Mar (Freddie)	45
23	CONTROL Mi Najayita (EMI Latin)	43
24	ELIDA REYNA Te Voy A Olvidar (Tejas)	43
25	JAIME Y LOS CHAMACOS Quisiera Verte Y No Verte (Freddie)	38

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### Going For Adds

No Going for Adds for this Week

## Rock/Alternative

TW	ARTIST Title Label(s)
1	KINKY Presidentes (Network)
2	SUPERLITIO Qué Vo' Hacer (Cielo Music Group/BMG)
3	CURANDEROS Dolores (DMP Music)
4	CONTROL MACHETE Bien, Bien (Universal)
5	CONTROL MACHETE El Genio Del Dub (Universal)
6	PLASTILINA MOSH Peligroso Pop (EMI Latin)
7	JULIETA VENEGAS Lento (BMG)
8	JULIETA VENEGAS Andar Conmigo (BMG)
9	CAFE TACUBA Eres (MCA)
10	ANDRES CALAMARO Estadio Azteca (Warner M.L.)
11	MUNDO APARTE Adicto (Access Denied Productions)
12	LUIS A. SPINETTA Agua De La Misericordia (Universal)
13	ZOE Peace And Love (Sony Discos)
14	LOS LONELY BOYS La Contestación (Dr)
15	MORRISON Nunca Ando Love Music (USA)

Songs ranked by total number of points. 17 Rock/Alternative reporters.

## Record Pool

TW	ARTIST Title Label(s)
1	TITO ROJAS El Gallo No Olvida (MP)
2	VICTOR MANUELLE Tengo Ganas (Sony Discos)
3	REGALES Dame Un Chin (Mack & Ra)
4	NUEVA ERA We Belong Together (De Music)
5	BANDA GORDA Sueña (MP)
6	TOÑO ROSARIO f/TEGO CALDERON Amigo Mío (Warner M.L.)
7	GRUPO MAMBA Sube Sube (Universal)
8	SON DE CALI Y Entonces (Univision)
9	SONORA CARRUSELES Vengo Caliente (Fonovisa)
10	JENNY RIVERA Mi Libertad (BMG)
11	PUERTO RICAN POWER Doctor (J&B)
12	WILLIE GONZALEZ & EDDIE SANTIAGO Solamente Ella (MP)
13	ANTHONY Simplemente Te Amo (J&B)
14	FRUKO Y SUS TESOS Para Candela (Fonovisa)
15	VICO-C f/EDDIE DEE & TEGO CALDERON El Bueno, El Malo Y El Feo (EMI Latin)

Songs ranked by total number of points. 23 Record Pool reporters.

**NATIONAL**



**Seventh-day Adventist Broadcaster?**

The Seventh-day Adventist Church is looking to build a nationwide directory of Adventist radio pros working in mainstream radio. If you are a member of the Adventist church and work (or have recently worked) in radio, please send name, address, and email to radio@nad.adventist.org. EOE.

**SOUTH**

**Cox Radio Greenville**

Do you have the creativity and marketing smarts to develop highly profitable ad campaigns?

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Cox Radio is a highly professional company and gives you all the tools and training you need to succeed. Because of our huge growth, we are looking for talented individuals at all levels.

If this is you, e-mail your resume to CoxGreenvilleJobs@cox.com in confidence. Get started in career where you can have unlimited earnings potential and a lot of fun too!

Cox radio is an equal opportunity employer.

**WEST**

**95.7 KALF Chico Ca needs Experienced Morning Host ASAP.** Package to Scott Michaels/PD 1459 Humboldt Rd., Chico, Ca. 95928. No Calls. RE-GENT Communications is an EOE.

**RADIO PROGRAM DIRECTOR and ON-AIR HOST** with News Talk and Sports programming experience. Send tape and resume to KBLG-91.0am c/o FISHER RADIO REGIONAL GROUP, 2075 Central Ave. Billings, MT 59102. EOE.

**SOUTH**

**Kidd Kraddick in the Morning Operations Manager**

Nationally syndicated *Kidd Kraddick in the Morning Show* is searching for an Operations Manager. If you are currently a medium to large market program director, or marketing director with programming experience, this is your chance to manage one of the best morning shows in the country.

The show broadcasts live to 22 stations nationwide (including KISS-FM/Dallas) from its own state-of-the-art studios in the Dallas/Fort Worth metroplex.

Everyone in the building works solely for the morning show.

**Responsibilities Include:**

- Guiding affiliates through each life stage of the morning show
- Supporting the morning show with programming formatics and guidance
- Serving as senior manager for support staff to create unified success
- Assisting affiliate relations with programming support in securing new affiliates
- Protecting talent from outside distractions
- Working with flagship station to integrate syndication into local programming
- Managing budgets for marketing, programming, and operations
- Hiring, teaching, and growing support staff

*Kidd Kraddick in the Morning* is poised for growth, with dominant ratings in virtually all of its markets.

If you are a solid strategic programmer with a track record of success and an outstanding manager of people, you owe it to yourself to apply for this unique position.

Please send your programming/marketing philosophy, a tape of your station, and resume/references to:

**Kidd Kraddick in the Morning**  
220 East Las Colinas Blvd.  
Suite C-210  
Irving, TX 75039

*Kidd Kraddick in the Morning* is syndicated by Premiere Radio Networks, a wholly owned subsidiary of Clear Channel Worldwide. EOE

**SOUTH**



**Director of Underwriting**

Plans and implements sales, underwriting and events programs targeted to meeting current and long range revenue objectives.

**Accountabilities:**

- Directs and oversees sales and support staff to ensure performance goals and plans are met.
  - Develops and manages sales operating budgets.
  - Achieves satisfactory cost/benefit ratio and market share in relation to preset standards and industry and economic trends.
  - Ensures effective control of sales results, and takes corrective action to guarantee that achievement of sales objectives falls within designated budgets.
  - Oversees and evaluates research and adjusts sales strategy to meet changing competitive conditions.
  - Establishes and maintains relationships with industry influencers and key strategic partners.
  - Directs sales forecasting activities, projections, reports, volume and sets performance goals accordingly.
  - Directs staffing, training, and performance evaluations to develop and control sales programs.
  - Directs and coordinates sales distribution by establishing sales territories, quotas, and goals.
  - Meets with key clients, assisting sales representative with maintaining relationships and negotiating and closing deals.
  - Acts as liaison between sales department and organizational departments.
  - Work and cooperate with Membership, On-Air Fundraising and Major Gift Departments to maximize overall organizational revenue and objectives.
  - Analyzes and controls expenditures of division to conform to budgetary requirements.
  - Oversees traffic for radio and responsible for maintaining inventory.
  - Develop and manage station event opportunities.
- Qualifications:**  
Bachelors Degree  
Minimum of five years successful/proven sales experience in Broadcasting, Media or Cable preferred. Must be a proven leader with exceptional managerial abilities.  
Demonstrated in-depth sales techniques and financial principles.  
Demonstrate the ability to anticipate and solve practical problems or resolve issues and motive team.  
Candidate must demonstrate good organizational skills, excellent written/oral and interpersonal communication skills.

Send Cover Letter & Resume To:  
Human Resources  
Email: kbrown@wabe-wpba.org  
Fax: 678-553-3026  
www.wabe.org

**R&R Opportunities Free Advertising**

Radio & Records provides free (20 words maximum) listings to radio stations ON A SPACE AVAILABLE BASIS in Opportunities. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought.

**Deadline**

To appear in the following week's issue, your ad must be received by **Thursday noon (PST)**, eight days prior to issue date. Free Opportunities listings should be typewritten or printed on 8 1/2" X 11" company/station letterhead and are accepted only by mail or fax: 310-203-8727. Only free positions sought ads are accepted by e-mail to: [linares@radioandrecords.com](mailto:linares@radioandrecords.com). Address all 20-word ads to R&R Free Opportunities, 10100 Santa Monica Blvd., Third Floor, Los Angeles, CA 90067.

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Rates are per week (maximum 35 word per inch including heading). Includes generic border. If logo, custom border or larger heading are required, add 1/2 inch (\$60 for 1x, \$50 for 2x). In addition, all ads appear on R&R's website. ([www.radioandrecords.com](http://www.radioandrecords.com)).

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The R&R address and your box number adds 12 words to your ad. Regular Opportunities rates apply to Blind Box ads, but a \$50 service charge is added for shipping and handling.

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**Payable In Advance**

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**Deadline**

To appear in the following week's issue, your ad must be received by **Thursday noon (PDT)** eight days prior to issue date. Address all ads to: R&R Opportunities, 10100 Santa Monica Blvd., Third Floor, Los Angeles, CA 90067.

**RADIO & RECORDS**

10100 Santa Monica Blvd., Third Floor, Los Angeles, CA 90067

R&R is published weekly, except the week of December 25. Subscriptions are available for \$325.00 per year (plus applicable sales tax) in the United States, \$330.00 in Canada and Mexico, and \$495.00 overseas (U.S. funds only) from Radio & Records Inc., at 10100 Santa Monica Blvd., 3rd Floor, Los Angeles, California 90067. Annual subscription plan includes the weekly newspaper plus two R&R Directories issues and other special publications. Refunds are prorated based on the actual value of issue received prior to cancellation. Nonrefundable quarterly rates available. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication reproduction and may therefore be used for this purpose. Letters may be edited for space and clarity and may appear in the electronic versions of R&R. The writer assumes all liability regarding the content of the letter and its publication in R&R. Nothing may be reproduced in whole or in part without written permission from the Publisher.

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**HOW TO REACH US**

RADIO & RECORDS INC. / 10100 SANTA MONICA BLVD., THIRD FLOOR, LOS ANGELES, CA 90067

WEBSITE: [www.radioandrecords.com](http://www.radioandrecords.com)

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<b>R&amp;R ONLINE SERVICES:</b>	310-788-1635	310-553-4056	kmccabe@radioandrecords.com
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<b>WASHINGTON, DC BUREAU:</b>	301-951-9050	301-951-9051	rrdc@radioandrecords.com
<b>NASHVILLE BUREAU:</b>	615-244-8822	615-248-6655	lhelton@radioandrecords.com

**AIR CHECKS**

**AUDIO & VIDEO AIRCHECKS**

• **CURRENT #284** KRTH/ShotgunTom, WAXQ/Jim Kerr, WFLZ/Toby Knapp, WAPE, KYLD/Elvis & J.V., WNKS/Adam Smasher, KPWR/Felli Fel, CD \$13.

• **CURRENT #283** KROQ/Kevin & Bean, WCBS-FM/Bob Shannon, WPLJ/Race Taylor, WIOQ/Freak Show, KJR/Ric Hansen, KROQ/John Jay & Rich, CD \$13.

• **PERSONALITY PLUS #PP-192** KIIS/Rick Dees, WXKS/Matt Siegel, WROX/Jack Diamond, WOSR/Steve Rouse & Kristi McIntyre, \$13 CD, \$10 cassette.

• **PERSONALITY PLUS #PP-191** WPLJ/Scott & Todd, WROR/Loren & Wally, KMXZ/Bobby & Brad, WWDC/Elliott, \$13 CD, \$10 cassette.

• **PERSONALITY PLUS #PP-190** Z100/Elvis Duran & Z Zoo, WODS/Dale Dorman, KZOK/Bob Rivers, WMZO/Ben & Brian, \$13 CD, \$10 cassette.

• **ALL COUNTRY #CY-139** WYUU, WQYK, WQIK, WWKA, KZBR, \$13.

• **ALL CHR #CHR-109** WZMX, WKSS, WFLZ, Z100, WPYO \$13 CD.

• **ALL AC #AC-117** WOZN, WLIF, WWMX, WBEB, WPTP, \$13 CD.

• **PROFILE #S-500 NEW YORK!** CHR UC AC AOR Gold Ctry, \$13 CD.

• **PROFILE #S-501 BOSTON!** CHR AC AOR Gold Ctry \$10, \$13 CD.

• **PROMO VAULT #PR-55** promo samples - all formats, all market sizes, \$15.50 CD.

• **SWEEPER VAULT #SV-41** Sweeper & legal ID samples, all formats, \$15.50 CD.

• **AAA-1 (Triple A), #CHN-34 (CHR Nights), #O-25 (All Oldies), #MR-10 (Alternative), #F-28 (All Female), #UK-1 (London)** at \$10 each.

• **CLASSIC #C-276** KCBO/Dex Allen-1968, KWST/London & Engelman-1982, KFVC.K. Cooper-1983, KHJ/Big John Carter-1975, \$16.50 CD, \$13.50 cassette.

**VIDEO #98** Baltimore's WPOC/Michael J. & Jen, Buffalo's WWWK/Jack Armstrong, Philly's WIOQ/Chio & Angi, WXTU/Evans & Andie, Boston's WJMN/Ramiro & Pebbles, Portland's KRSK/Dr. Doug & Skippy... 2 hrs, VHS \$30, DVD \$35.

• tapes marked with + may be ordered on cassette for \$3 less

[www.californiaaircheck.com](http://www.californiaaircheck.com)

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26 insertions	75.00
51 insertions	70.00

**Marketplace**  
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**CHR/POP**

LW	TW	ARTIST	SON	Label
2	1	JESSICA SIMPSON	With You	Columbia
1	2	OUTKAST	The Way You Move	Arista
4	3	BRITNEY SPEARS	Toxic	Live
3	4	NICKELBACK	Someday	Roadrunner/DJMG
7	5	EVANESCENCE	My Immortal	Wind-up
6	6	LINKIN PARK	Numb	Warner Bros.
5	7	OUTKAST	Hey Ya!	Arista
12	8	USHER (LUDACRIS & LI'L JON)	Yeah	Arista
10	9	EAMON F**k It	(I Don't Want You Back)	Live
8	10	3 DOORS DOWN	Here Without You	Republic/Universal
9	11	BABY BASH	Suga Suga	Universal
14	12	TWISTA (KANYE WEST & JAMIE FOXX)	Slow Jamz	Atlantic
11	13	NO DOUBT	It's My Life	Interscope
15	14	SHERYL CROW	The First Cut Is The Deepest	A&M/Interscope
20	15	MAROON 5	This Love	Octone/J
17	16	FUEL	Falls On Me	Epic
13	17	SIMPLE PLAN	Perfect	Lava
21	18	HILARY DUFF	Come Clean	Boena Vista/Hollywood
18	19	BEYONCE	Me, Myself And I	Columbia
23	20	JANET JACKSON	Just A Little While	Virgin
22	21	NICK CANNON	Gigolo	Live
24	22	SARAH CONNOR	Bounce	Epic
16	23	GOOD CHARLOTTE	Hold On	Epic
19	24	LUDACRIS (SHAWNINA)	Stand Up	Def Jam South/DJMG
32	25	CHINGY	One Call Away	DTP/Capitol
30	26	NELLY	Work It (Remix)	Fo' Real/Universal
29	27	LIMP BIZKIT	Behind Blue Eyes	Flip/Interscope
28	28	DIDD	White Flag	Arista
27	29	M. LEE (J. DUPRI)	Wat Da Hook Go Be	Fo' Real/Universal
25	30	KELIS	Milkshake	Star Trak/Arista

**#1 MOST ADDED**

BLINK-182 I Miss You (Geffen)

**#1 MOST INCREASED PLAYS**

USHER (LUDACRIS & LI'L JON) Yeah (Arista)

**TOP 5 NEW & ACTIVE**

- RODNEY I'm Shakin' (Geffen)
- KID ROCK Cold And Empty (Top Dog/Atlantic)
- DARKNESS I Believe In A Thing Called Love (Must...Destroy/Atlantic)
- CLAY AIKEN The Way (RCA)
- HOOBASTANK The Reason (Island/DJMG)

CHR/POP begins on Page 48.

**AC**

LW	TW	ARTIST	SON	Label
1	1	SHANIA TWAIN	Forever And For Always	Mercury/DJMG
3	2	JOSH GROBAN	You Raise Me Up	(143)Reprise
2	3	TRAIN	Calling All Angels	Columbia
5	4	SHERYL CROW	The First Cut Is The Deepest	A&M/Interscope
4	5	UNCLE KRACKER	(DODIE GRAY) Drift Away	Lava
7	6	DIDD	White Flag	Arista
6	7	MATCHBOX TWENTY	Unwell	Atlantic
11	8	FIVE FOR FIGHTING	100 Years	Aware/Columbia
9	9	LUTHER VANDROSS	Dance With My Father	LJ
8	10	PHIL COLLINS	Look Through My Eyes	Walt Disney/Hollywood
10	11	CLAY AIKEN	Invisible	RCA
13	12	MICHAEL McDONALD	Ain't No Mountain High Enough	(Motown)
14	13	CELINE DION	Have You Ever Been In Love	Epic
12	14	COUNTING CROWS	Big Yellow Taxi	(Geffen/Interscope)
17	15	SIMPLY RED	You Make Me Feel Brand New	(simplyred.com/Red Ink)
16	16	MARTINA MCBRIDE	This One's For The Girls	RCA
18	17	SARAH MCCLACHLAN	Fallen	Arista
20	18	CHRISTINA AGUILERA	The Voice Within	RCA
22	19	3 DOORS DOWN	Here Without You	Republic/Universal
21	20	SANTANA (ALEX BAND)	Why Don't You & I	Arista
25	21	WYNNONA	I Want To Know What Love Is	(Curb)
24	22	SEAL	Love's Divine	(Warner Bros.)
23	23	HALL & OATES	Getaway Car	(U-Watch)
19	24	TIM MCGRAW	Tiny Dancer	(Curb)
29	25	NO DOUBT	It's My Life	(Interscope)
26	26	SUZIE K.	Gabriel	(Yellum)
-	27	RUBEN STUDDARD	Sorry 2004	LJ
-	28	MICHAEL BUBLE	Sway	(143)Reprise
30	29	KENNY LOGGINS	I Miss Us	(All The Best)
28	30	ABERNA	Song 4 U	(Nunim)

**#1 MOST ADDED**

ROD STEWART Time After Time (LJ)

**#1 MOST INCREASED PLAYS**

FIVE FOR FIGHTING 100 Years (Aware/Columbia)

**TOP 5 NEW & ACTIVE**

- BABYFACE The Loneliness (Arista)
- MELISSA ETHERIDGE Breathe (Island/DJMG)
- ROD STEWART Time After Time (LJ)
- MICHAEL FEIBSTEIN Only One Life (Concord)
- HARRY CONNICK, JR. For Once In My Life (Columbia)

AC begins on Page 72.

**CHR/RHYTHMIC**

LW	TW	ARTIST	SON	Label
2	1	USHER (LUDACRIS & LI'L JON)	Yeah	Arista
1	2	TWISTA (KANYE WEST & JAMIE FOXX)	Slow Jamz	Atlantic
3	3	J-KWON	Tipsy	(So So Def/Arista)
4	4	CHINGY	One Call Away	DTP/Capitol
6	5	CASSIDY (R. KELLY)	Hotel	LJ
5	6	YING YANG TWINS (LI'L JON)	Salt Shaker	(TVT)
8	7	LUDACRIS	Splash Waterfalls	(Def Jam South/DJMG)
10	8	JAY-Z	Dirt Off Your Shoulder	(Roc-A-Fella/DJMG)
7	9	BEYONCE	Me, Myself And I	(Columbia)
12	10	EAMON F**k It	(I Don't Want You Back)	Live
9	11	KANYE WEST	Through The Wire	(Roc-A-Fella/DJMG)
11	12	NICK CANNON	Gigolo	Live
17	13	G UNIT	(I)JOE Wanna Get To Know You	(Interscope)
16	14	PETEY PABLO	Freak-A-Leek	Live
13	15	OUTKAST	Hey Ya!	Arista
22	16	MARO WINANS (P. DIDDY)	I Don't Wanna Know	(Bad Boy/Universal)
15	17	OUTKAST	The Way You Move	Arista
14	18	WESTSIDE CONNECTION	Angsta Nations	(Capitol)
21	19	RUBEN STUDDARD	Sorry 2004	LJ
23	20	MISSY ELLIOTT	I'm Really Hot	(Gold Mind/Elektra/EEG)
18	21	ALICIA KEYS	You Don't Know My Name	LJ
19	22	KELIS	Milkshake	(Star Trak/Arista)
26	23	SLEEPY BROWN	(OUTKAST) I Can't Wait	(Interscope)
24	24	T.J. RUBBER BAND MAN	(Grand Hustle/Atlantic)	
28	25	YOUNG GUNZ	No Better Love	(Def Jam/DJMG)
29	26	BRITNEY SPEARS	Toxic	Live
25	27	2PAC (EMMEN)	One Day At A Time	(Amaru/Interscope)
33	28	M. LEE (J. PMA & S. BROWN)	Luv Me Baby	(Fo' Real/Universal)
27	29	RYAN DUARTE	You	(Universal)
30	30	JUVENILE (MANNIE FRESH)	In My Life	(Cash Money/Universal)

**#1 MOST ADDED**

OUTKAST Roses (Arista)

**#1 MOST INCREASED PLAYS**

CHINGY One Call Away (DTP/Capitol)

**TOP 5 NEW & ACTIVE**

- JOE FIG UNIT Ride Wit U (Live)
- MEMPHIS BLEEK FT. J. AND TRICK DADDY Round Here (Roc-A-Fella/DJMG)
- KELIS Trick Me (Star Trak/Arista)
- MR. VEGAS Pull Up (Geffen)
- MARQUES HOUSTON Pop That Booty (T.U.G.EEG)

CHR/RHYTHMIC begins on Page 55.

**HOT AC**

LW	TW	ARTIST	SON	Label
1	1	3 DOORS DOWN	Here Without You	Republic/Universal
2	2	SHERYL CROW	The First Cut Is The Deepest	A&M/Interscope
3	3	NO DOUBT	It's My Life	Interscope
5	4	NICKELBACK	Someday	Roadrunner/DJMG
4	5	MATCHBOX TWENTY	Bright Lights	Atlantic
7	6	DIDD	White Flag	Arista
6	7	SANTANA (ALEX BAND)	Why Don't You & I	Arista
10	8	EVANESCENCE	My Immortal	Wind-up
8	9	SARAH MCCLACHLAN	Fallen	Arista
11	10	FIVE FOR FIGHTING	100 Years	(Aware/Columbia)
9	11	TRAIN	When I Look To The Sky	Columbia
12	12	MAROON 5	This Love	(Octone/J)
14	13	OUTKAST	Hey Ya!	Arista
13	14	MELISSA ETHERIDGE	Breathe	(Island/DJMG)
15	15	MATCHBOX TWENTY	Unwell	Atlantic
16	16	JOHN MAYER	Clarity	(Aware/Columbia)
18	17	LIZ PHAIR	Extraordinary	(Capitol)
17	18	JASON MRAZ	You And I Both	(Elektra/EEG)
19	19	FUEL	Falls On Me	(Epic)
20	20	TOBY LIGHTMAN	Devils And Angels	(Lava)
23	21	SEAL	Love's Divine	(Warner Bros.)
22	22	KID ROCK	Cold And Empty	(Top Dog/Atlantic)
25	23	MORAN JONES	Sunrise	(Blue Note/EMC)
21	24	MICHELLE BRANCH	Breathe	(Maverick/Warner Bros.)
35	25	BARNAKED LADIES	Testing 1, 2, 3	(Reprise)
27	26	JOSH KELLEY	Everybody Wants You	(Hollywood)
30	27	3 DOORS DOWN	Away From The Sun	(Republic/Universal)
31	28	JESSICA SIMPSON	With You	(Columbia)
26	29	CLAY AIKEN	Invisible	(RCA)
24	30	SIMPLE PLAN	Perfect	(Lava)

**#1 MOST ADDED**

NELLY FURTAO Try (DreamWorks/Interscope)

**#1 MOST INCREASED PLAYS**

BARNAKED LADIES Testing 1, 2, 3 (Reprise)

**TOP 5 NEW & ACTIVE**

- MICHELLE BRANCH 'Til I Get Over You (Maverick/Warner Bros.)
- LOS LONELY BOYS Heaven (Dr/Epic)
- MATCHBOX TWENTY Downfall (Atlantic)
- BLONDIE Good Boys (Sanctuary/SRG)
- SWITCHPOOT Meant To Live (Red Ink/Columbia)

AC begins on Page 72.

**URBAN**

LW	TW	ARTIST	SON	Label
3	1	USHER (LUDACRIS & LI'L JON)	Yeah	Arista
1	2	TWISTA (KANYE WEST & JAMIE FOXX)	Slow Jamz	Atlantic
4	3	RUBEN STUDDARD	Sorry 2004	LJ
5	4	LUDACRIS	Splash Waterfalls	(Def Jam South/DJMG)
2	5	BEYONCE	Me, Myself And I	(Columbia)
9	6	CHINGY	One Call Away	DTP/Capitol
8	7	YING YANG TWINS (LI'L JON)	Salt Shaker	(TVT)
6	8	KANYE WEST	Through The Wire	(Roc-A-Fella/DJMG)
11	9	CASSIDY (R. KELLY)	Hotel	LJ
10	10	JAY-Z	Dirt Off Your Shoulder	(Roc-A-Fella/DJMG)
12	11	J-KWON	Tipsy	(So So Def/Arista)
7	12	ALICIA KEYS	You Don't Know My Name	LJ
14	13	T.J. RUBBER BAND MAN	(Grand Hustle/Atlantic)	
13	14	JUVENILE (MANNIE FRESH)	In My Life	(Cash Money/Universal)
15	15	AVANT	Read Your Mind	(Geffen)
19	16	SLEEPY BROWN	(OUTKAST) I Can't Wait	(Interscope)
18	17	YOUNG GUNZ	No Better Love	(Def Jam/DJMG)
16	18	OUTKAST	Hey Ya!	Arista
17	19	OUTKAST	The Way You Move	Arista
22	20	PETEY PABLO	Freak-A-Leek	Live
20	21	TRILLVILLE	Neva Eva	(BME/Warner Bros.)
23	22	G UNIT	(I)JOE Wanna Get To Know You	(Interscope)
24	23	MISSY ELLIOTT	I'm Really Hot	(Gold Mind/Elektra/EEG)
27	24	LI'L FLIP	Game Over	(Sucka Free/Loud/Columbia)
21	25	KELIS	Milkshake	(Star Trak/Arista)
28	26	SEAN PAUL	I'm Still In Love With You	(VP/Atlantic)
35	27	AVANT	Don't Take Your Love Away	(Geffen)
25	28	JAGGED EDGE	What It's Like	(Columbia)
38	29	ALICIA KEYS	If I Ain't Got You	LJ
26	30	MASTER P	Them Jeans	(New No Limit/Rock)

**#1 MOST ADDED**

ALICIA KEYS If I Ain't Got You (LJ)

**#1 MOST INCREASED PLAYS**

CHINGY One Call Away (DTP/Capitol)

**TOP 5 NEW & ACTIVE**

- DWELE Hold On (Virgin)
- EAMON F\*\*k It (I Don't Want You Back) (Live)
- KNOC-TURN'AL FISNOOD OGGG The Way I Am (L.A. Confidential/Elektra/EEG)
- NOTORIOUS B.I.G./P. DIDDY... Victory 2004 (Bad Boy/Universal)
- I-20 Fightin' In The Club (Priority/Capitol)

URBAN begins on Page 58.

**ROCK**

LW	TW	ARTIST	SON	Label
1	1	NICKELBACK	Figured You Out	(Roadrunner/DJMG)
2	2	AUDIOSLAVE	I Am The Highway	(Interscope/Epic)
3	3	JET	Are You Gonna Be My Girl	(Elektra/EEG)
4	4	INCUBUS	Megalomaniac	(Epic)
6	5	LINKIN PARK	Numb	(Warner Bros.)
5	6	PUDDLE OF MUDD	Away From Me	(Geffen)
8	7	TANTRUM	Hey Now	(Maverick/Reprise)
9	8	GODSMACK	Re-Again	(Republic/Universal)
7	9	THREE DAYS GRACE	(I Hate) Everything About You	(Live)
11	10	DARKNESS	I Believe In A Thing Called Love	(Must...Destroy/Atlantic)
15	11	3 DOORS DOWN	Away From The Sun	(Republic/Universal)
13	12	STAND	So Far Away	(Flip/Elektra/EEG)
17	13	TESLA	Caught In A Dream	(Sanctuary/SRG)
16	14	FUEL	Million Miles	(Epic)
14	15	OFFSPRING	Hi That	(Columbia)
18	16	SHENSTONE	45	(Atlantic)
12	17	STAND	How About You	(Flip/Elektra/EEG)
21	18	KID ROCK	Jackson, Mississippi	(Top Dog/Atlantic)
19	19	LIMP BIZKIT	Behind Blue Eyes	(Flip/Interscope)
20	20	JET	Cold Hard Bitch	(Elektra/EEG)
26	21	PUDDLE OF MUDD	Heel Over Head	(Geffen)
22	22	A PERFECT CIRCLE	The Outsider	(Virgin)
23	23	TRAPT	Echo	(Warner Bros.)
-	24	LINKIN PARK	Lying From You	(Warner Bros.)
30	25	HOOBASTANK	The Reason	(Island/DJMG)
27	26	DAMAGEPLAN	Save Me	(Elektra/EEG)
25	27	STONE TEMPLE PILOTS	All In The Suit That You Wear	(Atlantic)
-	28	LO-PRO	Sunday	(Geffen)
28	29	SEVERDUST	Broken Down	(TVT)
-	30	P.O.D.	Change The World	(Atlantic)

**#1 MOST ADDED**

STATIC-X So (Warner Bros.)

**#1 MOST INCREASED PLAYS**

JET Are You Gonna Be My Girl (Elektra/EEG)

**TOP 5 NEW & ACTIVE**

- FINGER ELEVEN One Thing (Wind-up)
- METALLICA The Unnamed Feeling (Elektra/EEG)
- DROPBOX Wishbone (Re-Again/Universal)
- OROWNING POOL Step Up (Wind-up)
- LDSTPROPHETS Last Train Home (Columbia)

ROCK begins on Page 81.



**URBAN AC**

LW	TW	ARTIST	SON	Label
2	1	RUBEN STUDDARD	Sorry 2004 (LJ)	
1	2	ALICIA KEYS	You Don't Know My Name (LJ)	
4	3	LUTHER VANDROSS	Think About You (LJ)	
3	4	AVANT	Read Your Mind (Geffen)	
9	5	BEYONCÉ	Me, Myself And I (Columbia)	
6	6	JOE	More & More (Live)	
10	7	OUTKAST	The Way You Move (Arista)	
5	8	R. KELLY	Step In The Name Of Love (Live)	
7	9	BABYFACE	The Loneliness (Arista)	
8	10	WILL DOWNING	A Million Ways (GRP/VMG)	
14	11	GERALD LEVERT	Wear It Out (Elektra/EEG)	
11	12	GERALD LEVERT	U Got That Love (Call It A Night) (Elektra/EEG)	
12	13	KEM	Love Calls (Motown/Universal)	
13	14	SMOKIE NORFUL	I Need You Now (EMI Gospel)	
15	15	JAGGED EDGE	Walked Dutta Heaven (Columbia)	
19	16	SILK	Side Show (Liquid 8)	
17	17	ERYKAN BADU	Back In The Day (Motown)	
16	18	MUSIQ	Fortnight (Def Soul/IDJMG)	
17	19	JAVIER	Beautiful U R (Capitol)	
20	20	VAN HUNT	Seconds Of Pleasure (Capitol)	
21	21	ARETHA FRANKLIN	Wonderful (Arista)	
25	22	ANTHONY HAMILTON	Charlene (So So Def/Arista)	
23	23	KINORED THE FAMILY SOUL	Stars (Hidden Beach)	
—	24	DWELE	Hold On (Virgin)	
26	25	HIL ST. SOUL	Pieces (Shanachie)	
—	26	TEENA MARIE	Still In Love (Cash Money/Universal)	
22	27	KEM	Matter Of Time (Motown)	
—	28	MUSIQ	Whoknows (Def Soul/IDJMG)	
24	29	CARL THOMAS	She Is (Bad Boy/Universal)	
27	30	AL GREEN	I Can't Stop (Blue Note/EMC)	

**#1 MOST ADDED**  
ALICIA KEYS III Ain't Got You (LJ)

**#1 MOST INCREASED PLAYS**  
BEYONCÉ Me, Myself And I (Columbia)

**TOP 5 NEW & ACTIVE**

- EN VOGUE Doh Boy (Funky Girl/Beat Exchange)
- RHIAN BENSON Stealing My Peace Of Mind (DKG)
- ALICIA KEYS If I Ain't Got You (LJ)
- THEOTIS EALEY Stand Up In It (Independent)
- CREA U Lied (Aesra)

URBAN begins on Page 58.

**ACTIVE ROCK**

LW	TW	ARTIST	SON	Label
1	1	NICKELBACK	Figured You Out (Roadrunner/IDJMG)	
2	2	LINKIN PARK	Numb (Warner Bros.)	
4	3	INCUBUS	Megalomaniac (Epic)	
6	4	GODSMACK	Re-Align (Republic/Universal)	
3	5	AUDIOSLAVE	I Am The Highway (Interscope/Epic)	
5	6	THREE DAYS GRACE	(I Hate) Everything About You (Live)	
7	7	OFFSPRING	Hi That (Columbia)	
9	8	STAINED	How About You (Flip/Elektra/EEG)	
10	9	A PERFECT CIRCLE	The Outsider (Virgin)	
12	10	TANTINIC	Hey Now (Maverick/Reprise)	
14	11	SHINEDOWN	45 (Atlantic)	
8	12	PUDDLE OF MUDD	Away From Me (Geffen)	
11	13	JET	Are You Gonna Be My Girl (Elektra/EEG)	
15	14	TRAPT	Echo (Warner Bros.)	
18	15	LOSTPROPHETS	Last Train Home (Columbia)	
16	16	TRAPT	Still Frame (Warner Bros.)	
13	17	LIMP BIZKIT	Behind Blue Eyes (Flip/Interscope)	
19	18	DAMAGEPLAN	Save Me (Elektra/EEG)	
17	19	FUEL	Million Miles (Epic)	
23	20	PUDDLE OF MUDD	Head Over Head (Geffen)	
20	21	KORN	Y'all Want A Single (Immortal/Epic)	
21	22	SEVENDUST	Broken Down (TVT)	
28	23	JET	Cold Hard Bitch (Elektra/EEG)	
22	24	LS-PMG	Sunday (Geffen)	
33	25	LINKIN PARK	Lying From You (Warner Bros.)	
28	26	KID ROCK	Jackson, Mississippi (Top Dog/Atlantic)	
24	27	3 DOORS DOWN	Away From The Sun (Republic/Universal)	
25	28	DARKNESS	I Believe In A Thing Called Love (Must...Destroy/Atlantic)	
28	29	P.B.S.	Change The World (Atlantic)	
30	30	NOBODYSTANK	The Reason (Island/IDJMG)	

**#1 MOST ADDED**  
OFFSPRING (Can't Get My) Head Around You (Columbia)

**#1 MOST INCREASED PLAYS**  
LINKIN PARK Lying From You (Warner Bros.)

**TOP 5 NEW & ACTIVE**

- STORY OF THE YEAR Until The Day I Die (Maverick/Reprise)
- OFFSPRING (Can't Get My) Head Around You (Columbia)
- UPO Free (Nitrus)
- ATOMSHIP Pencil Fight (Wind-up)
- PRETHING Faded Love (V2)

ROCK begins on Page 61.

**COUNTRY**

LW	TW	ARTIST	SON	Label
1	1	TOBY KEITH	American Soldier (DreamWorks)	
2	2	ALAN JACKSON	Remember When (Arista)	
3	3	TIM MCGRAW	Watch The Wind Blow By (Curb)	
5	4	BRAD PAISLEY	Little Moments (Arista)	
4	5	TERRI CLARK	I Wanna Do It All (Mercury)	
6	6	MARTINA MCBRIDE	In My Daughter's Eyes (RCA)	
7	7	TRACE ADKINS	Hot Mama (Capitol)	
11	8	KENNY CHESNEY	(Uncle) Kracker When The Sun Goes Down (BNA)	
8	9	JIMMY WAYNE	I Love You This Much (DreamWorks)	
9	10	SARA EVANS	Perfect (RCA)	
10	11	KEITH URBAN	You'll Think Of Me (Capitol)	
12	12	BUDDY JEWELL	Sweet Southern Comfort (Columbia)	
14	13	RASCAL FLATTS	Mayberry (Lyric Street)	
13	14	JOSH TURNER	Long Black Train (MCA)	
15	15	GARY ALLAN	Songs About Rain (MCA)	
16	16	CLINT BLACK	Spend My Time (Equity Music Group)	
17	17	JOE NICHOLS	Cool To Be A Fool (Universal/South)	
18	18	BLUE COUNTRY	Good Little Girls (Asylum/Curb)	
21	19	GEORGE STRAIT	Desperately (MCA)	
20	20	CAROLYN DAWN JOHNSON	Simple Life (Arista)	
22	21	JOHN MICHAEL MONTGOMERY	Letters From Home (Warner Bros.)	
19	22	DIERKS BENTLEY	My Last Name (Capitol)	
23	23	TRACY LAWRENCE	Paint Me A Birmingham (DreamWorks)	
24	24	KELLIE COFFEY	Texas Plates (BNA)	
26	25	BIG & RICH	Wild West Show (Warner Bros.)	
25	26	BRIAN MCCOMAS	You're In My Head (Lyric Street)	
31	27	MONTGOMERY GENTRY	If You Ever Stop Loving Me (Columbia)	
29	28	SHEDAISY	Passenger Seat (Lyric Street)	
28	29	REBA MCKENTRE	Somebody (MCA)	
27	30	CLAY WALKER	I Can't Sleep (RCA)	

**#1 MOST ADDED**  
LONESTAR Let's Be Us Again (BNA)

**#1 MOST INCREASED PLAYS**  
JOHN MICHAEL MONTGOMERY Letters From Home (Warner Bros.)

**TOP 5 NEW & ACTIVE**

- JULIE ROBERTS Break Down Here (Mercury)
- COLT PRATHER I Won't Go On And On (Epic)
- SCOTTY EMERICK The Coast Is Clear (DreamWorks)
- RHONDA VINCENT If Heartaches Had Wings (Rounder)
- CROSS CANADIAN RAGWEED Sick And Tired (Universal/South)

COUNTRY begins on Page 65.

**ALTERNATIVE**

LW	TW	ARTIST	SON	Label
1	1	INCUBUS	Megalomaniac (Epic)	
2	2	LINKIN PARK	Numb (Warner Bros.)	
3	3	AUDIOSLAVE	I Am The Highway (Interscope/Epic)	
5	4	BLINK-182	I Miss You (Geffen)	
4	5	NICKELBACK	Figured You Out (Roadrunner/IDJMG)	
6	6	LOSTPROPHETS	Last Train Home (Columbia)	
7	7	THREE DAYS GRACE	(I Hate) Everything About You (Live)	
10	8	FINGER ELEVEN	One Thing (Wind-up)	
8	9	JET	Are You Gonna Be My Girl (Elektra/EEG)	
11	10	DARKNESS	I Believe In A Thing Called Love (Must...Destroy/Atlantic)	
13	11	AFI	Silver And Cold (DreamWorks/Interscope)	
15	12	311	Love Song (Volcano/Maverick)	
12	13	STORY OF THE YEAR	Until The Day I Die (Maverick/Reprise)	
17	14	NOBODYSTANK	The Reason (Island/IDJMG)	
8	15	OFFSPRING	Hi That (Columbia)	
14	16	A PERFECT CIRCLE	The Outsider (Virgin)	
16	17	SWITCHFOOT	Meant To Live (Red Ink/Columbia)	
22	18	TRAPT	Echo (Warner Bros.)	
18	19	COURTNEY LOVE	Mono (Virgin)	
18	20	LIMP BIZKIT	Behind Blue Eyes (Flip/Interscope)	
25	21	JET	Cold Hard Bitch (Elektra/EEG)	
20	22	FOO FIGHTERS	During The Night (Howler/RCA)	
27	23	PUDDLE OF MUDD	Head Over Head (Geffen)	
23	24	YELLOWCARD	Ocean Avenue (Capitol)	
21	25	STAINED	How About You (Flip/Elektra/EEG)	
31	26	LINKIN PARK	Lying From You (Warner Bros.)	
26	27	WHITE STRIPES	I Just Don't Know What To Do With Myself (Third Man/V2)	
26	28	GODSMACK	Re-Align (Republic/Universal)	
24	29	BLINK-182	Feeling This (Geffen)	
29	30	PHANTOM PLANET	Big Bro (Daylight/Epic)	

**#1 MOST ADDED**  
OFFSPRING (Can't Get My) Head Around You (Columbia)

**#1 MOST INCREASED PLAYS**  
VINES Ride (Capitol)

**TOP 5 NEW & ACTIVE**

- BURDEN BRODTHERS Beautiful Night (Kirtland/Trauma)
- DROWNING POOL Step Up (Wind-up)
- NIM Join Me (Universal)
- TANTINIC Hey Now (Maverick/Reprise)
- N.E.R.D. She Wants To Move (Virgin)

ALTERNATIVE begins on Page 67.

**SMOOTH JAZZ**

LW	TW	ARTIST	SON	Label
1	1	CHRIS BOTTI	Indian Summer (Columbia)	
4	2	KIM WATERS	The Ride (Shanachie)	
3	3	NICK COLIONNE	High Flyin' (3 Keys Music)	
2	4	JAZZMASTERS	Puerto Banus (Trippin' N' Rhythim)	
5	5	RICHARD ELLIOT	Sly (GRP/VMG)	
7	6	STEVE COLE	Everyday (Warner Bros.)	
11	7	HIL ST. SOUL	For The Love Of You (Shanachie)	
10	8	PETER WHITE	Talkin' Bout Love (Columbia)	
9	9	MICHAEL MCDONALD	Ain't No Mountain High Enough (Motown)	
8	10	PRAFUL	Sigh (Rendezvous/N Coded)	
6	11	DAVE KOZ	Honey Dipped (Capitol)	
12	12	SEAL	Touch (Warner Bros.)	
13	13	DAVID BENNETT	Watermelon Man (GRP/VMG)	
15	14	BASS X VONNI	Liquid 8 (Liquid 8)	
16	15	PAUL BROWN	24/7 (GRP/VMG)	
17	16	EUGE GROOVE	Livin' Large (Narada)	
18	17	RICHARD SMITH	Sing A Song (A440)	
19	18	PAUL TAYLOR	Steppin' Out (Peak)	
21	19	PAMELA WILLIAMS	Afterglow (Shanachie)	
23	20	NORAH JONES	Sunrise (Blue Note/EMC)	
24	21	KIRK WHALUM	Do You Feel Me (Warner Bros.)	
20	22	DOWN TO THE BONE	Cellar Funk (Narada)	
25	23	NAJEE	Eye 2 Eye (N Coded)	
26	24	JEFF GOLUB	Pass It On (GRP/VMG)	
27	25	DAVID SANBORN	Isn't She Lovely (GRP/VMG)	
22	26	MARC ANTOINE	Funky Picante (Rendezvous)	
28	27	BRIAN BROMBERG	Bubblehead (A440)	
—	28	MINDI ABAIR	Save The Last Dance (GRP/VMG)	
—	29	MARC ANTOINE	Mediterraneo (Rendezvous)	
—	30	SPECIAL EFX	Ladies Man (Shanachie)	

**#1 MOST ADDED**  
DAVE KOZ All I See Is You (Capitol)

**#1 MOST INCREASED PLAYS**  
MARC ANTOINE Mediterraneo (Rendezvous)

**TOP 5 NEW & ACTIVE**

- ERIC MARIENTHAL Sweet Talk (Peak)
- DAN SIEGEL F/BONEY JAMES In Your Eyes (Native Language)
- DAVE KOZ All I See Is You (Capitol)
- RICK BRAUN Daddy-O (Warner Bros.)
- PAUL JACKSON, JR. Walkin' (Blue Note/EMC)

Smooth Jazz begins on Page 78.

**TRIPLE A**

LW	TW	ARTIST	SON	Label
1	1	NORAH JONES	Sunrise (Blue Note/EMC)	
2	2	MELISSA ETHEREDGE	Breathe (Island/IDJMG)	
4	3	GUSTER	Careful (Palm/Reprise)	
5	4	INDIGO GIRLS	Perfect World (Epic)	
3	5	COUNTING CROWS	She Don't Want Nobody Near (Geffen)	
7	6	THRILLS	One Horse Town (Virgin)	
6	7	FIVE FOR FIGHTING	100 Years (Aversa/Columbia)	
8	8	STING	Sacred Love (A&M/Interscope)	
9	9	JOHN MAYER	Clarity (Arista/Columbia)	
10	10	DAMIAN RICE	Cannonball (Vector Recordings/Warner Bros.)	
12	11	JET	Are You Gonna Be My Girl (Elektra/EEG)	
15	12	SARAN MCLACHLAN	Fallen (Arista)	
14	13	JACK JONSON	Taylor (Jack Johnson Music/Universal)	
13	14	DAVE MATTHEWS	Save Me (RCA)	
16	15	JOHN EDDIE	If You're Here When I Get Back (Thrill Show/Lost Highway)	
17	16	STEREOPHONICS	Maybe Tomorrow (V2)	
18	17	RYAN ADAMS	Burning Photographs (Lost Highway/IDJMG)	
21	18	MARSH	This Love (Octonote)	
19	19	LOS LONELY BOYS	Real Emotions (Dr/Epic)	
—	20	MICHAEL ANDREWS	HEARY JULES Mad World (Universal)	
—	21	ROBBY	I'm Shakin' (Geffen)	
20	22	JESS STONE	Fall In Love With A Boy (S-Curve/EMC)	
23	23	KEB' MO'	Let Your Light Shine (Epic)	
26	24	3 DOORS DOWN	How Without You (Republic/Universal)	
—	25	BIG HEAD TOOD AND THE MOBSTERS	Imaginary Ships (Sanctuary/SRG)	
—	26	JOHNNY LANG	Give Me Up Again (A&M/Interscope)	
—	27	HOWIE DAY	She Says (Epic)	
—	28	MATCHBOX TWENTY	Bright Lights (Atlantic)	
—	29	BARNAKED LADIES	Tasting 1, 2, 3 (Reprise)	
—	30	STARSAILOR	Silence Is Easy (Capitol)	

**#1 MOST ADDED**  
JASOB BIRAZ Curbside Prophet (Elektra/EEG)

**#1 MOST INCREASED PLAYS**  
MICHAEL ANDREWS FIGARY JULES Mad World (Universal)

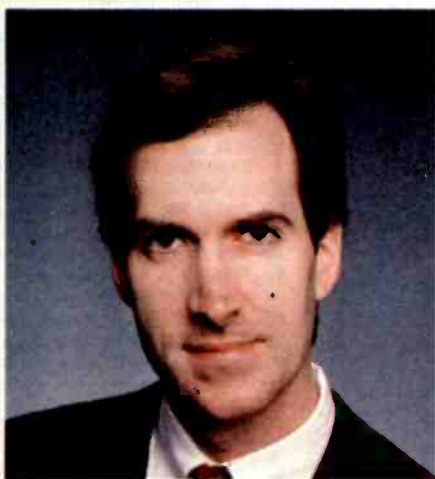
**TOP 5 NEW & ACTIVE**

- JOHNNY A. I Had To Laugh (Favored Nations/Red Ink)
- VAN MORRISON Evening In June (Blue Note/EMC)
- BEN HARPER Brown Eyed Blues (Virgin)
- WHEAT I Met A Girl (Arista/Columbia)
- MINDY SBRITH Come To Jesus (Vanguard)

TRIPLE A begins on Page 82.

# Publisher's Profile

By Erica Farber



## STEVE JONES

Vice President & General Manager, ABC News Radio

Steve Jones was destined to be a newsman from the time he was a teenager, and it all began with his trusty police scanner. As Vice President and General Manager of ABC News Radio, Jones is responsible for overseeing all programming and editorial operations for the company's news, sports and entertainment product.

With an extremely hands-on approach, Jones and his team of roughly 100 employees, including freelancers, work tirelessly 24 hours a day, seven days a week, to provide content that is not only timely, but also captivating for the listener.

**Getting into the business:** "My dad was a writer of murder, romance and mystery in the '50s and '60s. He was an editor for *True Detective* and other men's magazines. As a teenager, I would ride around Queens with a police scanner on my bicycle and try to get to crimes before the cops, which I often did. One day I got to a body on the street a few blocks from where I lived. I was able to piece together that this poor soul was a burglar who, for some reason, had fallen out of the window of the apartment he was breaking into. I called the *New York Post*, and they paid me \$25 for the information. I realized this was a career.

"One day when I was 16 and listening to then-WPIX/New York, I called the newsroom after hearing a newscast and spoke to the newsman, John Ogle. John was amused at what I was discussing with him, the content of his newscast. He invited me down, and three hours later there I was, on the 28th floor of the Daily News building in New York. I was there for the next three years as an intern and, then, a writer and a reporter. I was also a producer.

"Eventually, I was an anchor there. Then I had my initiation into that great radio tradition of being fired. There was a format change. I went to college and started freelancing at WLIR/Massau-Suffolk. After about a year of going to college full-time I got hired there and worked for several years as a news guy and a jock. Then I got an opportunity to go to WKRK (K-Rock)/New York for Pat Evans, who was PD then. I worked with Jay Thomas in the morning. Howard Stern came over to work afternoons. When that happened I was out of a job again.

"I had friends at ABC News, and I called them. I went over for an interview as a writer. Do you believe they actually told me that I didn't have enough hard news experience? I kept pestering them, and eventually they hired me as a freelance writer. With one detour to the Internet for three years, I've been here 17 years."

**His responsibilities:** "I'm in charge of news, sports and entertainment for ABC. On the news side, I say I'm in charge of radio for ABC News. ABC Radio Sports and the entertainment operations are actually ABC Radio Networks products that are non-news products, and I oversee them as well, with my incredibly able team, who make it all work so well."

**His product:** "We provide the best news and information product available to the radio community. We won an award for overall excellence this year from the RTNDA, the Edward R. Murrow Award. It's tremendous when your colleagues recognize the work you do. We're in such a competitive environment, and our product is continually evolving to meet the needs of our affiliates and listeners."

"We have a fairly wide-ranging demographic, in terms of the different networks. We offer a range of product, and when people come to our newsroom, I'm able to show them where we go live to do our wall-to-wall coverage when Saddam Hussein is captured, and then 10 feet away is where this talented team of comedy writers comes in at 10pm every night and takes all the serious news and distills it into prep-service material, with punch lines."

**Biggest challenge:** "Competitively, there's never been a more volatile radio-network landscape for news operations. There's Fox, CNN, CBS, NBC. It's very active again. They're all trying to grab market share. The challenge for us is to provide differentiated content that's going to give our affiliates a competitive advantage. That requires an understanding of what our affiliates' challenges are. They change so frequently."

"We just concluded our first survey of affiliates in three or four years. We surveyed 700 affiliates to understand exactly how they rated the service they were getting, the product we were producing. These were all News/Talk affiliates. ABC Radio Networks has over 4,000 affiliates. We have roughly 2,400 that have News/Talk affiliations. We went with a sampling that would scientifically represent the entire network."

**Why someone should contract with ABC:** "Credibility. At the end of each day we live or die by the respect the listeners have for the brand, whether that's your call letters in your market, the people you have on the air representing you or the network you affiliate with. We take that seriously. People would be surprised at how much we learn that we don't report because we've decided that it's fragmentary or it's not fully confirmed or it might be alarmist. These are not judgments based on any particular moral view. It is interesting, it is information, but we can't confirm it in a way that we're comfortable passing it on to our listeners, so we hold off a little and check it further."

"We want to be first, and one of our goals is to get on the air even quicker. We've made technology changes in our operation so we can get on the air 90 seconds faster than we could a year ago. When it comes to special reports, that's important. But our newsroom knows that we never report something that we don't firmly believe is true at the moment we're reporting it."

**State of the industry:** "The radio business is still incredibly dynamic and challenging. I've heard for years about the demise of radio. Now the challenge is satellite radio. All media are under some degree of assault these days, as there continues to be erosion in the way people use media, whether it's video or audio on demand or the Internet. As long as radio continues to be creative in the way that it presents information and entertainment and understands what its audience needs and fulfills its advertisers' expectations, it's going to do fine."

**State of news on radio:** "Technology is making news even more exciting than it's been. The war was an event that captured the attention of just about everyone in this country. There are many in this election year who have political views about the propriety of the decisions that led up to war. This is a tremendous time to be in the news business."

"Technology lets us do some neat things. It enables our reporters to do live shots from many more locations than they otherwise would have, on good-quality transmissions. One of the things we're committed to, and one of the things I want to do, is bringing our listeners to the story. When the tragic story of the girl who was abducted in Sarasota broke, we were there, anchoring our newscasts

from that location. When ricin was found at the Capitol — and, incidentally, we broke that story — we originated newscasts from there. As the Kobe Bryant and Scott Peterson trials occur, we're going to be on scene. This is all possible because technology affords us a greater degree of freedom than ever before. Listeners demand that."

**Something that might surprise our readers about his operation:** "The amount of content that we produce. When we have people come over from other operations — from radio and, especially, television and print — they are amazed at how much content we create and feed to our affiliates and how many newscasts we put together and how our people are often engaged in multiple disciplines — they're writing, they're editing digitally, they're gathering the interviews, they're researching the interviews, and they're doing it all at breakneck speed. Then there's the passion. You don't work in radio or radio news these days unless you're really passionate about it. The people who want to go into news tend to go into television. The people who work in our newsroom are true believers, and they do it because they find it incredibly rewarding."

**Most influential individual:** "I mentioned John Ogle, who put me on the air, along with Bill Vitka and a guy named Al Santos, who helped me get on the radio when he knew someone was going to be sick. If I happened to be hanging around the newsroom, that would result in my getting on the air. John McConnell was a big influence. Bernie Gershon, who succeeded John. Chris Berry, who came to me when I was at abcnews.com and said he was going to WMAL/Washington and that he thought I would be the right person to run ABC News Radio. They've all been great motivators and great models."

**Career highlight:** "Where I am right now, working with this very talented group of people. We went through a war together, which is such a metaphor for businesses. We actually did a war together. I had people who put their lives at risk to go to Baghdad. That's public service, when you risk your own well-being in order to help tell a very important story."

**Career disappointment:** "I've had difficult management decisions and projects to execute. I had to go through some terrible downsizings of staff on the Internet. But even that taught me that every news manager needs to know what their advertising circumstances are, in terms of revenue. The last thing you want is to find out that because some other part of the organization is having difficulty generating revenue, your operation is being adversely affected. There are folks out there who view advertising with great suspicion and concern. I try to manage the opportunities so I can help the advertising side of our operation perform better."

**Favorite radio format:** "News/Talk."

**Favorite television show:** "World News Tonight With Peter Jennings. I'm a big Knicks fan, so I watch Knick games. *Alias*."

**Favorite artist:** "Elvis Costello and Frank Sinatra. I was a jock during the New Wave era, so I still have this weakness for English bands that are very angry."

**Favorite movie:** "I like movies that are well written. If I'm flipping channels and *The Matrix* is on, I stop and spend more time than I should."

**Favorite book:** "I read a tremendous number of periodicals, and I try to read business books."

**Beverage of choice:** "Snapple diet lemon iced tea."

**Hobbies:** "I love playing with my 6-year-old son, and I'm becoming better at PlayStation 2 as a result."

**E-mail address:** "steve.jones@abcnews.com."

**Advice for broadcasters:** "Be positive and be creative."

Don't waste one day. If you're not doing something you really love, do something else. It's a cliché, but life is short. I run into people who are unhappy doing what they're doing. There are so many opportunities out there. Find something you love to do and do it, and hope you're as lucky as I am. I'm constantly calling my wife, promising that I'm on my way home. I don't want to leave work."

**INTRODUCING THE  
AUDITORIUM TALENT TEST**

# If it's all about what goes between the records, why aren't you testing that, too?



In 2004, programmers agree that just playing the right music isn't enough to differentiate a radio station. They're relying more on their personalities. And they're giving those personalities greater latitude to entertain.

It's more important than ever to find out if your personalities are on target, and to give them the best possible guidance. Introducing the Auditorium Talent Test™ from Edison Media Research.

Edison's Auditorium Talent Test™ goes beyond telephone surveys and focus groups. It's a dial test that gives real time feedback to your station and talent: information on what works and what needs to be tweaked. The Auditorium Talent Test™ gives you a large enough sample to make useful decisions, instead of letting your talent's future hinge on the most aggressive respondent in a focus group.

Users of the Auditorium Talent Test™ tell us it's the best research money they've ever spent. Give us a call and let us tell you about this exciting new product.

For more information about  
Auditorium Talent Test™,  
contact Larry Rosin.

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# JoJo



## **LEAVE (Get Out)**

**Impacts Top 40  
on 3/2**

Early Airplay:

**KBKS/Seattle**

**KKRZ/Portland**

**KHTS/San Diego**

**KHTT/Tulsa**

**“We got a chance to hear the album...JoJo is the goods!  
KBKS is excited to help break another artist at the format!”**

*– Mike Preston/Marcus D - KBKS/Seattle*

**“Absolutely this song is a no brainer! There’s only  
one word to describe it...SMASH!”**

*– Tod Tucker - KHTT/Tulsa*

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