> PPM：READY FOR ITSCLOSE－UP

PLUS
AC：FRESH FROM A USO TOUR，DELILAH SHARES FRONTLINE STORIES

NIEWS／TALP／SPORTS：THE 2007 R\＆R NEWS／TALK AWARD NOMINEES CHRISTIAN：THE PROMO COSPEL ACCORDING TO PAIGE NIENABER

## Happy First Anniversary Kix！

－Bob McKay，wxit praladphia PA

## ＂A Natural＂

－Ken Hayes．kal Mi nirmme mi

## ＂Great Stories＂

－IWes McShay．kraid sheremort IA
＂．．．can＇t get any better than Kix！＂
－Paul Dupuis \＆IR Mitchell．we wisk isment Mr


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## MOVER

## WWI Inks Miller



Comedian Dennis Miller takes on terrestrial radio with a three-hour Westwood One syndicated tall show scheduled to debut in March.
"Dennis is the master satiric chronicier of our times," Westwood One senior VP of programming Qurt Tessier says. "His superb talent appeals to all ages and political persuasions and his crossover to radio is perfect for 2007." - Mike Boyde

## \section*{SHAKER} <br> Stroud Exits UMGN

Changes at the top of Universal Music Group Nastville: Co-chairman lames Stroud exits and Universal veteran and Stroud's co-chairman Luke Lewis signs a contract extension. Stroud has produced Toby Keith, Clint Black and Tim McGraw, wmong others.
Lewis has lead MCA Nashvilie, Mercury Nashville and Lost Highway for the lest four years.

In related news, UMCN senior director of A\&R Brion Wright rises to the position of VP of A\&R, reporting to Lewis. -Ken Tucher

## Bell To Be Honored At TRS



Bell Legender talk rado hoot Ast Bell has been naned the riciplenk of the 2007 RER New-Th Redolo Lifitione Achievenent Averd. Founder
of Pronime Redo Networks' "Comet to Comet" Bell will scoept the averd at a uncheon in tis horor during the RER TiA Redo Semins, set for Murch 8-0 in Los Angeles.
Bell is semiretired and hosts weekends onfy on the rightily show. Shince its debut, the paranormal-themed progron has grown from humble beginnings to a network of more then 500 stetions.
Bell is also the athor of a heli-dosen best-seling books including The
Coming Cidell Superstorm" which becarne the beats for the film "The Dey After Tomorrow:" - A P Peterson

## Feingold Concerned Over Payola Proposal <br> A payola consent decrev under consideration at the FCX: involv-

 ing four of the largest radio groups has raised concerns with Sen. Rusell Feingold. D)-Wis."A weak agreement would do litele to deter fiteure payola viobations or ensure that radio stations are meeting their putlic inter-


Feingold est obligations," Feingold said in a letter to FCC: chairman Kevin Martin." A decree that sets up a sysem of self-policing ty the companies with no FCC: or public accountability ckarly would put (ex) much trust in companies that former |New York| Attorncy Gencral |Elico| Spitzer has already shown to have violated payola rules."
Feingold warned that such an agreement "would merely sweep the crimes under the rug and not cond the problem.:
While detaik of the FCC: Entorcenent Bureans proposal are shetchy: R\&R has kearneel that radios station groups would be required to wot axide a certain amount of airtine for music proxluced independently: Tle radio group-Clear Channel. CBS Radio, Enterion and Citadel-some of which have already reacled settementes with the sate of New York, could agree to a code of conduct and an ducation program, if agreement with the commission is reathed. As part of the deal, the broadeasens would not admit to any wrongeksing. -Jetfin'y Yorke and The Hollyunnd Requorer's Bronks Bolick


## AC Shines In Fall '06 Arbitron

The AC format is a shining star in several major markets, according to just released fall 2006 Arbitron reports. in New York, Clewr Channel AC WLTW (Lite FM) widened its first-place 12+ lead, vailting 6.0-7.0. Slipping 5.7-5.2. Spenish Broscleasting System tropical WSKQ came in second while Latin pop sister WPAT leapt 4.4-4.8. Clewr Channel CHR/top 40 WHTZ (Z100) and Inner City Broadcasting urban WBLS round out Cotham's top five.

Despltee a 5.0-4.9 dp, Univision Latin pop KLVE retained its R+ crown in Los Angeles, SMpping 48-4.5, Owar Chumel CHRAop 40 KMS was locked in a second-place tie with Univision regional Mexican KSCA (4.9-4.5). The other tie in Los Angeles' top five involved Clem Channel fain KFF$A M$, which rode the election semson to a 3.7-4.1 surge, and slater $A C$ KOST, which dimbed 3.3-4.1.

A second consecutive up book (4.8-5.7-5.8) enabled Clear Channel urban WCCI to unseat Tribune tall WGN-AM (5.8-5.4) from the top spot in Chicago. CBS Radio news WBBM-AM inched 4.4-4.6 for third place, followed by rejuvenated Clear Channel AC WLIT (2.7-4.2).
Jerry Lee's AC WBEB further solidified its status in Philadelphis, rising 7.0-8.0.
In the Motor City, Clear Chamel urban WMXD increased its lead, upticking 6.4-6.7.
Nipping at its heels is AC sister WNIC, which reversed a three-book slide with a get-out-of-the-way 3.4-6.5 tem. -Mike Boyle

## ON THE WEB <br> Every Station's Worst Nightmare

The Morning Rave show nembers at Entercon CHR/top 41 KIDND (167.9 the Exil)/Sacrankento are .mong 10 people who have bean let go following the fan. 12 death of kemifer Stramge: Unconfirmed at press time was whether (19) Secee Weed was mong thowe 10.

The $2 x$-yenr-okl mother of three was found dead in her home houn atier comspering in the HoldYour Wee for a Wii conrese, which inwolved drinking is much water as powilde without gring to the besthromn. to win a Nintendo Wii viderganne sytem. A preliminary autopny shonved signs consirtent with "water intoxication." On lan. 15. Enterion/Sacramento VIP/market manager fohn Geary posted a mesuge on the Ends Web site: "Our thoughes and sympathise go out to kennificis fimbily and lowed ones. Circumsances are lxing examined thoroughly." Visit radionndrecond.com for uphates. - Kizin Camer

## 'Piolin'-Fueled Regional Mexican Launches in N.Y.

Betting on the regional Mcxican fornute in New York. Univision Radio split its Latin fhython WCAA/WZAA simmican and introduced "Quic Bucta" on WZAA; 92.7 frequency: The city's fine negional Mexian


FM features the wihdIy succestiul "Piolin! por la Maìana" norriing slowe lensed In' Eaklic "Piolin" Sonck and kased at Univisionis KSCA (La Nucta)/Len Aingeles. Gicrardo Lopez. who owerver all "Piolin" atfiliates, will supervise WZ.AA programming.

Tle hounch coincider with the expanion of Sokelos chily skav to six additional Univision stations in Chicagos. San Diego. Sun Antonic. Allxigueryuc. E] IPdob and Brexnisville-McAllen, Texas.

With 24 atiliates, Univision RadioV1' of pregr.mmning J.D. Gonzailez sms, "Piolin" inov las "the most liseoved to and widely syndicated Sp.mish-Lungnage radio norming Jone in the hisory of Spamsh-hingmge rodio in the U.S.: — Matici Madrigat

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## Lake Spreads To WMGK/Philly

Charky lake has been ranned PD of Greater Medisis clasic rock WMGK/Philadelphia. effictive Fets. I. Lale was most recenty PD of CISS Radios oldies $\mathrm{KOOL} / \mathrm{P}$ incenix.
"Clarky has an
 excelkent track recond in lexping his stations win." VP/murket manager John Fullun! sus. "WMGK is fortunate to join forces with sukli a hight-caliber takent as Clarky."
"Clarky is one of the top programmens in the country: and were hacky to have him." Greater Media VP of program developucur Buzz Knight suys. - Bride Civenolly,

## Premiere Promotes Two

Premiere Radio Networks VP of operdtions Trewor Oliver sews on senior VP of operations stripes. In addition to oversecing numerous shows, Oliver manages a staff of 40 produces, call screvenes and board operators and is responsible for hanching prograus and producing remote broadcasks. among other duties.

Meanwlinle. VP of sales operations Meg Montury las been uppext to senior VP of
 saks operations. Olver Montury will ride shoggun over a staff of (6), handling commercial trafficking, commerial and program duplication and distribution, and radio station compliance and aftiliate services. —Mike Boyle

## EMI: Levy, Munns Out, Nicoli In

Top EMM Music extcutives Alsin Levy and David Murns are out, parent compary EMM Group said in a der. 12 statement. As part of the sweeping reshuffle, Eric Nicoli, executive chairman of EMM Group since hily 1999, has been appointed CEO of EMI Group. Nicoli will assume duties for the management of EMM Muskc, but will relinquish his chairmanahip.

EMI's executive overhaul accompanies a restructuring program through which the company aims to generate $\$ 213$ million in incremental cost savings each year.

Levy and Mhums joined EMI in October 2001. Levy had been president and CEO of PolfGram until 1998, after which he becanve involved with funding a rumber of medis companies through his own London-based firm, Ilchester Investments.

Murrss had left his own position at PolyGran, where he was serior VP of pop marketing wordtwide, shortly after Lev.. He ran his own Worldgrid Solvions consultancy and co-menaged Bon Jovt until Micoli's removel of EMM Recorded Music CEO Ken Berry peved the way for his return to the compary, which he had served in the Uniked Kingdom and Canada between Y972 and P87.

Mewnwtile, John Culdersleeve, currently nonewecutive deputy chairman of EMI Group and senior nonexecutive director, is named nonexecutive chairman of EMI Group.
Martin Stewart will continue in the role as CFO of EMI Group. -Lors Brondle, Billwoord

## BoDean Hears The 'Sound'

Entercom has stagged programming vet Tommy Boldeat as PD for alternative WSWD ( $94-9$ the Sound)/Cincinnati. He was last seell acrows the street at Clear Channel, where be spent two years as OM of WKFS (Kiss 107.1) and WVMX (Mix 94.1 ) and PI) of Kiss.

The alternative format, formerty on 97.3 as WAQZ. swapped sticks with country WYGY and relauncherd as the Sound in Nowember, shortly after Entercom took ower the cluster from CBS Radio.
"It's exactly whats been in ung car for the past 10 wears-1 can relate to this music, so lim excited to be deing smesthing more in line with me." BoDean spys. Bobean's programming risumé ako inclukes WZEE (Z1O4)/Madison and WKXJ/Chatanoxga. Temi. - Kicilh Benuull

## Tutino Upped At BCA

ker Tutiok, currently an on-air personality and OM of Bronkast Co, of the Anvericas. financial talker XEPE (Cash 17(0))/TịıunaSan Digna has been pronmexed to director of. operations and programming for the San Diggo-based cross-bonker broakeaster. He repheses Bill Pugh, who was recently inaned ID for Sporting Nows Radio.
Tution will contimue his present duties and add programming owersight for BCA; AM-FM sports simulcast XPRS and XBCE (Mighty XX Sports Radio)/Tijuana-San Diego.
"Joe has been with me going all the way bick to the dens of Nobke Broakkaxing when we fins programmed sports at [constonvil| XTRA Sports 6(\%)." BC.A prosident fohn Lynch ons. "I an luppy to mand him this well-descrved promotion." -.Al Iternon

# Business Briefing <br> By Jeftirey Yorte 

## Clear Channel Sales Could Boost Minority Ownership Clarar Chankel, the NAB and the

 Minority Media \& Telecommmications Conncil held a threv-day seminar at the NAB headquarters in Washington. DC.. to prepare minority and fenale conerepreneurs for station bidding and ownernhip as Clear Channel selk off nearly 450 stations heer this month. Attendees were schooled on regulatory isues and met with media. brokers. brondase engineers and commonications atorneys and heand presentations by private equiry firms and banks."The breadth and quality of the stations Clear Channel is selling presents the bext opportunity in a long while to expand diversity in broadcast media," MMTC executive director David Honig ans. "Opening the dexor to minorities, women and new contrants is the right thing to do, and we will be better offias a uation with a more diverse media."

## Rincon Buys Seven In S.B.

Ventura. Calif.-based Rincon
Broadcasting will pay Clear Chamel $\$ 17.3$ million for seven stations in Santa Barbara. Calif. (See Deal of the Week. page 8). Rincon is part of Point Broadcasting, owved and operated by folm Hearne and his family and by Roy Laughlin.





## RenO.

| FORMAT | Pane | Titele I Artist |
| :---: | :---: | :---: |
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| RHYTHMIC | 25 | Irreplaceable/ <br> AByance |
| URBAN | 28 | Irrealaceable f <br> Brown |
| URBAN AC | 29 | Take Me As I Am \| Mary $\perp$ alies |
| RAP | 30 | We Fly High / firm Jones |
| GOSPEL | 31 | Um Good / Strate Norful |
| CHRISTIAN AC | 33 | What it Means/ Invity Criv |
| CHRISTIAN CHR | 34 | Tonight / fletive Cama |
| CHRISTIAN ROCK | 34 | The Show I Hawh Neison |
| INSPO | 34 | Glory 1 |
| COUNTRY | 37 | Watching You / Bedrine Alkins |
| AC | 40 | What Hurts The Most I Hhm Fi tis |
| HOT AC | 4 | How To Save A Life / tratoy |
| SMOOTH JAZZ | 44 | Cive Me The Reason / |
| ALTERNATIVE | 46 | Snow ((Hey Oh )) $/$ Ped $1 / 1$ Chil. Peppeers |
| ACTIVE ROCK | 47 | Pain 1 <br> These Damberme |
| ROCK | 48 | Through Class / Stone Sour |
| TRIPLE A | 51 | See The World / Comer |
| AMERICANA | 52 | Pretty Litile Stranger / Joen Ouborve |
| LATINROCK / ALTERNATIVE | 53 | Complemento I Atcracoulyblel |
| RECIONAL MEXICAN | 54 | Dirme Quien Es / <br> Los Roferos Del Norte |
| LATIN POP | 55 | Bendita TuLuz I Mana |
| LATIN TROPICAL | 56 | No Hay Manera ! <br> 3 Gran Combo De Puerto Rico |
| LATIN-RHYTHM | 56 | Pam Pam $/$ Whin 6 Yandel |

## Contents ISSUE \#1691 • JANUARY 19, 2007



## FEATURES

13 PPM: READY FOR ITS CLOSE-UP Arbitron's Portable People Meter launches in Philadelphia to "cautious optimism."

16 DRESSED FOR SUCCESS
Turning hot recording acts into station-ready personalities still requires media training, but are the label resources out there?

62 PUBLISHER'S PROFILE: JENNY TOOMEY
From playing in a punk band to launching an indie label, Future of Music Coalition founder has always taken a stance.

## DEPARTMENTS

18 NEWSTTALK/SPORTS
Introducing the 2007 R\&R News/Talk Industry Achieverment Award nominees.

9 MANAGEMENT/ MARKETING/SALES Time to invest in the future: Focus groups conducted by Paragon Media Strategies strongly suggest that "millennials" feel radio does not care about them.

## 10 Street talk

After a decade at KIIS-FM/L.A., No. 1rated afternoon personality Sean Valentine slides across the hall to hot AC sister Star 98.7, teaming with decadelong vet Lisa Foxx.
8 BY THE NUMBERS
Country is king in Tucson, Ariz., radio market No. 61, where Citadel's KIIM commands a formidable 10.1 share.

## 12 BIG SHOTS

WPLJ/New York raises \$250,000 for children's hospital.

WWW.RADIOANDRECORDS.COM:
'It's still
entertainment, it's still about content, it's still about a relationship with the audience, and that will be rewarded with those who build the biggest brands and continue to do the fun job of radio. p.13


## COLWMNS

20 The Spin
21 CHR/Top 40
24 Rhythmic
26 Urban
32 Christian
36 Country
39 AC/Hot AC
43 Smooth Jazz
45 Rock
50 Triple A
53 Latin
57 National Airplay

## 10



## What's New






 QResen 6 errach in : 2007

a publicaton of Billbeard information croup

## MARKET SNAPSHOT:



Of the 100 largest counties, Pima County, within which Tucson is located, was the No. 21 fastest-growing county from $\mathbf{2 0 0 0}$ to 2005, at $\mathbf{8 . 9 8 \%}$. In 1990, Pims had a population of 666,880; the Ianuary 2007 estimate is $1,004,873$.

POPULATION: 803,300
RADIO MARKET RANK: 61

| DEMOGRAPHICS:* |  |  |  |
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|  | $\begin{aligned} & \text { TOTAL } \\ & \text { THMARET } \\ & \text { popLaTIoN\% } \end{aligned}$ | $\begin{aligned} & \text { TUCOM } \\ & \text { ABETMON } \\ & \text { HETMO\% } \end{aligned}$ | Hind |
| AcE te-24 | 15\% | 14\% | 107 |
| ACE 25-34 | 10\% | 10\% | 101 |
| ACE 33-44 | 20\% | 10\% | 83 |
| ACE 45-54 | 19\% | $10 \%$ | 9 |
| FEMALE | 52\% | 52\% | 101 |
| White | 83\% | 92\% | .m |
| AFRICAN-ANEETCAN | 12\% | 30\% | 28 |
| HESPANMC ORTCIN | He\% | 29\% | 200 |
| MELDPLAKS TO MY SAT <br>  |  | N0 | 85 |

NO. OF RADIO STATIONS: 24
RADIO OWNERSHIP:

| OWVIR | M. OTS STATIO:S |  |
| :---: | :---: | :---: |
| CLEAR CMANEILL | 3 AM, 4 FM (7) | 2610 |
| crtadel. | 2 AM 3 FM (5) | 2.2\% |
| JOURNAL | 1 AM, 3 FM (4) | 15.9\% |
| Lotus | 3 Fm | 13.14\% |

FORMATS: 4 N/, 3 standerds, 2 regional Mexicms,
I country, I AC, I CMR, I urbin, 1 alternative, I triple $A$, I hot AC, 8 other

RATINGS LEADERS:**

| STATION | FORMAT | AOHSMARE 12* |
| :---: | :---: | :---: |
| KMn-mM | COUNTEY | 101 |
| KMMCZ-FM | AC | 92 |
| KROPFM | ONVTOP 40 | 7.2 |
| KNST-AM | MTT | 60 |
| KCMTPM | mecrome mioucan | 58 |

## INTERESTING FACT:*

Tucson metro residents were 21\% more likely to use an American Express Gold or Pletinum card in the last three months than all other adults nationally, and 35\% more likely to use an AmEx Blue card.


## IPhone: The Feel-Good Hit Of The Summer

CHART COMMENTARY BY JOE FLEISCHER

WEEX ENONG samuary 7, 2007
 be waihble until Jue-and Mienooftis Zune is a stiff. I will uy thik, though: Fiy you like your ifed aukt woukd like to use it in de sume way as a BhakBerry or Sideckick 3 , keok ino firtiker. lis a swet device: there's no dernying it.
All that sid, lets be clear about one thing: No new deviec of any kind is going to turn around the music markerplace as long as it makes it easier (and a better experience) to get free MP3s from your friends via c-mail, insant mesuging. Wi-Fi sharing and senerable peer-to-peer. The illooke will likely be luge and detinitely be packed fill of ripped CIX and rippedoff MP'3k, and thats the way it is. And that inn't Apple's fault-it's ours. The indusery is fast rumning out of reasons to get paid on Internet file eransier. but in the useatime heres a dhart of the top downiload in the country. swon to be found on iPlones everywhere. It will be the feel-good hit of the stmmer. Sorry. Microosti, mayte next device.

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## Transactions at a Clance



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## Deal of the Week

KSBL-FMMCwpinterin, KSPE-FM/Einwood, KBKO-AM, KIST-AM, KTMS-AM, KIST-FM and KTYD-FMMSenta Berbeve
PRICE: $\$ 7.3$ million TERASS: Asset sale for cash
BUYER: Point Broadcasting, headed by president John Hearne. Phone: $310-$ 451-4430. It owns B other stations. This represents its entry into this market. SELLER: Clear Channel, headed by radio division CEO John Hogan. Phone: 210-822-2828
FOBMAT: AC; Mexican; Mexican; sportshalk; newshall; alternative; rock
COMmaNT: Clear Channel's Citicasters Licenses' seven stations in the Santa Barbara market to Point Brosdcasting's Rincon License Subsidiary for $\$ 7.3$ million, payable in cash at closing. $\$ 1.73$ million escrow deposit. The seven stations are KSBL-FMC arpinteria, KSPE-FMElwood, KBKO-AM, KIST-AM, KIST-FM, KTMS-AM and KTYD-FWS inta Barbara.

## 2006 Deals to Date

Dollars to Dete:
Dollers This Quarter:
Stations Traded This Vear:
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(Last Yea: 2,09) (Last Yea: 2,209)

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## Focus groups strongly suggest that 'millennials' feel radio does not care about them

# Time To Invest In The Future 

## John Stevens

## JstevemaPParagoniliedileStrategles.com


'Millennials criticize radio as being "for my parents" and older siblings because it does not cater to their broad musical tastes and their unique generational interests.'
-dotin Stivens
ost radio veterans can easily recall the time when teens and younger adules were considered a "given"
 for radio. Their listenership would be counted on to boost the station's $12+$ numbers. © Younger demos were often taken for granted by most stations, and with the exception of specialty shows after 7 p.m. or on weekends, they were seldom targeted in programming. Despite this, teens and young adules were always there for radio, attracted to it liked moths to a flame. $\quad$ Today, it is a different story. Modern technology has given younger listeners so many other choices that often radio is barely a blip on their radar screen and the image is fading fast. However, technology alone is not to blame for the younger demos' exodus.

Consolidation, which held promise for format experimentation and programming creativigy, has done litake in providing formats for younger liseeners. In fact, it has done just the opposite dee so the financial presmures mandated by Whall Sereer and the importance placed on the 25-54 audience by the advertising community.
Sales and revenue are whox drive the busines. bux there aren't any sales if the programming isnit viable. If radio isn't a part of younger listeners' lives at the apes of 14-19, what makes us chink it will become sipnificans when they reach the critical advertiser ages of $25-34$ ?
Take a look at your own ctuster. Do any of your stations have anything to offer the "millenniak" the pencraion born after 1944? And, if radio doesn't tapget dem with programaning grared to their castes, why should they liseen. given the other choices they have?
1)uring the las several years, Paragon Media Seraecgics has conducted mumerous research studies asking these very questions and most recently talked with 14 to 24 -year-olds (via focus groups) to hear firsthand why they arenit avid radio fans and why their ungere of radio is dectining, Here's an overview of what we found.

Our focus groups strongly sugerex that millennials feel radio does not care about them. They cricicize radio as being "for my parenes" and older sibling because it does not cater to their broad
musical lastes and their unique generstional interess. The incervicws support much of whas we know to be true today, which is that millennials are highly active in their use of new media. They are drawn heavily to the customization of iPods and ocher MP3 players, the wide choices available via Internet stereaming and downloading, the popularicy of videogames and the allure of personalized entertainment.

For many of thexe younger listeners, ifted have become highly valued amets in their daily lives. Three-quarters of the millenuiats we intecrviewed sid they are linecring kes to radio $a$ home than previounly-mostly beciunc of ition. Mow of them have more than 511) songs in their ifteds and mainuin multiple playlies thex they updter manlaty.

It is somewhat ironic that the car radio-one of radio's traditional stronghold-is being used to undermine terrestrial radio listening, ITrip, a miniature FM tramamiter, allows lisemers to create their own sexions by broackesting their iPod through their car radio. As a resulk, half the milkenniak in our groups said they are liseening less to radio, even in the car.
For many millenniak, radiois primary service is to expose new music. Then they use their iltuds to store and liseen to their favorite new somps whenever they want.
Radio stilll plays a roke in many millenniass. lives. Many cite it as simply comenient. And aboux half suid that localism makes a positive diffenence in their perception of radio and is one ataribute they seem to value the most. Interestinq\$y radio Web sies are cied as a primary avenuc to local retevance.
HI) radio was langely unfamiliar to these listenery, and even those who had heand of in could not accurately describe what in was. However, when poand with the concept of H1) to provide more chanmek, alnow all of them supported the concepe, mondy becaune they hope for more newmasic exposure and move adventuresone formes.

Today radio is on a balance beam widh millemoia and could fill cither way. If ratio etiks advancye of what chese young adils wank and need, then radio can Eill squarely inno their media lives. If radio does not acknowledife and reppond to their neeck radio's fituue influcnce will be minimal and this demo will cerily live a fulliled media like withouk in. If radio choows to seive the day and serve che next generntion of lisernets, radio will be richly rwanded.

It is time for radio to step up and invest in iss future.

An
John Stewrus is COO) of nadio al Pramew Mrelia .Snmaxiex:

## Reaching Out To Millennials

## By Milke Henry

- Recapture the very best of what radio can be-local, relevant, relatable, promotionaland combine that with how young listeners live and play in their new-media lives.
- Combine the best interactivity with the promotional power of radio. Use your own air to push and pull content and your younger audience through the radio, your Web site and your mobile points of contact.
- Partner with established and up-and-coming youthrelevant brands.
-Challenge the old business model. Create new revenue streams that put the content and audience needs first.
- Throw nets around disparate audience communities that will interact with each other and with your radio station at multiple media levels. Use radio to promote direct relationship
ties that can be leveraged at each and every level.

Before you can accomplish these lofty goals, the botion Ine is this: Radio must tive where they live. Radio must walk in their shoes. Radio must sit where they stand. Until you can do that, all bets are off.

Mile Henry, CEO of Parogan Media Strategles, can beemoiled ot mhenrypporogonmediostrotegles.com.

# Not A Porn Movie: Valentine's Foxxy Boy Toy 

After a decade at KIIS-FM/Los Angeles, No. 1-rated afternoon personality Sean Valentine will finally realize his longstanding dream to do mornings-he slides across the hall to hot AC sister KYSR (Star 98.7), teaming up with the lovely and talented Lisa Foxx, a 10-year Star vet. The valuable keys to the KIIS afternoon show were handed to "Boy Toy Jesse" Lozano, afternoon talent on Clear Channel sister KHTS (Channel 93-3)/San Diego and a weekender at KIIS. Lozano will continuc to track afternoons on Channel 93-3 until PD) Jimmy Steele hires a massively talented replacement. E-mail your best stuff to jimmysteele@clearchannel.com.

## J-Ville Goes APE For Kaye \& Gamble

> In a move thut shocked fiterally no one, since we had atheady spilled the beens about it in ST Dally, the dadel is now officielly done to bring Mark Kaye and Kris Cumble to sunny Floride as the new moning show at Cou CHPRtop 40 WAPEISecsonvilte, effective $\operatorname{In}$. 29. Kaye and Gumble, formerty known as the Hot Morining Mess, depprted Clowr Chmal CHRAop 40 WHIT Otet 995) Wuatington in Novernber. They will replace the Byin App Moruing Zoo, which left the buting Dec. $\mathbf{I}$.

> We are excited and filled with anticipation at the arrival of Mark

## MADE TN TIIN USA

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## Formats Y'All Flip Over

Wilks Broakkasting made sone changes in its Columbers, Ohios, chaserHipping axtive rack WAZU to conurtry as "Wink 107.1;" whike expanding the library of clanic conntry siscer WHOK, changing its identity to "95. 5 the Hawk," and
aiming them boxh at Clear Channel's market-keading combry wool WAZU PD/MD) Seath, aka Ric Krimite, remairs PD of Wink, and Hank PD/MD Coorge Woll swaps his afternoon diff with morning nuy Typer hecobe.
-Aficr alnoxt a diy of playing ix xhing but "Hip Hop is Dead" ty Mas, Good Kania Inythmic WKPOOHot 105.9y Medieon entend stunt moxe. planing selactions froxn all onet the muxical nap, alcead of a tlip to chasic reck. Sxy leilk to "105.9 the

1-ky_ Eventuing then rock: The sation has impionted the suice-tracked monning stylinge of Bob \& Brime fron Shyo clasic rock WHOC 002.9 the Hog ) N iniwerikee. PD) Dan Hent nemains and seafien fincol the od format will be reassigned.

## Label Love

- Congratulations and moch lowe to longrime Columbia VP/AC: promo princess Elebne Locatalli, who decided to retire during the holiday break after $181 / 2$ years with the latel. Locos manty frienck are invited to kecp in touch with luer at 917-865-9711 or claine.locat-lli@yahoo.com.

Concord Recork VI' of promotion Deve Morrell exis, replaced by ant Weindorf, who segnes from Blue

Note, where she was West Coast regional promotion manager.

- Wind-up Recork Southeast regional promo rep Amk Kumar joins Reprise Reconds for similar duties and will remain in Arlanta. Kumar neplaces Collem Taytor, who continus with Warner Music Group but is mowing to winelews music saler as a national account manager, working exclusively with Cingular Wireless.
- Ikand Def Jam senior director of media and artist relations Amy Biocomen has carlied her VIP stripes. Blocbaum, a six-year IDJ vet, will also serve as head of IDJ; West Coast publicity oftice.
- Admem Fivers. Interciope intional director of mixdenos ankl Milwest sinet team nember, broxkens his horiars with an upgrack to nutional direcor of prommxion for Geffen Reconk.


## The Programming Department

- After five years at CBS Radio inythmic KSFM/ Secramenta, APDMD/stternoon personality Tory Trecte ssabout to reslize his ultimite goal of programing his own station-and the lucky bastard gets to do it in Hemeil. Tecate has been named PO of Clear Channel inythricic KikI (Hot 93.99/Honolkilu. The postion recently opened up when Frod Rico left for a gig TBA on the maindend. Tecate's move will free up Honoluti's musical mayor hemie Hyett, arready
busy enough programing athernitive KUCD (5ine 10L.9) and Hawaiiankeggae KDNN
OAlund 98.57
- Niskiki Chuminatto, evening entertainerhassistant MD at WTMX (WO1. 9 the Mix)/Chicago, has been upped to "regular MD," with all the rights and privileges thereof.
anow that former WXXL Oftendo PD Tomnny Chuck is at his new gig at sister

WFLZ/Tampa, his former position remains vecart. Until a replacement is hired. the station is in the good hands of APDMDD/nidday personality Jenn Sutter, now interim PD.

## - KDON/Monterry's Alax

"the B Dubb" Carillo has handed over his beloved MD stripes. "Alex has moved on o the career he's been going to school for," OM/PD Sim Diggedy tells ST. "He's now a youth proba-
tion officer-badge, gun, the whole nine." Mr. Dubb will continue to host his Sunday-night "Project MipHop" show. B Dubb's MD stripes are handed to APD/fternoon jock/promotion director Eric "the Funky $1, "$ who, in turn. hands off his promo duties to middey princess Mency Nevarez. We're exhousted.

- WKSE (Kise 98.5)

Buffalo welcomes Shamon
Steele to the wonderful
world of middays and assistant MD duty. The shift has been vacant shince Donwy Walver left last November.
© KNOE/Monroe, La., PD/MD/morning co-host Bobby Richards donates his MD post to afternoon driver Mike Austin, then awarded promotion director duties to his co-host, lent Lere, who, in turn, hands off her production director title to Alan Mosecy, who was program
coordinator across the hall at KNOE-AM.

- Adrien "Jammin Jay" Curton, PD of Clear Channel urbankurban AC combo WAZ and Wherz/Albery, Ga., is upped to director of urben programming for the cluster, as well as for sister WBFA (non. 3 the Beat) and WACH (Megic 98)/Columbus, Ca .


## Quick Hits

EKZHT/Solt Lade City might jock Boy Loco, aka Merio Montoya, is the winner of the nationwide afternoon-drive sweepstakes for Emmis rhythmic AC: KMVN (MOVNN 93.9/Los Angeles. "Mario's energy at night was a perfect match for the pace we wanted for afternooms at MOVIN." VP of programming لlmany Stod suys.

- The syndicated Free Beer \& Hot Wings morning show. based at WCRDMrand Raplds, has ccored its eighth unsuspecting affiliate with the addition of WavF ( 96 Wave) Chereeston, S.C. We fygured something was up last week when 9 , Wave APD/MD/morning co-hostess Coty Maddocx left, aloug with sidekicks Uncomfortable Don and Stupld mine. Ms. Maddowx is now available at 520-8345386 or coriskall@yahoo.com.
- WWrT (Wind 96.3y/Fort Wayne, Ind., filk its gaping afiernoon opening with the voice-tracked stylings of one Uncle Woody Wood, who will blast it in from Charkeston. W.Va., where he will keep his day job as P1) of rhythmic WrVZ ( 98.7 the Beat). The Woodman replaces Man@Large, who was recently named PI) of KFAT/ Anchorgee, Almaka. In other Wild $\mathbb{K}_{3} .3$ news, MD/morning co-host Shady Spencer adk APD) stripes.
- More finn near the ocean for WOCQ (OC104)/Ocem City, Md., as night jock Triple X (may not be his real name) leaves to take a local TV production position. hmmediately swinging into action, PD Wookie naches into his part-timers jar for a replacement and draws out the name of Tenecious $\mathbf{D}$ (who may soon be receiving a CXD fron leck Black and Kyle Gass.)


## Cet Well Soon, Bob

We are saddened to report that R\&R founder Bob Witson suffered a stroke last month. He is currently resting comfortably, and we are all thinking good thoughts for his complete recovery. Out of respect to Witson and his farnily, there are no additional details to report at this time.
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## BIG SHOTS

## Compiled by Susan Visakowitz <br> sVinetrowterimedionndilecords.com



## For A Good Cause

1. ABC Radio hot AC: WPLJ/New York's Scott \& Todd hosted their 15th annual live broadcast and auction to benefit Blythedale Children's Hospital. Raising more than $\mathbf{\$ 2 5 0 , 0 0 0}$, last year's broadcast featured special guests Rob Thomas, Cyndi Lauper and Daryl Hall. Pictured, from left, are 'PLJ morning show member Patty Steele, cohost Todd Pettengill, Hall, PD/morning show co-host Scott Shannon, Lauper, Thomas and morning show member Joe Nolan.

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

2. Thekseer Rapper Trick Daddy, second from right, stopped by Clear Channel's urban WWPR/New York to chill with, from left, morning co-hosts Egypt and Dornell Rawlings and on-air persondity DJ Chue. 3. Stan Killin' 'Em The one and only Jerry Lee Lewis, left, is pictured here with Sirius Satellite Radio programmer Jeremy Tepper in Sirius' New York studios, following interviews "the Killer" did with Tepper and legendary oldies DJ Cousin Brucie. 4. Thelinin' Now Vork Harlem-born Doug E. Fresh, left, dropped by Cou's urban AC WCFB (Star 94.5) Orlando studios to kick it with Bronx-born PDion-air talent Jerry D. 5. Moe Dof The Deftones dropped by the United Stations Radio Networks/Launch Radio Network studios in New York to talk about their latest album with Launch rock/alternative format editor Don Kaye, left, and USRN's Roxy Myzal, right. Joining them, from left, are Deftones members Frank Delgado, Steph Carpenter and Chi Cheng. B. Party On Acoustic rockers Gabriela y Rodrigo came by Greater Media's active rock WMMR/Philadelphis to hang out with the morning show. Pictured, from left, are Preston Elliot, Gabriela, Rodrigo, Nick Mcllwwin, Kathy Romano, Steve Morrison, Casey Boy and Marise Magnatta. 7. The Will a Den Shew Actor Will Ferrell, right, brought the laughs to ESPN Radio's "Dan Patrick Show" at the 710 ESPN Radio studios in Los Angetes. 8. Never Enemish R\&B crooner Howard Hewett, right, visited with Wendy Williams at Inner City Brodcasting's urbm AC WBLS/New York. Hewett is on the scene with new single "Enough" from tis March CD release.



# Arbitron's Portable People Meter Launches In Philadelphia To ‘Cautious Optimișm’ 

## By Ken Tucker

Five, four, three, two, one . . . show time! Whether or not you believe in Arbitron's Portable People Meter as the electronic measurement tool of choice, the fact is that audience measurement as we know it has changed forever. On Jan. 11, five years after its first tests in the market, Arbitron flipped the switch on the PPM in Philadelphia. Once a two-month demonstration period in which radio station and agency subscribers have a chance to examine and mull over electronic ratings data is completed, it will become the currency for radio ratings in Philadelphia.

When you talk to onvmen, (iMs and PDK in the City of Brotherly Loxe, you nepeatedly hear two conmon themes, as if they were reading from the same script. The first is that they are "cautionsly optimistic" about what metered measurement will mean to their respective stations, their companies and the marker. The second: that radios "reach" will finally be accurasely reflected.

In both cases, the expressed optimisn is not based on a hunch or a "good feeling"-it rides on experience gained as the first PPM tess market in 2002.
"Its ready for prime time." syys Greater Media/Philadelphia VP/GM Jolm Fullam, who owersess active rock WMMR. classic nock WMGK, adult hits WBEN. snooth jazz WIIZ and sports/alk WIPEN. "I've been tracking this thing for almost 15 years, and it's finally here."

Based on the 2002 PPR tex in the market, "cume" is the word when it comes to what Philadelphia stations expect electronic measurement to shonv.
"We suw stations in our market and in our cluser double their reach and even more." Fullam says. Comparing PPM duea to diaries, be uys that in the sumaner of 2002. WMMR weme from a cume of 300,000 to $7(6), 000$ anong 25 - to $5+$ year-olds, and WMGK went from 373.000 to 800,000 cume.
Jerry lee who owns AC: WBEB and is a consistent proponems of the PPM, also sees big things for his station in the cume department. We expect that our current 730,0010 -permon cume will be 2.2 million-plus," he syss. "which will mean that ower $3 \% \%$ of the population will be listening to us every week."

## Cume Up, TSL, AQH Down

Even though PPM tests in Honston and Philatelphia have shown that tinte spent listening and AQH will likely drop because people are listening to more radio stations for shorter intervak than previondy measured, "the net effect is extremely positive." Fullam suys."Faster and more frequent delivery of reports allows us better insight as to how people uee radio.
"You could see the spike on that day, at that time, within a couple of weeks. as opposed to waiting three months and not really secing the kind of detailed specifics around what day and

'Whether it's special guests, contests or features, a new release or a big sporting event, you can see what's driving usage with whom and in what daypart. That helps us all, because we can go back and replicate that or expand upon that.' - Jothn Fullam
time thoxe spikes were occurring." he adk.
Fullann syys his company is excited that listening will be reported in a more reliable fashion: "Instead of |reypondents] reporting two to three stations, people are reporting four to five sations of listening. That demonstrates radio's reach to a far greater extent on a more reliable basis. Thats an opportunity for the entire industry:"
Beadey Broadcasting country WXTU PD Bob McKay suys that during the 2012 PPM trial, his station did better than it expected in the ratings. in part becaus of the PPMs ability to make "phantom cume"-those who listen to a radio station but fail to list it in their Arbitron diaries-visible. Like many country programmers in the Northeast, McKay believes there is a significant anount of unreported country listening in the region.
"They'll lisen to it, but they wont admit they listen to it," he explains. "The people meter Hushed that out, and it was awesone to see. WXTU was top six or seven in every demo, and in some cases we were top five."
WMMR PD Bill Weston ako expects his station's cume to rise. But for a heritage outer like WMMR, which has been a rexk station for nearly 40 years. Weston sus that the complete opposite of phantom cume may come into play. "People give 'MMR credit because it's a seation they've always listened to, but mayte as they get into their the or early 5 ok they don't listen as much as they report," he theorizes. "We may suffer from losing some of that kind of reporting. But perlaps with PPM and the inclusion of cell phone-only households, we'll pick it up on the younger side."

## Programming Adjustment

McKay says that he has made only one programming adjustment thus far: He has added an eighth song during a music sweep that coners the finst and second quarter hours. Unkess the PPM proess othenwise. Mc.Kay believes that the first two quarter houns remain important. He has akse "minimized the chatter and minimized the talk," he sys, not-
ing."Were not completely taking it off. We dont want to lose the essence of the radio sation."

When it comes to marketing and identifying the station, it's status quo, for now. "We're going to continte to call the station, idetrify the station. promote the station just like we ahways have until we see more information," McKay syys.
Weston syys that he hasn't made any changes when it cones to progranming, but the launch of the IPM in the market caused hill to rethink a few hallowed practices.
"Its just really weird when you think about all these rules we learned and listened to when we were dise joekeys." Wescon syys, stressing that the new bottom line is. "You've got 'em, so how do you keep them longer?
"The thing that wire erying to get our arms aromed is that this whole concept of unving from recalled listening versus actual listening is this major leap." Weston suys.

McKay agnees. "We've all been conditioned: We're all about recall."

The PI'M has caused Weston to question the age-old practice of Djk using the stations' call letters or slegen into and out of breaks. "If theyre already listening to your radio station, it doesn't neally freakin' natter, does it?" le points ont."They donit need to remember what station they're listening to because the PPM is reconding it:"
Thats not to ay those sorts of neminders will go out the window. "'m still about the continual branding of your station," he says, "but maybe the first thing side is, 'In the next 10 minutes, I've got 500 songs in a row, or something compelling that actually encourages them to keep lisening."
In a similar vein, radios stations will no longer be tied to the Thurday-to-Wednesday diary schedule. The term "listen at 7:20 on Thurshay morning" may aloo go the way of the doklo bind. "I don't know that Thunday will be the magic day anymore:" McKay suys." That's something that we all have to wait and see |about|"*
CBS Radio country KILT/Houston PD Jeff Garrison has been watching and learning from the PPM triak that have been going on thene since the semmer of 2005 . And althongh be didn't want

Reach Up, Points Down

> Notelie Connes, VPrCM of Beasley Brosecasting country WXTU/Philadelphia, is optimistic about Arbitron's Portable People Meter and how it will affect her station's revenue stremes, as well as those of other stations in the market. Purt of that cptimiam is a result of a resewich project conducted by Harmelin Media, a leading Philadelphis adverthising agency.

> The project explored the impect of replacing Arbitron's standard diary audience estimutis with PPM test dato in
actual radio schedties
Harmelin purchased in Philadelphia during the 20022003 PPM trial period.

Among the conclusions resourchers at Harmelin come to is that the change produced a dramitik increase in calculated reach in addition, according to the study, the increase in reach wes observed across all of the schechies and demos that $t i$ examined.
I think everybody is thinking that over thrme, this is really going to showcase radio as a 'reach medium' and put it on a
ploying level with television, Conner says.

While points went down, it was not a drametic drop, sccording to Conner. Where we are going to be challenged is with those clients that are thinking 'I have to have 100 points.' Are they going to take a schedule that [previoushy] reached 86 points and incresse it? Are they going to do that and spend more money? Or are they expecting the cost per points to be adiusted? Only time is going to tell that." -KT

TO get into specitics because of the comperitive connery situation in his narket, le did offer insight into electronic measurement. "PPM is nox that moch differemt than the curnent diary system in terms of the tanget and fixcts of our radio stations and how we do our thasiness," Ine syys. "It's still about the P1, it's still about a grat brand, it's still about content, it's still about differentiation from your competitor, it's still about marketing, and it's still about playing the least music.
"The big difficence in PPM from an overall ratings standpoint for the conntry format in Henston is that men are being revorded in the PPM, where we were not getting the inen in the diary:
"Its about keeping them there and it's about giving them a reward for being with you," adds Garrism, who also serves as VP of country for CBS Radio.
"Its still radio, it's still entertainment, it's still about colntent, it's still about a relationship with the audience, and that will be reysareled with those who build the biggest brands and continwe to do the fin joh of radio."

## Nouveau Marketing

The methodolgy change affects how stations will be marketed, Weston believes. Institutional TV ack, for example, are out. "The creative really has to be a call to action." Weston suys. " 'Listen tomornow at ikon when we give away a bazillion dollass or something very specitic:"

Weston suys that le thinks thatedone right, outdeor advertising could have ackled value when it comes to the PPM. "If the mewage is compelling enough, they can reach oner and turn you on," he sys. The sume is true of linternet advertising. "lets reach people when they have a radio or radio stream at their immediate disponal."

Interestingly, be adds that the new ratings sherdule, which includes 1.3 reports per year, will affect agreements with talent, who are currentIf bonused on four quarterly reports. "We've got to make sure that air talent and their agents are Ok with the computation, honever we figure it out." he sys.

Weson and McKay sny that they will look at the demonstration data and succeeding live data before making progrannaing changes."We'll have a unch cleaner look at what works and what doessit work." Weston syys.

Fullam believes programmers need to track not only what their station is doing on a daily basis, but alo) how the competition is handing the clanges.
"Whether it's special guests, special contests, a new relcase, special ficatures, a big sporting event, yout can see what's happening at your radio station and in the market," le sys." That's exciting. That's a new opportunity to see what's driving usage with whon and in what daypart. That helps us all, because we can go back and replicate that or expand upon that:"

Lee sys. "We slould be able see cause and effert in the ularketing of our station. This potencially could sove us many, many dollars."

WXTU VP/GM Natalic Conner beliewes that the PPM will offer tangeted opportunities for diens. "When we do an ansouncement for a

major concert tour or if we lave all artist playing live in our studio, they're going to want to kiow about those kincts of things because the people meter can directly make that information relevant," she says.

Conner is excited about the specific listening data the PPM will prowide. "We can tell the advertisers. Look how many people streamed. look at how nuny additional people cance to our radio station." she says. "That's where 1 see it really impacting our direct advertisers."

Even though she syy that local advertisers. those that arent part of agency buys, are taking a wait-and-see approach toward the PPM. Conner suys she is confident in the stations relationship with them. "When you have a station like "XTU thats spent 23 years in the format and does so much direct lusiness with our clients anyway, the relationshipis s) strong that they're contident in the radio station," sle sys. "PPM is just one more piece of intormation for them about when they could better advertise:"

Fullani adds, "When I talk to the local ayencics and the New York apencies, owerwheloningly they're hungry for this information. Advertisens dewerve the accountability of PPM, which will shose them where their media dollans are going."
Lee sys., "Cenerally, our clients are quite excited about getting a more reliable rating service." He predicts the PPM means that "we won't lave the big wobbles in the ratings that have hurt our pricing in the pas." In addition, Lee sys the PPM will reveal that "we nowv are a reach medium" that with eight to 10 stations in a single demo can achicere TV reach at one-third the cost of TV."

Nearly everyone R\&R spoke to on the subject realizes that all eyes are on Philly: "Be careful what you ask for because we've got it," WXTU' McKay says. "We're very excited about it. and were cautiously optimistic. Its very excit-

## Liftoff

Here's where things stood with Arbitron's Portable People Meter as of Ims. 10, one dey before lunch in Philedelphia:

## Encoding

Every major commercial station-including those owned by Beasley, CBS Radio, Grenter Media, Inner City, Naseau, Millenoium, Radio One, Next Media and independent WBeB-had agreed to encode its signal. The lone holdout is Clear Chamel, which owns six stations in the merket, inctuding four of the top $1012+$ stations, as of the summer 2006 Arbitron survey.

## Ratio Subscritbers

CBS, Greater Medis, Bessley and WBEB hove subscribed to the PPM service in Philadelphia. Those compmies' stations represent $65 \%$ of the radio revenue in the market.

## Agency Subecribers

From a national-spot point of view, Abtitron says that it has more than 90\% peretration. In terms of local agencies, in Arbitron spokesmion suys. "We've signed the biggies: Harmelin, Mayo Seitz Medio and the Star Group, as well as several others."

## Punel installation

Panel installation is ongoing, and nearing completion, according to Arbitron. Based on a target of 2,040 persons age 6 and older, the compary is "more then" $90 \%$ installed.

## Cell Phorve Households

Cell phone-only households we being recruited for the PPM service in Philiacelphis. Nearty 10\% of the installed panel are cell phone-orly homes, according to Abbitron.

Assa, the Media Ratings Council audit is under way in Philadelphia -KT


# Turning Hot Recording Acts Into Station-Ready Personalities Still Requires Media TrainingBut Are The Label Resources Out There? 

By Darnella Dunham

"Dreangirs" takes audiences to another time and a very different musical era. As the movie demonstrates, in the 1960 k , a super-polished innage was the norm for artists, Motown's most emphatically. The label's artists always looked flawless and acted professionally, and their choreography was spot-on.

The Dremettes (afictionalized version of the Supremes). as portraved in the film, exemplify artists of the Morown era. While this type of loper-grooning is perhaps less vital to an artist in the business today. it dees make one contemplate why even lasic greoming is no longer the norm. Moreover, ats who are not prepared can adverely affiect their stccees ar radio.

Cranky, moody and imappropriate behavior is mot exclusive to any one format or genre. What programmer lassit dealt with artists who are late or don't sven showy for station interviews or appearances: In a liew well-publicized instances. artises have ewen plysically ateacked on-air persmalitios for sying something they didn't like. Onc artis recently made headlines for asoulting an Athant. DJ after lie played a song ing a rival artis.

Few actually crows that line, but artis grooming can still make all the difference in leaving a favorable impression on programmers.

## A New Era

In the carly $\quad 60 \mathrm{k}$, most artises projected a spucaky-clean innage-at least until the Rolling Stoncs came along-but that era is far gone, and for a variety of reacons. Not only have the times changed, so has the ceonomic climate for labelk.
"I think it's getting a little cost-prolibitive to really get beluind artists when you dont see a bealthy return." Radio One rhỵthnic KTT13 (39\%)/Minncapolis PD) Sam Elliot suys. "Album sules are donsn, as are profits. labek cant really afford to take chances anymore:"

As a nesult, manyy artises don't receive fill preparation before their careers take off, since there usually isn't staff dedicated to onersecing this process. Label promotion executives are offen the first to introduce a new artist to a station, and some remain proactive about prowiding pointers for those who want it.
"I always assess the artist that I deal with prior to taking them to a radio station." Interscope national director of urban pronotion Keinon folmon sys. "Once I get comfortable with them. I'll lend them little tips on the sly. Nox preaching to them. just assisting them. berause a lot of artiss don't want direction.
"Some juse think that their way is the way. But the smartest ones are wise enough to acknowledge that the people that they're with are probessionals and knonv what they're talking about, and they can take guidance:" Johnson adkk.

He las found that a lor of artists don't even kinove linev to do drops correctly: "There has beetl many a day where I lad oo show an artist how to do dhem or I'll write out a tip sheet of who the different people in the building are:"

Having artists who unkertand the importance of shining in person at radio las helped TVT VP of onnexet pronction Danny C.effectivety do his joh. The artiss that work with him take it upon them1selves to nox only nale a finoralle first impression. but to naintain relationships of their onvt.
"I'm really fortuliate that the artises that live bect dealing with-Lil Jon. Ying Yang Twins and Pithull-all lave been doing this for a bong tine. Thewe guys lane been anound a $k x$ henger thun their recond careen, and deyive beve selooded ty some gneat people. They ako have such extensive rehationships at radio, in the streets and with their DJ."

## Radio-Friendly

Johnon suys." The biggest thing I tell them is to treat exiryone like they'ne the onver of the station. because you never know who is going to be push-
ing buttons for you in that station. A lor of times it's the people who you never see-that guy in nesearh that the PI) lisens to, the receptionist, the hip chick in traftic who has her car to the strect."

Ellios adks," The artists that treat this like a Inusiokes are the most successtul, because they understand how ratio relations can help eloem succeed."

Being likable on-air and off-air can reap longterns benctits. II think lits appreciate that.

because you get so nany artists that conce into the building that are not ready or that have had attitudes or just don't want to be there:" Johnson uys." When you do have soneone thats nice and congenial and wants to shake ewerybody's hand and take pictures, it's great."

He points to Avant as a good exanaple of a pro: "Hes one of the best artises that l've ewer worked with in nyy carecr, becouse he got it. He wanted to sign every picture, kiss every baby and he was great on the air every tine. He did his part, which made my job casier. At the end of the day. we need that as well."
Untionturnately, some artisk don't act profissionally on the air. "I can name at keast two groups right inov that love disespected and cursed on the air.", Char Clannels WKSC ( 103.5 Kiss FM)/Chicago midety peronality Nita Chancele sass. "Being from the steets. they think that being hook is cool. Sonnetines its commom serse for diose artises. Yow wanted fane, now karn lone to act:"
When an artist acts unruly. it can adversely impact a song's chances for airplay. "Each week PD, have to decide between multiple artists and shigs." Elliot explains. "Sonetimes we have 20 songs to choose from to fill one slor. If an artist doeson't respect the time of my staff, it may have an impact. At the end of day the best songs always find their way onto the arr, Inut artisk relations deses play into the ciming of four music decisions|."
In addition. a poor interview can affect listeness' perception of the artist. Chantele tries to help more intrewerted gueste shine. "Solne people are sly, sone don't have pernonality-that's where
you have to find your angle:"
Ulimately, Chantele realizes that she can do only so much when an artist doesnit come out of their slecll or sounds disengaged. "It's the listeners opinion at that point that matters," she sys. "They're going to hear what youre doing. so its the artist purting themselves out shere that I have a hit song but I have no personality: "
Danny C. adk, "There are going to be artists that do need media training. because having a record and being a sar are two wery different things. Sonnetimes it's a matural progression. and shnetimes it sho. A lox of people have a problem speaking in frome of people or doing thene more hank-on things, and they need to be coacked. There's nothing wrong with that: they just ined a litte bit of help dealing with the nuses:"

Ellios has had dozens of comsenations with labels about prepping artists on how they act in his station. "We have a job to prowide entertainment to our audience. If an artist acts like they don't have time for us it lowers our entertainment value, thus lonvering uy opinion of diem. Grooming is necesary."

## On-The-Job Training

Formal media training isn't sonething that every artist gets, but cost isnt the only factor." Today, if an artist is hot locally, thats when they'll get signed, and once |a major labell picks it up, you've got to go with the record if it's rollin'." Johnson suys." There's not a lot of time to do a lot of those other thinge. lt's like learning on the joh a lot of
${ }^{\prime}$ There are going to be artists that need media training, because having a record and being a star are two very different things. Sometimes it's a natural progression, and sometimes it's not.'

-Danny C.



## NEWS / TALK / SPORTS



R\&R readers to determine final winners

# 2007 News/Talk Award Nominees 

Al Peterson<br>APotorsoneRRediomendincorde.com

his week we recognize the final nominees for the 2007 R\&R News/Talk

tIndustry Achievement Awards. Voters will, as always, have a tough time choosing this years final wimners since every person and station nominated represents the best that news/talk radio has to offer. $\begin{aligned} & \text { If you're an R\&R news/talk/sports }\end{aligned}$ subscriber in good standing, check your e-mail inbox this week for instructions on how to cast your vote for your choices via our secure online voting system. - Winners will be announced at our annual awards luncheon during the 12th annual R\&R Talk Radio Seminar, set for March 8-10 at the Marriott Marina del Rey Hotel in Los Angeles. $\square$ Congratulations to each and every one of our 2007 nominees.

## News/Talk Station Of The Year (Markets 1-25) <br> KFILLos Angeles WGN/Chicago <br> KCOSSan Francisco WINS/New York <br> KMOX/St. Louis WSB/Adianta

News/Talk Station Of The Year (Markets 26-Plus)
KFBK/Secramento
WLW/Cincinnati
KSL-AM-FMMSalt Lake City WTMIMMilwaukee

WKXW/Trenton, N.J.
WWLNew Orleans

News/Talk Radio Executive Of The Year




Pun Boyce Clear Chemrel Radlio


Zemira dones Redio One
 CBS Radio

Brian Jemwinges Citadel Communications


News/Talk Industry Executive Of The Year


Any Botion Jones Radio Networks


Kevin Magee Fox News Radio


Krale Kituchin Premiere Radio Networks


Mark Masters Tall Racio Network


Peter Kogemn Westwood One Redio Networks


John MeCommell ABC Redio Networks


## News/Talk GM Of The Year



Creo Ashlock Clear Channe/Los ABC Radio/Dallas Angeles


Mickey Luckoff ABC Rediorisen Francisco


Kerl Korreniounchas ABC Radio/Dallas Clear Channe//New


Orlems

Soel Oxily Joel Oxiley
Bonneville/ Washington


Aod Znwmermen CBS Redto/Chicago

News/Talk PD Of The Year


Pobin Bertolucd


Derryl Panks
WLW/Cincinneti


Erk Johneen
WKXW/
Trenton, $\mathrm{N} J$.
-

## News Radio Executive Of The Year



Stave Jones
ABC News Redio
Mark Meson CBS Radio

News/Talk Local Personality Of The Year


Serry Agor KMBZKansas City


Howie Carr WRKO/Boston


Thom Hertimen KPO/Portimal Ore.


Don Whede 8
Rome WLSChicego

News/Talk Syndicated Personality Of The Year


## TRS 2007 Update

The agenda for the R\&R Talk Radio Seminar is now available orline. Just click on "Conventions" at radioandrecords.com to register for TRS 2007, get complete hotel information and review the full schedule of learning sessions. TRS 2007 runs March 8-10 at the Marriott Marina Beach Hotel in Los Angeles.


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Bernie Dittman's spirit powers WABB/Mobile

# The Dittman Torch Has Been Passed 

## Kevin Carter

кcerterephedionendhecorde.com

t
he industry lost more than a bit of its luster last year with the passing of Bernie Dittuan, one of its last great legendary independent radio owners. Dittman, the unofficial radio mayor of Mobile, purchased WABB-AM in 1959, flipped it from country to top 40 , and the thing took off. WABB-FM launched in 1973 as a progressive-rock outlet until 1984, when Dittman migrated top 40 from AM to the FM. Success again followed. During his 47 -year stewardship, many of today's broadcasting greats passed through his doors, both at WABB and his other property at the time, WAPI/Birmingham: Scott Shamon, Mike McVay, Mark St. John, Randy Lane, Leslie Fram, Mark \& Brian, Geronimo, Ken Dowe, Dusty Hayes and even R\&R's own Kevin Peterson, to name a few.


Bernia Dretman
Sudkenk. Ditturan was gore: and the rumors sarted the scarions would certainty be sodid mow. It was no secret that during the yeans be had turned dexint mumaxk big-bucks offies to sell to smine congexiterate or anoder. "He had multipke, multiple offen:" sens Ditanan's daugheer Beteex, who has insw inherited the mante of comntund a GM. $\because$ I fonuxl a fokler fill of keters of ofien that. if I were him. I wouldive taken the noncy and run-and lie didnt, so I think that sys sonething aboxt him, that he keved what be did, and be was pasionate aboott it. He koved going to work cuery dry. He was the firt one in and the last one to keave. It was infectionk, and eweryone nepected that and keed hinn for it:"
lis that sunc work ethic that Betsey and her dedicated staff continue to operate mikerbecause she's not going to sell. In fact, there may
the same time, there was a part of me that miserd radio," she syy. "When I graduated from college. [lived in L.A. and worked for Westwond One, and that was a great time. Around 2001, I worked with nuy dad ons some bigger-picture projects like designing the Web site and a new eratioc sysem."

Betsy gradually worked her way lack into the family business and was well-positioned las year when it counted the unos. "I had leen working so chocely with ny fatiker ower the past few years that I walked in and knew what to do." she crys. "I had actually leen home the week he fell ill, and we talked scoeral times a dny. I knew the drill, and he had trained me well."
After Ditmanis death, cwervone rollied around and contimed to work as diligently as they akwas lad." "exple in the community have been wonderfully supportive. They've neacled out to me and offiend whatever I ined or pood advice or asmatake. The tramition has been anazingly snowah, "sle uns "The saff lexe has leect unbelievalke. like out PD Jamacr, whe, ty the wap. dows a mean imitation of Bernic-its great. Hes an mazaing PD, very creative and pasionate. He's taken that station and donne amoxing things with it. My ded dronght the word of him. He has the sunce pasion ny dad does."
"I whh ung dad lakd lived to see the divestment of Clear Chamel. Hopetilly, there ll be more independent radio sationk ank the trend will the neversi, because I think radio has becone so
 te sonke diversing: Laxalization las laen misaing tox, diky havent been serving the kxal commmuiry. My dud nally telieved in luving $24 / 7$ live anmoncen. and I think we were the only ones in the market

FANMY AFFARE "t wes mever in the curde to sell. Oxtwey Dutmmen seys of WABeM Bomlaghem. My wether and I thed mont a tranelition and I knew thet one dey Pd be steppingy in to fill hio place."


Batasy Dietmen
be some expansion plans in the works for Dittuman Broakdasting. But more about that later.
"Iree worked here since I was 12 years odd." she siss. "I've done everything in every departurent. I aswered phones, I did traftic one summer, I wheduled the logn onse summer, I worked in sales and progranming.:

Betwey worked ar the stations in tixe summers and in atierioons after shool. Talk abont radio 101."I learned merything about radio from ny father. I went out with him on saks calk and to conkerts. we went to meet the pronokers, and I went to all the events he did. the fair, the roder. Every pronotion the station did. I was ahways with him." sle sens.
Betsey letit the family radio nest for a whik and transitionsed into fashion."I worked for Clancl and Armani and traveled the world. I loved it. but at who have done that sive complitation."

semmer
Now, tack to that "w're thot selling. we might even be grneving" deal. "Were ahwass looking to expand," she sws. "My dad was always booking for great opportunitics. We're lookity for sonething to adk to our portiolio that would the a good complemene for the market. Mohile's-really grown a ko. Since Hurricanc Katrina, thene: theen a linge intlux pf people into the market.
"It was inver in the cank to sell." she sns. "My father and I talked about a transition, and I knew that one dry lid be stepping in to fill lis place. Otwiondy. I woukive ratier it had been bater than somer because I certainly crugned working with hinn and kearseld an incredible anonome. He was truly onc-af-a-kinxi, a chasic broskaser who did things through intuition and feeling and connecting with people.
"It wanit abont rewarth and focis groups. It was alonet being in tonch with who wair autience is. Iteople knew him. He truly was the fice of the eation, me quexion. We intemd to carry on that kyenc. and l'm axtually excited about it. lis a great oppornumity for me and cwervone at the station. There's a nally gexd poxitive nonocitum, and he wouknt want is to be sxd. Hed sny. Cut it ont, get to work: You really feed his spirit in the buikting." $A R$

## CHR/TOP 40




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How a new promotions model helped make Atlantic No. 1

## Changing The Game

Darnella Dunham<br>DDunhampRadioandRecords.com

tlantic Reconds was established in 1947, and has long been
 regarded as one of the industry's most influential labels. 2006 was huge for the house that Ahmet Ertegun buil-it ranked No. 1 in airplay as R\&R's all-format label group of the year. While it topped the bill at AC and heritage rock, rhythmic is the format where Adantic shone brightest, picking up top rhythmic promotion label and top rhythmic label honors with greater chart shares than at the other two formats.

Achieving this level of succes nequiess a machine firing on all cylinders, but ix all starts with the music."We were blesed with an incredible ronter this past year." VP of promotion Warren Gesin sys. Thax takent stable inchedes such acts as T.1., Scan Prul, Diddy. Yang Joc. Lupe Fiasco. Trick IDddy, Pretty Ricky, I Danity Kanc. Prul Wall. Tço Calderon, Cinarts Barkky, Casic. Juvenik, Cham and Young I Mo.
"One importam thing to realize is that every department delivered this year," Giesin syys."Our A\&iR department detivers us hit recond, our videos are ahmost always added out of the boo at the right channet, our publicity department dominates, and our artist relasions and marketing departments are so on-point it's scary. Another key factor is that our artists work and grind just as mach as we do, and it shows. They
know were ouk there fighting for them, and the feeting is reciprocal."
One of the factors that helped Actantic surge to the top last year was the incegration of is special ops team. a unique arm of iss promotion department that is touching off a new promo crend. Axim Rashid, who serves asVP of the unit. exphains how ix came ineo existence.
"Special ops was conceptualized by both |Warner Music Group exectutive VP| Kevin Liles and |WMG president| Lyor Cohen as a veam that would work urban, cromower and rhythmic radio for Bad Boy and Asylum. Neither one of these divisions of Adamic hes a full promotion staff of their own. so we carry all Bad Boy product exctusively, and when all agree |namely Likes, Adantic president Julie Greenwald and chairman/CEO Craig Kallman|, some Asylum and

# More Boutique Promo Departments To Come 



Cun


Manam
even Adantic proper neteases."
Rashid credirs joe Hecht and Motti Shulman. special ops semior national directors of ihythmic crosower, with doing "most of the hewy lifting on the true styythmics, while myself and the ress of the special ops seaff deal with the crosover seations that lean more urban." such as WPCCC/ Washington, KBXX/Houston and KMEL/San Francisca. "When the company feets that we have a home run we call in all the trooph, and everyone that docs promotion in the building jumps in-as in the case of 1)iddy or Yung Joc."

Special ops clearly coneributed to the owerall Inythmic succes of Adancic, where a new paradigm was needed to accommodntee the various shades of this format. "Special ops works in tandem widh Adancic's promocion department to set up. strategise and execuse our cfforts at thythmic radia" Adantic senior VP of pop and rhythinic promocion John McMann says. "Bad Boy's monster comeback with Camic. Yuny Joc and IDiddy himself played a major roke in the Na. I succem we experienced in $210 \mathrm{~K}_{3}$ and special ops helped us coordinate our rollour on these wins."
Working cogether wich a separase division is eay in theory but can be a liate tricky. Adantic and special ops made it work by remaining in constant communication with sach ocher. According to McMamn. "It's all abouk being organized and coordinseed. Kevin Likes and |Adantic executive VP| Ronnic Johnson set the tone abour working as one unit. and weive managed to pull thx off succeerfully".
The Adanoic inythmic and special ops promotion teams also work effectively with ocher formas. "Our combined staffs-pecial opsadsncic urban and popas well as the Bod Boy and Ayymm promocion sazfs that get these reconds startedare fueted by pasion for the music and for winning," Rashid syys,
New media has affected two special ops artises in particular. "The MySpace phenomenon give us a marketing edree thax pur the power of the liseencr on the top tier of what matters." McMann seys. "Jazzy Jim a KYLI)/San Francisco and Orlando ax WLLLI)/Tampa were both telling me dhey were secing major buzz on MySpace on Casie's 'Mc\& $U$ ' weeks before it even charted spoke volumes.
"Danity Kane's online frenzy is a major factor in why radio picted up on the avalanche of exciecment they were generating. The online buze was driving the No. I phone stories on dosens of stations that were nor even playing Show Seopper,' and 'Ride for You' is seeing a lot of that same inverne online reaction."
As Adantic's staff continues mourning the low of co-founder and chairman Erregun. the pausion that came from the rop is scill in place. Fortunsely, Ertegum lived to see the label he created have such an amazing year.
"He spoke to us at a breakfast last month to celebrote the very fortunate and successul year Adantic experienced in 2006." McMann says. "To hear Ahmet say how proud he was of the work done and success shared by all our artists and staff was memerixing. He was the man behind all of in."

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## I＇s time to call Coleman．

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PDs tackle primary concerns for their stations, their staffs and the radio industry

# What's On Your Mind In 2007? 

## Hillary Crosley

HCrosleyPRedloendinecords.com

efore the promise of new year's resolutions begins to crack and crumble, 1 thought it would be intriguing to find out what is on urban and urban AC broadcasters' minds as 2007 continues to unfold. I asked a handful to reveal their primary hopes and concerns. How often does someone compare radio to the practice of judo? Keep reading.

Jeff Anderson, PD, urben WZFX/Fayetteville, MC. *I'm excited about what HI) radio can do. I'm ready for some diversity. I get burne out on all the rap music. I like the diversity and choices for HI ) radia. Programming is fun for me, so I'd love to be abke to program an HI) goaped or old-achool hip-hop station.
"Though weive been cool with biling I do know these ate companies that package stuff and drop their rates. I hope that doeent happen to us, where we end up pinyping oursctves. Radio sales arent the problem; it's the stacks that suck. And as long as they suck, weire in trouble. That's why companies are going back to private.
"Moncy is ahways a mujor issue, because everything stems from the lack of it. For example, promotion budpet cuts mean that whatever we da even if it's great, wont have as much fize, because We wont have the means to really get it onf there.
"Cietring credit for playing new music depends on the audience. Some listeners might sy "I tike Fory 99, because they ahways play new stuff first。" where others might syy. I appreciste the fact chat they play the songs I alecady downioaded: This gerseration is miles ahead of where we were in terms of technology growing up. Everything chat we got, in terms of music, was from reconding songe off of the radio shows So now, we dont get a lot of credit for breaking new reconds."

## Steve Crumbley, OM, urben AC WMEI

Creonvilies, S.C.
"Thoungh Clear Chamed's Lyofis dont directly affect me, being at Cor, it does do one great thing, It frees up a lot of great talent, because before people were compltining thet chere wasnt
mough good talent in the martet. And Clear Channel had some wonderful folks, so we'tl have a lot of great talent to choose from.
"Cooing into "07, 1 "m working on a good relacionship with my sles department, becanse I want to make sure we get the proper percentage of the buys. We have to make sure that we reach and addres what our audience is capable of. It's been said historically that our audience cant spend the same amount of moncy as other groups, but it's simply not truc. Our sudience spends a ton of moncy. Our sales errable me to pay my staff, so it's always something to look $3 t$.
"We all play the same recond, bue itis what goes in between dhat is important. Kcy creacive imaning is what sets you apart when you're playing the same 25 reconds ower and ower. Its the clever thing that male people want to liseen. We had a promo when Terrell Owens was of of tohe NFLs Philadelphia Engles! and we said, "We leave the competion looking for a home, tilce T.Q'And my pop-CHR sation had a safe-ax campaign around the time Briancy Spears got preqount ation. So docy ran a promo sying
 Kuidon't wat to be like Britney and drop another one lefore the first ceen gextgoing: Clevimaging s preatbecuese you bungh and kecp listening.

-Getting credit
for playing new music depends on the audience. Some listeners might say, "I like Foxy 99 , because they always play new stuff first," where others might say, "I appreciate the fact that they play the songs Ialready downloaded." "
-deff Anderton
'We're the guinea pigs, so I'm looking forward to how the Portable People Meter will affect us. We'll be getting 13 books per year, and we'll be able to check our results every four weeks. I'll finally get to see exactly what's working and what's not.' -Cobly Colo
"My pet peeve is that I do not like syndicated shows. I lowe Tom Joywer and everfone ehe. but is anyone talking to downtown Greenville? It's a shame, because stations will have one daypart that's live in the middays and everything ekse will be syndicated. So what are you doing for your people? Do the prople have a place to talk about the crime in their area or the first black mayor of the city? It's goten to the point where I'm wondering. What'd the FCC give us these signals for?' If you read the trends, I don't know if we'll be doing it in the coming years."

Colloy Colk, PD, urben WPHI/Philadelphia
"I'm looking for better-quality music in 2017 and better music from artises, period. The masic we're geeting is burning through so quickly, and we're not creating good currens or relevant recurrents.
"I'm actually not worried about |the Portable People Meter, which launched Jan. II in $\square \begin{aligned} & \text { Philadelphial. } \\ & \text { Weicethe finem }\end{aligned}$ Weine tre ginem pig. so I'm looking forwand to how in will affect us. Well be 4exing 13 boolos per year, and we'll be able socheck our resuls ewery foum wectarll finsby get to see exactly what's working and what's not. I wank to program whati best for my liseeners and make people really wank to lisecn. We get out first book on April 25, so I'm excieed. It'll make everyone really have to earn their standing in the marker. I'm not $x$ a heringes station, so I need to know everything I can to make grood radio"

Smen Netaon, OM, Cumulus/Savannah, Ce.
"There is ahways the inue of time management. It is increaingty an iesuc, because companies are asking for greseer resules with fewer people. The result is a namber of people wearing difficenx hus.
"My other concern is making sure terrestrial radio remains relevant. As they should, the sutelbiee radio componies are apgrewively punhing their product. It would be great to see terrestrial radio companies make a commitment to promoting the benefies of our product as well."

Kenny Smoov, PD, urben AC WQQK/Nashville
"The indesary as a whok isnt embracing technology early enough. There are ways to infiuse technology into our practices, and at this point. radio needs to take a page from juda. We have to take the weight of our opponent and use in agninst them. MySpace and iltods ain' going anywhere. So we've got to put downloading options on our Web sites. They just shut down Tower Record, so every station can sell records on its Web side. We canit run from technology. We have to flip it down before it gets so big that isis like a sumo wrester apainse a midger."

## THE CRITILS ARE RAVING ABOUT THE NEW FANTASIA ALBUM!

"On her second disc, Fantasia expands her range and comes up with genuine R\&B gems. 'Hood Boy,' featuring OutKast's Big Boi, opens the album with a thrilling burst of Motown. The ferocious 'Baby Makin' Hips' is Fantasia's best song to date, a potential shout-along classic on par with Mary J's 'No More Drama."
Rolling Stone
"A perfectly executed album. Fantasia has learned how to hook a listener with an undeniable groove, and her soul-baring ballads that truly showcase this musical discovery's unbelievable talent."

US Meeky
"The \#1 Most Important Album of 2007. When this young Aretha-in-the-making leaves her peers behind with soul-baring songs, only a vocalist with life experiences belying her age could pull off this much believable passion effortlessly."
"With a little voice writ large. like a firefly on streetlamp voltage. she's an excellent shouter and can achieve nearly instant liftoff in her singing. (If it takes one of her models, like Shirley Caesar, at least two bars of crescendo to explode. Fantasia can do it in one.)"
New York limes
"Fantasia is a bold and brassy soul diva who gives these R\&B thumpers and revved-up Motown cookers real sizzle."
USÅ Today
"Fantasia Barrino has more vocal chops than any other female soul singer of her generation, and her upbringing taught her how to pump a song for every drop of passion."


## THE SINGLE: "HOOD BOY" EXPLODING TO THE TOP!

 \#2 BET 106 ${ }^{\text {th }}$ AND PARK! (i) (1,) 5www.myspace.com/rantasiabarrino

TOP 5 PHONES KMEL - SAN FRANCISCO! TOP 10 PHONES KKDA -- DALLAS!
KPRS - KANSAS CITY 35X
WERQ - BALTIMORE 34X
WPHI - PHILADELPHIA 43X
WKYS - WASHINGTON 48X
WPGC - WASHINGTON 45X
WZHT - MONTGOMERY 45X
KKDA - DALLAS 61X
WQOK - RALEIGH 36 X



NEW AND ACTIVE


FOA WEEX aNDNC MaYaRy K, 2007



## "hioniph Howard Hewett "Enough"

THANK YOU URBAN AC RADIO. PLAY IT MORE!!


## URBAN

RHYTHMIC REPORTERS

- Monitored Peporters



## RECURRENTS

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Don't just think outside the box, get rid of it

# Paige Nienaber's Promotion Gospel 

Kevin Peterson<br>KPetersonepRadioandRecords.com

promotion consultant Paige Nienaber gives whole new meaning to the term brainstorming. While many stations recycle tried-and-true promotions, Nienaber says many of his client stations concoct promotions no one has done before or slap a creative new twist on proven methods. The promo gospel according to Nienaber is that the essential purpose is to get people to pay attention to your station. But that's not always easy.
"Your audience gets hit with $\mathbf{2 . 5 0 0}$ messages a day." Nienaber says. "Maybe three of them sucak through and implant themselves on your brain. What those three have in common is not the message, it's the massage, or how you deliver the message."

Cutting through the chuter in a sea of media messages sometimes requires "a little threedegree turn off-center." he says. Driving a long interstate, a continuous corridor of billboards. Niemaber saw this promotion principle in action. "After the 15th Chick-fil-A billboard. you just become desensitized to it," he says. But up ahead, something caught his attention-a bird on top of one of the billboards. "As I got closer. it looked like the biggest bird I had ever seen. The billboard was for a mini-storage unit. and the guy had put a giant plastic hawk on top of it. It got my attention and that's the essence of radio promotions."

That theory applies to station press releases.
too. Imagine how many the assignment editor gets at your locial TV station. "They get thousands of press relcases." Nienaber says. "What are we going to do to get ours to be the one that stands out?"

Working at a Sanl Francisco station. Nienaber was involved in a morning show stunt that involved "freezing" the morning guy in a block of ice to raise money for D.A.R.E. Before delivering the press releases to local media outlets, he affixed ice cube trays to them. "The delivery system of the message was what got the TV stations to go out to Pietshurg. Calif., to see this idiot who was in a block of ice." he says.

Your station whicle can make your station stand out, too. Instead of a pedestrian station van, a Nienaber client station in Tampa. Fla., uses a Ferret, a British armored fighting vehicle produced between 1952 and 1971 and used for reconnaissance purposes. The station replaced the vehicle's gun with a T-shirt cannon.
'The basic essence of promotions is to get people to pay. attention to you."


Nomber
"When they went to a big promotion that all the stations went to. like the Taste of Tampa, you'd see van, van, van, van, tank, van, van, van, van," Other station wheels that stand out in a crowd include limos, ambulances and woodies.

Brainstorming sessions are key to conceiving creative promotions, and Nienaber strongly suggests they be conducted away from the station at a location where you can be creative, like, say, the PD's swimming pool. "Get everybody involved, come up with an agenda and just start writing everything down. There are some ideas that are way better than others, but there is no such thing as a bad idea in brainstorming."

Then evaluate the ideas on your list based on criteria that you select, such as topicality, ability to invoke emotion and lifestyle.
"Emotion is any number of things, like jow or sadness, and don't be afraid to addrest something that might be considered a downer," Nienaber says.

When it comes to lifestyle, you can't beat entertaimment or sports-related promotions. And don't forget to consider your market's geography. Giving away a snowmobile in Miani? Not so much. In Minnesota? Ya, you betcha.

Ror

## The Art Of The Tease

"Don't tell them the whole story upfront," promotion guru Puige Nensber prosches. "Malke them fisten to hear the rest of $i t$."

Case in point: The jocks at KCCURherside, told listeners about a memo they clained to hove recelved from the corporate office informing the station that it wes being reloceted to lowa. "For two weeks they evolved emotion. You never appreciste somathing as much as when you think you're going to lose it. They had hateners crying on the alr," Nienaber says. The Firdey before the Mondey move, the station pieped "Miss You Much" by Jenet lackson. After the song's final

Hine-"is that the end?"-the PD took to the alr and said, "Yeah." The station cut to a live mic on the roof of the builiting and all weikend longe Heteners heard only the sound of the wind blowing, periodically interrupted by announcements that "KCCI has .moved to lowe."

Regular progranming resurned Monday morning from lowif. . . Avenue. "They fust moved over the weekend to their new studio, but vou couldr't go anywhere in Southem Callformio without hearlng about $\boldsymbol{t}$," Nienaber says. "The besic essence of promotions is to get people to pay attention to you." -KP


## CHRISTIAN AC



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## CHRISTIAN



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## CHRISTIAN CHR REPORTERS


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MO. Morgan Smith
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-Monitored Reporters

## CHRISTIAN

# CHRISTIAN REPORTERS 




Till CHRISTIAN AC INDICATOR

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COUNTRY


# Country Radio Seminar blends education, entertainment <br> Four Must-See <br> CRS Sessions 

## R.J. Curtis <br> RCurtiofRadloandRecords.com

forty days and 4) nights from today, the harmonic convergence that is Country Radio Seminar gets under way in Nashville (Feb. 28-March 2) for the 38th consecutive year. Once it begins, there will be a mind-numbing 43 panets and events to choose from. We only have enough space to whet your palate with four must-see events that epitomize CRS' ability to combine education, entertainment and networking opportunities to help your radio station and career.

Londed with music. CRS is bookended by it two bigges evenss: the Music Ciny Jam and the New Faces Show. Haxk in the day the former was known as the Super Faces Show and feakured a single act. Three years ago. Country Radio Broadcasters (CRB) teamed with the Acadeny of Counery Music for a one-of-a-kind experience: a true jam sexion with unamounced gueses and a spontancous vibe. In 21005, the Murik Mafia populated the seage with oil painters and, shall we syy, a few "vertically chatkngere" individuaks Last yeas Keith Urban broughe Ronnic Dumn, Pat Gireen and Dolly Parton up for truly unforgettable momenas.
"Reba |McEmiic| always talks abour how great the camaraderic is with country artises" MCM executive director Bob Romeo sys. "The fans like that, and radio may not sy it, bun they think it's cool soo."

Toby Keith headlines this year's Music Ciry Jam and, crue to form since the jam's inception. you never know what will happen until the concert begins. That's the mysique of this signature event. "It is biager and badder and better. It will blow the noof off." Keith seys. "And you never know who will show up and jam. but I do and it is a surprise that you will not see in any of ny other concerts. Don't miss this."

Bon Jowl, House Co One On One
For this year's keynote seesion CRS revives the interview formax used at carlier seminars. WSIX/Nashville morning personaliky Gerry

House sits one on one with New Jency native and multimillion-selling reconding artist Jon Bon Jowi at 8:30) a.m. March 1.After a raucous night ae the Music City Jam, you may be asking yourseff,"Bon Jovi?"

I pun thx question to House."I think you can always learn from someone successful," he ofiens. "He's a songwriter, and that's what this cown is buik upon. Why not calk to somebody who's created an iconic brand around the world?"
In addition to a two-decades-plus musical résumé of mukiplatimum albums and succesfiul sours, that brand inctudes an Academy Award nominstion, philanchropic causes, ownership of an Arena Football League franchise in Philadetphia and, in 2MM6, a Na. 1 country single with Jennifer Nettles of Sugarland.
Bon Jovi says he's looking forward to being part of CRS. "We're very proud to have been embraced by the communiry that we have come to love. The success of 'Who Says You Can't Go Home' at country radio proves how incredibly active and pasionate the format and its listeners are."

## Research To Co

CRS has forged a reputation for providing axensdess with valuable and credible research dasa. The caealyst for these studies has been Chartic Cook. a longiine board member, chairman of the CRB Serategic Reseanch Comminece and senior formar director for Cumbhes Radia. Working again with Edison Media Research on CRS 38, Cook's
'It will blow the roof off. And you never know who will show up and jam, but I do and it is a surprise that you will not see in any of my other concerts.
-Toby Keith

commisee tackled one of the mou presing chat kenges at the format: whether the Hispanic audience is a viable target for country programmers and labek.
"The Hapanic situation in this councry for media is the elephans in the midile of the room," Cook spys, "You're either going to tiptoe around it or put your arms around it. We're not sure which were going to da, but I think it's the CRB's responsibility to the 2 , (OMO-plas country stacions in America to atk these questions."

From 2 p.m. to 3 p.m. on March I, Edison will presene data and recommendations from a survey on this topic currencly in the field. Cook says, "It might be as simple as marketing to them. When you deliver something that doesn't require the population base to do anything differem in their life, they're offen going to choose that, so the question becomes, Are those petple locked out of English-speaking radio, or have we just never reached out to Spanishspeaking radio listeners?"

The question programmers must ultimately answer about the study's recommendations is, Will the medicine harm the patient short term, in hopes of, possibly, an uncertain longterm benefit?
"Reople may sy they donit care about thx population base if they have to program differendy." Cook syy. "When it's all said and done. in's conceivable thx we'll sy. 'OK. they donit like us, they're nover going to listen, let's move on. That's pomible. But at keat CRB did the heavy lifting for the induatry."
The Hispanic seudy is one of two major neports to be revealed at CRS. At 9 a.m. March 2. CRB and Edison present the latest installment of results from an ongoing, three-year tracking study of the listening behavior of country partisams, a project of which Cook is particularly proud. "I've been on the board for many years, and this is probably the most exisfying thing I've participated in. It's been a wery positive piece of material that you can tike back to your radio station and pur into place the next Monday". be says. With a sample sixe in the thousands, the survey inctudes country Pis from acrom the United States and from a cromsection of market sizes.
"The most positive stuff we've seen is the loyaloy, the breadth of the councry fans," Cook syss. "The formar audience is a litile more conservative than the councry as a whole. but well be interested to see this year whether the country's political bent has changed a litte."

One of the bigestet changes from the first year the suudy was conducted to last year concerned the use of technology, specifically portable MP3 phyers where unger doubled. Will the aend concinue? While he doesnit foresee another twofold increase, Cook does expect" significant increasn, because we're a litte behind in use of new technology. I mean, there are 70 million iPods out there. Obviously there's a lot of country parcieans involved in thax. As the prices come down. adulns who arent carly adopeers may ctimb aboard a lietke bit. That's obviously good for the music induscry".

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We're the ones that actually TELLYOU who we're researching

## COUNTRY

## COUNTRY INDICATOR REPORTERS

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Syndicated AC personality joins USO tour to entertain troops

## Delilah: On A Mission

## Chuck Taylor

CThyloreRRadionendinecords.com
othing could have prepared Delilah for what she witnessed at the Landstuhl Regional Medical Center in Ramstein,

nGermany, as three busloads of wounded soldiers were brought in for medical treatment. - "Everyone dropped what they were doing and went to the lobby and waited as they were unloaded from a plane, onto buses, with the most critical coming in first, to the walking wounded- $\mathbf{3 0}$ of them at one time," recalls the syndicated host of Premiere Radio's nighttime "Delilah," with more than 250 affiliates. "As they were treated methodically, some with limbs blown off, we greeted them and loved them and prayed with them. I think it was the most difficult day of my life."

The penonulity was a participunt in the USO: annual Operation Seaon's Grectings, from Nov. 19 to Dec. 2 , in which Detibh, Bhes Traveler's John Hopper, councry singer Janic $\mathrm{O}^{\prime}$ Neal and six New England Parrios checrleadens performed in a series
 Bace, Incirtit Air Blase in Turkey and locasions in the Middte Exec, inctuding Baghdad. The propram is co-sponsored by Headquarters Air Force Reserve Command and US. Air Forces in Europe.

When she was invied to participace. I Clitheh syys, "My firse reaction was nor jus yes bux hell yes. I immediately started wricing maperial and skies. The iden, of course, is wo tuke soldicrs' minds awny from the brutiligy of their dily lives, In that qivit. Detileh designed an oucfix intended to make a memorable entrance, with a faigowe mini akirt and cop and knee-high black books.
"We'd seant off with the 1) thith jongle and music bed, and I would sy from backetage. 'A lot of you young men probably think of your mother when you hear me: Then I would come oux with my back to the madience and let a long black cape drop. saying."Well, tonight I'm not your mama!" "

Before she embarked on the journey, 1)etith reconded dowens of dedications from family members of the soldiens, then on-site called them onatyse to hear the mesuges of howe and support. She syys, "So many miltions of mons and wives and herbonds would have done arything to be with their loved ones on Thankgiving, and I was thete in their
stead. To serve as an ambasodor between fanilics was an honor I didnt tuke lightuly"

Mat Bhir, markecting and affilime netasions divecwor for "I ) ${ }^{\text {lith}}$ h," who accompanied her on the trip noess."This was importane to Detileh because so many who serve are huge fans, as are their families back home. She receives hundreds of calls and emails each week from members of the milicary and their families and she feets a srong bond. And she was able to bring back her experiences drouygh boch her show and Webs sice."

Premiere Radio Nerworks presideri/COO Krag Kiection adde "I Netilah's hateners trily perceive her as cheir penonal mesenger. She and our producess pernt hours and hours edioing those grecting for aimplay in the locations she appeared, which creased an immense and everlating impact on ber audience."

## On The Scene

Afer the shows, the envertiners would spend hours greeting soldiers and signing anoographs sonctimes uncil 3 or 4 am .
"These gays are my new heroes, hmic O'Neal has such a besuifidl voice. She would sing a chorus or two of Silent Night' and ewerybody just earted bawling. like the rees of us she was tired and bext, then she'd secp onsenge and sing her gits outc." 1)ditah sys.
"And John Popper lowes these gays. Hene's this
big, booze-drinking, cigarette-smoking rock good who's known for being cruck and vulper . . . and be is so frigeging cool. He's holding their hund and praying for chem and giving oux harmonicas ax the tables. He lived and breathed this expericuce withouk complaint. I would marry the man."

Traveling between locations was ofien a
 harrowing experience. I etilah syys Going to Baghdad. where Operation Scason's Grectings performed Thanksgiving night. required assault takeoff and landing in which the participants wore 512-pound body armor, helmets and night vision grogples: "These planes shoot up like a rocker. You have to hang on. or you'll end up stiding down the planc."

Was the experience frightening? "Are you kidding? It wasnit exactly pleasant. but I'm an adrenaline junkic." I Delilah spys.

Baghdad, she adds. "was the untiese place I have ever seen, arid and barren with no
'We'd start off with the Delilah jingle and music bed and I would say from backstage, "A lot of you young men probably think of your mother when you hear me" . . then I would come out with my back to the audience and let a long black cape drop, saying, "Well. tonight I'm. not your , mama!"

- ollimen
trees, no vegetation, not even sund, just coarse gravel. The base there is quadruple secure-we never actually left there. There were people from all over the world, with different accents and all types of different uniforms."

A mumber of the team stayed owernight in one of 52 palaces buik by Saddam Husein," with miltions of dollars of lualian martice and gold fixtures. gold-gilded coilets but comseruction so shoddy thax it looks like the place won' stand for another five years. There was a masive chandelier in the entrance hall, probably 60-fect acmos, with thousands of lighess, and yer it was made of plastic, not crystal. There was nothing of quality or enduring besury."

In Afphanistan, she syys you're not allowed to step off the sidewalk, because the entire base is littered with landmincs. "Mixing limbs are a common theme. They donit get a lot of entertainment there. I think we could have stood onstaye and told 'knock knock' jokes, and they'd have laughed."

Looking back on the experience, I letilah surmiscs. "What inppesed me most is the amaxing lowe these women and men have for each other. Not a single doctor moaned. 'I wish I were home with my family: No one said they wished they had made a different choice. It wasn't a gung-ho 'America's the best, we're better than somebody etse.' There was noe the slightest hint that they did not want to do exactly what they're doing.
"Ir people could see what these people do every dex I think theyd undereand why were there." At

## AC



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## CLAY AIKEN "A Thousand Days"

NEW THIS WEEK: KKCW/PORTLAND KVIY/MCALLEN KUMU/HONOLULU WI HT/GRAND RAPIDS MOST ADDED! KWAV/MONTEREY WTCB/COLUMBIA WJKK/ JACKSON WII M/ JOHNSON
A Thousand Different Ways 500k Albums Sold

## HOT AC



## Cg TELYOU <br> who we're researching



## AC/HOT AC

## HOT AC REPORTERS


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## SMOOTH JAZZ



## This town is big enough for both

## The 'I'm OK, You're OK' Corral

Carol Archer<br>CArchererinedlowndiRecords.com

the emergence of Broadcast Arehitecture's new Smooth Jazz Network may also serve to remind broadeasters that offering smooth jazz programming to radio stations as a 24 -hour network is not a new idea. It hegan in the format's early days with the Breeze, originating from the Twin Cities. The big splash made ty the first full-time station of its kind. KTWV (the Wave)/Los Angeles in 1987, precipitated the hunch of a programming service of the same name by Satellite Music Network. Breeze or Wive, both were already gone when SW Networks banched Snooth FM in the mid-19Mks, which aloo prowed short-lived. lones Radio Network's service hunched shortly after SW's. JRN smooth jazz OM Steve Hibband cance aboard in January 1996 .

Can it really be 11 yean already? (Consult a physician if you experience symptons of collective amnesia.) Having the support of the JRN organization, the langest of its kind, and with more than 1.060 stations affiliated with its 24 -hour formats certainly helped, but the key to JRN's longevity with smooth jazz has been developing a formula that works for its affiliates. As Hibbard says,"That includes great jocks that our stations wouldnit have othervise: finding ways to give affiliates the feel of a local station, rather than just another national syndicated product: and, of course, a music mix that is effective across a variety of markets."

Smooth jazz jocks are in the sporlight these days, and righely so, because network formats can offer affiliates a significant advantage in the marker with guality air talent. "Our interest, like the listeners., issit who the joeks are. but how well they commumicate." Hibbard says.
JRN's platinum weekday takent and strong weekend bench give stations bragging rights. Hibbard slys: "These

## JRN Smooth Jazz Music Monitor, 7 p.m., Jan. 14

## Nasalte Cole, "Day Dreaming"

Lee RumeurlBob Jumes, "Cen You feel $\mathrm{H}^{\prime}$
Dove Koe, "Faces of the Heart"
Phillppes Sataee Trio, "Lovely Dey"
Bobly Celdwell, "What You Won't Do for Love"
Crege Karikas, "Your Sweet Smile"
B.B. King. "The Thrill is Cone" Mercue Johnson, "78th \& $\mathrm{M}^{-}$ Euge Croove, "Chillaxin" *
Vineser Deoun, "Two to Tango"
Brien Cumbertsonsteve Cole," "Sey What?"
Chris Botti, "Worlds Outside"
Source: Jones Radio Networks people know the meaning of show prep. It's a crew that we're really proud of."
He adds chat JRN's biggest challenge always is teaching affiliates how to properly execute the formar. promote it effectively and abowe all. how to successtully localize iss network product. "That's where these jocks come in agnion," he syys.
JRN wants air talent to sound like the aftiliate's jocks and talk about what's going on at the station and in the local market. Hibband makes sure theyre available to cut lots of limers. promos and IDSAs. even topical, dated material about station promotions and local events. "Its a tall order." he sys. "but one that we strongly believe in. This effort also requires initiative


'Our interest, like the listener's, isn't who the jocks are, but how well they communicate.' -Steve Hibbard
on the affiliate's side in parmership with JRN."
Two primary considerations inform crucial JRN music playlist choices: airplay at top-rated smonth jazz stations and is own online research, which focuses on passionate PI listeners. More than 3.m6) listeners who live in all of JRN's markers have joined the smooth jazz online music panel.
"We spend hours editing each day's music schedule, far more than most stations could," Hibbard adds. "I'm a big believer that balance. variety and flow are critical to the suceess of smooth jazz music programming."
JRN acquired TM Century in D.llas hat fall. The company will unveil important smooth jazz initiatives in 2007. "We.ll be working with our new partuer. now gones TM. to create a new custom smooth jazz jingle package and a Web site available to any aftiliate that still needs to launch one. Each station will be able to localize, its site. We already prowide Web site content. including a guide to the music." Hiblard syss, and adds than the feoture is even customizable by time zone.

All smooth jaze affiliates have recently deployed a hew gent cration of satellite receiver that is also a computer: JDAS (Jones Digital Audio Server), which the company had a hand in designing. The new unir is capable of storing station liners and gives affiliates the option of uphated network liner material without requiring any action. For stations short on staff. this could be a huge plus, considering all that JRN intends to do wish liness and lexalizing, and facilitating such things as the occasionab jowk schedule change. Additionally the JDAS can store a match-up music library for use in local dayparts. as well as backup audio for emergencies.

During the las decade. JRN has broughe suooth jazz to markets where it wasnit available on FM. The company serves about one-thind of U.S. smooth jazz stations and makes it possible to lave a competitive. big-market sound while containing costs. The mission is to use JR N's own talent and technology to continue that expansion. As Hiblard says, "We're hearing from a lot of listeners worldwide who have discowered us on the Internet."

RMR


## SMOOTH JAZZ REPORTERS

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New WLZX/Springfield, Mass., PD Courtney Quinn talks about being a female programmer in a male-focused format

## Anatomy Of A First-Time PD

## Mike Boyle <br> MBeylePRadloandRecords.com

ver wondered about the circumstances that could lead to your first programming job? Or perhaps you're an OM/PI) con-
 sidering handing out a programming promotion? The recent evens that resulted in a new PD hire at Saga's active rock WLZX (Lazer 99.3)/Springfield, Mass., might help bring those things into perspective for you. It was a fairly typical start up the radio ladder for Courtney Quinn, who was recently promoted from API)/MI) at WLZX to PD. She did college radio at Virginia Tech in Blacksburg.Va., and while scill in school interned at then mom-and-pop-owned rock WBRW in town.

Upon graduation, she continued her "internship" until WBRW hired her as a parttime sidekick for the afternoon guy, which eventually turned into a full-time joh, plus promotion director responsibilities. That snowballed into afternoon sidekick, promotion director and part-time. self-described "news chick" reading chores at various times on the cluster's three stations. Remember, this was a mom-and-pop shop.

Quimis three-and-a-half-year WBRW ladder ctimb finally took her to middrys and some programming responsibilities, but then Cumulus came in and bought the sextion and a few months in, she decided to take a six-month break. Quinn surfaced for a couple of monchs at Max Broadcast Group Holdings rock WXMM/Norfolk before heading north to

WLZX more than two ycars ago, where she searted as MI)/middry host.
"When I first hired Courtncy it was with the hope that she could grow into an AP1) and maybe evemually a P12" W1ZX/clanic rock WAQY/Springfield (OM Neal Minky sys. "In addition to being one of the bese rock jocks that I have ever heard, she immediacely made herself invaluable in many arcas, inctuding music scheduling, industry liaison, imaging, production, audiovauk manapement and promotions, to name a few."
Quinn's promotion to Laner 99.3 P1)-her first real programming gis-officially came last Nowember, but not without a slight bit of understandable incimidation.
"When you're handed a multimillion-dollar radio station. you have to change the way you

## Another Female Perspective

Seven-year Woodward Communications active rock WZOR/Green Bay-Appleton PD Roxanne Steele-like new WLZXVSpringfield, Mass, PD Courtney Quinn-is in her first programming position. She says programming in the maledominated rock world is just not something she dwells on.

II grew up with four brothers and no sisters, so this has been lilike coming home for me to be
surrounded by guys and what guys are doing and what guys are thinking and what they're rocking out to. It's probably more natural for me to do this format than any other, mainly because I love the music so much."

Steele observes that she gets more resistance in her managerjil role from females than males. I think it's just because men are more used to dealing with assertive people." - MB
'That there are so few female rock PDs is unfortunate. A few years from now, I plan on looking back with pride on Courtney, not only as one of the great female rock PDs, but as one of the great PDs.
-Noel Mirstry


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## 'LZX By The

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think," Quinn syys, "You have to take a sep back and be thoughtful about what you do, and you have to have grood remons for everything that you want to da."

Mirsky had zero reservations about relinquishing his (1I) responsibilities to Quinn, mainly because be fett she was rexdy but ako, be syy, because Saya has ahways been a company that likes to grow its own. Rather than risk losing Quinn after two years, the station decided to give her more rexponsibilitics and afford her the opportunity to take the next big step.
"With Laxer just achicving is best rations in the station's history last sumncr. I truly fite there was no more that I could do to talke the ctation any further." Mirsky adds. "To grow, the staxion needed now only a fiesher perppective, bur one from someone who was pasionate about the mukic. knew the andience and lived the lifestyle. In the fow short weeks she's been in the position. I've seen her develop new akill, such as takere management and leadership aheilities, and in makes me proud to wath her maxure on a daily basis."

But whas things did Mirsky have to have clear in his own mind before bestowing this promotion on Quinn?
"As Courtney and I discussed this move to P1) it was evidenx how important it was to both of us thax this not be a token promotion or juse a side. Courtney is the captain of this ship, making key decisions based on her understanding of the audience reseanch and her own brilliant inssincts, fust as I used to look to her as my right arm when she was API I I now enjoy having her book to me and my experience as her right arm as she faces her new challenges. As ()M, my job is not to micromanage Laser, but rather to program our clamic rock WAQY and oversec our chuster strategics. The first time I was promoted to P1). like mose, I was juse thrown to the wolves. I wish I had had the benetit of my predeceswor in the next office for guidance."

Even though it's still a kearning process for Quinn, putting her stamp on the station, while not her immediate focus, is a goal.
"That's something every new P) wants to da," she sys. "To date, Lazet has dowe oxerencly well. and I think it would be silly for me to start changing everything around. At this point I need to maintain the growth thax weive achieved so far."

And what abour the added pressure of being a femak ( PI) in a make-focused format? Quinn's only concern is thex she needs to be "extra careful" abour how she says things to people. "If I'm really strong-willed, and I'm pasionate about something I come across as a bitch. Hut if a guy were to do in, he's a scrong leader and knows what he wants."

Mirsky adds, "That she happens to be a woman is totally irrelevant. That anybody in this day and age still thinks that someone's gender is relevant to these matters is ridiculous. That there are so few female rock P1) s is unfortunate. A few years from now. I plan on looking back with pride on Courtney, not only as one of the great female rock Pl)s but as one of the great Pl)."

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## ACTIVE ROCK

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## rock

## ALTERNATIVE \& ACTIVE REPORTERS

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| muxx OMPD: Dowe Dorimar APD: 9 Millp Kish M0. Daren Guxtimer |  CWPO:Grg Bergem Mid: $\operatorname{lason}$ Ulanet |  |  |
|  |  | KWOOS Sarammion CR OMPO: Curtiss betmen MO. H II lerdion | one Steve King PDNME: Duny Sankis APD: Jred Mim |
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|  | Whrzinervite Tw <br> OM: Very Gilinghem <br> PD: Shane Com <br> APDMO. Varie Hiv |  <br> OM: Alen Hegue PD. Todd Notier APD: Cone OBMien MO:Artie fullin |  |
| WBOMBoster ME PO: Dawe Wellingtor MD. DenOBrien |  |  |  |
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|  |  | APD:Coney OBrien |  |
| WFWX/Benton, MP OMPD:Man fotion APO: Keith Odetin MO: Pad Ormol | KFTER A PD. Srott Prown APDNO: Roges Pide |  |  |
|  |  |  | wuateren wo |
|  |  |  | APDMO:Manued |
|  | KxTthes Vemen Mr <br> PD:Chis PRoly <br> MO. Homie Pboser | POP Curet Nicherb APD: ME He Hisen MD: Mite Hilloran |  |
| WeTz/errimen VT* OMPD. Matt Gasso APDMOT KevirMoss |  |  | Wuce OWPO. Jin froe APDND: TimBolind |
|  |  |  |  |
|  |  | PO. Tip Red <br> MO. Stephenkallio |  |
| WAVFICherleston. SC* PD: Bryan Tader |  APD: Ceve Sundthom MO. Lise Worden |  | WAAF/Besten Ma <br> PD. Ron Keri <br> MO:Mnstess Cantie |
|  |  |  |  |
|  POND: Bruce Carh |  | P0: Due Numme APDMOT:Aron Auresen | Cravila, |
| Wevorcherette, WC* <br> Ouk Bructiogn PDND: Lack Damied |  |  | Emimm |
|  |  |  | wreachuriveten sce OMPD: Nhe Alon |
|  | Whersmonilan Tne OMMO: Pad Cressmin MD. Sydney Mibors |  |  |
| wropuratcaparity <br> PO:Mint Sien <br> APD: Brett "Sple"e Eskin |  | Munt Onice <br> Alemettiversiming <br> PD: Justin Prager <br> MD. Gery Sursils |  |
|  | mungriterime wr |  | PO: Bowe |
| WSWOChechand OMP OM: Patti Marshalt P0. Tormmy Bodenn APD: wline Evams | P0: Luent Jachson MD. Chis Colif |  | WuLOtragen 16 OM/PO: Jotn Pwry APO: Tom Kief MO: Sem Martin |
|  |  |  <br> OAt Cury Schoermetter PO: RichMeLagtinn APO: Khwed Ele hedid MO. Zach Brocts |  |
|  |  |  |  |
|  | OM, Duethmition |  |  |
| WXROMONelan <br> PD: Dominim Nandela |  |  |  |
|  | WHTCMenemen No APOMO: Brian P |  | Out Chat Pery |
| wacorcolmbia SC* <br> PD: Dave Simman <br> MO. Mut Le |  | MMEthels mition <br> PD: Stere Kingston MO. Erik Range |  |
|  | WREOMintin Ioed, $\boldsymbol{x}$ PO: Marh Mationey Mo: Mese |  | KMOCdorat Sprimen $0^{\circ}$ |
|  |  |  | PD: Rass ford |
| wwicociditerione <br> OME Rendy Milloy <br> PO: Andy "Andimen" Dews |  | Wraus Sernath <br> PD: DustinMathem <br> MO:Lesilis 5cote |  |
|  | WROX/Mortele VA ${ }^{-}$ <br> OM: dentichers <br> PO: Nischele Diamond MD: Nite Powes |  | WBZX/Cohmens ${ }^{\text {Ore }}$ |
|  |  |  | POLHAFIN |
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|  PO: Duane Doherty APD: Chris Ryen MD: Josh Venabie |  | Kingorsionto, wep <br> PO: Late APD: Im ketler MO. Hems | $\text { reparimer, } 0^{\circ}$ <br> PO. Willie B <br> APOMO: Aron "Doude A" Montell |
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| wxEC/Deptest OTP OM: Tony Mord PO: Sieve Kramen APMMO: Boame |  |  |  |
|  |  | Mgraspinjela, mos |  |
|  |  | PD: Kisten Bergnen | OMPD:Ooug Podel |
|  |  | M0. Shatow Willters | APDM MO: Mask Pensingion |
|  |  | KPwT/St Leman Mor <br> PD: Tommy Mothera APO: Kype Cuderim MD: Scote Rizato | KRER OMPD: Mark Fliexthey |
|  | miseortan FL <br> P0:Rikikeret MD: Brien Dichemman |  |  |
|  |  |  | KLagrepmee TX* |
|  PD: Vince Cannow MD. Matt Fuantin |  |  | OMPD: Courtrey Netse |
|  | wocuot Bobty smith | WKRCLSTracien WY <br> PD: Seotil Petitore APO. Tin Noble MO. Ty | POMO:Clemi Caxa |
|  |  |  | Wcarrevenatis, in |
| KOMAF Feptievils, AR POMO: Dave Jaxison |  <br> OMPD. Thorms Withell APDM N: D wiqit Anoid |  | OupP: Mitic Smanders APOMO: Slich Ning |
|  |  | WSUMTmaxa |  |
| WYSXFFoleidistres VA OMTPD: Paul Johnson |  | POR Shurk | OMA: Jem Patrick |
|  |  PO: Bruce St. james APDMU: Im Virgin | WHWK/tomela Or | PO: Brimen Bediow |
|  <br> PO: Jmon Squies MD: Pyan Odtield |  | PO: Dan Maclintok | APDME: Tony Lefrie |
|  |  OWPD: Jatr Mosctitu MD: Virsie Ferquson |  | KRZRFFimea CP |
|  |  | KRManticion A2* | OMPD: E. Curis Jotm |
|  OMIPO: Muri Callugtion MO: Bemo |  | PD: Mett Spry MD: Geq Rupage | APDND: Rer |
|  | WCTVPonthen ME* PO: Herb hy MO. Brian lames |  <br> PD: Ken Wail | WEVRA. Weman im MO: Saller |


 FOR WEEK ENomc suruad M, 2007

| whircianter. <br> OMAPD: Harry Guscott <br> APD: Monita Pas <br> MO. Mat Lehtoch | WcZZAnction KY* <br> OA: Auterl Lindsen <br> PD: Kevinking <br> APD: Firith | wxopperia il OM: Prach Maym PDD/NO: Mat Bitan |  |
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|  | KOESLlete Poch ARP <br> Out Somy Viktory POMD: Hetreterson APD: tessaHal | PD. BuIn Westont <br> APD: Check Danmo <br> MO. Sann "The Rethi" Irsute |  |
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| PD. Nachel Comy MO. Splity |  |  |  |
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| Wroarcoen low, wr |  | Pe. GiEdwents |  |
| PO: Rowanne Stecte |  | MO. Lett Soticlano |  |
|  | KFIDX/: Heck, 78 OWPD: Wes Nessmann | Mapprieenk, $\boldsymbol{N B}^{*}$ POMD:Lary MAFelie | wortuspheme was Ромі. Baty Bennet! APD: Kith Sinbers |
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| WTPTKG CUPO: Mank thendria MEL Smand Tapor | wuoncelisa, WP <br> PO. Randy Hiske APOND: Blde Patton | coothimenv OAP: jmmectin PDOMO: Ine Patiesson |  <br> Out:Neal Mirshy POMN: Courtney Duim |
|  |  |  |  |
|  |  |  |  |
|  OMPD: Ken larson MD: Aimon | WFrgMtalion, TX POMOTME Quin |  | KZRO/Sprinpfiedd MOC OM: Chis Cannon PO: Simon Nites |
|  |  |  |  |
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|  | Kerinmoraca POMO. Miley Mations APO: Jeson Lacheme |  Plathoser APD: Mist Binghan |  |
| wccer-merthon CT* PD: Minchen Proens APDND: Nhe Kandi |  |  | $\qquad$ |
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|  |  |  |  |
| wamantumingten, WV PDNO: Erit Ruines APD: Raction Wits |  | WZaws, inhery, MD <br> OM: Sue Timmons <br> PD: Nati Hurter APD: Milie Mannel <br> MO: Shume Quim |  |
|  |  |  | Wrullican NY PD: Scote Petbone API: Tim Notite MO:F |
|  |  |  |  |
| WRTTMAmentic, ALS <br> OM: Boch Herder <br> POMO: finto Wood |  |  |  |
|  | Out Dase Hamilion |  <br> PO: Komon Motier APOMO: Roger Orton |  |
|  | PO. Werce Linde |  | KPMWMWeteriso, M OMPT: Michun Cross MO. Crioglave |
|  | APPMME: Patio |  |  |
| WRXWILIecheen, MEs |  |  |  |
| PO: Johney Mase | Wratmeerexth $\mathrm{NL}^{\circ}$ |  |  |
| APDMD: Brad Sterem | OWPPU:Catcith |  | KICTMACHEa, KSe PO: Ray Ninhes MD: Rick Thoms |
|  PDND: Scotionks |  |  <br> OM: Mon Richunds <br> POMMO: Shamu Moren-fhom |  |
|  | wacmerpmeme WV OMPD: Neft MAlier MD: Dave Murdock. |  |  |
|  |  |  |  |
|  OMPD: Bob Edeners MO. Puil Marshall |  | Kumpriminua Olimenca OMPD: Andy Wintord APOMO: Semphanie Bel | OM: Jin Dormm POMD: Dames MkKay |
|  |  |  |  |
|  | PGowid: Russ Sthench |  | KATS/Vatima, wa |
| wixghambles. ${ }^{2}$ <br> PD: Sherivegs <br> MO. Daxy |  |  | OMPD: Pon Hemis |
|  |  | KXFXUSera Poesca <br> OM. Nett Blary <br> PDOMO: Scothless | WWIZTVengstom, OM PO:Cinde Bess |
|  |  OMPD:Chis B wer MO: like Domiets |  |  |
| $\begin{aligned} & \text { Mowphas Voman, Wiv } \\ & \text { PO: JohnGitfin } \\ & \text { MO:Cartota } \end{aligned}$ |  |  |  |
|  |  <br> PO: do Vdentine <br> MD: Stiche |  P0: Austin Prager MD: Cany Susuls |  |
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| keconderent or <br> PD. Den "Cinter" Brown APD:DevidContbs |  |  |  |
|  |  | Sinve Detmersmanno* <br> PO: lose Mangin MO. Tom Willansont |  |
|  | WTKXPMencecole, FP $^{\circ}$ PO: Joel Smpsen APDMO: Mat The Shati |  |  |
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## The formats triple A shares the most songs with

# Play The Hits Revisited 

John Schoenberger<br>sschoentergershedioendiecorde.com or tle pase several yean, I have writeeti an amnual columm calked "Phay the Hits" to examine the issue of triple A becoming more comperitive with ofler contemporary music formats. This has teen accomplisied by playing fiewer songs nowe often, and when it makes serse, adding songs that initially received exposure on another format. But triple A comtinues to devehop its own hits,

this past year ax much as ever.
To see hows we stack up against the comperition, I compared triple A to other con-

## Triple A <br> Remains Competitive

|  |  |  |  |
| :---: | :---: | :---: | :---: |
| - |  | $\cdots$ | $\cdots$ |
| Triple A | 2006 | 38 | 19 |
|  | 2005 | 29 | 7 |
| Hot AC | 2006 | 49 | 28 |
|  | 2005 | 43 | 21 |
| Rock | 2006 | 49 | 29 |
|  | 2005 | 35 | 18 |
| Active | 2006 | 52 | 25 |
|  | 2005 | 34 | 18 |
| Ahemative | 2006 | 45 | 26 |
|  | 2005 | 34 | 19 |
| AC | 2006 | 52 | 32 |
|  | 2005 | 47 | 24 |
| CHR/ | 2006 | 34 | 22 |
| Top 40 | 2005 | 34 | 19 |
|  |  |  |  |
|  | Sher | nem O |  |
| Foumets |  |  |  |
| Heme |  | 1780 | 10 |
| Hot AC |  | 17 | 5 |
| Rock |  | 6 | 1 |
| Active Pock |  | 3 | 1 |
| Alterntive |  | 6 | 2 |
| AC |  | 5 | 2 |
| CHR/Top 4 |  | 3 | - |

Derived from R\&R's 2006 year-end Niefsen BOS-monitored charts and weekly chart information. temporary music formats using a varicty of criteria: how long the top sonse stayed on the chart, the average number of weeks a song charted and the number of songs that reached the top 10 during 2006. Triple A previously drew criticisn for nor hanging with songs long enough. Int in the pase fiew gean the statistics have prowed oherwise. Furthermore, this year we swa dramatic spike at alnost all the formats examined in terms of how long songs were charted.

As youlll see in the duta on this page. triple A renuins competitive on many kevek with ofher consemporary muse fornuts. Many of the artists that are considened core to the formut are certainly no louger exclusive to triple A. but nost got their sant at triple A before crowing oner. Ansl in 20M6, nany of these artist and tikir songs performed bext at triple A. a trend that emerged a few yean ago.

Of the seven formats examined, only alternative and CHR/top to clarted a larger number of unique artists in the top 10. A subseantial number of songs that triphe A played this past year memained alnoxt entirety exclusive to the fixnut, toos, but the road ako geves in the ofler direcrion: A strall number of songs the format phaned in $2 \mathbf{M K}$ originally hunciked on another format.

Its important ti) beve that the comparisons were done only with Niehen BDSmonitored stations, since several of the other contemporary fornas do not currently lave a published lidicator chart.

The format that dans the now music-


Coldplay

and most audience-with triple $\mathbf{A}$ is hox $\mathbf{A C}$. Its mo sectet that as hox AC. naterialized, its progranmers kept a watchfill exe on tripke A. The connection between the two nemained seriking in 2MK. as evidenced by the number of somps triple $A$ shared with hax $\mathbf{A C}$.
Even thoxgh tripk. A slared 17 of is opp 50 year-end songs with hox AC: in 2006-dikent fiom 22 in 2005 and 24 in 2004-there is ako a broud divide as to where these shared soyss ranked in the 2010 year-end charts. In fact. two of the songs in tripke Ais year-ind top 10 this year didnt even make hex ACis top 100. Ckarty. as hex AC lus adjusted it has begum progranming nowe pop-oriented artise.
Ultinately, aten though triple A keeps sharing songs with box AC: (and other contemporary formats). what sets it apart is its willingness to give carly support to nany artiscs. Furthermore, triple A sow success dhis year with numy tewe artists: 15 in the year-end oop 50 akone. These, along with certain format-exclusive songs. hetped differentiate triple A from competing formars.

## Triple A/Hot AC Year-End Chart Comparison

| $\pm$ | n | Hin | \% |
| :---: | :---: | :---: | :---: |
| Jeck Johnson | "Upside Down" | 1 | 21 |
| KT Tunstall | "Bleck Horse . . ." | 2 | 5 |
| Coldpley | "Talk" | 3 | 32 |
| KT Tunstall | "Suddenly 15 Ses" | 4 | 53 |
| John Mayer | "Wating On..." | 5 | 13 |
| Kesme | "is It Any Wonder" | 6 | 51 |
| Desth Cidfor Cutie | "Soul Meets Body" | 7 | - |
| Shawn Mullins | "Besutiful Wreck" | 8 | - |
| The Fray | "Over My Heed" | 9 | 1 |
| Gruets Berkley | "Cray' | 10 | n |
| Derived from R\&R's 2006 year-end Nielsen BOS-monitored cherts. |  |  |  |

## 曲雨 TRIPLE A



> THE HOLMES BROTHERS
> featuring: (What's So Funny 'Bout) Peace, Love and Understanding? from their fantastic new release, STATE OF GRACE \#2 Most Added at AAA \& Americana!

## COCO MONTOYA

 featuring: Last Ditty Deal from his striking blues-rock release, DIRTY DEALStrong Start at AAA! \#3 Most Added at Americana!


## AMERICANA



## TRIPLE A

## TRIPLE A REPORTERS

| WAPS/Aken OH POND: Biw Gruber | wxptioncepan it <br> PO: Norm Whey OMND: Jatn Farneda |
| :---: | :---: |
| KNBNAachercepe, AK OMPD: Loren Dison MD: Dump Preston |  |
|  | WCBE/Columbes, OM <br> OM: Taminy Alten PO: Dan Mushalio MD. Maggie Bremom |
|  |  |
| Waxuhan Abter, IM MD: Murh Copeland |  |
|  | Whav/Cormey, MH POMD: Mark Johnson |
| $\begin{aligned} & \text { MSpu/aman CO } \\ & \text { PD: Sera Guttman } \end{aligned}$ |  |
|  | Kacponerne C0 <br> PO: Scott Abough <br> MD. Mirk Abuzzthis |
| Werchaniminc Ca PO: Wishetle Engel APD: Chis Bramen MO: Margot Smith |  |
|  | Mrumyentaca Out C CWH Berkowitz POMD: Mite Drontress APO: Lamp Frask |
|  |  |
|  |  |
| culthantin, TX <br> PO: Hown Menderthall <br> MD: Nefl MkCord |  |
|  | WFivFerricet, TM <br> OM: Brimn Tatum <br> PDMD: Todd Ethridge |
| Whertichlimare, wa OWPD: Bob Weugh APOMD: Alen Cortrigh |  |
|  |  |
| WTMD/Belumere, MO PDMD: Nine "Matthews" Vosilitos |  |
|  | Wavantmoptoms, WY PD: BrinCosprove MD: Lauren Stome |
| KLRMTHAN OR OM/PD: Doug Donoho APO: Dori Donoho |  |
|  | KSUT/Mancio, $\mathbf{0}$ <br> PD: Steve Ramorth MO. Stesiolanier |
| KiVB/Belse, iD <br> OMPD: DanMcColly <br> MO: Tim Jotrstone |  |
|  | WTTS/nallampoits te PO. Brad Hotiza APOMD: Latra Durkan |
| WBOS/Bonton MK <br> PO: Davd Cinshurg <br> MO: Dana Mershal |  |
|  | KMTMUMCrea, WY POMD: Mink "Fish" Fishman |
| $\begin{aligned} & \text { WXPV/Bemea, MOP } \\ & \text { APD: Catie Wilber } \end{aligned}$ |  |
|  | KTBCRManses CIy, mo <br> PO: Jon Hint <br> MD: Bron Johrisen |
| KMMS/Boseman, MT OMPO: Ninchele Wolte |  |
| KYSUBrachenidete, $\mathbf{C O}$ PD: Tom Fricie Mak TJ Sinders | Weak $/$ Killingtea, $V T$ PO: Dive "Unile Dive" Thtes APDMD: Jimes Emenons |
|  <br> APDMD: Jarrie Canfiedd | KOHOLemworth, WA PO: Sue Mevers Mo: Carl Widing |
|  PD: PJfirn | KROKMerville, La Out Rick Burnichel POMD: Sindy Blackwelt |
|  <br> Oat: Mike Allen <br> PD: Aon Bowen |  |
|  | Wrpill Leuloville, KYOM: Grian ConnPD: Stacy OwenAPD: Laura Shine |
|  |  |
|  | Wharalmelses, wo |
|  OM/PD: Dany Howind MD: Brad Sterines |  |
|  | KTCZAMmanopels, Meve PD: Laren Macleush MD. Tharn |


| WLEWMANATM, ALO <br> OM: Tim Camp PO. Cene Murrell MD:Lee Am Konik-Camp | KRMCrsmanfe. MM POMD: racordon |
| :---: | :---: |
|  | MSmara Rema, CA |
| WBEMMonmenth MU <br> OM. Tom Breman PO: Rich Robinson APD:LeoZactari MO: leff Raspe | 0M0. Fer <br> Bock/Sentlite <br> Out:Lemme Vince <br> MD. Deve Slom |
| KPRE/Menterey, Ca Out Fiunh Gaprista PCNDD: Lara Ellen Hopper APO: Aleen MxNewr | PO: Justin Prager MD: Tiftany Sinde |
| WRLTMentrime, TMe OWPD: D wid $\mathrm{H}=1$ APOMO: Rev. Keith Coes |  |
| WFUNMew York, NY PO: Chuck Singeton MD: Rint Houston | XMCMersatilite <br> PO: Bial Evers <br> MO: BrimChamberlan |
| WRSSMOrthempeten, MA <br> PO: Seen O"Meuly <br> MO: Johroy Memphis <br>  <br> OMPD: Geg Cmp <br> APD:Clemberry | KEXPSSantio, WA <br> OME: Tom Maxd <br> PO: KevinCole <br> APD: John Richards <br> MO: Don Yates |
|  PO: Bruce Wimen COMND:Danfoed | KMTT/Sentile, WM <br> PO: Shwom Stewart APDMD: Hatry Jones |
|  <br> PD: Rosemary Wisch MO: Nite Suther | WICEESherontT OMt: Will Stantey PO: Tim Schuefer MD: Will Baries |
| WCLZFrtland ME* PD: Herbloy MO: Brin dames | WNCWISAlrime, MC APDMD:Martin Anderson |
|  PO: Devinis Constantine APDMD: Kevin Wekh | macrst Leder mo <br> PO: Rich Reighurd MD. Will B an |
| WOST/Peophterpile, WY OM: Geg Gatine PD: Jinmy Buff |  |
| WBCOPMeracerta PL POMO:G. Micherkarting | KTAOTTESA MM Out: Mitch Milies PO: Brad Hockmever MO: Paddy Max |
| KSqu/imincty, 50 PDMD:ChadGarkon | $\begin{aligned} & \text { WWMT/Tucaen, AZ* } \\ & \text { OM: TimRixherk } \end{aligned}$ |
| KTHOVMene. NV PO. Mark Keete APDOMO: Dove Herald | PO. Blake Rogers <br> WVOOMHanchese, MC PO: John lexthees |
|  <br> PO: Whle Per <br> Mok KariBushman | WXPMKNeme Ploles, NY <br> PO. Chis Hermam APDND: Rad Lipshutz |
| $\begin{aligned} & \text { KPras Sman Diepe CeP } \\ & \text { Out Bob Burch } \\ & \text { APD: Sem Smith } \end{aligned}$ |  |
|  PD: Oivid Bemsan MO: Kelly Ransiord | WMUMWimingion, MC PD: Beaw Cum MD: Nictrette Daniel |
| KPMOVSmpene wo OMPD: Oylan Benefiedd APOND: Dine Mishets |  |

- Monitored Reporters


# R\&R can now deliver BREAKING NEWS directly to your mobile phone! 

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Format's health improving as full recovery inches closer

# Tropical On Verge Of Comeback 

Jackie Madrigal<br>medrigal(PRadlonndiecorde.com

$\square$fier an extended period of little to no action, tropical suddenIy popped up in a pair of top 15 markets within a four-month span last year. On Aug. 23, following a week of stunting. Clear Channet launched WUBA (Rumba 104.5) in place of AC WSNI/Philadelphia. On Dec. 7 it was Beston's turn, with English-langrage talk stations WXKS-AM and WKOX-AM. alwo onved toy Clear Chamel, Hipping to tropical as Rumba.
Tropical certainly has a wolid mosical and conmanity base. strong enough to survive ups and downs, but for the last conple of yazs it's been mosely donvns. Stations complained that they had to till motations with recurrents due to a lack of quality new music. In 2065 the regpacton boom hit, leaving no noom for traditional tropical genres like sala and merengue.

But eropical began to regain some of its old luster last year as umore of its acts began to top the charts, with bachata leading the way: Reggnetón artists, meanwhile, charted mostly at Latin rhython.
Sony BMGiVP of pronosion Carks Pénez is among thowe wion believe tropical is gnowing. Ckar Channel" "akhung stations in Ihnilukelphina and Benton is helping, and so is laxing sations like WCAA (la Kalk)/New York sarting to ply tropical:" he suys. JaN Reconk promotion executive Jhan Ortiz eclexes that sentiment, moxing simply that "more sations ledp reach more people:"
One of the driving factors is a more fertile


Arrove tropical music wene and more high-quality productions. WUBA PD Juan Arrộo suys. "t see a lot of movement in the eropical side of the industry, with even reggacton artists consing ower and doing duos with empical artists. Salsa is really seepping up the pace, the artists are doing a lex more concerts, and there are a loe more projects in mind from salsa artists for this year."
Salsis future looks so brighe that evell reggacton artises have been incorporating it into their music. giving birth to sakatón. But salseros are not returning the favor. Pérez says. While salsa infusions have helped reggaetón artists. standing its ground in the inidse of the reggacton boonn probably helped salsa. Mare Anthony, Victor Mantelle and Gilberto Santa Rowa continte to dominate the ainwaves while the recent arrival of new talent and productions bas also made the genre healthier. "Salsa is doing great productions," Arroyo suys, and radio is paying attention and programming it.
Merengete, on the ofher hand, is not fairing so well. In fact. Armpo sys." "there arent enough artists doing good-quality productions, and there is nothing being releaser:" Music that is available, he alds, is street-driven or meant for clubs and thus not a good fit for radio.
Pérez believes merengue will ultimately make a comelack, lead by new, young artiss. because it needs to tind a whole new andience. "You cant have a johner Venturn trying to get to a 15 year old. to wont happen." he sys, hinting that he has

some promising projects in the pipeline." There is |nerengue| talent out there:"
 one secus to have ale ll a liking to it. If there is a trepical-fraed gene that call cons ower to pop and coen conpuer the Mexican andience. it is bachata. Ortiz experss lowlata to lead the way in opening ip narkets like Lan Angedes to tropical nusic, while noting that hashat


Parez ta duo Monkly \& Alexandra received four Promio Lo Nuesero mominationes. "Thati a fint," he siys Arrono ons Inclata is prokally as popular as regonction at ratio and appenk to the same demo. "le's texing very well." lie ous.
So whats the neve big thing in mopical! For Perez. its saka songs with lyrics that use the lingo kids into reggavton use. But although ewery label is looking for just that, "we're lacking wongwriters thal can write alan with an urban fiecling:"
While tropical is looking healthicr and is expected to see more action this year, a full recovery is not amound the corner. To be the powerhouse it once was. "its going to take time to get all the componems back again." Arrowo sys.


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Pop mix hoic mener 42007



## LATIN POP

## NEW AND ACTIVE

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## LATIN POP MONITORED REPORTERS

KRZY/AMbuquerque, NM PO:Edgar Pineda
WWVAMAlonta, CA
OM: Clay Humnicutt
POMD: Gina Leva
KXXS/Austin, $\mathbf{T X}$ OM/PD: Romeo Herrera MD: Julieta Jil

KPSL/B-ikersfield, CA
PO: Isidro Roman
KTCY/Dalles, TX
OM: Dean James
PO: Javier Casanova

KJMA/Denver, $\boldsymbol{\infty}$
OM: Edgar Pineda PO: Nestor Rocha
KYSE/EI Puso, TX
OM: Mike Preston
PD/MO: Jojo Garcia
XHPX/EI Peso, TX
PD: Perla Barraza
APD: Cymethia Ovalie
KMMMM/Fresme, CA
PDMD: Jose Berumen

KqQN/Houston, TX
PD: Ezequiel Conzalez MO: Raquenell Villarreal

KLVE/Les Angeles, CA
PD: Jose Santos
KSSERLos Anpeles, CA
OM: Elias Autran
PD: Nestor Rocha
APO: Andrea Becerra
KWIZLos Angeles, CA
PD: Enrique Mayans

KNVOMMcAMen, TX
PO:-Robert Montalvo MO: Mando San Roman
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OM: eff Koch
PD: Jum Facundo
WAMR/Mlami, FL PD: Pedro Javier Conzader

WRMAMMiami, FL
PD: Rogetio Alfonso
MD:German Estrada

WPATMlow York, NY
PO: Tony Luna
KVVA/Phoenk, AZ
PD: Edgar Pineda
WFIDPMuerto Piccto $R$
PO: Lucy-Am Ramos
WIAC/Puerto Picoto $R$ PD: Vaderie Mejia

WHOAPuerto Ricoto R PO: Fernando De Hostos

WKAQ/Puerto Ricoto R
PD: Carlos Concadez
APD: Natalia Cuevas
WXYX/Puerto Ricoto R
PO/MD: Herman Davila
KXSE/Secramento, CA
PO: Edgar Pineda
KRIOVSan Artenio. TX
OM: Robin Flores
POMD: Manny Herrera
XLTMUSen Diego, CA
PD: Libia Sauza


## TROPICAL \& LATIN RHYTHM MONITORED REPORTERS

tropical
WLaTMertford, CT PO/MD: Netson Bruchs WXDJ/Milami, FL PO: Ruddy Hernandez WSKQ/New York, NY PO: Jorge Mier

## WMUE/Orlando, FL

PD: Ratael Grulion MD: Jose Martines

## WRLMM/Orlande, FL <br> PO: Raymond Torres

wYUURTampa, FL
OM: Mike Culotta PD: Ricardo Blanco MD: Carlos lose Peralta
WLIIWeshington, DC
PO: Aracely Rivera
LATW RHYTHM
WVIVIChengo, il
OM/PD: Cesar Candes
APD: Lucy Herrera
MD: Armando Reves

KFZOVDMAS, TX
OM: Andy Lockridge
PD: Chayan Ortuno
APD: Akjandro Covartubis
KZZADD汭s, TX
PD: Domino
KLE/FTesno, CA
PD: Tony Santos
MD: Ramona Rivera
WTLOFPL Myers, FL
PD: Al Sunchez

KLOL/Houston, TX
PD: Bobby Ramos APOMD: Karla Canedo
KXOLLLOS Angeles, CA
OM: Pio Ferro
PO: Jerry Pulles
WMCEMMaml, FL OM: Rod Philips
PD: Frank Wash
MD: Raymond Hernandez

WCAMNew York, NY
PD: Alix Quintero APD: Bryant Pino MO:DJKazzanova
WODA/Puerto Rico
OM: Jose Netson PDMD: Rogie Gallart WVOZ/Puerto Rico
KVVZ/Sm Francisco, CA PO: Bismarck Espinoza


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STREAMS



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## $P \in P$ <br> AKU OPPORTUNITIES/MARKETPLACE

## OPPORTUNITIES

## NATIONAL

## GM \& SM ESPN Radio St. Louis

GM and SM wanted for ESPN Radio in St. Louis who both lead by example to meet and exceed budgets. If we've described you, submit your resume immediately to Radio \& Records. 2049 Century Park East, 41st Floor, \#1170. Los Angeles, CA 90067 or hmowry (aradioandrecords.com c/o job \# 1170. EOE.

## Chief Engineer; Top 35 Market.

Min 10 yrs experience as radio engineer: 3 as chief. Full knowledge: AM/FM RF. TX's, studios, automation (AudioVault preferred). Windows 2000, XP, 2003 server. Troubleshoot at component level.

Email resume: engjob0701®hotmail.com
Salary related to experience. Clean Driving Record. EOE.


Creative, fun-loving radio superstar seeking like-minded people for long-term relationships.
Tired of typical corporate politics and budget cuts that get in the way of you doing what you do best? Come talk to Cox Radio. From our first station in 1934 to our 80 successful properties today. Cox has the radio sawy and the long-term vision to take your career to the next level. Our competitive compensation packages and comprehensive benefits, including medical, dental, 401(k) and pension, might make this your match mad́e in heaven.

Any position, any of our locations. Sales, Programming. Promotions, Engineering, Administration, Internet. If you're great at what you do in Radio, we'd love to hear from you. Visit our website at www.coxradio.com to learn more about us and the 18 markets where we operate, or contact us directly with your resume via e-mail at greatcareersflcoxradio.com. No phone calls, please. EOE.

wuw.newstalk.us Looking for the next great American PD/NDI
Work in one of the nation's most livable cities and manage a market leading team. Tapes/resumes: News Talk Concepts Inc.

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\text { P.O. Box } 1550
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Mukitteo, WA 98275
EEO.

## EAST

## PROGRAM DIRECTOR

Electronic Arts is seeking a Program Director for a new initiative. Applicants must have at least five years of experience creating and directing a range of programming, as well as recruiting and managing the onair talent. The ideal candidate will have experience working with both live production talent, such as writers and producers, as well as marketing, legal, and business development. A passion for sports and a background in sports programming is a plus. Fulltime staff job with benefits. Location Orlando, Florida. Contact: Brock Webber bwebberdea.com

## SOUTH

## Assistant Chief Engineer

Beasley Broadcasting of Eastern NC has a rare opening for an Assistant Chief Engineer for the company's radio properties including WSFL, WIKS, WMGV, WXNR, WNCT-FM, and WNCT-AM.
The successful candidate will have a background in broadcast engineering and operations. Familiarity in the operation and maintenance of FM transmission systems, modern studio equipment, AM directional digital automation systems and other equipment in a modern broadcast facility highly desired.
We are seeking a self-motivated individual who possesses a unique combination of both IT, radio engineering and interpersonal skills. The position will report to the Director of Engineering in Eastern NC and will be required to be on-call and able to respond to after hours calls.
Interested candidates should contact:
Director of Engineering
Richard Banks
207 Glenburnie Drive
New Bern, NC 28560
252-634-2003
RBCOWSFL.com
WSFL/WMGV/WXNR/WNCT/WIKS and the Beasley Broadcast Groupare equal opportunity employers.

## VOICEOVER SERVICES

VII) 1 H
She's one of the most versatile voice performers in the business, heard daily on radio and tekevision stations workdwide.
Roberta Solomon
PROMOS, IOS \& SWEEPERS WP3 - ISDII - FTP
CEMOS ON TUE WEB
wown voicegal.eem


## REPRESENTATION

## ATTENTION RADIO TALENT <br> EXPERIENCED ENTERTANNMENT ATTORNEY AVALLABLE FOR TALENT REPRESENTATION

I have represented on-air talent and other Broadcasting Industry professionals for over twenty-five years. My client roster includes both local and national personalities. If you wish to confidentially discuss your situation with an expert, I invite you to submit your inquiry directly to me, Attorney Michael Novak, via
unw.mnovaklaw.com.
My personal reply will be prompt. There is no charge for an initial consultation.

TEXAS GM (who focuses on revenue) needed for a cluster in a rated Texas Market.
This is not a start up. If you have a track record you can cash in on and want to be well rewarded for exceeding the ordinary, apply for the position now! Please send your resume to Radio \& Records, 2049 Century Park East, 41st Floor, \# 1171, Los Angeles, CA 90067 or hmowrvaradioandrecords.com c/o job \# 1171. EOE.

## RARE OPPORTUNITY!

Network Program Director sought for very strong and growing CCM stations in the Carolinas. If you have a proven track record in programming and on-air coupled with a passion for impacting lives for Jesus Christ, please send T\&R by February 9th, 2007, to WRCM\&WMHK, Attn: Joe Paulo, PO Box 17069. Charlotte, NC 28227 or infoinnewlife919.com No phone calls please! EOE.

# RER 

## MIDWEST

Q101
Creative Services Director WKQX-FM
Q101/WKQX-FM in Chicago is looking for a Creative Services Director for a creative station. $\mathbf{Q 1 0 1}$ is always pushing to stand out from the pack and a big part of that has always been our amazing imaging. We are seeking a Creative Services Director who is up to the challenge. Duties will include writing, voicing and producing all station imaging. This opportunity of a lifetime requires an experienced, creative person with fresh ideas. If your demo reel sounds just like everyone else, you're not the right person for this job.

Please send tapes and resumes to:
Mike Stern
222 Merchandise Mart Plaza
Suite 230
Chicago, IL 60654
Or apply online at unw.emmis.com
No Phone Calls Please!
Emmis Communications is an Equal Opportunity Employer

## WEST

## Record Promoter Needed

All formats, $\$ 20 / \mathrm{hr}$ part-time $\mathbf{1 2 - 2 0} \mathrm{hrs} / \mathrm{wk}$, with at least 2 years record promotion experience lindie, or label staff). Knowledge of MB, BDS, RR Indicator, FMQB a must. Will also help with booking of nonmusic phoner guests on talk stations. Must work from our Santa Monica office... no out-of-office work. Must currently live in Los Angeles area (no relocations). Shift starts at 7am or 8am. Applications are taken by phone at 310-998-8305 x87 No walk ins.

## Radio Sales Representative

Need an upbeat, energetic, organized self-starter with ambition and a desire to succeed. Resume to: Live 95/KITI, Attn: Sales Manager, 1133 Kresky Avenue, Centralia WA 98531. EOE.

## Market Managers and Account Executives

Are you looking to work for a company that will incorporate the skills you learned from your corporate work experience with a family run sensibility? Churchill Media, a locally owned and growing radio company is interested in hearing from you. We have positions available here in the great Pacific Northwest from sales to management. If you're interested, e-mail your résumé to: p.polterßिchurchillmedia.com.
Clear Channel downsizers are more than welcome to apply. EOE

## Ever work for a radio station...

...where the on air position you were hired for is already top 3 12+?
...that was the farm club for bigger markets with past employees going on to work in Minneapolis, Atlanta, Chicago and Los Angeles?
...where your boss helps you grow, feeds your passion and makes you want to win?
...where your opinion is valued?
...where the skiing or camping was just minutes away? ...where the staff gets along so well that the members of the team hang out together after hours?
...where you could have nine wives? Hey, everybody uses it and I couldn't resist the 'ol reliable!!!

If you've never worked for this kind of radio station before, now's your chance! KZHT in Salt Lake City. UT is in search of its next night time superstar! You must have the keen ability to relate to the CHR audience on the air, on the web and on the streets! If you're focused, well disciplined, passionate, interactive, versatile, and eager to work in a fun and supportive environment, get your package in now!. Fluency in Spanish is advantageous. Email packages to pmkzhticlearchannel.com. Please limit file size to 15MB max per email.

Live 95 \& KITI have an opening for a Radio Sales Representative. We're looking for an upbeat, energetic and organized self-starter with ambition and a desire to succeed; someone who enjoys outside sales. Duties include developing and maintaining marketing relationships with area businesses, selling advertising, and creating commercial concepts and campaigns.

Creative writing ability is a plus. Benefits. Send your resume' to: Live 95/KITI, Attn: Sales Manager, 1133 Kresky Avenue, Centralia WA 98531.

Application deadtine is January 31st. 2007. EOE.

## POSITIONS SOUGHT

## Talk Show Veteran Seeks New Challenge

Thirty years doing Major Market Talk. Currently doing weekends for KSFO. Recently evenings at WBAP. Will consider great stations in all markets. ISDN fills on short notice.

## David Gold

davidtalkeragoldtalk.com

Dynamic pro with major market experience. wants to dazzle you in 07! If your New Year's resolution is to find talent with personality, guaranteed ratings success and dependability, call Chris (334) 4880091, cjmckay57 Dyahoo.com.

Good jock, hardworking, dependable, great voice and personality. Looking for full time air gig in California. You won't be sorry if you call Don at 707-786-4722.

26 years in radio with 19 years in management. including Los Angeles; programmed Sportstalk, Hot AC, and more. Ray Kalusa, 310-9458676; raykalusaluerizon.net.

## Payable In Advance

Opportunities Advertising orders must by typed on company/station letterhead and accompanied by advance payment. Please submit ad copy \& logos via email to hmowrydradioandrecords.com. Ads are also accepted by fax: (310-203-8727) or mail. Visa, MC, or AMEX accepted. Include card number, name as it appears on credit card, expiration date and phone number. Blind box responses are sent to advertisers every Friday by first-class mail.

## Deadtine

To appear in the following week's issue, your ad must be received by Thursdiy noon (PST), eight days prior to issue date. Address all ads to: R\&R Opportunities, 2049 Century Park East, 41st Ftoor. Los Angeles, Ca. 90067.


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\＃ 1 MOST INCREASED PLAYS
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TOP 5 new and active

 EOSTON Ampinere（IFPC）


COMPLETE CHR／TOP 40 CHART ON PAGE 22

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TOP 5 NEW AND ACTIVE VE Cmandy fall
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## \＃1 MOST ADDED


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 TOP 5 new and active





COMPLETE RHYTHMIC CHART ON PAGE 25


## \＃1 MOST ADDED


\＃$\rceil$ MOST INCREASED PLAYS

tOP 5 NEW AND ACTIVE
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 FI I was Youn menv me（Nergoman） COMPLETE URBAN CHART ON PACE 28

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＊？MOST INCREASED PLAYS

TOP 5 NEW AND ACTIVE
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COMPLETE URBAN AC CHART ON PAGE 29 COMPLETE COUNTRY CHART ON PAGE 37

## THE BACK PAGES



## \#1 MOST ADDED

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\#1 MOST INCREASED PLAYS

TOP 5 NEW AND ACTIVE



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COMPLETE HOT AC CHART ON PAGE 41

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TOP 5 NEW AND ACTIVE





COMPLETE SMOOTH JAZZ CHART ON PAGE 44

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TOP 5 new And ACTIVE
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From playing in a punk band to launching an indie label, Future of Music Coalition founder has always taken a stance

# Jenny Toomey 

By Erica Farber

## Liner Notes

Pronites Jenry Toomey
Thiles Future of Music Coslition exacutive
director

## Fiveritie relo formet:

"in's a specific show
called 'Mr. Fine Wire' on WFNMJJersey Ciry, NuJ.
Feverite TV strews "I
have too mary. TIVo
hes been the downifal of me. 'The Wire' was probebly the thing 1
wes most obsessed
whth least year."
Fuopere terve "Curnivel
Time" by $\mathbb{A}$ "Carnivel
Time" Johrsion
Furerine beek:
"Underworte" by Dan Delillo
Fucorle mevies
"Megnolia"
Fevorle remenerts "A
Crostino on U Street and Weth in
Washington, D.C."
Beverege of dhalce
Appletion Rum
Hotrions: "I krit. I tend to my two oversbed poodies and, saclly, the Future of Music has gone so well that music's become a bit of a hobby. I don't pley guitar near enough. I hoven't released a record in four years."
E-mell aldirese jenny@jennytoomey.com

0riginally a composer and musician. Jenny Tooney's fascination with technology lead to her realization of the power it could provide her fellow musicians. That educational journey, coupled with her work organizing musicians to support specific causes, lead Tooncy to found the Future of Music Coalition. Established in 2(M)N), the coalition's purpose is to help artise, tech companies and other parties navigate in the unfolding technological revolution.

Beginning vour corteer: "I'm a Washingtonian, wem to Cieongetown and was part of the early I)C.. punk rock wenc. I started a mecood labed with Kritin Thomson cilled Simple Machines and was in a hand called Tsimami. We were wery active ith giving artisss informaxion they needed to retain their copprightes, protect themsetves from bad comeratis and to support the community-sort of a political necond label.
"We put ont abour 75 releases in seven years bux we always ran up apainst chat ghas ceiling to fere to the next kevel of radio. It became clear to us when one of our peer banck, Nirvana, crowed ower and hecance a national act. When that happerned, the independent music commumity chanyed a hre."

Founding the Future of Musk Coditions "The lapgest artists at the independent labets had either signoed major label deats or the indie babek sigpred partnership deak with the majons. We had set up the labed to be an ahernative to those bibets and w) we derided to choce. My partner Kristin pota master's deyree in public policy and I went to work a The Warhimpton Plut. They had asked nee so review an MP3.3 juketox and I sow exactly how the exiving nusic noodel was going to change dramatically. I took three months off. keading to the formation of the organization."

Miselon of the orgonlaution: "We realized we needed to take a stance, do reseanch and oryanire. We wrote a manifesto about isucs we were concerned abour and pur it on the Web, and in a couple of weeks, thousands of people signed it. We then realized there is a constituency that agrees with what we are trying to do.
"We work on muses that wuruld allow for there to be a musicians midale class and we calk aboux that in three arcas: meeting your mortyape payment. so we work on coneract reform and payment structures; having health insurance; and developing an audience. The work we do on insues like radio consolidation or net neutrality are focused on making sure there is a fair playing field for artises to dewekop and maincain an audience."

Brogest chellenge: "We're a smaller undersourced opganization so it's hand to compere with

ongenizations that have millions of dallas to per their merages ouk."

State of the muskic industry: "I'm really excied about it. When I firse pex that (.1) into the computer drive and saw how yuickly you coukd turn in into an MP3 and attach in to an e-mail and send if to somethody: I knew everything would chanys. There was thax feeting of terror and opportunity-of seamles connertion between fan and artists this frictionkes ability thas if you have a good song, you can connect to an unlimined andience withone having to have intermediaries hetp you. I'm seeing friemek manaping artises whome caneers mow afford cales of M(M),(Mn) unis. I do see that pirsey has hurt sone artises and we never discount the nepacive impoxt. hut I heve that people can poke arnumd on the Weth, hear music and hecome fans immodisedy in a way they newer could have befors:"

State of the redio induatry: "I have spere the last six yean documencing the destructive impat of radio comolidation on both localism and diversity. Radio is in od shape because it turned away from that local connection. That said, I'm coptimistic about ( II ) if chere is a comunitmest to trying to retruild the local retationship between artists, citizens and ratios staxions. I'm oprimisic abour kow-power ratio and whats going on with the emsrying full-power noncommencial radio) bicense window. Radio, still has a place."

Career highligithe: "(Mur first confenence, because we came out of nowhere. We had absolutely no resources, we had quit our jobts and were living on nothing. This is one of the benefies of having run an independene recond libel, because you karn how to live on nothing for quite awhike."

Career disappointment: "There ane a kx of chalkenges rumning a nomprofit and you kearn by making mistakes."

Advice to the musk industry: "The people who offer artists the best deals will be the ones rewanded. In the old days contracts were negotiated alone in a small from with three people who needed to get the deal done. Today, a kot of deals are being made public so the people who pur the needs of the artines first are poing to be the ones that make it through to the next husincs morde."

Advice to the radio inctuatry: "Recommit yourselves to the power of hocalism."

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> I'm optimistic about HD if there is a commitment to trying to rebuild the local relationship between artists, citizens and radio stations.' - Jenny Toomey



## WESTWOOD ONE



See the response from listeners when stations decided to focus on their concerns
"1 Nashville
WWTN Still No. 1 !
\#1 Kanssas City
\#J OXAhoma City
\#1 Grand Rapids
"1 Charleston

## Jasoll,

a talk radio listener and med student from San Diego is considering bankruptcy before graduation...

## The Last Thing on His Mind, is PDIItibs


[^0]:    WHERE STARSEARNTHEIR STRIPES

