

CRS SPECIAL ISSUE

**COUNTRY CATAPULTS
BEYOND ITS OWN BORDERS**

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News Focus

MOVER Epic Gets Gershon

Mere weeks after exiting his post as president of V2 Records, Andy Gershon has a new home at Epic Records as executive VP.



Gershon

Epic president Charlie Walk says, "Epic will greatly benefit from his creative edge and forward-thinking ability to find new and interesting platforms to develop artists."

Gershon has managed such bands as Love and Rockets, the Cocteau Twins and the Sundays. He is also credited with discovering the Smashing Pumpkins. —Mike Boyle

SHAKER KFWB Ups Ludlum, Gomez

KFWB/Los Angeles has promoted news director Andy Ludlum to PD at the CBS Radio all-news. Ludlum had served as news director at KFWB for the past three years and held various news management positions at the station since joining in 1998.



Ludlum

Assistant news director Paul Gomez replaces Ludlum as KFWB's news director, while CBS Radio/Los Angeles VP of AM programming David G. Hall will now devote his full attention to programming and operations at news sister KNX. —Al Peterson

DEALMAKER The Beat Rolls On In Austin

Border Media Partners swooped in and picked up the intellectual property, format, airstaff and even the calls of rhythmic KXBT (the Beat)/Austin from Entercom and installed all the pieces at 104.9 FM on Feb. 26. "It's been a crazy 96 hours," Border Media Partners senior VP of operations Bob Proud says. "Entercom notified staff on Thursday [Feb. 22] that they were being dismissed; we closed the deal at 3 p.m. Friday [Feb. 23] and put them back on the air Monday morning."

The Beat's former frequency, 104.3, was spun off to Univision, which flipped it to regional Mexican. —Keith Berman

Martina McBride Replaces Mozart

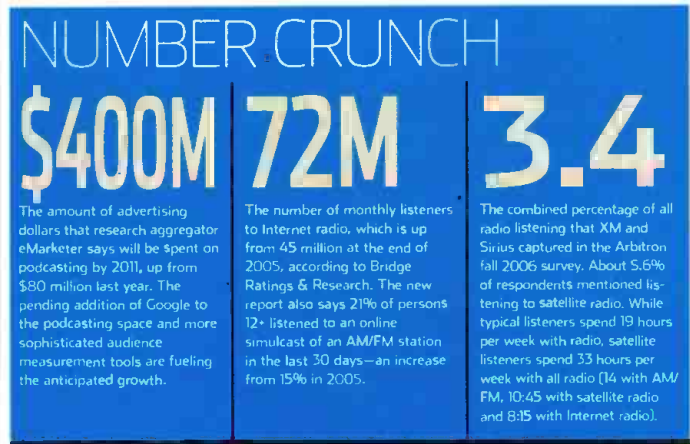
Six months after Emmis flipped country KZLA to rhythmic AC as KMVN (MOVIN), FM country radio returns to Los Angeles, as Mt. Wilson Broadcasters flips classical KMZT to KKGO "Go Country 105." The KMZT (K-Mozart) calls and format move to 1260 AM, where the KKGO call letters and country format previously resided. K-Mozart will also be heard on 105.1's HD side channel.

Mt. Wilson flipped Mexican AM XESURF (540) to country in October and a month later the company dropped adult standards for country on KKGO-AM (1260).

Former KZLA staffer Shawn Parr, who signed on with 1260 in January, continues as morning host for Go Country 105, while Tonya Campos, former KZLA APD/MID, joins KKGO as MID/midday personality on March 12. In addition, KKGO clears former KZLA afternoon personality Whitney Allen's syndicated "Big Time" show in afternoon drive.

Mt. Wilson director of marketing Michael Levine says XESURF will continue to simulcast with KKGO and provide strong southern California coverage—important because a robust contingent of country fans resides in Orange County, which contributes approximately one-quarter of the in-tab diaries for the L.A. metro.

KZLA had been a country station for 26 years at the time of the flip, and was the only L.A. country outlet. —R.J. Curtis, with additional reporting by Ken Tucker



FCC Roadshow Promises To 'Fix Bad Old Rules'

Harrisburg—More than 100 people, mostly from Central Pennsylvania, waited as many as five hours Feb. 23 to express their opinions to all five FCC commissioners about how local media is performing in the Susquehanna Valley during the third of a planned six-stop tour of America meant to guide the FCC in its recrafting of media-ownership rules.

FCC chairman Kevin Martin opened the hearing by noting that part of the FCC's mission is to "find more opportunities for diverse voices to be heard," suggesting that low-power TV and low-power FM may be ways to accomplish that. Commissioner Michael Copps used the podium to attack the 2003 Michael Powell-led FCC. "Several years ago, some ill-advised new rules got through the FCC," he said. "It's time to fix some of the bad old rules that got us into this mess."

But there was also a clear undercurrent of community concern that, while local radio and TV stations are generally held in high regard by their audiences, further consolidation could tip the quantity and quality of local news and programming, leaving Harrisburg—Pennsylvania's capital and the nation's 41st media market—with, as one voice put it, "too few owning too much at the expense of too many." —Jeffrey Yorke



ON THE WEB Broadcasters Get Legislative Front Seat

The proposed \$13 billion Sirius-XM merger was the hottest topic Feb. 26 as more than 500 broadcasters packed a downtown Washington, D.C., hotel to hear a series of Capitol Hill lawmakers chat about industry issues.

"The matter is of great interest to 13 million satellite subscribers and to the government," Rep. John Dingell, D-Mich., told an after-lunch audience. Dingell, chairman of the powerful House Committee on Energy and Commerce, continued, "The Department of Justice and the FCC are interested in this and I intend to watch this. We want to make sure that consumers are protected." Rep. Greg Walden, R-Ore., said that if the merger is permitted, broadcasters should not be limited to ownership caps. He also accused the satellite companies of trying to change the rules dictated in the original licenses that prevent one company from buying another.

But beyond the merger proposal, Walden said he would not be surprised if the Supreme Court rejected the FCC's rulings on violence and indecency on TV and radio. "There is no logic" to certain FCC judgments, he told broadcasters. "How can they say when you can use certain words and when you cannot?" —Jeffrey Yorke

Cox To Encode In Houston

Now that Arbitron has achieved Media Rating Council accreditation for its Portable People Meter radio ratings service in Houston, Cox Radio has agreed to encode its four stations there.

Arbitron has been demonstrating the service in Houston since 2005 and the PPM is expected to become the currency there in the next few months. Up until August, Radio One had also refused to encode its station signals, leaving Cox as the sole holdout.

Cox, Clear Channel, Cumulus Media, Entercom and Radio One have agreed to fund a test in Houston this fall of the Media Audit/Ipsos' smart cell phone-based ratings methodology. —Katy Bachman, Medianweek

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Clifton Named PD At KCUV

NRC Broadcasting has appointed Doug Clifton PD of triple A KCUV (FM102.3)/Denver. Clifton's 24 years in Denver radio includes stints as MD at KAZY, PD at KBCO and PD at KXPK (96.5 the Peak). Clifton succeeds John Hayes, who will assume a new programming position within NRC, to be announced soon. In other KCUV news, Colorado radio vet Benji McPhail has been named MD, replacing G. Brown, who segues to the newly created position of special projects director. —*John Schoenberger*



Clifton

Abrams Finds Phoenix KOOL

After six years with Citadel, Kris Abrams is leaving his operations director post at CHR/top 40 KROB and AC KMGA/Albuquerque to program CBS Radio oldies KOOL/Phoenix, effective March 12. He replaces Charley Lake, who left in January to program Greater Media classic rocker WMGK/Philadelphia.

"It was a tough decision to leave a productive environment with great people, but KOOL has a history few other stations can match, paired with a very talented airstaff," Abrams says.

Previous programming stops include WMXC and WCKZ/Charlotte and WIVY/Jacksonville. —*Kevin Carter*

Karmazin Beats Drum For Satcaster Merger

Sirius CEO Mel Karmazin, a relentless pitchman, is a one-man merger maniac when it comes to the proposed marriage between XM Satellite Radio and his New York-based satcaster. The former Infinity Broadcasting CEO dropped in on Howard Stern's Sirius show to promote the notion that having one big satellite radio company would be a benefit to everyone, particularly consumers.

And that may well be the hardest sell in the whole deal—convincing consumer groups and regulators that a satellite radio monopoly would be a good thing and that the monthly subscription bill won't rise to the level of a satellite in space.

Some politicians are skeptical, too. Rep. John Conyers, D-Mich., announced the formation of the Antitrust Task Force, a new subcommittee of the House Judiciary Committee, to eyeball the proposed \$13 billion merger. As R&R went to press, Karmazin was set to join NAB president/CEO David Rehr in testifying at the "Competition and the Future of Digital Music" hearing on Feb. 28. Also scheduled to appear were Public Knowledge founder and president Gigi Sohn; Consumer Federation of America research director Mark Cooper; and Charles E. Biggio, a partner in the Wilson Sonsini Goodrich & Rosati law firm.

Firing another round at the satcasters, the NAB took out anti-merger ads in the Feb. 27 editions of five Capitol Hill trade pubs, including Communications Daily. "Looks like the cards are stacked against them," the full-page ads read, depicting playing cards emblazoned with the names XM and Sirius. —*Jeffrey Yorke*

Jack Gets Its Man, Er, Kidd

Jason Kidd is headed home to Baltimore as the new PD of CBS Radio's adult hits WQSR (102.7 Jack FM). Kidd, who currently does nights on the XM channel 80k on 8, is no stranger to CBS/Baltimore, having previously programmed AC WWMX (Mix 106.5). "This place can't get rid of me," says Kidd, who did nights 10 years ago on Jack FM's 102.7 frequency when it was CHR/top 40 WXYV. "VP/market manager Bob Phillips and VP of programming Dave Labrozzi have assembled the best team yet," he adds.

Kidd's previous programming stops include WKST/Pittsburgh, KQBT/Austin and WWHT (Hot 107.9)/Syracuse.

—*Kevin Carter*

Tunick Fits For WB Nashville

Warner Bros. Nashville continues to bolster its promotion department as veteran Nancy Tunick joins the label as VP of promotion.

Most recently co-owner of GrassRoots Promotion, Tunick has also worked at defunct VFR Records as well as Asylum Records. "We are thrilled to have Nancy join our team," senior VP of promotion Gator Michaels says. "I've been trying to hire her for five years. Her wealth of knowledge and entrepreneurial spirit are the perfect combination for this ever-changing world."

In December, Warner added another promotion vet, Bob Reeves, as director of national promotion. —*Ken Tucker*

Tolkoff To Take Over Indie

Max Tolkoff is named the new PD of Entravision alternative KOLD/KDLE (Indie 103.1)/Los Angeles. Tolkoff, a former R&R alternative editor who started his second round programming WFNX/Boston in October 2004, is no stranger to the L.A. scene, having been PD of the city's now-defunct alternative Y107 trimulcast in the late '90s. He becomes Indie's second PD ever, replacing Michael Steele, who left last week. Tolkoff will continue as a consultant for WFNX.

Meanwhile, at WFNX, APD/MD/afternoon jock Keith Dakin is given PD stripes when Tolkoff departs on April 1.

—*Keith Berman*

Zomba Promotes Pitts To President

Zomba Label Group promotes senior VP Mark Pitts to president of urban music. Pitts will report to ZLG president/CEO Barry Weiss and senior VP of U.S. record labels Peter Thea.



Pitts

In his new role, Pitts will continue to find new talent as well as oversee the artistic and commercial development of all urban artists for the label group.

Pitts started his record industry career at Bad Boy Records, and later managed the Notorious B.I.G. Following a stint with Arista Records, he joined Zomba in 2004. During the past three years, he is credited with playing an instrumental role in the success of ZLG artists Usher, Chris Brown, Ciara and Anthony Hamilton. —*Dana Hall*

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Sudbrack Dons Cumulus/Cincy Market Manager Hat

Karrie Sudbrack, former market manager for Clear Channel's eight-station Cincinnati cluster, has crossed the street to run the Cumulus cluster that includes AC WRRM (Warm 98), classic hits WGRR and FM talker WFTK (Super Talk 96.5). Sudbrack, a 14-year Clear Channel vet, replaces Gary Lewis, who transferred to Atlanta to run the company's flagship cluster. Look for Clear Channel regional VP Bill Gentry to temporarily oversee Cincy until a replacement is named.

MOVERS

Yahoo Music VP of product development Ian Rogers is named GM, replacing outgoing co-GMs David Goldberg and Robert Roback, who announced their resignations in February. Rogers reports to Vince Broady, head of entertainment for Yahoo...

Veteran music executive Steve Schnur is named to the Country Music Assn. board of directors. Schnur currently serves as worldwide executive of music and marketing for Electronic Arts, an interactive entertainment company... Premiere Radio Networks director of administrative operations Adrian Rivas is promoted to the newly created position of VP. Rivas reports to Meg Montury, Premiere senior VP of sales operations... John Sigler signs on with Arista Nashville as Northeast regional promoter, replacing David Friedman, who recently joined sister label Columbia Nashville as director of national promotion. Sigler's résumé includes stops at RCA, Giant, Island and MCA.



Schnur



Rivas

SHAKERS

Music business veteran Jaha Johnson is named VP of A&R for J/Arista. Johnson will report directly to Clive Davis, chairman and CEO of BMG U.S., and replaces Larry Jackson, who recently became senior VP of A&R for RCA Music Group... Citadel/Colorado Springs VP/CM Brenda Goodrich joins CBS-Radio as director of sales for the company's three stations in Denver—country KWLJ, hot AC KIMN and oldies KXKL. She reports to senior VP/market manager Don Howe... Wichita market veteran Manny Cowszinski is named director of marketing and promotion for Journal's six-station cluster there.

Business Briefing

By Jeffrey Yorks

FCC Could Shut Down XM's Repeaters

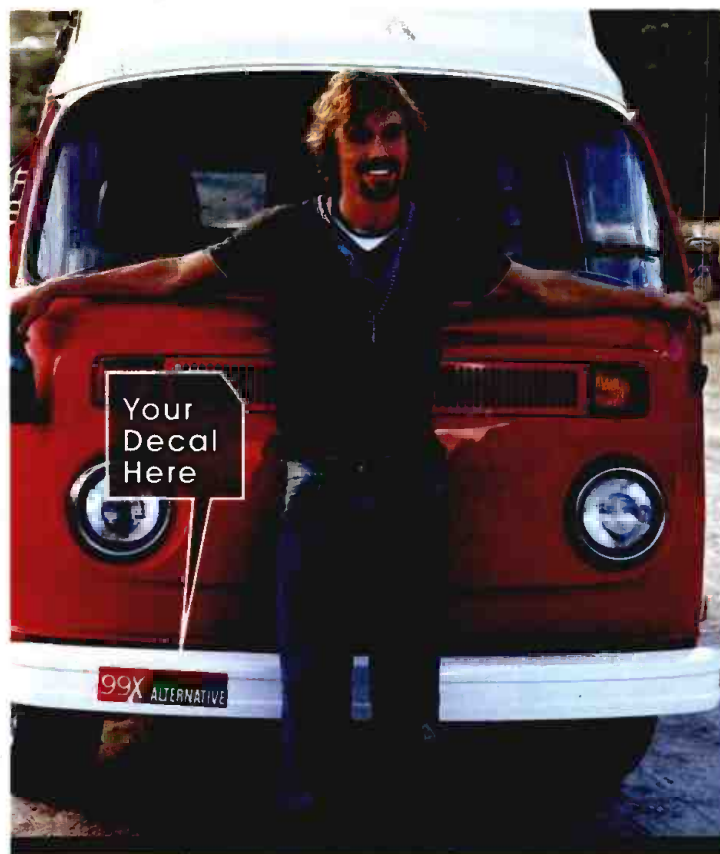
The FCC is considering either a fine against XM or making "adverse changes" to the satcaster, including turning off XM's 1,200-plus terrestrial repeater network. The FCC recently learned that the satcaster's repeater network does not match with the data XM initially provided the FCC when it applied for the special temporary authority to operate it. In a Securities and Exchange Commission filing, XM asked for a 30-day STA and an 180-day STA for its repeater network. XM says it has been meeting with the FCC regarding the matter.

Radio One Reviewing Stock Option Accounting

Radio One has begun reviewing its stock option granting practices since going public. The company last week said it may restate its financial data since 1999 but did not believe this would have an impact on reported revenue, cash flow or stockholder equity. The Lanham, Md.-based urban radio specialist said it is being assisted by outside counsel.

Quarterly Results

Clear Channel reported 2006 fourth-quarter revenue of \$1.94 billion, an 11% increase over the \$1.75 billion posted for the same period in 2005. Included was a \$32.4 million increase due to movements in foreign exchange. Diluted earnings before discontinued operations increased 26% to 43 cents per share, compared with 34 cents in 2005. Meanwhile, shareholders of Clear Channel's common stock will get a quarterly cash dividend of 18.75 cents per share on April 15... XM Satellite Radio had a Q4 revenue surge of \$257.1 million, a 45% increase over the \$177.1 million in revenue reported in Q4 2005. For the year, XM reported revenue of \$933 million, an increase of 67% over \$558.3 million in 2005. But XM lost \$263.7 million, or 90 cents per share, in Q4, compared with a loss of \$270.5 million, or \$1.22 per share, in Q4 2005... Entercom's Q4 revenue increased 14% to \$118.5 million from \$103.7 million in Q4 2005, but profit fell 51% to \$6.9 million, or 17 cents per share, because the group had an \$8.3 million loss in fines and fees associated with a payola settlement with New York Attorney General Eliot Spitzer.



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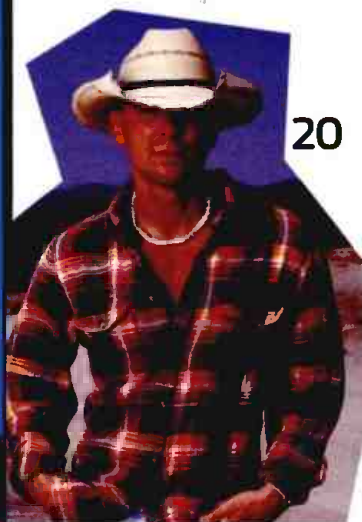
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'I was 16 and had to get someone to cover my paper route so I could work at the station 7 to midnight. Those are the only two jobs I've ever had, paper boy and radio.' p.28

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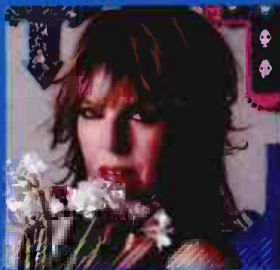
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Phase 1 winter 2007 Arbitron results finally start to roll. See Los Angeles and Chicago among today's batch. [Click on Ratings](#)

T

March 6
Catch up on the latest format flips, personnel changes and other news in your format. [Click on Format News](#)

W

March 7
See an expanded profile of market No. 4, San Francisco. [Click on Latest Headlines](#)

T

March 8
R&R's Talk Radio Seminar officially gets under way in Los Angeles. Count on RadioandRecords.com for complete coverage. [Bookmark RadioandRecords.com](#)

F

March 9
Phase 1 winter 2007 Arbitron results keep on coming. Check out Milwaukee, Tampa and others today. [Click on Ratings](#)

MARKET SNAPSHOT:



San Francisco Mayor Gavin Newsom just announced a plan that invites the nation's most innovative renewable energy companies to partner with the San Francisco Public Utilities Commission to develop large-scale solar and other renewable energy resources on public and private property in the city.

POPULATION: 5,891,900

RADIO MARKET RANK: 4

DEMOGRAPHICS:*

	TOTAL 79-MARKET POPULATION %		S.F. METRO %		INDEX
	POPULATION %	METRO %	METRO %	INDEX	
AGE 18-24	13%	11%	11%	87	
AGE 25-34	19%	19%	103		
AGE 35-44	20%	21%	105		
AGE 45-54	19%	20%	104		
MALE	49%	49%	102		
POST GRADUATE DEGREE	9%	14%	158		
WHITE	83%	75%	91		
ASIAN	3%	12%	426		
HISPANIC ORIGIN	14%	19%	129		

NO. OF RADIO STATIONS: 40

RADIO OWNERSHIP:

OWNER	NO. OF STATIONS	RATINGS SHARE**
CLEAR CHANNEL	2 AM, 8 FM (10)	19.8%
BONNEVILLE	3 FM	9.5%
ABC	2 AM	8.9%

FORMATS: 6 N/T, 4 AC, 3 regional Mexican, 3 hot AC, 3 country, 2 rhythmic, 2 urban AC, 2 sports, 2 classic rock, 1 urban, 1 smooth jazz, 1 triple A, 1 alternative, 9 other

RATINGS LEADERS:***

STATION	FORMAT	AQH SHARE 12-PLUS
KGO-AM	N/T	5.7
KOIT-FM/KOIT-AM	AC	5.3
KCBS-AM	NEWS	3.9
KMEL-FM	URBAN	3.5
KSQLS-QM-FM	REGIONAL MEXICAN	3.3

INTERESTING FACT:*

San Francisco metro households are 177% more likely to own or lease a foreign luxury vehicle and 47% more likely to own or lease a foreign sport utility vehicle than all households nationally.

*Source: Scarborough Research 2006
**Source: Arbitron Fall 2006 Report

Spending By The Bay



The majority of fourth-quarter 2006 San Francisco radio advertisers spent more than they did in the same quarter the previous year, with top spender AT&T adding more than a million bucks to its City by the Bay budget. AT&T jumped from \$3,539,853 in Q4 2005 spending to \$4,924,197 in Q4 2006.

Other companies that saw year-to-year spending increases in S.F. were No. 2-ranked Walt Disney Co., which laid out \$3,522,506 in Q4 2006, and the Nos. 6, 7 and 8 finishers, Western Stone & Metal, Verizon and DaimlerChrysler AG.

On the downside were the third-, fourth- and fifth-ranking spenders in the market, General Electric, Safeway and Toyota, as well as the No. 10 finisher, cinemas operator National Amusements. Bank of America, which placed ninth in Q4 2006 with \$2,088,601 in spending, did not make the top 10 in the year-prior quarter. —Susan Visakowitz

Top San Francisco Radio Advertisers (Dollars) PERIOD: OCT. 1-DEC. 31

PARENT COMPANY	Q4 2005	Q4 2006
AT&T	\$3,539,853	\$4,924,197
WALT DISNEY CO.	\$2,098,523	\$3,522,506
GENERAL ELECTRIC	\$3,347,726	\$3,050,276
TOYOTA MOTOR	\$3,080,824	\$2,657,560
SAFEWAY	\$2,575,038	\$2,557,581
WESTERN STONE & METAL	\$1,802,944	\$2,421,237
VERIZON COMMUNICATIONS	\$1,636,732	\$2,138,753
DAIMLERCHRYSLER AG	\$1,676,839	\$2,104,799
BANK OF AMERICA	—	\$2,088,601
NATIONAL AMUSEMENTS	\$2,813,222	\$2,047,173

Top San Francisco Radio Advertisers (By Units) PERIOD: OCT. 1-DEC. 31

PARENT COMPANY	Q4 2005	Q4 2006
AT&T	13475	16153
WALT DISNEY CO.	9701	12754
WESTERN STONE & METAL	9488	9947
TOYOTA MOTOR	11721	9493
GENERAL ELECTRIC	11665	9026
BERKSHIRE HATHAWAY	11337	8584
VERIZON COMMUNICATIONS	6649	8098
SAFEWAY	8246	7725
NATIONAL AMUSEMENTS	10759	6939
DAIMLERCHRYSLER AG	5379	6250

SOURCE: Nielsen Monitor-Plus

Transactions at a Glance

D.B. Zwirn & Co. L.P.'s Bernard Dallas' KFCD-AM/Farmersville and CP for KHSE-AM/Wylie, Texas, to Principle Broadcasting Network for \$9 million. . . NRC Broadcasting assigns the licenses of eight full-power stations (and related translator and booster stations) to a newly created LLC, NRC Broadcasting Mountain Group, for \$3.6 million.

Deal of the Week

KAAN-AM and KAAN-FM/Bethany, KMRN-AM and KKWK-FM/Cameron, KREI-AM and KTJU-FM/Farmington and KJFF-AM/Festus (St. Louis) and KBNN-AM and KJEL-FM/Lebanon, KIRK-FM/Macon, KWIX-AM and KRES-FM/Moberly, KJPW-AM, KOZZ-AM, KJPW-FM and KFBD-FM/Waynesville (Missouri)
PRICE: \$30.6 million **TERMS:** Terms unavailable
BUYER: Dean Radio-TV, headed by president/CEO Dean Goodman. Phone: 561-852-7972. It owns six other stations. This represents its entry into this market.
SELLER: Shepherd Group, headed by president/treasurer David Shepherd. Phone: 660-263-5800
FORMATS: Country; country; business news/talk; AC; news/talk; country; news/talk; talk; country; AC; news/talk; country; talk; sports; AC; classic rock
BROKER: Larry Patrick of Patrick Communications
COMMENT: The Shepherd Group's 16 stations in Missouri, eight AM and eight FM, to Dean Radio-TV for \$30.6 million.

2007 Deals to Date

Dollars to Date:	\$220,458,021	(Last Year: \$2,999,764,122)
Dollars This Quarter:	\$220,458,021	(Last Year: \$2,999,764,122)
Stations Traded This Year:	184	(Last Year: 182)
Stations Traded This Quarter:	184	(Last Year: 182)



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A step-by-step guide to grabbing a larger share of the \$25 billion service sector

Radio's Most Overlooked Opportunity

Frank Kulbertis

Frank@RadioActiveSales.com

'The most appealing marketing plan for a service sector business is a long-term multistation branding campaign. Building a brand requires substantial reach, frequency and consistency.'

—Frank Kulbertis

have you ever asked yourself why you weren't the one to turn an obvious idea like Post-its or the chip clip into a megabucks business? Well, that's how most of us in radio should feel about not selling to the service sector. According to recent statistics, several key service categories including medical, legal, insurance and real estate spent a combined total of almost \$25 billion on U.S. advertising in 2005. But only about 10% of those dollars went to radio, while newspaper and TV commanded huge percentages. ■ There is good news, however. Unlike the pooper scooper or those other obvious inventions, the service sector opportunity has not been lost forever. Radio can command more of that advertising money and, at some station groups, is already doing so. How can you make it happen at your stations? Here is a step-by-step guide.

Prospecting

The hottest service sector categories for radio today are real estate, medical and the building trades. Realtors heavily run ads in newspapers, but they are looking for better ways to brand themselves. Don't talk with only the real estate agencies, but also the individual agents.

Medical offices that offer elective services are a great radio prospect. This includes plastic surgery and other cosmetic procedures, teeth-whitening, chiropractic care and so on.

Anyone in the building industry is also a prime candidate for radio advertising. Not just builders and remodelers, but all those in the subcategories, from plumbers and roofers to heating and air conditioning companies. Businesses in these industries have plenty of advertising money to spend if you know how to approach them and what to offer.

Appointment Setting

Who you call when approaching service sector prospects is of primary importance. For instance, don't call the doctor in a physician's office—that can permanently ruin your chances with that prospect. Instead, ask to speak with the office

manager. While this person is not the ultimate decision-maker, the office or business manager oversees the nonmedical aspects of the business and has the power to make or break an advertising proposal.

When calling a large law firm with many names on the door, ask to speak to the managing partner. And in the building trades, when you call is as important as whom you ask to speak with. The owners of these companies often start their workdays early and are out on job sites by the time we're in the office, so plan to put in your calls before 8 a.m.

First Meeting

Once you have your foot in the door with these service sector prospects, you need to make a good first impression. Start by sharing success stories involving other businesses in their industry. If you don't have local successes yet, reference what's happening nationally. Tell them you just read an article about how radio is doing more and more with service sector businesses like theirs.

Next, focus your conversation on branding their business in the local community. Resist the urge to put a package or promotion in front of them.

Service businesses aren't like retail businesses. They don't care about generating a quick surge in traffic; instead, these vendors need to build high levels of awareness. That way, when people are in the market for what the business offers, their brand will be well-known and the calls will come. Educate them on the benefits of radio as a brand-builder: the large reach a station cluster provides and the diversity of the audience, the low cost for ad frequency and the emotional appeal that radio ads can generate. Then find out their needs and desires for their business.

Proposal

The most appealing marketing plan for a service sector business is a long-term multistation branding campaign. Building a brand requires substantial reach, frequency and consistency. Don't be afraid to start by asking for a 12-month commitment involving all your stations. It probably won't seem unusual to a service sector business, because it's what they're likely already doing with their other advertising. Plus it's what will produce the best results. Running a solid one-week schedule each month for a year on several stations will create a very high level of awareness and generate steady response. Combine this schedule with creative commercials that focus on the image of the business with an educational, soft-sell approach. Don't do retail-style ads. Don't scream and hype. Don't make an offer.



Presentation

Most service sector decision-makers are highly educated people. You can appeal to them with a polished PowerPoint presentation that is well-thought out. That's even better than going to their office and inviting them to a marketing seminar conducted by an outside market consultant. Advantage Systems, with which I am affiliated, does invitation-only sessions for dozens of radio groups.

Retail isn't what it used to be for radio. Big-box outlets have replaced local mom-and-pop stores. Auto dollars are dwindling. The service sector has money for advertising and is spending it everywhere else. It's time for us to stop overlooking it. *RJR*

Frank Kulbertis is president of RadioActive Sales Development Services, a training and consulting company for the radio industry.



Hard To Miss Giant Panties

How the hell could a giant friggin' billboard with the word "panties" emblazoned upon it somehow vanish into thin air? That's what the folks at **KDGE (102.1 the Edge)/Dallas** would like to know. Not that this could possibly be a publicity-generating bit or anything, but the board was part of a promotional campaign for the **Lex & Terry** show and was situated at the intersection of two major freeways. It would also be pretty hard to hide the purloined evidence—marketing direc-

tor **Steve Lee** confirms the size of the board in question as your standard 48 foot by 14 foot. "The vinyl itself weighs 85-90 pounds," he says. For now, the Edge will somehow get by with several other similar boards, but is offering a \$1,000 reward for the board's safe return. "We are hoping to have the panties back in their rightful place soon," **OM Pat McMahon** tells ST. "We shudder at the thought of that billboard having to go commando for an extended period of time."

Bovine-Related News

■ **Erich "Mancow" Muller** will make his San Francisco return March 15 as his syndicated show debuts in mornings on Pappas move-in **KTRB-AM/Modesto, Calif.** The company recently upgraded the signal to 50,000 flaming watts, giving it solid coverage in the Bay Area. Mr. Cow is still fondly remembered by local residents for his infamous "Haircut on the Bay Bridge" stunt when he worked for **KYLD/San Francisco**.

■ **Greg Calvin, aka Galvin**, the morning guy on alternative **WLRN/Louisville**, has been recruited as the new co-host of "The Cowhead Show," based on classic rock **WHPT (102.5 the Bone)/Tampa**. That position has been wide open since **Brent Pearson** bailed last October.



Keith Sweat

Premiere Gonna Make You Sweat

R&B legend **Keith Sweat** has hooked up with **Premiere Radio Networks** to host his own nightly slow jams show: "The Keith Sweat Hotel" will air 7 p.m.-midnight Sunday-Friday and make its world debut on 12 sta-

tions, including **Clear Channel urban ACs WMXD/Detroit, WMIB/Miami and WKUS/Norfolk**. No word yet on whether any existing night jocks will walk the plank as a result of Sweat's show. "The Keith Sweat

Hotel" was created by **Clear Channel VP of urban programming Doc Wynter** and programmed by **WMXD PD Jamillah Muhammad**. Sweat will host the show live from the **Premiere studios in Atlanta**.

The Programming Department

■ At press time, some late-evening drama was afoot with **R. Dub**, the host of the syndicated "Sunday Nite Slo Jams," who recently resigned as PD of **Clear Channel rhythmic KOHT (Hot 98.3)/Tucson** to relocate to Recife, Brazil. It now appears that **Clear Channel** has made him an offer he couldn't refuse: the vacant PD position at urban **AC KHHT (Hot 92 Jamz)/Los Angeles**.

■ **Dub's** former position in Tucson has been filled by **Fred Rico**, who most recently spent seven idyllic years in Hawaii as PD of **Clear Channel rhythmic KIKI (Hot 93.9)** and Hawaiian **CHR KDNN (Island 98.5)/Honolulu**. Rico's former boss, **Clear Channel/Honolulu** director of programming **Paul Wilson** has also transferred back to the lower 48 as **Clear Channel/Fresno's** new director of programming and OM for the cluster. Wilson will also program hot **AC KALZ (Alice 96.7)** and active rocker **KRZR**. Yup, he replaces **E. Curtis Johnson**, who recently exited after 17 years.

■ After three months on Philadelphia's picturesque beach, market vet **Marian Newsome-McAdam** is back in action as the new MD of **Beasley rhythmic WRDW (Wired 96.5)**. **Newsome-McAdam** is best-known and loved for her 11 glorious years across the street at **Clear Channel CHR/top 40 rival WIOQ (Q102)** until she was caught up in the Restructuring Cyclone of Sadness last November. She picks up her MD stripes from afternoon dude **Kannon**, who will roll on as APD.

■ After five years in the PD chair at **CBS Radio hip-hop WJHM (102 Jamz)/Orlando**, **Stevie DeMann** has left the building. This had been DeMann's second stint with Jamz—he previously served as MD/afternoon jock before heading north to do nights at **WJMN (Jam'n 94.5)/Boston**.

Jamz APD Keith Memoly is handling interim PD duties until a replacement is found.

■ After six years with **Citadel**, **Kris Abrams** is leaving his operations director post at **CHR/top 40 KKOZ-FM (93.3 KOB-FM)** and **AC KMGA (99.5 Magic FM)/Albuquerque** and is crossing state lines for the opportunity to program oldies **KOOL-FM/Phoenix**. That job opened up in early January when **Charley Lake** left to program **WMGK/Philadelphia**.

■ As if he wasn't already busy enough programming **Radio One hot AC WXMA (102.3 the Max)/Louisville** and waking up at the butt crack of dawn to do mornings, the scarily reliable **George "Not Goober" Lindsey** has been upped to OM for the five-station cluster, which also includes **CHR/top 40 WDJX**, alternative **WLRN**, urban **WGZB** and urban **AC WJMJ**. Despite his new duties, **Lindsey** will continue to do mornings, but with some help: "My APD **Tommy Lee** (no, not that Tommy Lee) will assume some of the day-to-day programming duties of the Max," he says.

■ After three years as PD of **AC KGBY/Sacramento**, veteran programmer **Mike Berlak** is leaving and relocating to Charlotte, where he spent 1993-2003 programming **WLYT**. Just because he's moving doesn't mean **Berlak** is retiring. In fact, in this age of restructuring and corporate shrinkage, he's looking to pitch some forward-thinking GMs on the concept of remote programming several stations. He has a plan drawn up and is eager to speak with you. Reach out to **Berlak** before your competition does: 916-521-3559 or mikeberlak@aol.com.

■ **Chuck Beck** continues to get busier—he recently added PD duties at **Renda AC WSOS (Sunny 94.1)/St. Augustine, Fla.**, to his other programming charge, rhythmic **AC WMUV (MOVIN 100.7)** in nearby Jacksonville. Flush with that success, **Renda** has gone ahead and upped **Beck** to OM of the Jacksonville cluster and PD of heritage **AC WEJZ (Lite 96.1)**, replacing **Ed Fairbanks**. The J-ville cluster also includes country **WGNE-FM**.



■ Less than 24 hours after **Denver-based** mixshow syndicator **Zeo Radio Networks** closed its doors, former **Zeo** president **Rico Garcia** was named PD of **Results Radio CHR/top 40 KEWB (Power 94) Redding, Calif.** Garcia previously worked at **KWPT/Eureka, Calif.**, and **KHOP/Modesto, Calif.** He will replace **Matthew Reisz**, who was recently promoted within **Results Radio** to e-club and interactive technologies director. Garcia begins March 12 and reports to OM **Rick Healy**.

■ It's the end of a lengthy era at **CHR/top 40 WSTW/Wilmington, Del.**, as PD **John Wilson** was released. Look for equally longtime APD/MD **Mike Rossi** to run the show as the search for a new PD begins immediately.

Label Love

■ Congrats to **Mark Pitts** on his promotion from senior VP to the far more impressive president of urban music for Zomba Label Group. Pitts started his label career at **Sean Combs'** Bad Boy Records in 1992. He later went on to manage several artists, including the late **Notorious B.I.G.** He joined Zomba in 2004 from the A&R department at Arista. Pitts is hard at work on **Usher's** follow-up to his zillion-selling album "Confessions," as well as **Chris Brown's** sophomore album.

■ Octone Records, the longtime home of such acts as **Maroon5** and **Flyleaf**, has been acquired by Interscope/Geffen/A&M and will be rebranded A&M/Octone. Octone was formed in 2000 by J Records/RCA Music Group senior VP of A&R/marketing **James Diener**, who

will now serve as president/CEO of A&M/Octone. Current A&M artists will remain as they are under the "regular" A&M name. The new label's first release will be the forthcoming album from **Maroon5**, which will be the long-awaited follow-up to the band's zillion-selling debut, "Songs About Jane."

■ As expected, several Virgin urban promotion staffers were laid off as part of the recent merger between Virgin and Capitol, creating the Capitol Music Group. Just as newly appointed CMG executive VP of urban **Ronnie Johnson** arrives in the building, Virgin senior VP of urban **Rodney Shealey** exits, along with his field promotion team. Virgin VP of urban promotion **Juliette Jones** remains aboard during the CMG reorganization.

■ Veteran New England promo stud **Carl "Carl" Strube** will no longer have to commute back and forth from Boston to Nashville as he steps down as senior VP/GM of Category 5 Records, the home of such artists as **Sammy Kershaw** and **Travis Tritt**. Also out: executive VP of promotion **Bill Macky**. Strube, who joined the label at its inception in 2005, is now free to navigate and is ready for his next industry adventure. He can be reached at 617-513-7278 or carl@carlstrube.com.

■ Congrats to Promo Princess **Marni Halpern**, who has safely crossed the street from VP of pop promo at Lava Records to the same position at Epic Records, effective, well, now. Send your congrats via her new e-mail address: marni.halpern@sonybm.com.

Jock-O-Rama

■ CBS Radio's rhythmic AC **KFRC-FM (MOVIN 99.7)**/San Francisco has filled out its jock dance card to follow the recently launched "MOVIN Morning Show" with **Balthazar and Maria**: Just plain **Alexa**, aka **Alexa Smith** to some, joins for middays. If her name sounds familiar, it's because she used to be APD/MD/midday personality at **KXJM/Portland, Ore.**, midday host at **XHTZ (290)**/San Diego and PD of **KSEQ/Fresno**. Luckily, **Alexa** was already in S.F. working for **Greg Lawley's Lawman Promotions**. At least we now know where the hell **J. Love** ended up: **Señor Love**, who recently left the PD chair at **KBBY/Oxnard-Ventura, Calif.**, has magically reappeared in afternoons at MOVIN. This marks a welcome return to the Bay Area for **J.**, who graduated from San Jose State and worked at the late, great **KHQT (Hot 97.7)**/San Jose back in the day. Finally, market vet **Katie Mason** completes MOVIN's lineup, joining for nights. Mason, who most recently did nights on KFRC before its magical transformation to MOVIN, previously did middays on the late top 40 **KZQZ (295.7)**.

■ **Allen Frey**, who does nights at hot AC **KMXP (Mix 96.9)**/Phoenix, has been awarded two swell life-enhancing promotions: MD stripes and middays. Seconds later, late-nighter **Chris Marino** transitioned to 7 p.m.-midnight.

■ **Mike Love** (no, not the guy from the **Beach Boys**), the longtime nighttime co-host on Clear Channel urban **WGCI Chicago**, has exited. His Bad Boy Radio co-host **the Diz** remains in the shift as a solo act.

Condolences

Our thoughts are with our friend **Ken Anthony**, former R&R rock editor, on the death of his mother, **Regina Moniz**, on Feb. 18. She was 89 years old and surrounded by her family when she passed.

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RATINGS CURRENCY

As The PPM Becomes Philly's New Ratings Currency This Week, Ad Buyers Applaud The Death Of The Diary

By Katy Bachman



Fox News' Sean Hannity has always been intrigued with Arbitron's Portable People Meter. As a TV personality, he likes to pore over the previous night's ratings to gauge reaction to the topics and issues discussed. He'd like the same feedback in radio and may soon get his wish.

Starting March 8, radio ratings generated from the PPM will replace the traditional diary system to become the ratings currency in Philadelphia. Last month, Houston received Media Rating Council (MRC) accreditation, which is critical for PPM adoption. The service will likely be commercialized there sometime after April. New York and two suburban markets in New Jersey

and Long Island are slated to turn on the PPM Nov. 15. During the next four years, Arbitron plans to roll out the PPM to the top 50 markets, finally putting radio on equal footing with other electronically measured media.

For advertisers and agencies, the transition can't come fast enough. "The diary needs to go away a lot faster than it," says Kathy Crawford, president of local broadcast for MindShare. But for radio broadcasters, even those who admit the industry needs to join the 21st century, the diary could be a hard habit to break.

For more than 40 years, Arbitron has measured radio listening with paper-and-pencil diaries. That worked pretty well for awhile, until people began to have less time on their hands and more media options. Through the years, media reporters would occasionally run into a real, live diary-keeper, which would invariably yield great fodder for a story: how the diary-keeper would "vote" for his or her favorite station rather than accurately recording actual listening; how the diary-keeper would forget to enter in the several stations tuned to during the day. More often than not, diary-keepers would sit down on Wednesday, the final day of the seven-day diary and try to reconstruct their listening from the previous week.

Arbitron spent years arguing that such stories weren't indicative of diary-keepers and trotted out lots and lots of data. In the end, though, it was Arbitron itself that knew it had to kill the diary.

Whenever a medium switches ratings metrics, there are bound to be changes that affect everything from programming to buying and selling. The TV business has been through a measurement change twice: for network and for local service. After a couple of years of angst, some heated controversy and even a couple of congressional hearings, Nielsen Media Research (owned by R&R parent the Nielsen Co.) tweaked its service and the industry adjusted.

Radio's experience has not been much different. Arbitron was ready to commercialize PPM in Philadelphia, the site of its first PPM test, in 2003. The industry pulled back, asking for more data, an economic-impact study and a second market, which eventually became Houston. Then, in summer 2005, shortly after Arbitron began to propose a 65% price increase over the cost of the diary system, radio companies balked. Clear Channel, leading the charge, formed a commit-

tee to explore other alternatives. The industry also convinced Arbitron not to flip on Houston until after it received MRC accreditation.

Some groups dug in pretty deep. Cox Radio and Radio One refused to encode their signals in Houston until last August, when Radio One decided to participate. A holdout in Philly at first, Radio One changed its mind days before the start of the two-month Philadelphia demonstration on Jan. 11. Cox agreed to encode its four Houston stations late last month. Cox president/CEO Bob Neil, a vocal opponent of the PPM, made it clear that a decision to encode was separate from any agreement to subscribe to the PPM service. Clear Channel, which is encoding in Houston, still refuses to encode in Philadelphia. Arbitron has signed customers representing 65% of market revenue in Philadelphia. In Houston, though, it has signed only 25%.

Agencies and advertisers say they are frustrated, but hope that with MRC accreditation, radio acceptance will follow. "Accreditation knocks down the final barrier standing in the way of financial negotiations," Crawford says. At the beginning of last year, when stations were hesitant to sign, agencies representing more than 90% of national-spot dollars signed PPM contracts with Arbitron within a space of a few months.

"The [Clear Channel request for proposal, which it launched in June 2005 to explore all alternatives for radio electronic measurement] slowed everything down. I don't understand their resistance, and I haven't been given a clear message," says Mary Barnas, executive VP/director of local broadcast for Carat, which has threatened to boycott stations in Philly that don't encode. "Right now it's an obstacle to doing business. If advertisers can't buy the top three stations, they'll put their money elsewhere."

Buyers say Clear Channel could really hold things up for the radio industry and for agencies that want to change their buying systems and analyze the data under the new ratings methodology. "Without Clear Channel, you don't have the full picture," says Sue Jochenning, executive VP of local broadcast for Initiative. "We won't know if a month's worth of data we're seeing is a trend or a blip."

Clear Channel, which represents about 20% of Arbitron's overall revenue of \$320 million, declined comment on any aspect of the PPM for this story. The company also declined comment

Tale Of The Tape: Diaries Vs. PPM

DIARY

Weekly recall
Two to three stations listed
15.6 tuning occasions
Listening duration: 1 hour, 27 minutes

SOURCE: Arbitron

PPM

Passive exposure
Five to six stations tracked
36.6 tuning occasions
Listening duration: 37 minutes

AGENCY CHANGE

How Ratings Change . . .

BY AUDIENCE

Average quarter-hour audience	-29.8%
Cume audience	+3%
Time spent listening	-31.9%

BY DAYPART

Morning drive (6 a.m.-10 a.m.)	-43.8%
Midday (10 a.m.-3 p.m.)	-26.9%
Afternoon drive (3 p.m.-7 p.m.)	-25.3%
Evenings (7 p.m.-midnight)	-33.3%
Weekends	-24.2%

SOURCE: Arbitron, Houston PPM panel, December 2006

on its request for proposal. Other than Arbitron, the RFP ultimately selected the Media Audit/Ipsos and MRI. (MRI eventually dropped out.)

Along with Cox Radio, Cumulus Media, Entercom Communications and Radio One, Clear Channel has agreed to fund a test in Houston this fall of the Media Audit/Ipsos' smart cell phone-based ratings methodology. In the meantime, Arbitron has sued the Media Audit/Ipsos for patent infringement.

However, there is a chance that Clear Channel's refusal to encode in Philly could be a moot point. Arbitron plans to add audio matching—which would allow the PPM to identify unencoded signals—to its service by the end of this year, although audio matching will never be as accurate as encoding.

Despite all the back-and-forth, the radio industry is against the ropes and needs all the accountability help it can get. A 2005 study from Forrester Research, commissioned by the Radio Advertising Bureau and paid for by Arbitron, found that the radio industry stands to gain revenue if it switches to a PPM-based ratings service. But if it doesn't, revenue is likely to decline.

Nearly one in four study respondents said they would increase radio spending if a PPM ratings service were adopted. Advertisers estimated they would increase budgets by 12% while agencies said they would increase budgets by 9%.

"Clearly spending hasn't increased in radio," Barnas says. "With the increase in competition and the other choices out there, if radio doesn't show they are committed to accountability, spending will continue to decline." That's certainly a familiar refrain for agencies, which are held by their clients to increasingly tougher ROI standards.

"This is an opportunity for radio to step forward and show that it is not afraid to take on a higher level of accountability," Jolennings says. "If the sellers do not get onboard, then radio has lost a big opportunity for better radio measurement. And then we're really talking about loss of revenue because radio has to be considered in the same category as other broadcast media from a return on investment perspective."

One thing the PPM service offers buyers and sellers is more frequent monthly ratings, instead of quarterly. "You'll be able to respond quickly to changes in the marketplace. We won't have to wait six months if there is a format change," says Matthew Warnecke, VP/director of network and local radio for Mediacom. "A radio programmer will have a whole lot of data sooner. Who knows, maybe it will make for better radio."

For years, programmers have learned to program to the vagaries of the diary. A side industry of programming, research and marketing consultants thrived on gaining the diary.

With the PPM, industry observers say stations could program and sell more effectively special events and broadcasts. "It allows you to justify the other things that are a big part of radio," says Bernie Shimkus, director of research at Harmelin Media, a Philly-based media agency.

What gives broadcasters pause, however, are the ratings themselves. A change in the ratings currency always changes the ratings. At first glance, the ratings under the PPM are not pretty. Average quarter-hour ratings are down by nearly 30%

1992 Arbitron announces intention to develop electronic ratings system. First meter is so big it has to be carried in a backpack.

1993 Arbitron reduces meter's size—to that of a brick—calling it the Pocket People Meter.

1996 Reduced again in size, now called the Portable People Meter, weighs only 2.6 ounces.

1997 Arbitron's first "expert witness" test with employees.

1999 Arbitron embarks on first field test in Manchester, England.

2001 Arbitron launches first U.S. test in Wilmington, Del., market.

2002 Wilmington test extended to Philadelphia. Sample size is 1,500 consumers.

2003 Arbitron "digitizes" PPM encoders.

2004 PPM demo begins in Houston with 2,000 consumers. Service adds tracking out-of-home capability.

2005 Arbitron announces PPM will cost 65% more than diary system. Radio groups balk.

2006 MRC audit of Houston completed. PPM device in its 10th generation.

2007 PPM receives MRC accreditation in Houston. PPM will go live March 8 in Philadelphia. Total Arbitron cost to date: \$70 million-plus.

compared with measurement under the diary. Morning drive, radio's hugely lucrative daypart, takes the biggest hit, down by almost 44%. On the positive side, because the PPM records listening to more stations, reach increases significantly.

The shifts will require buyers and sellers alike to think differently about how dollars are placed. "Prime-time radio inventory will change—a.m. and p.m. drive will cease to be the only thing that is considered prime," Warnecke says. "Midday won't be dismissed as ineffectual and weekends could be a greater part of traditional schedules." Additionally, advertisers could keep budgets the same, reducing the number of gross rating points they buy at a higher cost per point. Or they could increase budgets in order to give campaigns the same GRP weight. "It's a currency adjustment, end of story," Crawford says.

Broadcasters that have embraced the PPM and signed up, such as CBS Radio, AC: WBEB/Philadelphia and Greater Media, among others, say that the biggest and most positive story Arbitron can tell about the PPM is how it will help establish radio as a reach vehicle.

"We expect that our current 750,000-person cume will be 2.2 million-plus," says Jerry Lee, owner of WBEB, Philly's top-ranked music station. That means "over 50% of the population will be listening to us every week."

Buyers also say the PPM tracks listening to more stations, giving them a wider choice for campaigns. "The old school of placing 12 spots a week may not be the way of the future. You can get to reach and frequency with fewer units, so you buy more stations," Warnecke says.

A study by Harmelin Media compared PPM data and diary data based on actual schedules placed in Philadelphia and found that if all cases reach increases. "People may have to rethink radio as a traditional frequency medium to more of a reach medium. Under the diary methodology, there was only one station that cued 1 million in a week. Under the PPM, more than 10 stations do," Shimkus says. "It will change how advertisers look at radio."

The very basics of buying could change. "Maybe the definition of dayparts will change. Maybe there will be more dayparts on a buy, maybe schedules won't be as concentrated in morning drive," says Janice Finkel-Greene, executive VP of broadcast strategy for Initiative.

"This isn't about a 1.2 then a 1.0. Our advertisers are familiar with currency changes," Jolennings says. "It's not changing their opinion about radio, but it will potentially open everyone's eyes about how to use radio better. This is about making sure radio works to spur an action." *R&R*

Katy Bachman is senior editor at R&R sister publication MediaWeek.

Effect On Reach And Frequency

TARGET DEMO	NO. STNS	REACH (DIARY)	REACH (PPM)	% CHG	FREQUENCY (DIARY)	FREQUENCY (PPM)	% CHG
W 25-54	7	62.8	82.4	+31	8.8	6.8	-23
A 25-64	14	86.4	99.4	+16	13.6	12.3	-10
A 18-49	9	72.4	89.4	+23	11.4	8.1	-29
M 18-34	1	17.9	39.0	+118	8.0	4.0	-50
M 18-49	7	58.2	66.0	+13	7.0	5.7	-19
A 18-34	3	73.7	91.0	+23	6.3	4.6	-27

SOURCE: Harmelin Media; actual schedules based on Philadelphia data 2002-2003



John Mellencamp

The Americans

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Country Radio 2007: Most-Programmed Format Catapults Beyond Its Own Borders

Welcome to Radio & Records' Country Radio Seminar special issue. Whether or not you're in Nashville this week to attend CRS, we hope this package of stories, profiles and survey results provides a reliable snapshot of the country radio landscape as it appears in early 2007.

Country grew beyond its own borders last year, with more songs and artists crossing to other formats than any other time in the last decade. We lead a discussion on where those hits went, and how country programmers feel about sharing.

The results of our annual readers' poll offer an impressive mix of established talent, an artist on a remarkable trajectory and a promising, record-setting new act.

We look inside several head-to-head battles in key markets—a sign of growth for country music, albeit a challenging year ahead for those programmers.

As the format marches forward, Country Radio Broadcasters recognize radio pros whose careers had an impact in not only their local markets but the entire country industry. We feature the five inductees for this year's Country Radio and DJ Hall of Fame.

As always, the record industry successfully introduced exciting, fresh talent. The New Faces class of 2007 was embraced by radio and seems poised to establish itself as a torchbearer of country's future.

We hope you find this collection of features enlightening and useful as we take on the challenges of another year for the most enduring, most programmed format in America.

R.J. Curtis
R&R Country Editor

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PHOTOGRAPH BY JAMIE MCCARTHY/WIREIMAGE.COM



Double vision: Kenny Chesney is a double winner in the R&R Readers' Poll.



Th

To All The

Thanks

Affiliates For Believing!

"I'm having more fun than I ever imagined."

— Kix

WISX FM	WGAR FM	WKDF FM	KKNG FM	WKLB AM	KSBL FM	WYAK FM	WKCN FM	KATQ AM	KZZI FM
WYOS FM	WUNK FM	WVVR FM	KWOX FM	WRIV AM	WCOS FM	WQTE FM	KBKO FM	KATQ FM	KEIN FM
KHAY FM	KWIE FM	WBIF FM	KIXN FM	WIXX FM	WOGT FM	WHIT FM	KISR FM	KCAD FM	WKDW AM
KIOY FM	KAIR FM	WMIH FM	KIRA FM	WSEK FM	KCZE FM	KJCS FM	WXXQ FM	KUSB FM	WAIW FM
WXTU FM	KBCR FM	WSDI FM	WPWW FM	WQBF FM	KHAK FM	KBUE FM	KINB FM	KYCK FM	WOKK FM
WINQ FM	KMIS FM	WUBI FM	KCYE FM	WTCR FM	WMSI FM	KWNA FM	KJHO FM	KUPI AM	WIML FM
KRTY FM	KKBS FM	WBUC AM	WEMI FM	WCEN FM	WIKI AM	WIDR FM	KQJP FM	KZZI AM	KEKB FM
KCKI FM	KNFY FM	KRJC FM	WVTC FM	WTBE FM	WYNR AM	KJKN FM	WJMS AM	KCHIQ FM	KRRG FM
KTYN AM	WKRO FM	KSOP FM	WQJK FM	WKIC FM	WNSV FM	KKQQ FM	WUSZ FM	KSCT AM	KLTZ AM
KSCS FM	WOGK FM	KVSE AM	WUCR FM	WCKT FM	WNBQ FM	WIDOG FM	KAYD FM	KSRA AM	KPOX FM
WKIK FM	WVKA FM	KCYE FM	WYNR FM	KHUT FM	KCCY FM	WIDOG FM	KLAD FM	KSRA FM	WNUS FM
WTRR FM	KFAW FM	WAIUS FM	KNAE FM	KSKG FM	KUSJ FM	WKXC FM	KRWQ FM	KLAN FM	KKCN FM
WKHX FM	KJEM FM	WNWN FM	WBIJ FM	KKJQ FM	KHJ AM	WDXN FM	KWIS FM	KVRP FM	KSUM AM
KVST FM	KHJ FM	WTNR FM	WBYE FM	WPKR FM	WTRR FM	KDAM FM	KWTH AM	WKKV FM	KIAK FM
WYCD FM	WISY FM	WTFMA FM	WGNM FM	WPKR FM	WSKT FM	KAWW FM	KIXQ FM	WBBN FM	WBIW FM
WQYK FM	WICY FM	WJBB FM	WNYV FM	WQTE FM	WELW FM	KYCK FM	KLIT FM	KDBR FM	KBLI FM
WZZS FM	KCMB FM	WZZK FM	KBCN FM	KHKE FM	WRAY FM	KZZY FM	WVFG FM	KBBB FM	KDZN FM
KXXK FM	KIDY AM	WRHY FM	KENA FM	WTHH FM	WNKT FM	KIMY FM	WINX FM	WIMD FM	WDRM FM
KYSN FM	KJDY FM	WJUN FM	KSSN FM	KKDY FM	KIOD FM	WJES FM	WJES FM	KITL FM	KBIQ FM
KALF FM	KWJJ FM	WRBT FM	KYH FM	KDRK FM	KRGT FM	WQCB FM	WQCB FM	WVVI FM	KBQJ FM
KELG FM	WEMN FM	WGH FM	WDFB FM	WUUT FM	KUSO FM	KWVK FM	KWVK FM	WOGY FM	KCYE FM
KQSS FM	KUSS FM	WNOI FM	WKSX FM	KKER FM	KTCS FM	WVXX FM	WVXX FM	KYKZ FM	KJAL FM
KARI FM	WDWG FM	WRJW AM	WVHE FM	WDDD FM	WRNS AM	WQCC FM	WQCC FM	KBSI FM	KMDI FM
KIRV FM	WKRY FM	WKBQ FM	KWLN FM	WKYQ FM	WHIZ FM	KMID FM	KMID FM	KNIA FM	ROUL FM
KIGR AM	WVGP AM	KNID FM	KTFX FM	KRAM FM	WISC AM	KDBI FM	KDBI FM	KYTF FM	



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2007 R&R Readers' Poll: Country's Coolest Contenders

By R.J. Curtis

The record number of ballots tabulated for the 2007 R&R readers' poll has us wondering: Was it the passion for music and artists that led to such a strong turnout, or was it our merciless barrage of reminders? Whatever the reason, your enthusiastic participation made for an impressive list of performers. ★ This year's winners are best-characterized as "The Usual Suspects." Kenny Chesney, Brooks & Dunn and Rascal Flatts are established superstars on many levels: airplay, album sales and touring. Carrie Underwood makes her first appearance on the list, but doesn't it feel like she's a veteran? Perhaps the only unexpected name on the 2007 list is the Wreckers, but the duo's accomplishments in the past year more than validate its presence.

Kenny Chesney

Male performer, entertainer of the year

No disrespect to any other contenders in these two categories, but the voting in both was pretty one-sided in favor of Kenny Chesney. He continues to live in rarefied air and, like his good friend Peyton Manning of the NFL champion Indianapolis Colts, he has already put together a hall of fame career. The difference between the two is that Chesney won't have to wait five years after his active career to be eligible. Then again, at the rate he's going you have to ask: When will this momentum ever stop? Chesney's résumé is nothing short of amazing: He has 28 top 10 singles (10 of which hit No. 1) and 10 top 10 albums—six of them reached No. 1, and five of those chart-toppers debuted atop the list. Chesney has spent 798 total

chart weeks on the Nielsen BDS-fueled R&R Country chart and 797 total chart weeks on Billboard's Top Country Albums. In 2006, his "The Road and the Radio" tour was the most-attended trek of any artist in any genre. Chesney has even bigger goals in 2007, with plans to perform at NFL stadiums this summer. When a recently scheduled show in Boston went on sale, more than 50,000 tickets were gone in 15 minutes. Few artists in any genre can captivate a stadium-sized crowd for two hours—Chesney is one of them.

Carrie Underwood

Female performer of the year

We've made the point before, but it bears repeating. While it was only two seasons ago that Carrie Underwood triumphed on "American Idol," it seems much longer. Since she exploded into the world of country music, Underwood's accomplishments have eclipsed her "Idol" recognition, and now she's powered by the momentum generated by three top 10 singles. Two of them topped the chart, with a third virtually guaranteed. Underwood has spent 120 total chart weeks on the R&R Country chart since the debut of "Jesus, Take the Wheel," and her debut album, "Some Hearts," has spent 22 weeks at No. 1 on Billboard's Top Country Albums. Additionally, "Some Hearts" is certified five-times platinum. When Underwood was voted Country Music Assn. female vocalist of the year last November some regarded it as an upset win. As the months have passed and her success keeps snowballing, it makes perfect sense. To that point, here's a rather telling R&R readers' poll factoid: Underwood received more votes than any other artist honored this year.

Brooks & Dunn

Duo of the year

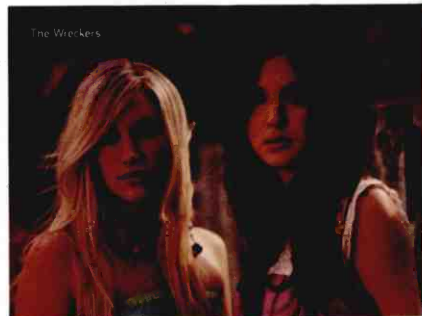
We mentioned the "Usual Suspects" theme for winners of this year's R&R readers' poll, and perhaps more than any act on this year's list, Brooks & Dunn exemplify that description. They are simply the most successful duo in the history of the format.

During their long and illustrious career, Brooks & Dunn have scored 38 top 10 singles, and 20 of them are No. 1s. The R&R Country chart has pretty much been their home away from home, as they've spent 997 total chart weeks there. Brooks & Dunn have notched 11 top 10 albums (five of them ruled the chart) during the years, logging a mind-numbing 1,255 total weeks on Billboard's Top Country Albums chart.

Rascal Flatts

Group of the year

While Rascal Flatts has spent the last seven years steadily building its now-superstar status, certainly 2006 was a tipping point, particularly when it came to album sales. "Me and My Gang" was the top-selling artist album of 2006 in any genre, eclipsed only by the "High School Musical" soundtrack. Rascal Flatts also became a huge concert attraction last year, breaking the 1 million attendance mark during its 2006 tour. The trio has amassed 359 total weeks on Billboard's Top Country Albums chart with its four top 10 releases, and three of them went to No. 1. Meanwhile, 15 top 10 singles (10 of them chart-toppers) have accounted for 454 total chart weeks on the R&R Country chart.



The Wreckers

Best new performer

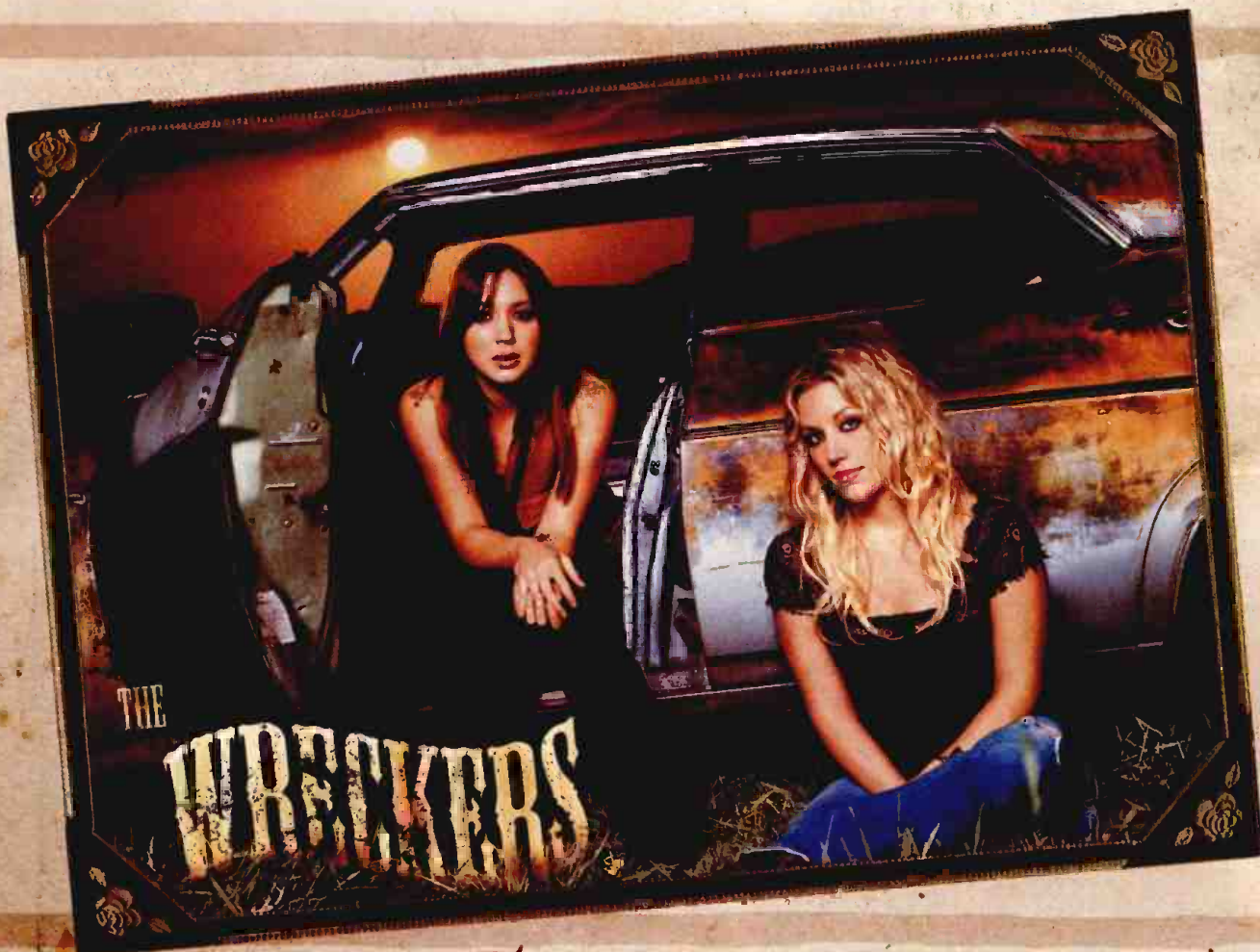
Michelle Branch and Jessica Harp comprise the duo the Wreckers, and their debut release, "Stand Still Look Pretty," was a history-making effort. They're the first rookie female duo to take a debut single, "Leave the Pieces," to No. 1 in more than 50 years. While still in her teens, Branch became an overnight success in 2001 after the release of "The Spirit Room," and soon after legendary guitarist Carlos Santana recruited her for the Grammy Award-winning duet "Game of Love."

In 2004, Branch's friend Harp left Kansas City, Mo., and headed for Nashville after being offered a record deal. Before she arrived, Branch called Harp and persuaded her to team up on a project. The Wreckers made their debut last year at Country Radio Seminar and had immediate impact. In addition to their chart success, the Wreckers have been exposed to a large number of country fans by supporting parts of the Rascal Flatts tour last year. In 2007, they'll open for Keith Urban on his Love, Pain and the Whole Crazy World tour.



20

WELCOME TO TENNESSEE...
WHERE THINGS ARE SWEETER.



Thanks for a great year!

CMA NOMINATION FOR VOCAL DUO OF THE YEAR

GRAMMY NOMINATION FOR BEST COUNTRY PERFORMANCE BY A DUO OR GROUP

BREAKOUT ACT OF 2006

R&R READER'S POLL- BEST NEW ARTIST

*We'll be out all summer and fall with Keith Urban...
hope to see ya on the road.*



Six Skirmishes To Watch

On The Front Lines Of Country Radio's Most Intriguing Battles

By Ken Tucker

Wolf. Wink. Rooster. Bull. The names are different, but the intended outcome is the same: to knock off, or at least take shares from, a particular market's heritage country outlets. ★ If the stepping up of new country radio battles is any indication, then the format is on the upswing. In the last few years, country has moved front and center in key markets across America. ★ With that in mind, R&R takes a look at six markets with country competitions to keep an eye on this year.

Midwestern Dust-Up

On the surface, not much has changed in Kansas City's country competition. KFKF has had its current call letters since 1982 and country has been heard on the 94.1 frequency since 1963. WDAF has resided on the FM dial since 2003 and before that was a popular AM country station for 25-plus years. The relative youngster in the melee, KBEQ (Q104), flipped to country from top 40 in 1993.

In the fall 2006 Arbitron survey, KBEQ scored a 5.3 share 25-54—good for fourth in the market behind urban KPRS, AC KUDL and active rock KQRC. KFKF tallied a 3.5 in the demo and WDAF a 3.1. KBEQ's four-book average was 5.4, while KFKF and WDAF had a 4.3 and 3.4 respectively.

But there's more here than meets the eye.

Wilks Broadcasting acquired KBEQ and KFKF from CBS Radio late last year. The acquisition resulted in staff cutbacks, including longtime KFKF newsmen Randy Birch, early midday jock Rusty Walker and night guy Tim Peters. KBEQ p.m. driver Shotgun Jason also exited. Meanwhile, Entercom's WDAF relaunched as "the Wolf" in January, taking on a persona that has served the company well in Portland, Ore., and Seattle.

"We saw a real opportunity with regard to what was happening with the Wilks properties there, to seize the more energetic, current-based country opportunity in that marketplace," Entercom director of country programming Mike Moore says. "We saw an opportunity for us to become the dominant player, so that's why we decided to shake things up."

Moore says the Wolf features "a far more energetic, tempo-driven presentation than what was previously on WDAF."

Musically, KBEQ is decidedly more current and recurrent-based than either of the other two stations. Seventy-six percent of total spins on the station comes from songs released between 2005 and 2007, according to BDSradio.com. Only 37.4% of KFKF's spins come from that same period, while 57.9% of WDAF's do. KFKF and WDAF's libraries rely more heavily on the golden years of the early '90s with 16.7% of KFKF's

spins coming from 1990-94 and 14.4% of WDAF's coming from that era.

From a programming standpoint, you can't get much more experience than you have in Wilks' K.C. director of operations and KBEQ PD Mike Kennedy and his counterpart at KFKF, Dale Carter. Both know the market and are battle-tested. WDAF PD Michael Cruise, who has been in place since last spring, has fought country wars in Houston; Columbus, Ohio; and Fort Myers.

Carter and partner Mary McKenna are well-established in Kansas City mornings. Kennedy is part of "The Q Morning Show With Mike, Zeke and Jillian," although the third member of the triumvirate will exit this spring to become a stay-at-home mom.

Meanwhile, WDAF has brought in the veteran morning team of Darren Wilhite and Tim Wall ("Wilhite & Wall") to replace longtime morning man and market fixture David Lawrence, who retired in September. Wilhite & Wall have previously served in Detroit, Knoxville, Grand Rapids and Fayetteville, Ark. Meanwhile, former KBEQ afternoon man Jason will show up at WDAF after sitting out on a noncompete.

Can all parties survive in the "Paris of the Plains"? "I certainly think it's possible for the market to have three country stations on the FM dial," Kennedy says. "The problem is you might not have any of the three in strong market positions."

Moore counters, "While KFKF and Q are fine radio stations, I think that we can certainly be competitive and we will be very competitive."

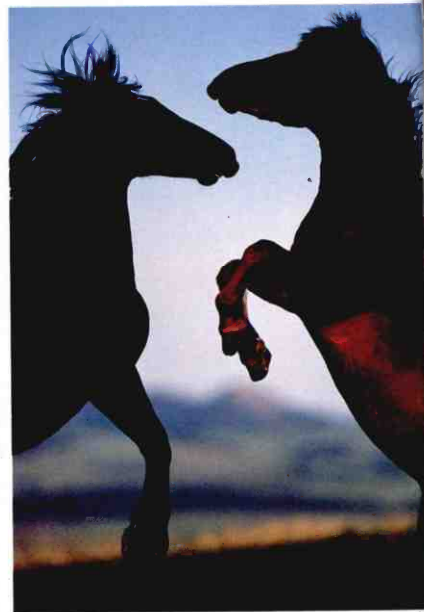
Trying To Crack The Buckeye

The challenger is now the challenged in Columbus, Ohio. Clear Channel's WCOL, which flipped to country in 1994 to take on and subsequently defeat then-format leaders WHOK and WRVF (the River)—later WLLD (Wild Country), now faces one new challenger (WNKK) and a renewed fight from another (WHOK).

In a clear flanking maneuver, Wilks Broadcasting, which bought the stations from CBS Radio, flipped active rock WAZU (the Big Wazoo) to country as WNKK "Wink 107.1 New Country and Only New Country" in January and slightly repositioned WHOK, now known as "the Hawk," from a classic country lean to "Playing Everything Country," which covers a five-decade span.

WCOL's music mix leans heavily on music released since 2000—more than 78% of what the station spins comes from that period.

In addition to trying to chip away at WCOL in the money demo, the Wilks moves also aim to give the cluster something it needs: more female shares. Classic rock sister WLWQ, a decades-old



market mainstay, is tops among 25-54 men and WHOK does better with men than women in the demo.

WCOL was No. 2 25-54 in the fall with an 8.1 to CHR/top 40 sister WNCI's 8.4 (WCOL was No. 1 in the summer book). Meanwhile WAZU tallied a 0.7, while WHOK had a 2.0. Despite focusing on its Newark, Ohio, home just to the northeast of Columbus, WCLT regularly pulls a 2.0 share 12+ and in the neighborhood of a 1.7 25-54 in the Columbus market.

"The only thing that you can do when your station is being directly attacked is make sure that your station is the best that it can possibly be," says Clear Channel/Columbus director of programming and WCOL PD John Crenshaw, who, other than a two-year stint in Norfolk, Va., has been at WCOL since its launch.

He hasn't made any changes to WCOL's programming "other than the ebb and flow of what I always do," Crenshaw says.

After the switch, WAZU PD/MD Stash remained and reverted back to his country identity as Ric Knight. Knight, who also hosts mornings, has country experience. As "Buckeye Bill" Tanner, he was part of the team that signed on WCOL more than a dozen years ago and he once

Continued on page 24

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'I certainly think it's possible for the market to have three country stations on the FM dial. The problem is you might not have any of the three in strong market positions.'

—Mike Kennedy

JASON ALDEAN

THE NEW SINGLE...

“JOHNNY CASH”

“All you have to do is see how Jason Aldean’s audience worships him to understand that he is a major force with the young side of Country. This kid appears to be on the fast track to stardom. How can you argue with a song that advocates getting in the car and cranking up the Man in Black?”

Gregg Swedberg, Clear Channel Minneapolis K102

“It’s been a long time since I have heard such a lightning rod song. It’s an instant smash.”

Joel Burke, Lincoln Financial Denver KYGO

“I don’t give quotes, but with three HIT singles to his credit and a GREAT live show...this guy is a STAR!”

Mike Moore, Entercom Portland KBJJ The Wolf

“Jason should rename this Johnny ‘Smash!’ Big phones since the first spin...”

Crash Potoc, ABC Radio Dallas KTYS The Texas Twister

“Jason Aldean’s ‘Johnny Cash’ is one of the most refreshing songs I’ve heard in a while. It’s a sure fire hit!”

Johnny Chiang, Cox Radio Houston KKBQ The New Q93

“Johnny Cash kicks ASS!”

Mark Jennings, Citadel Dover WOKQ 97.5

“Jason Aldean avoids the sophomore jinx! Johnny Cash is a HIT!”

Doug Montgomery, Clear Channel Grand Rapids WBCT B93

“Another cool song, from a cool guy, about a cool guy. Jason is on fire with our listeners!! ‘Johnny Cash’ will keep that fire burning!”

Billy Kidd, Entercom Rochester WBEF 92.5

“Cash would be proud!!”

Mike Macho, ABC Radio Atlanta WKIX Kicks 101.5

“Jason Aldean goes to the NEXT LEVEL with ‘Johnny Cash!’”

Dex, Clear Channel Chattanooga WUSY US 101

“When I popped that burning ring of fire into the CD player and hit play... I wanted to quit my job, fire up my mustang and burn rubber to Vegas... then I remembered I was married with children and responsibilities and I came to my senses... but, I couldn’t wipe that grin off my face or fight the overwhelming urge to wear nothing but black for the rest of my life!”

Danny Ryan, Salt Lake KEGA 101.5 The Eagle

“This is another huge hit for Jason and we couldn’t wait to put it on the air!”

Bill Dollar, WLV-FM Montgomery, AL

“Love it. Could we be early on a Jason Aldean song? Stay tuned!”

Doc Medek, Entercom Scranton WGGY Froggy 101

“Jason Aldean makes it FOUR SMASH HITS IN A ROW with ‘Johnny Cash!’”

Jon Loba on behalf of the many CBS Radio Stations who cannot be quoted





John Clemshaw

Continued from page 22

did mornings at WHOK.

WHOK PD/MD George Wolf, who moved to mornings in January, is another Columbus country vet. In addition to his current post, he also served at WLLD in the '90s, which subsequently threw in the country towel.

Adding to its heritage position, WCOL has a veteran staff. Between market mainstay and morning man Woody Crenshaw (who handles middays), p.m. driver Joe Boxer and night jock Dixie Lee, "we have the airstaff that just won't go away," Crenshaw says with a laugh.

The challenge for WNKK is the same that sister WHOK has faced for years: signal coverage. WNKK, with a tower due south of Columbus near Circleville, Ohio, is best heard in the southern counties and never delivered significant ratings as an active rocker. WHOK's signal, broadcast from a tower near Lancaster, Ohio, blankets the south and eastern suburbs of Columbus. With a tower near downtown Columbus, WCOL effectively covers the metro.

Motor City: Country Music City?

Not unlike WCOL in Columbus, CBS Radio's WYCD/Detroit has gone from being the attacker to the one being attacked. The station flipped to country in 1993 with an eye on tenured format leader W/WW (W4). Fourteen years later, WYCD—which no longer uses the "Young Country" moniker it signed on with—faces an attack from WDTW (the Fox), which moved from rock to country last May. The 106.7 FM frequency now occupied by the Fox was also home to W/WW.

Using a unique approach, Clear Channel asked Detroit listeners to choose which format the station would flip to, what the station should be called, even what the station logo would look like. Clear Channel execs insist the outcome was not predetermined. WDTW PD John Trapani,

who remained after the flip, remembers telling his wife that he had a job, but didn't know what format he might be programming.

WYCD PD Tim Roberts, a Detroit native who programmed W/WW in the '90s, wasn't surprised that the Fox came looking in his hen house. "Anytime you're doing well, people are going to take a shot at you," he says. "In the spring book we were No. 1 [12+], so I fully expected a competitor to come in."

New competitor or not, Roberts belongs to the school of thought that dictates constant vigilance. "You're always trying to improve your product," he says. "Whether you have a country format competitor or you're just a stand-alone in a market this size, you've got 40 competitors. I'm competing against the AC, the highly rated classic rock and rock stations, the urban ACs. Radio's full of competition; I think you have to be ready for it and have a great product and that's what will ultimately determine your fate."

While Roberts admits to making a few adjustments since the Fox has signed on, he also says, "I look at it this way: They have to change to adapt to me."

From morning man Dr. Don Carpenter, who's on his second tour of duty at the station, to night jock Jyl Forsyth, who has been at the station for 13 years, WYCD boasts a veteran staff. Roberts says the air personalities and their ability to connect with listeners set the station apart. WYCD and its personalities support everything from the Children's Miracle Network to local war veterans' groups. "I'm a little old-fashioned," he says. "I believe that radio has an obligation to serve the community and we try to do that here."

Meanwhile, WDTW took its time putting jocks on the air, finalizing the lineup in January. Like its format choice, listeners voted which air personalities they wanted to hear. Among those that made the cut were large-market vets Rick Miller, who has jockeyed in Kansas City and Mobile, Ala., and handles mornings, and former Dallas personality Scott Gaines, who handles afternoons.

Both stations rely on the period between 2005 and 2007 for the majority of their music—57.8% of WDTW's spins comes from that time frame while 54.6% of WYCD's does. The Fox grabs more than 13% from the early '90s and WYCD's takes 11.4% from '90-'94. Both stations pull more than 70% of their music from the current decade.

Listeners also vote via the Web which songs the

station adds to its playlist, according to Trapani. In a separate feature, "Fox On Demand," which runs four times a day, listeners choose between two songs that they want to hear next. "Literally, they are programming the radio station. My jocks love me for it," Trapani says with a laugh.

"We're not looking at this as a radio station," he adds. "For lack of a better term, we're a content provider. Everything we do has a Web component, so it's totally interactive."

"They tell us what we're doing and they tell us how to do it," says Trapani, who refers to himself as director of listener input, not PD.

In the fall Arbitron survey, WYCD went up 3.6-4.1 25-54—which tied it for fifth in the market—while WDTW dipped 3.3-2.6.

Trapani recognizes what he's up against. "WYCD's a good radio station, Tim Roberts is a good programmer," he says. "They're not going to just roll over and go away. It's going to be a long, drawn-out battle and it's going to be a lot of fun."

The Wolf Howls In Greensboro

Clear Channel's WTQR/Greensboro has been on top for a long, long time. And while it may not be the dominant station it was in the '80s and '90s, its heritage is still a force to be reckoned with. In October, Entercom decided to challenge that heritage by flipping oldies WMQX to country as WPAW (the Wolf).

"WTQR is the market leader in both ratings and revenue, so we have always been expecting a competitor," Clear Channel regional VP of programming Bruce Logan says. Former WTQR PD Trey Cooler, who is now at the company's WRDU/Raleigh (see story, page 26), and new PD John Roberts, who also programs country WKKT (the Kat)/Charlotte, "both made sure we were ready for the attack and I have complete confidence that the winning will continue," Logan says.

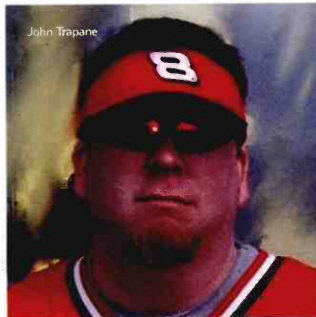
Entercom director of country programming Mike Moore says the decision to unleash the Wolf in Greensboro was born out of the success that the company has had in Seattle against CBS Radio's longtime format and market leader KMPS. The company launched KKWF in late 2005 and the station is currently beating KMPS 25-54. "We felt the marketplace was craving a choice [in Seattle] and it was much the same case in Greensboro," he says. "People like a choice."

Logan says that WTQR has done some fine-tuning since the Wolf joined the fray. "Anytime you get a new competitor you make adjustments," he says. "But since WTQR is the leader, we didn't change the essence of what we are and what we mean to the people of Greensboro/Winston-Salem/High Point."

While the Wolf is aggressive in both music and imaging, WTQR is a mainstream country station musically. Roughly half of its spins come from currents and recurrents and half come from gold, according to BDSradio.com. While data isn't available for WPAW, Wolf stations KKWF and KWJ/Portland, Ore., run roughly 58% current and recurrent.

WTQR fell 10.3-7.5 25-54 in the fall.

Continued on page 26



John Trapani

Whether you have a country format competitor or you're a stand-alone in a market this size, you've got 40 competitors. You have to be ready for competition and have a great product—that's what determines your fate.

—Tim Roberts

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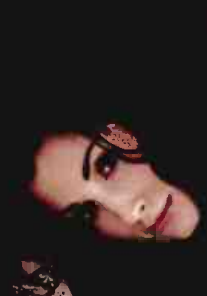
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FROM HIS
FORTHCOMING RELEASE
DUE THIS SUMMER



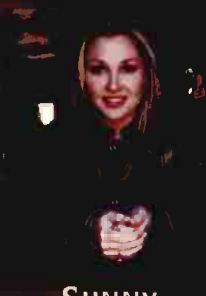
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Continued from page 24

according to Arbitron, making it No. 2 in the market behind Entercom urban AC WQMG. Meanwhile, WPAW scored a 5.8, up slightly from its 5.6 in the summer as an oldies station. The winter 2007 Arbitron will be WPAW's first full survey as a country outlet.

Moore says he's "thrilled" with the station's initial results. "We've got one book under our belt and we've already managed to beat them 18-34." (WPAW tallied a 5.3 share in the fall, while WTQR had a 5.1.) "We're already in the game and we've just begun."

While the players have changed slightly through the years, WTQR's "Original Good Morning, Good Morning, Good Morning Show," which currently features "Brother" Bill Dotson and longtime co-host Aunt Eloise, has been a market staple. In the fall book, the morning show placed No. 5 25-54 with a 6.6, which was off from its No. 3 ranking in the summer survey.

Logan sees the morning show as a key difference between WTQR and WPAW. "But being 'the spot' for country for all these years is certainly not a disadvantage for us," he adds. "WTQR has seen competitors come and go."



WQDR Is 'Raleigh' On Top Of Its Game

Country competition is not a new concept to Curtis Media WQDR/Raleigh PD Lisa McKay, who says there are 15 country signals that get into the market. "One more was not a surprise or threat," she says.

In October, Clear Channel flipped longtime classic rocker WRDU to country as "the Rooster." Trey Cooler, who had been PD at sister WTQR in Greensboro, came onboard as PD. Clear Channel regional VP of programming Bruce Logan says the group decided to attack WQDR for the same reasons Entercom chose to take on WTQR in Greensboro: "WQDR is a leader in ratings and revenue."

Almost exactly a year earlier, Capitol Broadcasting used a move-in frequently to launch classic-leaning WCMC (Genuine Country), which thus far has not made much of an impact from a ratings perspective.

McKay says that the entries of WCMC and WRDU into the country market there don't constitute a "country battle."

"While there is certainly plenty of time for there to be a battle here, right now there are just two more stations trying to get a share of the 'QDR pie,'" she says. "WCMC tried basically powering up a hard drive, thinking that was all it would take, [and] WRDU has yet to live up to their declining rock ratings."

Given that sentiment, it's not surprising that McKay hasn't made any adjustments as a result of the Rooster's emergence on the scene. "Our music is well-researched and tight," she says. "We update our imaging relentlessly. We have a live, local, familiar and beloved morning show, and are live and local 24/7, 365 days a year. We market three books out of four, but most of all we have a love affair with each and every one of our listeners."

"My bosses give me all the tools I need to win, including local callout music research, marketing money and a great staff, including Maddawg, my APD, and Rusty Walker, our consultant," McKay continues. "It's a formula that made radio great in its heyday and here in North Carolina, still makes radio great."

Logan thinks Clear Channel's decision to bring in the syndicated John Boy & Billy for mornings helps set the Rooster apart from the pack. "People forget John Boy & Billy were the No. 1 morning show in Raleigh not so many years ago," he says. "We know through research they have co-tails and are a big draw for the Rooster. We also have University of North Carolina sports, which helps us bring a lot of cume to the party."

As for his station's image, Logan says, "The Rooster probably has a little more attitude and swagger, but it's all about fun. If you are going to call yourself 'the Rooster' you really can't take yourself too seriously."

In the fall book, WQDR scored an 8.0 25-54, which ranked it No. 1 in the market. Meanwhile, WCMC posted a 1.3 in the money demo and WRDU had a 2.1, down from its 3.7 as a classic rock station in the summer book.

Asked whether she thinks there's room for three country stations in Raleigh, McKay says yes: "Just not at No. 1, where we are planning on staying."

Bull-nanza

Clearly one of the most interesting battles in 2007—and one that is still developing—will take place in Atlanta. With its sights set on ABC Radio's longtime leader WKHX (Kicks) and sister WYAY (Eagle), Clear Channel flipped AC WLTM to country as "the Bull" on Dec. 18, 2006. (WLTM would return a few days later on another frequency.)

Clear Channel regional VP of programming/VP of country programming Clay Humnicutt was on hand for the format flip and decided to stay. In addition to his other duties, he's now OM for the Atlanta cluster.

Humnicutt is mum on his plans for the new station and the only air personality that's been identified is veteran country programmer Lance Houston, who will handle afternoons and serve as APD.

ABC/Atlanta president/GM Victor Sansone told R&R in December that the stations were prepared for Clear Channel's attack. "It's been a hard job trying to keep these stations balanced to



keep out a competitor," he says of WKHX and WYAY. "[Clear Channel is] very capable. They have a very aggressive plan—if they can grow the market, I welcome them."

OM Mark Richards agrees. "We felt someone else would come into the format as [other stations] have over the last few years," he says, citing fringe stations that have upgraded their signals to be heard in Atlanta. "There are now six country signals that enter the Atlanta metro."

Sansone says the battle for country listening will be "between the records. Their Kenny Chesney record isn't going to be any better than our Kenny Chesney record."

Richards adds, "We are constantly evaluating and tweaking the stations. We believe we have outstanding brands with the knowledge, experience and history of what country radio listeners want in Atlanta."

WKHX was fourth in the market 25-54 with a 5.0 share in the fall, while WYAY's 1.9 placed it outside the top 15 in the money demo.

Musically, Kicks is the far more current of the two ABC stations with 84% of its music coming from this decade. By contrast, 53.5% of Eagle's is from the same period, while 19% of its spins come from the early '90s. WUBL is positioned squarely in the middle with 62% of its library spins representing the 2000s and 17% the early '90s.

ABC clearly has a heritage staff. WYAY has the longest-running morning show in town with Rhubarb Jones and co-host Dallas McCade. And while he hasn't been in mornings nearly as long as Jones, Kicks morning man Cadillac Jack has been at the station since 1994. Midday jock Bill Celler has been at WKHX for 20 years.

In an interesting—and perhaps unprecedented—move for a country station, the Bull is the flagship for baseball's Atlanta Braves. Games had previously aired on rock sister WKLS.

The other wild card in Atlanta is that Citadel Broadcasting is expected to take control of ABC's stations there some time this year. Whether the acquisition will result in staff cuts—as happened when Cumulus took over Susquehanna properties last year—isn't known.

Whether everyone can succeed "depends on your definition of need and success," Richards says. "Clearly from a ratings and business perspective, I personally don't believe everyone will meet their expectations in Atlanta."

Additional reporting by R.J. Curtis.

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Larry Daniels And Bob Moody: A Pair Of Country Aficionados Join Country Radio Hall Of Fame

by R.J. Curtis

This isn't the first time Larry Daniels and Bob Moody have been to a Hall of Fame together. ★ It originally occurred in the '90s at a Country Music Assn. (CMA) board meeting. On a free afternoon, the two aficionados piled into a car and drove several hours to Cooperstown, N.Y., for a visit to baseball's famous shrine. Both claim they never imagined making it to the Country Radio Hall of Fame years later, alone or as a pair. Odd, because it always seemed to make sense to the rest of us.

As Hall of Fame inductees go, Daniels and Moody are best-described as reluctant. Daniels refused to allow anyone to even nominate him, while Moody wouldn't entertain the thought until Daniels was chosen, reasoning, "That would be like Pee Wee Reese going into the Baseball Hall of Fame before Babe Ruth." And so this principle-based stalemate continued, until somebody simply nominated Daniels without telling him. Simultaneously, though not surprisingly, Moody was also chosen, and the no-brainer, slam-dunk of an induction for

both was finally consummated.

On the surface, this perfectly synchronized enshrinement is a storybook ending for two careers that seem to have paralleled each other, but that's not exactly the case. For one thing, neither Daniels nor Moody are in the final lap of their life's work. Second, while portions of their careers have indeed run along similar lines, others have been vastly different.

Humble Beginnings

The common denominators for both broadcasters are small-town backgrounds, a lifelong obsession with baseball and starting in radio as teenagers. Daniels, who is originally from Tulare in central California, remembers, "That was back in the day when there were almost 14,000 people that lived there. I was a country boy—literally, I grew up out in the country on a farm."

Moody grew up in Pine Bluff, Ark. "There was a guy from Arkansas named Buddy Dean who had been a huge radio and TV star in Baltimore," he says of his entrance into broadcasting. "I grew up listening to Buddy, and I remember telling my mother I wanted to be a DJ when I grew up, except you had to be from Baltimore, because that's where everybody I heard on the radio was from." Moody recalls breaking into the business "when Buddy came back to Pine Bluff and bought the radio station [KOTN]. That's where I got my start in 1967 when I was 16."

Daniels walked three blocks to the local radio station, KGEN/Tulare, during his lunch hour as a sophomore, promising to file records and take out the trash if the owner would teach him radio in return. "He looked stunned," Daniels says, "but said, 'Can you start tomorrow?' I was 15 years old and said, 'Yes, sir!'"

Moody shares an anecdote that illustrates the charm and the challenges of being in radio at such a tender age: "I was 16 and had to get someone to cover my paper route so I could work 7 to midnight. Those are the only two jobs I've ever had, paper boy and radio."

While country radio became the ultimate destination for both, each traveled a different path to get there.

Daniels' induction into the Hall of Fame has added significance, because 2007 marks his 50th year as a broadcaster; 48 of those years have been exclusively in country radio. "Two years after I start-



Bob Moody

ed at KGEN, the owners changed it to country and named me the program director, at 17," Daniels says, adding, "From the first moment I started in country radio, it somehow reached out to my roots and I've had no interest in any other format since."

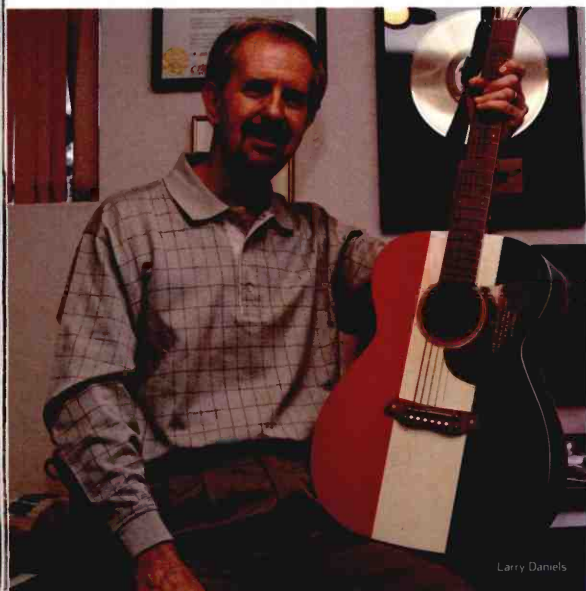
Moody first worked in country radio between semesters at college, on the air at KGT/Columbia, Mo., and KKEG/Fayetteville, Ark. "You picked your own records," he recalls. "I picked up this song called 'She Even Woke Me Up to Say Goodbye' from Jerry Lee Lewis, and that totally turned my head around about country music. It's still one of my favorite country songs."

Though he was a big fan, Moody didn't complete the transition to country radio until he went to KRMD/Shreveport, La., in 1985. A defining moment while working at CKLW/Detroit hastened Moody's decision to pursue a career in country.

"I got a call one night from a kid who sounded like he was maybe 11 years old, who wanted to hear 'Raped and Freezing' by Alice Cooper. And I thought, 'I got into this with the Beatles and 'I Want to Hold Your Hand.' This is not what I signed up to do.' So as rock went more and more in that direction, I was happy to get out of it and into country."

Continued on page 30

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Larry Daniels

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'From the first moment I started in country radio, it somehow reached out to my roots and I've had no interest in any other format since.'

—Larry Daniels

Continued from page 28

'My Name Is Buck Owens'

The extensive journey Daniels has made cannot be accurately chronicled without mentioning his longstanding relationship with the Owens family, starting with Buck Owens in 1959 and continuing with Buck's son Michael well into the '90s.

Within days of KGEN's flip to country, Daniels received a call while on the air "from a pay phone alongside Highway 99," he recalls, "and the voice said, 'You probably don't know me, but my name is Buck Owens. Do you mind if I come by?'"

Owens showed up and handed Daniels the single "I'm a Honky Tonk Girl" by Loretta Lynn. "It was her first recording. He said to play it, so I did." That initial connection with Owens blossomed into an association that continued for the rest of Owens' life.

While in Tulare, Daniels' goal was to work at KUZZ/Bakersfield, a dream he fulfilled in 1961. Just three months after starting as the afternoon DJ, Daniels was appointed PD, much to his surprise. "Right in the middle of a Lions Club lunch, my manager stood up and said, 'By the way, I want to introduce you to my new PD at KUZZ.' He hadn't even told me."

Owens bought KUZZ in 1965 and later purchased KTUF-AM and KNIX-FM/Phoenix. Soon after, Owens asked Daniels if he'd like to go to Phoenix. "I told him I wasn't sure I wanted to go live in the desert," Daniels recalls. "This was in 1971. When I went over to take a look, I fell in love with it. There were 850,000 people living in Phoenix at that time; there are over 3 million today."

Explosive Ratings Growth

When Moody got a taste of country as a programmer, the sweet smell of success quickly followed. KRMD/Shreveport rocketed from a 12+

share of 3.7 to 18.4 in less than 18 months. Moody programmed the station from 1985 to 1987, then made what became his signature career move to WPOC/Baltimore. He doubled WPOC's ratings, rose to group PD at parent Nationwide Communications and was named Billboard PD of the year in 1988.

In typical Moody fashion, he credits his success at WPOC as a shared experience. "The fact is, I was there at a great time for country music, and we managed to take full advantage of that. The airstaff that was there when I left in 1996, was, with one exception, the same airstaff I inherited when I went there in 1987," he says. "So the people and parts were in place; they just needed to be arranged correctly. But we worked very hard on making WPOC Baltimore's country station, and that was our slogan. We wanted to be as local as possible. Baltimore is a city of neighborhoods, and we wanted each of them to think we were their neighborhood radio station."

Like any great radio station, WPOC had a steady, strong morning show, which Moody cites as one of the many reasons for its market domination. "I was also very fortunate to have a woman who is still there, Laurie De Young, who was one of the first female solo personalities on a major-market country station. She just celebrated her 20th anniversary with WPOC. She is a terrific personality who I hope will end up in the DJ Hall of Fame someday."

When Daniels arrived in Phoenix, it's safe to say the parts of his new radio station were neither in place nor arranged correctly. He started from scratch. Daniels recalls losing a top air personality because the manager refused to increase his salary by \$100 per month. KNIX-FM had already run through a variety of formats when Daniels convinced his manager to simulcast KTUF on KNIX-FM. "I saw that car dealers were considering putting FM in car radios," he says.

The tipping point coincided with the arrival of a new KTUF manager. "We had fairly decent numbers for a few years," Daniels recalls. "But then Michael Owens came over to manage KNIX and our numbers started soaring, mainly because he started marketing the station and he let me hire the best people I could find. From the moment



Bob Moody, left, with Cowie Colhoun, during his stint at WAKY in Asheville.



That's Bob Moody, front row, lower right, kneeling. We promise this is the last shot of Bob's legs we'll ever print.

he came in there, we built a team and it was just incredible. He always had this belief that whatever is right is what we should do."

The formula of marketing, team building and doing the right thing was, to say the least, wildly successful. KNIX became Phoenix's perennial market leader, winning multiple CMA and Academy of Country Music awards for station of the year. KNIX personalities were similarly honored, and Billboard recognized Daniels as PD of the year for '92 and '93 and from '96 through '99. Additional industry recognition came from Radio & Records in 1998.

After all those years of day-to-day programming, Daniels and Moody enjoy a broader perspective of country radio these days. Moody stepped down as WPOC PD in 1997 and joined McVay Media as VP of country. Since 2002, he has served as VP of programming for Regent Communications. After Clear Channel bought KNIX in 1999, Daniels formed his own consul-

Continued on page 32

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Larry Daniels at KUZZ in 1961, age 21.



From left are Buck Owens, Larry Daniels and Michael Owens at KNIX, circa the early '80s.

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'I'm still waiting for Alan Funt to show up and say, "Smile, you're on Candid Camera." ' I'm very humbled to be included.'

—Bob Moody

Continued from page 30

tancy, Daniels Country Radio Resources.

R&R asked both veterans for their thoughts on country radio in 2007. Moody believes consolidation has been a mixed blessing.

"The involvement of Wall Street and the pressure for the highest possible return on investment has made it more difficult even for people who want to invest in the product, to spend the kind of money on research and talent and training that they used to and also to invest in the industry," he says.

Daniels is concerned about homogenization in country radio. "One of the issues I have is that many stations sound alike," he says. "That was not the case

10 to 20 years ago. I think one of the things that's important for a radio station is to have a unique sound that sets you apart from everyone else."

Asked about being inducted into the Country Radio Hall of Fame, Moody seems surprised, saying, "I'm still waiting for Alan Funt to show up and say, 'Smile, you're on "Candid Camera." ' Larry could have gone in anytime he wanted to, if he'd just allowed himself to be nominated. I'm very humbled to be included. My wife told our neighbors across the street I was going into the Hall of Fame, and they said, 'Why would they put him in there; just because he's been doing it so long?' And I thought, 'You know, she's probably not the only one asking that.' "

Daniels puts it this way: "It's very exciting to be put in with a group of people who are legends. For many years I thought I'd never make anything like that, but it's so neat, and what an honor to go in there with Bob and Les Acree and everyone else inducted previously."

Don't think the induction ceremony will be the last time these two immortals team up. Spring training starts shortly after the Country Radio Seminar, then it's time for their annual get-together in Phoenix and a week of baseball, with the unwritten rule of no shop talk permitted. As R&R concluded its interview with them, Moody signed off with a reminder for his friend: "Hey, Larry, pitchers and catchers report in 10 days!" **R&R**

Country Radio Hall Of Fame Inductee Les Acree: Still Strong After 45 Years In The Business

By R.J. Curtis

Country Radio Hall of Fame inductee Les Acree started his radio career in 1961 at KDKD/Clinton Mo., and after stops at WKRM/Columbia, Tenn.; WTUP/Tupelo, Miss.; and WRBC/Jackson, Miss., started his full-time country radio career in 1967 as PD of WMQM/Memphis.

Between two stints at WMQM, Acree hitched with WUBE/Cincinnati as MD from 1969 to 1971, returning to program the Memphis station from 1971 to 1973. WMQM was the first major-market country station to conduct fund-raisers for the St. Jude Children's Research Hospital. Today, more than 200 country radio stations participate in the annual fund-raising program.



Jumping to WMC/Memphis in 1973 as the first employee when it flipped to country, Acree was the station's MD for three years. Next stop: WKDA/Nashville, which he programmed until 1977, before returning to WMC as PD from 1978 to 1984. After programming stops at WGKX/Memphis (Kix 106), and WTQR/Greensboro-Winston Salem, N.C., Acree arrived at WIVK/Knoxville in 1990, where he stayed for nine years and built a virtual ratings monster.

During his time at WIVK, Acree was recognized nationally, with PD of the year awards from *Billboard* in 1991, 1995 and 1997 and from the *Garvin Report* in 1998. After leaving WIVK in 1998, Acree formed the Hill-Acree consultancy and was involved in flipping then-rock WKDF/Nashville to country. Acree made a return to hands-on duties in 1999, when he took over programming reins at WNOE/New Orleans, staying for four years before moving to his most recent stop, KRMD/Shreveport, La.

During his career, Acree helped shape the success of many radio personalities, including multiple Country Music Assn. (CMA) personality of the year award winners Wilhite & Wall and Carl P. Mayfield. Additionally, Acree worked with Country Radio DJ Hall of Fame member Dr. Bruce Nelson. Acree has always been deeply involved in the country music industry, having served on the agenda committee for the Country Radio Seminar and the Country Radio Broadcasters board of directors.

Two inductees this year will be honored in the DJ Hall of Fame category. Joe Ladd was practically synonymous with the city of Houston after joining KIKK in 1968 as air personality/MD. He ruled the airwaves for more than 25 years and is credited with breaking numerous songs and artists, including Johnny Lee, Gene Watson and Mickey Gilley. Ladd was an announcer at Gilley's nightclub in Pasadena, Texas, and movie trivia buffs may recall Gilley giving Ladd a mention in the film "Urban Cowboy."

In 1987 and 1988, Ladd was recognized by the CMA as MD of the year. Though Ladd enters the DJ Hall of Fame in 2007, this won't be his first Hall of Fame acceptance speech. In 2001, he was inducted into



the Texas Music Hall of Fame. Ladd has been involved in community events for many years, including the Houston Rodeo, the Harris County Fair, the Fort Bend County Fair and the Pasadena (Texas) Livestock Show, Rodeo and Fair. He also helped organize shows to benefit the Texas Children's Hospital and Texas Gulf Coast hurricane relief. Ladd is still very much involved in country music, serving as Mark Chesnut's manager.

John Trimble is one of two inductees to boast 50 or more years in radio. While Larry Daniels marks his 50th year in radio in 2007, John Trimble has him beat, having started in 1955 as a teenager hosting a show on WSTP/Paintsville, Ky. In 1957 and 1958, Trimble hosted a show that originated from the first Shoney's drive-in, on WTPP/Charleston, W.Va. Trimble joined WDOC/Prestonburg, Ky., in 1958, where he stayed until his radio career was interrupted by service in the U.S. Army in 1960. During his time in the Army in the early '60s, Trimble MC'd shows and performed stand-up comedy.

He returned to radio in 1963 at KYMO/Little Rock, before moving to KGMR,

where he worked until 1965. That year, Trimble became PD/afternoon personality at KBBA/Benton, Ark., joining WVH/ Evansville, Ind., in a similar position in 1967. Next came a 1968 move to the Northwest as MD/afternoon personality at KMO/Seattle. In 1972, Trimble started an overnight truckers show on KMO, then moved to KWKH/Shreveport, hosting a show from Kelly's Truck Stop on I-20 from 1974 to 1977.

From 1977 to 1995, Trimble hosted a similar show, this time from Jerrell's truck stop on I-95, which aired on WRVA/Richmond, Va., in addition to Main Street American National Broadcast, a live country music show carried by several stations. Most recently, Trimble was PD/afternoon air personality at WXGI/Richmond, where he has also operated the Hometown USA Music Hall broadcast, which has been heard on several stations since 1998.

Commenting on his induction, Trimble says, "Fifty-two years of radio has landed me into the Country DJ Hall of Fame. I am very proud and thankful to be included with this list of ladies and gentlemen. It means a lot to me." **R&R**



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Home Is Where The Hook Is

As More Country Acts Cross Over To AC, Programmers Believe The More Exposure, The Better—For Both Formats

By R.J. Curtis

It's sort of like the coming of the locusts. Every several years, debate surfaces about the periodic flurry of country songs crossing over to AC radio. Most recently, the discussion centered around such artists as Shania Twain, Faith Hill, Lee Ann Womack and Martina McBride. A small faction of country programmers suggested this was not a positive sign for country. In fact, Kevin Mason, while programming Rubber City Radio Group's WQMX/Akron around the start of the millennium, refused to play crossover songs. Other PDs were perfectly comfortable with country artists and songs being exposed to a different audience, arguing this was good for the format long term, as it exposed this music to a new group of radio listeners.

'AC is getting music from many different sources. I don't think it's out of the ordinary for AC to have a bunch of songs on its chart from country artists.'

—Rob Miller

The migration of selected country titles to AC radio has ebbed and flowed for decades, and it always triggers examination followed by deliberation among programmers.

This discussion seems to be up for renewal in early 2007, with a glance at the long list of country titles that also charted on AC radio in 2006. Five landed in the AC top 10: "Who Says You Can't Go Home" by Bon Jovi/Jennifer Nettles, "What Hurts the Most" from Rascal Flatts, "Probably Wouldn't Be This Way" by LeAnn Rimes, "Making Memories of Us" by Keith Urban and "Like We Never Loved at All" from Tim McGraw and Faith Hill.

Three others peaked in the top 30: "Jesus, Take the Wheel" by Carrie Underwood, "Trying to Love You" from Trisha Yearwood and "When the Stars Go Blue" by Tim McGraw. Two more still haven't run their course: "Leave the Pieces" by the Wreckers and "Before He Cheats" from Underwood.

R&R wondered if the latest onslaught means we're in the middle of another cycle of music that leans pop, therefore lending itself to crossing over. Greater Media WKLB/Boston PD Mike Brophrey believes the format is "on a generally less traditional part of the cycle." While his station does play traditional country songs, they make up less of the mix than contemporary-coded music, and a traditional song on WKLB "needs to be killer."

Coyote Callhoun, who programs what is not surprisingly a more traditional-leaning music mix at Clear Channel's WAMZ/Louisville, agrees the

format is in a more contemporary phase.

However, Beasley WKIS/Miami PD Bob Barnett doesn't see country's overall trend moving contemporary, observing instead, "If anything, the bulk of the music being released feels more traditional." Still, he notes, "The pop/crossover hits are rising to the top."

Most Crossovers In A Decade

They've not only risen to the top, but leapt into the stratosphere. The listed titles make up the largest number of country songs to reach the AC charts in the past decade. There's usually no one cause for this cyclical phenomenon, and one would assume whether or not country currently leans pop, when that many songs make the jump, musically speaking, it's a sign of good health. But it does beg the question about the well-being of the format on the receiving end.

R&R asked a group of AC programmers if this recent migration means a lack of viable songs for their format. "There are very few current success stories from AC-only artists at this time," says Rob Miller, PD of Clear Channel WALK/Long Island, N.Y. "AC is getting music from many different

sources. I don't think it's out of the ordinary for AC to have a bunch of songs on its chart from country artists." As an example, Walker cites the early '80s when country artists Kenny Rogers, Juice Newton and Eddie Rabbit had multiple hits on the AC charts.

Clear Channel WMAG/Greensboro on-air talent Bill Flynn describes the AC sound as "a moving target that has changed significantly in recent months. The era of huge artists like Celine, Michael Bolton and Whitney is not what it was. That page has turned for the moment, and something must fill the next chapter."

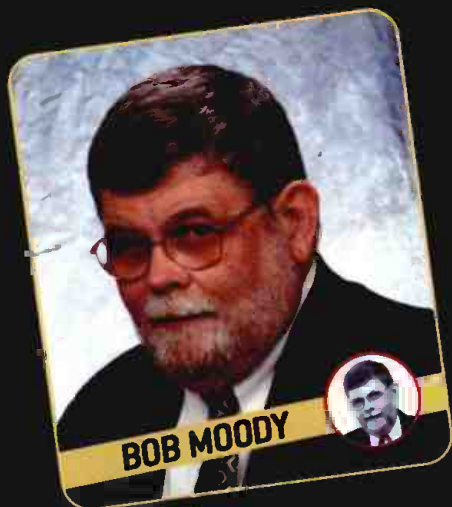
John Malone, VP of programming for NCA Inc. WRSA/Huntsville, Ala., doesn't believe there's a musical drought. "AC is a format that tends to showcase great songs from all music styles," he says. That belief is shared by Thom McGinty, director of operations for Entercom KUDL/Kansas City: "The AC format is as good as it's ever been. Crossover records come from everywhere. It runs the gamut."

So if there's no clear consensus among country programmers that the music is generally ripe for crossing over on a sonic level, and AC programmers don't perceive that their playlists are

Continued on page 36



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'It tells us that the music being produced for the country format is accessible and relatable beyond country music's self-defined walls.'

—Bob Barnett

Continued from page 34

lacking now, why the sudden surge of country titles on AC radio—and how do country programmers feel about it this go around?

AC programmers cite the quality of the music as a key to inviting country crossovers to its mainstream playlists. Entercom AC WRVR/Memphis MD Larry Wheeler says, "These artists are a perfect fit on the AC chart."

Malone says WRSA was one of the first AC stations in America to play Rascal Flatts. He says, simply, "It's great music that speaks to adult women."

WALK's Miller adds that the themes of many country songs make them a match for AC outlets, because "most of them are about love and relationships, and their lyrics speak to women."

McGinty points out that many country artists today are part of the mainstream, involved in "promoting everything: fashion, product endorsement, guest appearances, sports, etc." WMAG's Flynn agrees, adding, "AC has the wonderful advantage of being able to, and even expected to, follow rising mainstream stars without regard to format."

Don't Let Go

Historically, when AC has taken advantage of mainstream stars from the country world there hasn't always been a willingness among country programmers to let them go easily. There have been legitimate concerns about a country station sharing core artists with a noncountry station in the market. One example was Twain, who received a ton of airplay at AC radio on certain titles, but still nowhere near the volume of catalog and total spins country radio supplied. And yet, in some markets, country stations were forced to compete for ticket giveaways and booth space onsite when Twain's tour played their markets.

Country PDs polled this time were all on the

same page when asked if this latest dose of crossover country titles was a positive or a negative for their format.

"How can it be bad?" Calhoun says. "The music to me is still classified as country. It's just not the same as it once was, as is the case for every other format."

WKLB's Brophrey believes the latest rash of titles crossing over is neither bad nor good for country: "From a programming perspective, we don't want to lose our country soul. However, you can't deny great music."

Barnett sees country's successful migration of the past year as an opportunity. "It's great for the format. It means that we can play in a bigger sandbox and be more accessible to younger fans," he says.

Citadel KDRK/Spokane PD Carey Rolfe believes that in a world where most country stations struggle for marketing dollars, airplay outside of country radio is actually a marketing tool for the entire format and has a domino effect. "If Faith Hill or Carrie Underwood cross over, every time their song plays, there is a chance for someone to go buy that CD, where they will find multiple tracks that help define that artist as country, and ultimately lead them to sample a country station, giving us the chance to convert a listener," Rolfe says.

All those positives notwithstanding, some country programmers are still concerned about losing cume or TSL to a crosstown AC if they're both playing the same key songs and artists, because most country stations share a lot of cume with ACs.

But according to AC programmers, that's not really the objective. Instead, they're just looking for great songs to play. Additionally, most AC programmers also see these trends as cyclical, short-term and case-by-case.

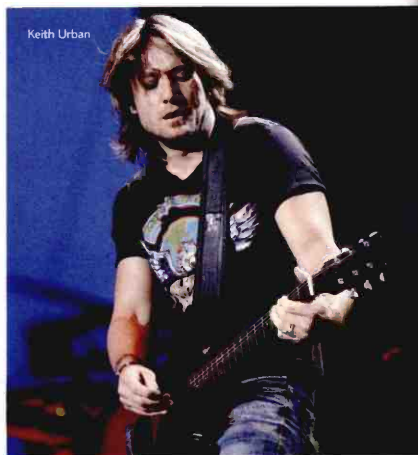
Wheeler says that AC has the luxury of dipping into country's core of artists simply because the music works for its audience. "We do share some cume, but that's not really the idea behind playing crossover songs."

Malone adds that playing country titles as a potential threat to a country competitor "is not even part of our thought process. We're just trying to find the best music and, these days, quite a bit of it comes from Nashville."

Flynn shares his office with a heritage country station in the market. "But the truth is, there is a tangible difference in our approach, execution and appeal, which, if on target, appeals to different audiences," he says.

The only blatant examples of an AC looking for country songs to lure country fans are stations where there is no country station in the market. In Los Angeles, Clear Channel hot AC KYSR (Star 98.7) MD Deanne Saffren says that after Emmis flipped KZLA from country to rhythmic AC KMVN (MOV'n 93.9), the station deliberately looked for titles that would appeal to disenfranchised country listeners.

On Long Island, the HD side channel of WALK is country-formatted and called "Long Island Country." PD Miller echoes Saffren's strategy in light of a country radio void in the New York market. "I've always made country music a part of WALK's music mix because I know there's a passion for it in the Long Island



market." Miller believes neglected country fans have migrated to WALK because it's the most palatable second choice. "I think playing the right country songs has helped increase our ratings and illustrates the variety WALK offers."

Tough To Put On A Timetable

As for the life cycle of this crossover frenzy, no PD from either format is able to put a timetable on it, but all seem to agree it is primarily a song-driven phenomenon—and the AC guys are somewhat mixed on the likelihood of country artists becoming a mainstay on AC radio.

"Don't count on it," Flynn says. "The loyalty is to ever-shifting audience demand and music testing. It's up to the artists to remain relevant to our audience."

Malone says that acts like Keith Urban and Rascal Flatts are huge stars on a national platform and says, "There's no reason they won't be played on contemporary stations for years to come."

Wheeler concurs, but also cautions, "It is case-by-case. If the song works, play it."

Miller adds that the acts may find longevity, "provided they deliver songs that are mass appeal and resonate with women in all different parts of America."

The takeaway in all this is some great news about the current snapshot for country music as the first quarter of 2007 continues its course. There is no real negative to country acts like Rascal Flatts, Urban or any other becoming regulars on AC radio. Besides, it's not something any country programmer or record label has control over.

Barnett says it speaks well about the quality of the music Nashville is cranking out, and "it tells us that the music being produced for the country format is accessible and relatable beyond country music's self-defined walls."

Brophrey enthuses, "We are blessed with great music in country, and it is coming from a lot of places: crossover sound, new artists and established acts. When it's all said and done, it's about the strength of the music."

Tim McGraw and Faith Hill



Time	Event	Description
06:24:15	Spot	AT&T Blue Room / Ty Herndon - Right About Now
06:24:45	Spot	AT&T Blue Room / Attblueroom.com/music / Yahoo High Speed Internet
06:25:15	Talk	Robert B. McEntire with a timecheck.
06:25:19	Liner	(Robert B. McEntire) Come on into a nice toasty warm K-I-L-T Newsroom. (Live)
06:25:20	Talk	DJ identification.
06:25:21	Weather	Weather with Robert B. McEntire.
06:26:46	Promo	*(Robert B. McEntire) Closings are on our K-I-L-T website at K-I-L-T dot com. On the front page, upper left, click on Severe Weather Center and catch up with that. (Live)*
06:26:53	Talk	Robert B. McEntire saying it's very icy in the hill country this morning and saying that a lot of the inaugural activities for the governor may be cancelled today. Robert mentioning the Rockets are in Dallas to play the Mavericks. Timecheck.
06:27:09	Spot	*Delta Downs Racetrack Casino & Hotel / \$80,000 Pay Off Your Credit Card Sweepstakes*
06:28:09	Spot	Gallery Furniture Store
06:28:38	Spot	Houston Wranglers / Cheerleading tryouts
06:29:08	Jingle	(Female singers) K-I-L-T. Weather. (Rec)
06:29:12	Liner	(Robert B. McEntire) This is the weather for the K-I-L-T listening area. (Live)
06:29:15	Weather	Weather with Robert B. McEntire.
06:29:43	Talk	DJ identification.
06:29:45	Liner	(Robert B. McEntire) On your home for real country variety and now more commercial free country every hour. (Live)
06:29:48	Jingle	*(Female singers) One Hundred Point Three, K-I-L-T. (Rec)*
06:29:51	Song	*My, Oh My - Wreckers*
06:33:12	Production	*(Dierks Bentley) Hi I'm Dierks Bentley. Real country variety, more commercial free music and no bad mouthing the other stations. That's the K-I-L-T promise. (Rec)*
06:33:20	Song	Settle For A Slowdown - Dierks Bentley
06:36:42	Liner	(Hudson) One Hundred Point Three K-I-L-T with your real country variety. (Live)
06:36:45	Talk	Hudson backselling Dierks Bentley song and saying he'd settle for a heater. Timecheck.
06:36:50	Liner	(Hudson) On the Hudson & Harrigan Show. (Live)
06:36:51	Talk	Hudson saying he thinks this is the coldest winter they've had in awhile. Harrigan saying that it was really mild last year and Hudson saying how they only built two fires out at the ranch last year. Harrigan saying they'll keep you updated on all that in a moment and that C.J. Cooke the producer will be in to tell you how you can find out about closures and they'll run down the forecast.
06:37:14	Contest	(Harrigan) It's time for the Rowdy Word of the Day. Worth a four pack of tickets to the Houston Gun Collectors Show this weekend at Reliant Center. (Live)
06:37:20	Talk	*Harrigan and others talking about the word of the day being "shot" and that you'll hear that sometime in the four o'clock hour.*
06:37:36	Promo	*(Harrigan) Four O'clock hour is when you'll hear "shot" at least once. And it's worth an extra twenty-five hundred points to you loyal listeners. All you have to do is go to your Loyal Listener account at K-I-L-T dot com and type in the Rowdy Word of the Day "shot". (Live)*
06:37:52	Liner	(Male announcer) The New One Hundred Point Three K-I-L-T traffic. (Rec)
06:37:55	Traffic	Traffic report with T.J. Callahan.
06:38:37	Talk	T.J. Callahan with school closings.
06:38:48	Promo	*(T.J. Callahan) For a complete list of all school closures in the greater Houston area, just go to K-I-L-T dot com and click on our Severe Weather Center. (Live)*
06:38:56	Talk	Timecheck.
06:38:57	Billboard	*(T.J. Callahan) K-I-L-T Traffic is sponsored by Moe's Place. Kevin Fowler's coming to Katy this Friday night at Moe's Place. Call two eight one, three nine two, thirty-four ninety-nine for tickets now or log onto Moe's Place Katy dot com. And coming soon, Roger Craiger. Moe's Place, continually bringing the hottest music to Katy, Texas. (Live)*

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'New Faces' 2007

Arriving With Momentum, They Aim To Make Their Mark

By R.J. Curtis

The signature musical showcase and final event of Country Radio Seminar (CRS) is the New Faces show and dinner. ★ Through the years there have been some unforgettable New Faces moments. In 1994, Tim McGraw's performance of "Don't Take the Girl" left the audience speechless. His career subsequently catapulted into overdrive. Two years ago, Sugarland stepped up to establish itself as a superstar in the making.

Each of this year's five New Faces carries strong momentum into their March 2 scheduled performances, with hopes of establishing a long-term career and stronger relationships with radio.

Trent Tomlinson

As a teen, Missouri native Tomlinson was drawn to music after deciding basketball wasn't his future, and he was soon playing in clubs and bars. Originally attracted to rock, Tomlinson segued to country, auditioning for TNN's "You Can Be a Star" during his junior year in high school. He eventually reached the finals in Nashville, only to lose by two-tenths of a point.

Moving to Nashville, Tomlinson worked in Printer's Alley, competed in talent contests and landed one of his songs on a Johnny Rodriguez album, Emerson Drive, Blue County and other acts also recorded his material. Then came his big break: a showcase for Lyric Street senior VP of A&R Doug Howard and president Randy Goodman.

"Country Is My Rock," Tomlinson's Lyric Street debut, features five songs released in demo form. After lead track "Drunken Than Me" peaked at No. 19 on the R&R Country chart, Tomlinson followed with "One Wing in the Fire."

"Tomlinson's music has been great for the radio

station and there was a strong turnout when he played KRTY's club show," says Julie Stevens, PD at Empire Broadcasting Group KRTY/San Jose, which, with more than 1,500 total detections, has devoted the most early airplay to Tomlinson. Stevens says she and GM/MD Nate Deaton "liked both of his songs. I think you add from your heart and then watch what it does with the audience."

Jack Ingram

Born in Houston, Ingram embodies the Texas sound, look and attitude. While studying psychology at Southern Methodist University, Ingram toured the bars and roadhouses that are so rich with the Texas musical tradition. Playing regular gigs at Adair's, his Beat Up Ford Band released several independent albums—one of which was recorded at the honky-tonk. Ingram eventually nailed a recording contract with Universal's Rising Tide, before moving to Sony's Lucky Dog to release "Hey You," followed by a live album cut with Charlie and Bruce Robison.

Ingram has long had a strong association with Cumulus Media Partners' KPLX (the Wolf)/Dallas, the station that has played him the most, according to Nielsen BDS. KPLX interim PD Smokey Rivers says the station saw Ingram as a leader of the Texas movement.

"He had all the markings of somebody who'd be successful and not just in our borders," Rivers says. "Jack is so honed from doing clubs and that business is still so strong here. He was a great way for us to push the Texas image."

Last year Ingram recorded "Live: Wherever You Are" at the famous Gruene Hall in Texas and signed with Big Machine Nashville. The studio version of "Wherever You Are" reached No. 1 on the R&R Country chart, and he followed up with "Love You," which peaked at No. 12. Current single "Lips of an Angel," a cover of the Hinder rock hit, remains active on the chart.

Rodney Atkins

On the heels of two No. 1 singles, Atkins brings strong momentum into CRS week. Growing up in Cumberland Gap, Tenn., Atkins discovered music in high school. Soon after he was playing country fairs, shopping malls and music festivals. During college he continued playing, often traveling to Nashville to perform and write. He soon caught the attention of Mike Curb, who signed him to Curb Records. His 2003 Curb debut netted a top five hit, "Honesty."

Atkins found his groove on his second album, authoring six of its 10 tracks. "If You're Going Through Hell" peaked at No. 1, and to date, has registered more than 1.36 million detections. The follow-up, "Watching You," has been an

omnipresent force on country radio for months and also peaked at No. 1.

Tim Jones, PD of Clear Channel KBQI/Albuquerque, whose station leads the country in spins on Atkins, says, "We felt Rodney had what it takes from the start and we were dead on. He continues to be our top tester week-in and week-out."

Miranda Lambert

Lambert didn't come out on top in the inaugural season of "Nashville Star" in 2003, but she describes not winning as a blessing. She says she wasn't ready to go immediately into the recording studio after the contest. Signing with Columbia, she took her time putting together her first album, "Kerosene," which earned Lambert nominations for the Country Music Assn.'s Horizon award and the Academy of Country Music's top new female vocalist.

"Kerosene" also established Lambert as a legitimate songwriter. She was soon touring with superstars George Strait and Keith Urban.

Mark Grantin, PD of Midwest Family Broadcast Group's WWQM/Madison, says when he and MD Mel McKenzie first saw Lambert perform, "we both had goose bumps, and said, 'She's got it.'"

Every single worked for Q106, Grantin says, passing the all-important research litmus test. He adds, "She has all the intangibles: the ability to write great music, the star power, and she is a talented young woman who is the complete package."

Lambert's second album, "Crazy Ex Girlfriend," is due this year. Like its predecessor, the album features Lambert having a hand in writing most of the songs, collaborating with Gillian Welch and Patty Griffin.

Eric Church

Anybody who attended CRS in 2006 and saw Church at the Capitol Records lunch already knows what he brings to the table as a live act. Church's chops were honed playing five nights a week in the Mountain Boys, which enjoyed regional success in North Carolina. Like Atkins and Tomlinson, Church turned to music in college, after concluding that he wouldn't be able to make a living playing sports. Within a year of moving to Nashville, he signed a deal at Sony/ATV Tree Music Publishing.

After Terri Clark recorded and released his "The World Needs a Drink" in 2004, Church met producer Jay Joyce and showcased for Capitol Nashville, which led to the release of "Sinners Like Me" in 2006. The album has produced two top 20 hits—"How 'Bout You" and "Two Pink Lines." Church's latest single is "Guys Like Me," currently No. 36 on the chart. **RR**



Miranda Lambert



**Thanks Country Radio
for embracing me and
my music this past year...
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Trent Tomlinson

The New single

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Co-written & Co-produced by Trent Tomlinson

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Author turned talk host gets Wired at TRS 2007

'Extraordinarily Lisa'

Al Peterson

APeterson@RadioandRecords.com

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For those of us who are "of a certain age," as they say, our first introduction to Lisa Birnbach was as co-author of the 1980s pop-culture phenomenon, "The Official Preppy Handbook," which spent an impressive 38 weeks atop the New York Times best-seller list. ■ Since then, Birnbach went on to author 19 more books and now also hosts a daily 9 a.m.-noon show for GreenStone Media's recently launched talk radio network aimed at women. A working mom of three, Birnbach is also a familiar face from dozens of appearances on a variety of TV shows, including "Late Night With Conan O'Brien," "Today," "Politically Incorrect" and "CBS Early Show," where she had a humorous weekly segment called "Yikes, I'm a Grown-Up."

At the upcoming 12th annual R&R Talk Radio Seminar in Los Angeles, Birnbach will host a special one-on-one chat with Wired magazine senior editor Nancy Miller. The pair will talk about how technology is changing the media habits of radio listeners literally on an almost daily basis.

To get a sneak preview of that TRS 2007 session,

and also gain some insights into the mind of Birnbach and her radio show, I turned the tables and made the usual "interviewer" the "interviewee" for this exclusive conversation.

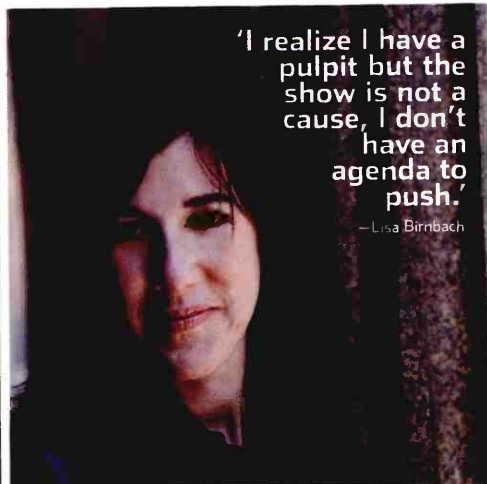
Talk about how the "Preppy Handbook" changed your life.

I was a very shy girl, who wore natural fibers, who grew up in New York and went to college in New England. I was suddenly thrown from that onto the national scene with the success of the book after it was published in the fall of 1980. It was shocking.

I traveled the entire country, even to cities that were not usual stops on a book tour, because the book was just so popular. We thought we were writing about a very inside little thing—it caught us totally by surprise. All of a sudden, at age 22, I had a tremendous number of opportunities come my way, and I see myself as having been very lucky as a result of that book still to this day.

What qualities do you think made you attractive to the folks at GreenStone for your new role as a talk radio host?

Continued on page 42



CHERI PRESTON

GIL GROSS

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Continued from page 40

When I first met [GreenStone board member] Edie Hilliard, I think she was most interested in the fact that I am a chronologically, middle-aged—God, I hate that phrase—woman in my 40s with three kids and a fair amount of media experience from publishing, television and radio.

What appealed to you about the idea of hosting a radio show?

Over the past five or six years I have become a carpooler. I don't think I appreciated radio as much until spending so much time driving my kids all over the place every day. The radio became my companion and my friend and I really learned to appreciate the intimacy and depth of conversation I could hear there.

I adored being on TV, but to go into any kind of depth on a story on television, even if I begged, I might get three or four minutes. So what I heard on radio, from that point of view, was very appealing to me. Was I out there selling

myself as a potential radio host? No, this was one of the great opportunities of my life that sort of fell into my lap.

Is it harder than you thought it would be?

Oh, yeah, definitely. Having to maintain that level of focus for three hours is not easy. By the end of the show, I am depleted—my ideas are done and my throat is sore. But at the same time it's enormously exciting. So far it's been just fabulous. I feel like my brain is actually growing because I am learning so much every day from all the people I get to talk with.

Also, there are days when I can tell, based on the callers, that we're actually sometimes helping people. I'm here to be sort of everyone's long distance best friend that they can say anything to, but if it happens that we've managed to also help someone with a problem or get them through a crisis, that's a really great feeling.

What's the essence of the program?

It's extraordinarily Lisa—I think that's the best way I can put it. There's a very large mix of high and low, serious and light. Even when we discuss a serious topic, I try to find ways to inject a bit of lightness into it. I want our guests to feel like they had a really good time, and I want listeners to feel that way, too.

I say what I think, and what's on my mind is probably going to end up on the show. For example, I was recently talking with Ralph Nader and I asked him if he was going to run for president again. When he said he didn't know, I said, "Well, personally I don't think you should, but if you do, will you announce it on my show?" That really made him laugh. I think you can do that with a guest.

And what do you hope listeners will take away from the program each day?

I hope they will feel less alone. There are so many moments throughout the day when all of us are in isolation, even though most of us feel like we have no time for ourselves. So I'd like the show to make you feel more connected to other people.

Can guys feel comfortable listening, too?

I am in no way trying to make the show all "girly" and

'I don't think I appreciated radio as much until spending so much time driving my kids all over the place every day.'

—Lisa Birnbach

estrogen-heavy. I can tell from the callers we get that there are a lot of men out there listening to the show, too. I want to talk about things that are interesting to both women and men. It's a show for people, not a female versus male thing.

A lot of talk radio leans toward political talk. Are you political?

I am personally political and I don't hide it. I talk about politics, but it's not a political radio show. I think what you will hear me talk about mostly are relationships, kids, health, the media and, to some extent, politics.

I realize I have a pulpit but the show is not a cause. I don't have an agenda to push. I don't think anyone listening would wonder where I'm coming from on an issue, but I also don't feel like it's my mission to convert people to my way of thinking. I'm interested in hearing what everyone has to say.

Tell us a bit about what we can expect during your upcoming appearance and conversation with Wired senior editor Nancy Miller at TRS 2007.

First of all, I think what we will be offering is a perfect example of how two women will be talking about something that is also really interesting to men. We're going to be talking about the miniaturization and assimilation of technology into all of our lives. I am certainly not nearly as technologically advanced as Nancy, so I'll be the one who is trying to preserve personal relationships, despite all the pressing of buttons and clicking of clickers. We'll be looking at just how much our world really has changed because of the techno-boom.

R&R

R&R TRS 2007 Update

This year's ABC Radio-hosted newsmakers luncheon on March 9 is sure to be another memorable R&R Talk Radio Seminar event as ABC Radio senior analyst Fred Thompson hosts a one-on-one conversation with a special guest. Log on to RadioandRecords.com and click on "conventions" for registration and updated TRS 2007 information.



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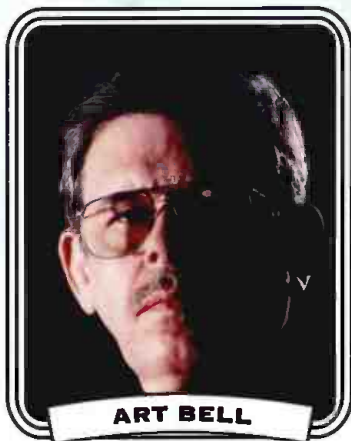
LOOK WHO'S COMING TO TRS!



TALK RADIO SEMINAR

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MARCH 8-10, 2007



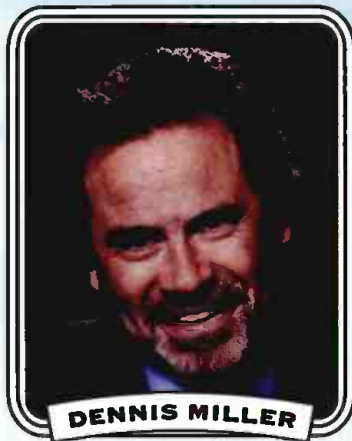
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TRS 2007 LIFETIME ACHIEVEMENT
AWARD RECIPIENT
PREMIERE RADIO NETWORKS



LISA BIRNBACH

FEATURED SPEAKER
GREENSTONE MEDIA



DENNIS MILLER

KEYNOTE SPEAKER
WESTWOOD ONE



NANCY MILLER

FEATURED SPEAKER
WIRED MAGAZINE



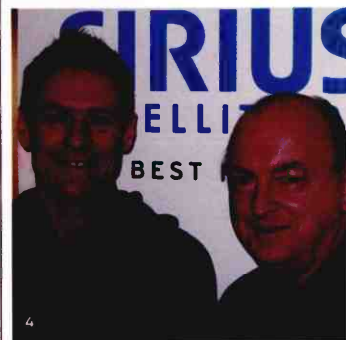
Compiled by Alexandra Cahill

ACahill@RadioandRecords.com



Say Hello To 'Yesterday'

1. Former 'N Sync vocalist JC Chasez stopped by Clear Channel CHR/top 40 WAEB (B104)/Allentown to chat with staffers and promote his new release, "Until Yesterday." Pictured, from left, are morning show co-hosts Mike Kelly and Laura Cramer, Chasez and PD Laura S. James.



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

2. Alpha Dogg Arday Broadcasting urban WCZQ (105.5)/Champaign, Ill., on-air mixer/personality DJ Supa, left, hangs with rapper/thespian Snoop Dogg. **3.** Hollywood Broadcasting Legendary ABC Radio classic rock KLOS/Los Angeles night personality Jim Ladd, center, received the Media Arts Award at the Hollywood Arts Council's 21st annual Charlie Awards. Actor Fred Willard, left, and ABC Radio president/GM John H. Davison were on hand to help Ladd commemorate the occasion. (Photo credit: Michael Schwartz) **4.** So Far, So Good Bryan Adams, left, posed for photos with author/Sirius Satellite Radio host Dave Marsh after the Canadian pop/rocker made a special appearance on his show, "Kick Out the Jams with Dave Marsh." **5.** Life In The Fast Lane Sony BMG Music CEO Rolf Schmidt-Holtz, left, congratulated Carrie Underwood at a post-Grammy Awards bash honoring the label's winners and nominees at the Beverly Hills Hotel in Los Angeles. The "American Idol" season four winner received best new artist and female country vocal performance awards for her debut album, "Some Hearts." Sony BMG celebrated a grand total of 36 Grammy wins. **6.** An Angeles councilman Herb Wesson, Ray Charles Enterprises president Joe Adams, Warner/Rhino Records president Scott Pascucci and Concord Records executive VP John Burk, who participated in the ceremonial groundbreaking of the Ray Charles Library in Los Angeles, which is being built on the site of Charles' recording studios—now a historic landmark. It is planned to open in 2008, and will contain reference materials, Charles' archives, revolving exhibitions, instructional aids and classroom space. **7.** Southern Hospitality Def Jam artist Ludacris, left, enjoyed the spotlight with XM Satellite Radio executive VP of programming Eric Logan at his post-Grammy Awards party, hosted by Queen Latifah at Social Hollywood in Los Angeles. The rapper/actor received Grammys for best rap song for "Money Maker" and best rap album for "Release Therapy."



CRS SPECIAL ISSUE

**COUNTRY CATAPULTS
BEYOND ITS OWN BORDERS**

The Challenges, Changes And
Accomplishments Of The Most
Enduring, Most Programmed
Format In America **10-12**

DEATH OF THE DIARY

As The PPM Becomes Philly's
New Ratings Currency This
Week, Ad Buyers Applaud **14**

R&R

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MARCH 2, 2007

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PLUS

NEWS TALK/SPORTS AUTHOR-
TURNED-HOST LISA BIRNBACH **16-18**

CHR TRACY AUSTIN'S CULTURAL
INSIGHTS FROM DOWN UNDER **19-20**

COUNTRY A DAY IN THE LIFE OF
A RADIO-RECORDS JOB SWAP **21-22**

ROCK PROGRAMMERS SHARE
PRE-BOOK STATION TUNEUP TIPS **23-24**



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R&R TIMELINE

1 YEAR AGO Andy Santoro promoted to senior VP of Millennium Radio Group. ■ Universal Motown Records Group splits into two separate entities: Universal Motown and Universal Republic. ■ Tommy Chuck becomes PD of Clear Channel's WXXL/Orlando.

5 YEARS AGO Farid Sulman is appointed CEO of Citadel. ■ Benny Pough is elevated to senior VP of promotion for MCA Records. ■ Dave Richards returns to Seattle as PD of KISW.



Pough

10 YEARS AGO Chancellor Broadcasting and Evergreen Media merge to become Chancellor Media, then purchase Viacom's radio properties. ■ Jeff Levine joins WLIR and WLRI/Long Island, N.Y., as director of programming and marketing. ■ Jesse Scott is chosen as PD of WRLT/Nashville.

15 YEARS AGO Smokey Rivers rises to PD of WGH-FM/Norfolk. ■ John Roberts selected to be PD of WAFX/Norfolk. ■ Phil Costello is upped to senior director of promotion at Virgin Records.



Roberts

20 YEARS AGO Carl Gardner is installed as station manager of KEX/Portland. ■ Steve Kingston is elevated to OM of WHTZ/New York. ■ Tom Tradup accepts the OM gig at KRLD/Dallas.

25 YEARS AGO Gerry DeFrancesco is hired as PD of KIIS-FM/Los Angeles. ■ John David Spangler is named KSAN/San Francisco PD. ■ Donna Brake becomes PD of WSB-FM/Atlanta.



DeFrancesco

30 YEARS AGO Rick Sklar is promoted to VP of programming for ABC Radio Division. ■ John Lego is tapped to be GM of KERE/Denver. ■ Paul Sebastian moves to Jacksonville for middays at WAPE.

THE SPIN



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

Adkins Closes 10-Year Gap At No. 1

Trace Adkins celebrates his second No. 1 on the Country chart as "Ladies Love Country Boys" (Capitol Nashville) hops 3-1. This marks Adkins' first trip to the summit on the Nielsen BDS-fueled scorecard since "(This Ain't) No' Thinkin' Thing" capped the chart for one week in March 1997.



The 10 years that passed between Adkins' chart-topping singles is the longest stretch for any country artist since Kenny Rogers' 13-year gap between 2000's "Buy Me a Rose" and his 1987 duet with Ronnie Milsap, "Make No Mistake, She's Mine."

Speaking of Rogers, he brings Don Henley back to the Country chart for a third time with "Calling Me" (Capitol Nashville), which bows at No. 59. Henley previously spent six weeks on the chart in 2000 with "For My Wedding." He was also a featured vocalist on Trisha Yearwood's "Inside Out," which peaked at No. 31 in February 2002.

Godsmack's 'Enemy' Rocks Top Five

Godsmack earns its first top five on the Nielsen BDS-powered Rock chart as "The Enemy" (Universal Republic) climbs 7-4. In 15 prior visits, the group had never gotten higher than the No. 6 peak for both "Serenity" in October 2003 and "Speak" in June 2006.

Lloyd Feels The Heat Of Mims

While "You" by Lloyd tallies a fourth week at No. 1 on the Rhythmic chart, "This Is Why I'm Hot" (Capitol) by Mims moves 3-2 and gains 424 plays to close the gap between both songs to a mere 12 spins. It's the tightest margin between the top two songs at the format since the Sept. 30, 2005, chart, when nine plays separated "Gold Digger" by Kanye West featuring Jamie Foxx (5,159 plays) from "Like You" by Boyz n the Bay featuring Ciara.

Stewart Rocks AC With Two 'Classics'

Rod Stewart makes strong moves on the AC chart with two tracks from his album "Still the Same . . . Great Rock Classics of Our Time" (RMG). His 6-month-old "Have You Ever Seen the Rain" grabs Most Increased Plays honors at No. 9 (up 167), while "Fooled Around and Fell in Love" debuts at No. 25. The entry marks Stewart's 39th AC hit, a run that began with "Tonight's the Night" in 1976—the same year that Elvin Bishop's original version of "Fooled" was a No. 3 pop hit on The Billboard Hot 100.

"Fooled" is also Stewart's 23rd AC chart title during the Nielsen BDS era (which began in July 1993 at the format), pulling him into a first-place tie among male artists in that span with Elton John and Jim Brickman. In that time frame, only Celine Dion—with 30 appearances—has more.

Tank Waits 21 Weeks (And Six Years) To Reach Top 10

Tank returns to the top 10 of the Urban AC chart for the first time in six years as "Please Don't Go" (Universal Motown) takes Most Increased Plays (up 220) and jumps 11-8. His first and only other top 10 was "Maybe I Deserve" in April 2001.

Tank seems to specialize in taking his sweet time as his song's 21-week trek into the chart's upper quadrant is the longest since Kindred the Family Soul needed the same time span to hit the top 10 with "Where Would I Be (The Question)" in January 2006.

Metallica Finds 'Ecstasy'

After an absence of more than two and a half years, Metallica returns to the Active Rock chart with "The Ecstasy of Gold" (Sony Classical) at No. 29. The track comes from the "We All Love Ennio Morricone" tribute album, which features such diverse performers as Bruce Springsteen, Celine Dion, Herbie Hancock and Andrea Bocelli.

"Gold," which Morricone wrote for the 1966 film "The Good, the Bad and the Ugly," has long served as the opening music for the group's live shows. It is the 17th Active appearance for the quartet, moving it into sole possession of second place on the format's all-time list, just one behind Korn.

Gym Class Sprints

Gym Class Heroes score high marks on the CHR/Top 40 report card, soaring 18-10 with "Cupid's Chokehold" (Atlantic/Lava). The eight-spot jump into the top 10 is the biggest by a group since Nickelback rose 15-7 with "Photograph" in October 2005. It's also the biggest leap by a group enjoying its first top 10 appearance since Fountains of Wayne zoomed 21-10 with "Stacy's Mom" in October 2003.

"Cupid," which samples Supertramp's 1979 classic "Breakfast in America," achieves Airpower status and takes the chart's third-best gain in plays (up 850).



Nova 106.9 PD Tracy Austin shares cultural insights from Down Undah

Austin: An Honorary Aussie

Kevin Carter and Keith Berman

KCarter@RadioandRecords.com, KBerman@RadioandRecords.com

They say that changing jobs and getting married are two of life's biggest stress-inducing challenges. Last July, programmer Tracy Austin committed both deeds and shocked the industry when she announced she was resigning from KRBE/Houston after nearly five years at the helm, getting married and leaving not only the country but the hemisphere to program Nova 106.9 in Brisbane, Australia. ■ It's been about six months since she left, so we figured we'd look in on Austin to see how she was dealing with the culture shock and what it's like programming radio in a whole other country."

What are some of the biggest differences programming for Australians?

The basics of good radio still apply, but Nova is known for breaking the rules. The Nova concept was founded on, "Never more than two ads [spots] in a row," so we always get you back to music faster. The music also moves a lot faster: We lead on new music, and we cycle songs through much quicker than I have in the past. We also do news every hour from 6 a.m. to 6 p.m.—that's expected in Australia. We've got different music features on every hour, and it's different every weekday.

Another big difference is just the language: I spent the first few weeks here just figuring out what my morning show was saying and identifying the voices. The morning show is the breakfast—or "breaky"—show, from 6 to 9 a.m. Then it's "mornings" from 9 a.m. to noon—noon is actually called "midday," then "afternoons" [noon-3 p.m.] and "drive" [3 p.m.-7 p.m.]. Overnights are called "mid-dawn."

The station is the coolest-looking place I've ever worked—it's the third floor of an old wool store, like what we'd call a loft. My office has no ceiling and no door. Sometimes, it's hard to focus, but my door is always open.

We hear those Aussies talk funny . . .

In addition to the list of Australian radio terms, I learn a new Aussie slang term every day. If you say you "root" for a team, people think you've

slept with them. Saying "shit" is no big deal on the air; it's commonplace here. The first time I busted out a "goodonya, mate"—"good job" in Aussie—I knew I was getting the hang of it. Aussie is pronounced with a "z," like Ozzy Osbourne. The letter "z" is pronounced "zed." If a word has too many syllables, Aussies remove two of them, repeat a consonant and add an "o" or an "a" to the end to create a new word. For example, "preso" for presentation, "journoo" for journalist, "rego" for registration, "devo" for devastated. By the way, "getting boned" means you got fired.

Did you learn anything through trial by fire?

I knew some people would be thinking, "Who's the Yank?" But I told them, "I'm new to Australia, so you're going to be teaching me those things. But I know radio, and together we're going to have some fun." Aussies are all about keeping it real: There is a definite lack of political correctness. They respect you more if you are direct.

How is record promotion and contesting different in Australia?

We pay for most of the competitions we do, like flyaways. We often work with the labels nationally to launch albums, though it's harder for Nova to do concert promotions, given our limited inventory, so we have to be extra creative incorporating it into programming.



'I knew some people would be thinking, "Who's the Yank?" But I told them, "I'm new to Australia, so you're going to be teaching me those things. But I know radio, and together we're going to have some fun."'

—Tracy Austin

Who are some of the bigger artists there?

Australia has a long heritage of great bands, from INXS to AC/DC and Wolfmother and Silverchair. There are also a lot of the same artists: Jack Johnson has a very Queensland vibe with the surfing. Panic! at the Disco, Good Charlotte, Green Day, U2, The Scissor Sisters and Pink are huge here. Eskimo Joe is an Aussie band we play, and there's others like Rogue Traders and Sneaky Sound System. Nova also plays dance music, like TV Rock and Fedde La Grande. I'm still learning the songs in our library, especially recurrences like Thirsty Merc.

Is there a government-mandated level of native artist airplay, like in Canada?

Yes—25% has to be native artists, and 25% of that has to be from within the last year. We count down the top 40 songs in the country every Sunday with a nationally syndicated show out of Nova/Sydney; "The ARIA [Australian Recording Industry Assn.] Chart Show."

What kind of ratings system do you have?

ACNielsen does our surveys, which come out eight times per year and last for five weeks each. It's the same basic principles as Arbitron's diary methodology, but they're called "waves" instead of trends, and the results come out quickly.

What's your competitive landscape like?

We're up against other commercial stations, like B105, Triple M and 97.3, and noncommercial government-owned stations, like Triple J and ABC.

What's life like Down Undah? Anything that caused huge amounts of culture shock?

I spent the first few weeks just trying to figure out what the personalities were saying. Aussie is its own language sometimes. The malls close at 5 p.m. on Saturday and 4 p.m. on Sunday. Walking across the street is tricky, since you're trained to look the other way for oncoming traffic. Sadly, there's no good Mexican food here.

Getting most of the movies and TV shows later than the U.S. is frustrating, except when you know what happens in the season finale of "Grey's Anatomy." Also, the seasons are backwards, so Christmas is in the summer—time—it's been continuous summer here for the past six months.

How are you and your new husband, Mark doing?

You'll love this: Mark has been singing as Robin [Gibb] with a Bee Gees cover band that tours all over the world. They're called Night Fever, and they are great. This is definitely an adventure, and it's really important to share it with someone. I wouldn't have been able to do it without him.

Looking ahead?

This Nova is the youngest in the network, just 2 years old in April. We've been No. 1 104+ in the last seven surveys. Not a bad place to be; now the challenge is keeping it there. **AR**

CHR/TOP 40

▶ GWEN STEFANI RETURNS TO THE TOP FIVE FOR THE FIRST TIME SINCE "HOLLBACK GIRL" AS "THE SWEET ESCAPE" MOVES 7-5.



R&R

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THIS WEEK	LAST WEEK	TITLE ARTIST	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	SAY IT RIGHT NELLY FURTADO	NOL. 1 (3 WKS)	MOSLEY/ZEFFEN	9595 -95	66.353 1
2	12	WHAT GOES AROUND...COMES AROUND JUSTIN TIMBERLAKE		JIVE/ZOMBA	9382 +42	64.774 2
3	12	IT'S NOT OVER DAUCHTRY		RCAR/MG	8473 -234	47.770 3
4	17	IRREPLACEABLE BEYONCÉ		COLUMBIA	7199 -761	41.038 6
5	7	THE SWEET ESCAPE GWEN STEFANI FEATURING AKON		INTERSCOPE	6314 -571	42.657 4
6	18	WALK AWAY (REMEMBER MID) PAULA DEANDA FEATURING THE DEY		ARISTA/RMG	5981 -293	42.529 5
7	17	BREAK IT OFF Rihanna & Sean Paul		SRPDEF JAM/DMG	5728 -698	40.906 7
8	9	RUNAWAY LOVE LUDACRIS FEATURING MARY J. BLIGE		DTPDEF JAM/DMG	5438 -502	39.696 8
9	6	GLAMOROUS Fergie featuring Ludacris		WILL.LAM/AM/INTERSCOPE	5066 +582	30.218 9
10	18	CUPID'S CHOKEHOLD GYM CLASS HEROES FEAT. PATRICK STUMP	AIRPOWER DEADYANCE/FILED BY RAMEN/ATLANTIC/LAW		4259 -850	22.023 16
11	17	I WANNA LOVE YOU AKON FEATURING SHOO DOGG		KORVICT/UPFRONT/SRC/UNIVERSAL MOTOWN	4064 -714	23.990 12
12	11	IT ENDS TONIGHT THE ALL-AMERICAN REJECTS		DOCHOUSE/INTERSCOPE	3943 -320	22.128 15
13	4	GIVE IT TO ME TIMBALAND FEAT. NELLY FURTADO & JUSTIN TIMBERLAKE		MOSLEY/BLACKGROUND/INTERSCOPE	3924 +694	25.741 11
14	8	IF EVERYONE CARED NICKELBACK		ROADRUNNER/ATLANTIC/LAW	3854 -416	18.045 21
15	12	HOW TO SAVE A LIFE THE FRAY		Epic	3853 -378	23.303 13
16	14	THIS AIN'T A SCENE, IT'S AN ARM RACE FALL OUT BOY		RUED BY RAMEN/SLAND/DMG	3683 +66	21.116 17
17	23	DON'T MATTER AKON	AIRPOWER/MOST INCREASED PLAYS KORVICT/UPFRONT/SRC/UNIVERSAL MOTOWN		3666 -1124	22.775 10
18	26	MY LOVE JUSTIN TIMBERLAKE FEATURING T.I.		JIVE/ZOMBA	3169 -340	22.547 14
19	11	HERE (IN YOUR ARMS) HELLO GOODBYE		DRIVE-THRU/SANCTUARY	3163 -128	16.263 23
20	22	KEEP HOLDING ON AVRIL LAVIGNE		FOUR/CAR/MG	3132 -179	15.504 25
21	14	WELCOME TO THE BLACK PARADE MY CHEMICAL ROMANCE		REPRISE	3128 -737	18.841 20
22	20	FERGALICIOUS FERGIE		WILL.LAM/AM/INTERSCOPE	3123 -300	19.903 18
23	6	FACE DOWN THE RED JUMP SUIT APPARATUS		VIACOM	2699 +454	12.843 28
24	7	SHES LIKE THE WIND LUDACRIS FEATURING TONY SHINE		TVT	2279 -175	15.286 26
25	7	TELL ME DIDDY FEATURING CHRISTINA AGUILERA		BAD BOY/ATLANTIC	2160 +23	18.000 19
26	5	YOU LLOYD FEATURING LL' WAYNE		THE INC./UNIVERSAL MOTOWN	2050 +164	17.803 22
27	9	ICE BOX DARION		T.J.C./COLUMBIA	2028 -348	16.122 24
28	13	U + UR HAND PRINCE		LAFACE/ZOMBA	1993 -361	7.866 31
29	15	SHORTIE LIKE MINE BOW WOW FEATURING CHRIS BROWN & JORDAN AUSTIN		COLUMBIA	1957 -324	14.522 27
30	13	BOSTON AUGUSTANA		Epic	1781 +203	6.532 35
31	3	BETTER THAN ME HINDER		UNIVERSAL REPUBLIC	1527 +243	3.808 -
32	38	THIS IS WHY I'M HOT MIS	MOST ADDED	CAPITOL	1470 +448	10.642 29
33	3	BEFORE HE CHEATS CARRIE UNDERWOOD		ARISTA/ARISTA NASHVILLE/RMG	1456 +257	6.917 33
34	36	OVER IT KATHARINE MCPHEE		RCAR/MG	1190 +139	7.099 32
35	40	ON THE HOTLINE PRETTY RICKY		BLUESTAR/ATLANTIC	1107 +301	5.547 38
36	7	WE FLY HIGH JIM JONES		KDCH	1052 -319	9.580 30
37	16	THROUGH GLASS STONE SOUL		ROADRUNNER/ATLANTIC/LAW	990 -143	3.079 -
38	NEW	CANDYMAN CHRISTINA AGUILERA		RCAR/MG	922 +340	6.652 34
39	NEW	LOOK AFTER YOU THE FRAY		Epic	908 +99	5.997 37
40	NEW	NOTHING LEFT TO LOSE MAT KEARNEY		AWAR/COLUMBIA	889 +106	2.419 -

MOST ADDED

TITLE ARTIST / LABEL NEW STATIONS

THIS IS WHY I'M HOT 16
Mis
(CAPITOL)
KIDDI, KDHL, KHOP, KLYG, KQDM, KQPN, KRUF, KXDM, WHHO, WJGQ, WKQS, WKQJ, WKSE, WKSS, WKXS, WKXK

DON'T MATTER 14
Akon
(KORVICT/UPFRONT/SRC/UNIVERSAL MOTOWN)
KRUF, WAEV, WCGQ, WKQF, WFCB, WFLZ, WFWF, WJGQ, WKPS, WKRZ, WKOL, WLAH, WKXS, WZVY

STOLEN 13
Dashboard Confessional
(MAGNANT/INTERSCOPE)
KPKS, KQAL, KSAB, WAEV, WAEZ, WHHO, WHYZ, WHYI, WJGQ, WKOL, WSOX, WYXR, WZEE

LOST WITHOUT U 12
Robin Thicke
(STAR TRAK/INTERSCOPE)
CHEY, KHHT, KQOB, KQPN, KWYL, KZZR, WAKZ, WPRD, WSAU, WSTW, WWHT, WZLX

FOREVER 11
Pegan Beach
(GEPFEN)
KQPN, KQAL, WCGQ, WFLY, WGTZ, WXXL, WKRZ, WSTW, WYVB, WXXL, WYXK

CANDYMAN 10
Christina Aguilera
(RCAR/MG)
KQAL, KQCA, KSLZ, WERQ, WFCB, WHHO, WHYI, WXXL, WKOL, WZEE

WITH LOVE 10
Miley Duff
(HOLLYWOOD)
KSAB, WAKZ, WFCB, WHHO, WJGQ, WKQS, WKQJ, WSTR, WZEE

HE'S ALIVE 10
A Girl Called Jane
(ISLAND/DMG)
CHEY, KHOP, KHHT, KXMG, KWYL, WCGQ, WKSE, WYXK, WYDY, WZLX

U + UR HAND 9
Prince
(LAFACE/ZOMBA)
KQPN, WFLH, WHYZ, WHYI, WKQS, WKSS, WPST, WSTW, WKXS

BOSTON 9
Augustana
(Epic)
KLYG, KSAB, WAKZ, WHHO, WKQS, WKSE, WKSS, WKQJ, WZLX

ADDED AT... WZKL
Canton, OH
PD: John Stewart
MD: Malcolm
Robin Thicke, Lost Without U, 2
A Girl Called Jane, He's Alive, 0

FOR MORE STATIONS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
INTO THE OCEAN Blue October (UNIVERSAL MOTOWN) TOTAL STATIONS: 43	814/85	STOLEN Dashboard Confessional (MAGNANT/INTERSCOPE) TOTAL STATIONS: 36	409/182
WITH LOVE Miley Duff (HOLLYWOOD) TOTAL STATIONS: 66	720/300	WALK IT OUT Link (BIG OOMP/KOCH) TOTAL STATIONS: 78	393/735
THE WAY I LIVE Baby Boy Da Prince Feat. LL Boonie (TAKE FO/UNIVERSAL REPUBLIC) TOTAL STATIONS: 43	656/1	LEAVE THE PIECES The Weckers (MAVERICK/WARNER BROS.) TOTAL STATIONS: 12	368/256
READ MY MIND The Killers (ISLAND/DMG) TOTAL STATIONS: 43	492/94	LAST NIGHT Diddy Feat. Keyshia Cole (BAD BOY/ATLANTIC) TOTAL STATIONS: 37	347/81
BECAUSE OF YOU No-Yo (DEF JAM/DMG) TOTAL STATIONS: 39	420/100	PAIN Three Days Grace (JIVE/ZOMBA) TOTAL STATIONS: 27	377/33

MOST INCREASED PLAYS

↑1126
↑971
↑659
↑582

DON'T MATTER
Akon (Korvict/Upfront/Src/Universal Motown)
WKSS +48, KHHT +41, WKXS +39, WKPS +36, WKRZ +33, WKXS +30, KQPN +30, WWRQ +29, WYVB +27, WYXK +26, WH +26

THE SWEET ESCAPE
Gwen Stefani Feat. Akon (Interscope)
Timberland (Mosley/Blackground/Interscope)
WKSS +35, WKQF +27, KQDM +24, KQCH +23, WJGQ +22, WH +18, KQAL +16, XTZO +15, WJGQ +14, WLDL +13

CUPID'S CHOKEHOLD
Gym Class Heroes Feat. Patrick Stump
(Decaydance/Interscope)
KHHT +35, KQCH +34, WPRY +32, KRGS +30, WKRS +27, KRUF +26, WKRZ +24, WYVB +23, QJEN +21, WHHT +20

GIVE IT TO ME
Timbaland Feat. Nelly Furtado & Justin Timberland
(Mosley/Blackground/Interscope)
WKSS +35, WKQF +27, KQDM +24, KQCH +23, WJGQ +22, WH +18, KQAL +16, XTZO +15, WJGQ +14, WLDL +13

GLAMOROUS
Fergie Feat. Ludacris (Will.Lam/AM/Interscope)
WKQF +31, WKRS +30, WJGQ +21, XTZO +21, WHHO +20, KHOP +20, KQAL +18, KHOP +18, KQCH +17, KHHT +17

FOR WEEK ENDING FEBRUARY 25, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
123 CHR/Top 40 and 16 Canada CHR/Top 40 stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. CHR/Top 40 indicator chart comprised of 53 reporters. © 2007 Nielsen Business Media, Inc. All rights reserved.

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Advantage

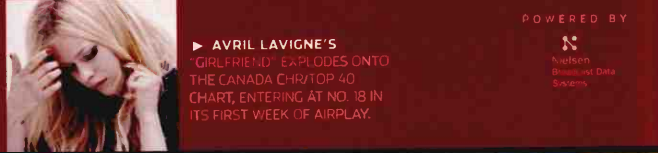
Universal Spread Goals #7

24/7 NEWS ONLINE @ www.RadioandRecords.com

CHR/TOP 40

CHR/TOP 40 INDICATOR REPORTERS

KQMD/Alexandria, LA PD: Ron Roberts	WDAY/Fargo, ND PD: Troy Dayton MD: Special Ed	WQGN/New London, CT PD: Kevin Palana MD: Shawn Murphy
KPRF/Amarillo, TX PD/MD: Marshal Blevins	KMXF/Fayetteville, AR OM: Dave Ashcraft PD: Darrick Lowell MD: Jay Steele	WSPK/Newburgh, NY PD: Scotty Mac APD: Sky Walker MD: Danny Valentino
KGOT/Anchorage, AK OM: Mark Murphy PD/MD: Bill Stewart	WJMX/Florence, SC OM: Randy "Mudflap" Wkox PD/MD: Scotty G.	KCRS/Odesa, TX MD: Nate Rodriguez
WWBX/Bangor, ME OM: Jeff Pierce	KFSR/Ft. Smith, AR OM/FPD: "Big Dog" Rick Hayes APD: Rhian Cunningham MD: Mike "Mike at Night" Oldham	WILN/Panama City, FL OM: Mike Preble PD/MD: Jo Valentine APD: Kris Kaane
KRSO/Billings, MT OM/FPD: Kyla McKay	WKYS/Gainesville, FL PD/AM/D: Carter	KRCS/Rapid City, SD OM/FPD: Charlie O'Douglas APD/MD: Jayden McKay
WWYL/Binghamton, NY PD: Matt Johnson	KIKL/Grand Forks, ND, ND OM: Dan Westhoff PD: Dave Adams APD: Chad Frisy MD: Mason Schneider	KIXY/San Angelo, TX OM: Jay Michaels PD/MD: David Carr APD: Teri Jacobs
WBNO/Bloomington, IL OM: Dan Westhoff PD: Dave Adams APD: Chad Frisy MD: Mason Schneider	WQPO/Harrisonburg, VA PD/AM: Bobby Mason	WNDV/South Bend, IN PD: Karen Rite MD: Scotty Wyke
KZMG/Boise, ID OM: Rich Summers PD: Brad Collins APD: Valentine MD: Miggy Santos	WKKE/Huntington, WV PD: Jim Davis APD/MD: Gary Miller	WCLD/St. Cloud, MN OM: Matt Stone PD: JJ Holiday APD/MD: Wayne D.
KNDE/Bryan, TX PD/MD: Lesley Henton	KSYN/Jacinto, MD OM/FPD: Jason Knight APD: Steve Knott	WHYY/Tallahassee, FL OM: Doug Parize PD: Brian O'Connor
WRZE/Cape Cod, MA OM: Steve McVie PD: David Duran	WAZY/Lafayette, IN OM: Rick Prusator PD: Karen Rite MD: Kim	WING/Terre Haute, IN MD: Jamie Dawson
KTRS/Casper, WY OM/FPD: Donovan Short	WJIM/Lansing, MI PD: Josh Strickland	WKHQ/Traverse City, MI OM/FPD: Luke Spencer MD: Dave B. Goode
KZIA/Cedar Rapids, IA OM: Rob Norton PD: Greg Runyon MD: Ric Swann	KFRX/Lexen, NE OM: Mark Taylor PD: Matt McKay MD: JJ Ryan	WWKZ/Tupelo, MS OM/FPD: Rick Stevens MD: Marc Allen
WQOB/Champaign, IL PD/MD: Ken Cunningham	KZLN/Lubbock, TX OM: Wes Nessmann PD: Jacqu Neal	WIFE/Wausau, WI PD: John Jost APD: Jammin' Joe Malone MD: Betty
WJYY/Concord (Lake Regions), NH PD/MD: AJ Duquette	WCL/Marion, IL OM/FPD: Chad Elliot MD: Ivy	WAZD/Wilmington, NC PD: Mark Jacobs
WOMX/Dothan, AL PD/MD: Squarrel	WVAX/Duluth, MN OM: Bill Jones PD/MD: Tony Hart	KFFM/Yakima, WA OM: Ron Harris PD/MD: Steve Rocha APD: Resha Cosby
WLVV/Elmira, NY OM/FPD: Gary Knight APD: Brian Stoll	KNOE/Monroe, LA OM/FPD: Bobby Richards MD: Mike Austin	
WNUK/Elmira, NY OM/FPD: Scott Free APD: Amanda Valentine	WVAQ/Morgantown, WV OM: Mark Andrews PD: AJ Seliga MD: Meghan Durst	
WRTS/Erie, PA PD: Jessica Curry	WWXM/Myrtle Beach, SC OM: Mark Andrews PD: AJ Seliga MD: Larry Knight	
WSTO/Evansville, IN OM: Tim Heat sing PD: Jason Adams		



▶ **AVRIL LAVIGNE'S** *GIRLFRIEND* EXPLODES ONTO THE CANADA CHR/TOP 40 CHART, ENTERING AT NO. 18 IN ITS FIRST WEEK OF AIRPLAY.

POWERED BY
Nielsen
Broadcast Data
Systems

RHS WKS DISC WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL	PLAYS	
			TW	±
1	14	SAY IT RIGHT NELLY FURTADO	MOSLEY/KEFFEN	3341 +12
2	10	IT'S NOT OVER DAUGHTRY	RC/A&MG	3195 +86
3	9	WHAT GOES AROUND...COMES AROUND JUSTIN TIMBERLAKE	JIVE	3159 -79
4	16	IRREPLACEABLE BEYONCE	MUSIC WORLD/COLUMBIA	2519 -99
5	15	WALK AWAY PAULA DEANDA FEAT. THE DEE	ARISTA/RMG	2463 -152
6	8	THE SWEET ESCAPE OWEN STEFAN FEAT. AKON	INTERSCOPE	2395 +57
7	13	BREAK IT OFF RHANNA FEAT. SEAN PAUL	DEF JAM/J&MG	2344 -92
8	6	RUNAWAY LOVE LUDACRS FEAT. MARY J. BLIGE	DEF CON RECORDS	2034 +191
9	6	GLAMOROUS FERGE	WILL JAMA/J&MG	1971 +96
10	6	CUPID'S CHOKENOLD CYN CLASS HEROES	FUELED BY RAMEN/LA/ATLANTIC	1841 +265
11	8	HERE (IN YOUR ARMS) HELLOGOBBY	DRIVE-THRU/SANTURNY	1693 -71
12	12	WELCOME TO THE BLACK PARADE MY CHEMICAL ROMANCE	REPRISE	1620 -157
13	14	THIS AIN'T A SCENE, IT'S AN ARMS RACE FALL OUT BOY	ISLAND/REVLING	1616 -34
14	12	IT ENDS TONIGHT ALL-AMERICAN REJECTS	DOGHOUSE/INTERSCOPE	1606 -166
15	18	IF EVERYONE CARED NICKELBACK	ROADRUNNER/ATLANTIC/LAVA	1547 +91
16	10	I WANNA LOVE YOU AKON FEAT. SHOOP DOGG	SRC/UPFRONT/SONY/UNIVERSAL MOTOWN	1526 -259
17	17	KEEP HOLDING ON AVRIL LAVIGNE	RECARING	1411 -39
18	3	GIVE IT TO ME TMBALOA FEAT. NELLY FURTADO & JUSTIN TIMBERLAKE	MOSLEY/BLACK&BLUE/INTERSCOPE	1338 +96
19	7	FACE DOWN RED JAMSPUT APPARATUS	VEEZN	1316 -119
20	22	DON'T MATTER AKON	KONNYE/UPFRONT/SRC/UNIVERSAL MOTOWN	1216 -288
21	24	TELL ME DIDDY FEAT. CHRISTINA AGUILERA	BAD BOY/ATLANTIC	896 +51
22	4	SHE'S LIKE THE WIND LUMINÉ & TONY SUNSHINE	TVT	870 +140
23	5	ICE BOX OMBARON	TLLG/COLUMBIA	796 +144
24	17	FENGALICIOUS FERGE	AAA/INTERSCOPE	790 -93
25	3	YOU LLOYD FEAT. LIL WAYNE	THE INC/UNIVERSAL MOTOWN	781 +95
26	19	WRITING ON THE WALL TO CHANGE JOHN MAYER	AMARCE/COLUMBIA	763 -338
27	34	U + U HAND PPK	LA/ACE/ZOMBA	686 -229
28	3	BOSTON AUGUSTANA	EPIC	671 +45
29	4	BETTER THAN ME HINDER	UNIVERSAL REPUBLIC	643 +108
30	4	SHORTIE LIKE MINE BOW HOW FEAT. CHRIS BROWN	COLUMBIA	643 -133
31	3	OVER IT KATHARINE MCPHEE	RECARING	617 +46
32	2	CANDYMAN CHRISTINA AGUILERA	RECARING	608 +187
33	15	THROUGH CLASS STONE SOUL	ROADRUNNER/ATLANTIC/LAVA	472 -58
34	2	BEFORE HE CHEATS CARRIE UNDERWOOD	ARISTA/RMG/NASHVILLE	419 +86
35	5	WE FLY HIGH JIM JONES	NEON	389 -33
36	3	FADE AWAY SARAH ALBERTH	BEGLUE	380 +5
37	NEW	ON THE HOTLINE PRETTY BOY	ATLANTIC	376 +98
38	NEW	THIS IS WHY I'M HOT MIMS	CAPITOL	334 +94
39	NEW	NEW BEST FRIEND KELLY HAPPER	INDEPENDENT	303 +45
40	3	INTO THE OCEAN BLUE OCTOBER	UNIVERSAL MOTOWN	292 -14

RHS WKS DISC WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL	PLAYS	
			TW	±
1	15	SAY IT RIGHT NELLY FURTADO	MOSLEY/KEFFEN/UNIVERSAL	650 +12
2	11	WHAT GOES AROUND...COMES AROUND JUSTIN TIMBERLAKE	JIVE/SONY BMG	640 +15
3	10	THE SWEET ESCAPE OWEN STEFAN FEATURING AKON	INTERSCOPE/UNIVERSAL	630 +48
4	7	IT'S NOT OVER DAUGHTRY	RC/A&MG	644 +34
5	9	GLAMOROUS FERGE FEATURING LUDACRS	WILL JAMA/SANTURNY/INTERSCOPE/UNIVERSAL	428 +52
6	7	BREAK IT OFF RHANNA & SEAN PAUL	SRYDEF JAMA/UNIVERSAL	386 -24
7	8	IF EVERYONE CARED NICKELBACK	EMI	379 +36
8	17	IRREPLACEABLE BEYONCE	COLUMBIA/SONY BMG	376 -71
9	5	DON'T MATTER AKON	KONNYE/UPFRONT/SRC/UNIVERSAL MOTOWN/UNIVERSAL	375 +83
10	14	GIVE IT TO ME TMBALOA FEAT. NELLY FURTADO & JUSTIN TIMBERLAKE	MOSLEY/BLACK&BLUE/INTERSCOPE/UNIVERSAL	373 +81
11	8	2U KESHA CHANTE	SONY BMG	366 -22
12	14	KEEP HOLDING ON AVRIL LAVIGNE	FOUR/C/SONY BMG	364 -97
13	12	THIS AIN'T A SCENE, IT'S AN ARMS RACE FALL OUT BOY	FUELED BY RAMEN/ISLAND/UNIVERSAL	362 +28
14	12	I OWE IT ALL TO YOU EVA AVILA	SONY BMG	356 -1
15	6	HERE (IN YOUR ARMS) HELLOGOBBY	DRIVE-THRU/EMI	311 +12
16	6	RUNAWAY LOVE LUDACRS FEATURING MARY J. BLIGE	UTROFF JAMA/UNIVERSAL	277 +16
17	10	GRACE KELLY MIRA	CASABLANCA/UNIVERSAL	258 +12
18	NEW	GIRLFRIEND AVRIL LAVIGNE	RC/A&MG	252 +252
19	22	LIE TO ME GEORGE	HE ENTERTAINMENT	246 -23
20	17	WELCOME TO THE BLACK PARADE MY CHEMICAL ROMANCE	REPRISE/HARNER	236 -16
21	6	RADIO MAFKA	ROCKSTAR	234 -5
22	24	MY LOVE JUSTIN TIMBERLAKE FEATURING T.I.	JIVE/SONY BMG	224 -18
23	18	I WANNA LOVE YOU AKON FEATURING SHOOP DOGG	KONNYE/UPFRONT/SRC/UNIVERSAL MOTOWN/UNIVERSAL	216 -26
24	24	LIPS OF AN ANGEL HINDER	UNIVERSAL REPUBLIC/C/UNIVERSAL	191 -14
25	4	ICE BOX OMBARON	TLLG/COLUMBIA/SONY BMG	183 +46
26	7	ROCKSTAR NICKELBACK	EMI	175 -22
27	3	CUPID'S CHOKENOLD CYN CLASS HEROES FEAT. PATRICK STUMP	DELAYANCE/FUELED BY RAMEN/LA/ATLANTIC/HARNER	174 +40
28	21	HOW TO SAVE A LIFE THE FRAY	EPIC/SONY BMG	172 -31
29	12	IT ENDS TONIGHT THE ALL-AMERICAN REJECTS	DOGHOUSE/INTERSCOPE/UNIVERSAL	171 -33
30	25	SMACK THAT AKON FEATURING DUNEM	KONNYE/UPFRONT/SRC/UNIVERSAL MOTOWN/UNIVERSAL	167 -8



Artist MC Magic runs his own label while moving his music up the charts

Doing It The Hard Way

Darnella Dunham
DDunham@RadioandRecords.com

It's always tough for independent artists to get enough spins to chart nationally, but MC Magic has a lot of faith in his team—as an artist, producer and CEO/owner of Nastyboy Records, he even works his own records. ■ MC Magic started out as a mobile DJ and made the transition to artist/producer/label owner in 1991. He created Nastyboy Records in his hometown of Avondale, Ariz., and independently released “Lost in Love,” which turned into a local hit.

Four years later, his first full-length album “Don’t Worry” was issued. It included the track “Lost in Love.” Magic formed the Nastyboy Klick in '97, which released “The First Chapter” on Nastyboy/Glassnote/Mercury Records. A year later, it came out with “The Second Coming.”

The Nastyboy Klick toured the country for a year before the members returned to their regular jobs. In 2001, as NB Riclaz, they partnered with Upstairs Records and dropped “Invasion” and “NBRiclaz.com.” After the second album was released, Magic ended his relationship with Upstairs when mutually agreeable terms for a new contract couldn't be reached.

Magic has been doing it on his own since he parted ways with Upstairs and appreciates the benefits of being independent. “When you're

with a major label it's kind of like a production line—they throw out a record and they give it a certain time to perform,” he says. “If it doesn't perform in that time, then the powers that be take it off and move on to the next one.

“Being that I'm the producer, I know when a record's a hit—at least I feel I do. Even when someone tells me it's not working, if in my heart and in my mind I know it's a hit, I'm going to keep going at it. The reaction I get from my core fans solidifies that what I believe is true, so I just keep at it. Sometimes it can turn into a nuisance, because I'm reaching out to all these PDs and MDs on the regular; it's a little bit of a stakeout.”

As Magic's current single “Lies,” featuring Krystal Melody, continues to move up the R&R Rhythmic chart, currently perched at No. 33,

‘There's lots of people that are in powerful positions now, that when I met them they were night jocks and some were interns. That's what happens at radio—you never know who's going to be the next in line.’

—MC Magic



other unsigned artists are trying to figure out his formula. “A lot of the independent artists ask how I do it,” he says. “But I've been developing relationships. When I go to radio and I'm done with my interview, I don't just take off, I like to hang around the radio station, pick people's brains, get to know them.”

“There's lots of people that are in powerful positions now, that when I met them they were night jocks and some were interns. That's what happens at radio—you never know who's going to be the next in line. And because you have a cool relationship with them, they'll give your record a chance. All a good record needs is a chance, because once they put it in callout and the phones light up for it, then it takes off and flies on its own.”

“This Is Why I'm Hot” by Mims was making noise independently, but after the artist signed with Capitol Records, it surged to the top 10 of R&R's Rhythmic and Urban charts. There is no doubt that major label resources could help “Lies” ascend to even higher levels, so why has Magic remained independent all these years? “I'm open to anyone who is willing to talk,” he says, “but I haven't gotten any calls from majors that say, ‘Hey, we can help take your record to the sky.’”

“We've been able to have [such] a consistent string of successful records at radio. I'm surprised that someone's not reaching out and going, ‘You've got a great formula to get you to second base—let's get the home run.’”

Magic's hands-on approach to promoting his music is less about wanting to maintain control and more about needing to survive. He says he is so heavily involved in the process because “I have to be. Let's say we put it in the hands of a record promoter. Nastyboy Records is a small label, so my \$1,500 is nothing compared to the \$1,500 they get per record from Universal. So what happens is, no matter how much money I can spend with them, I'm still not going to be a priority, and I'll get the runaround. There's a lot of records out there, and we're fighting for room.”

“I think [“Lies”] can grow into the other markets. It's just that we don't have the relationships in those markets yet. Because we are in this region, I'll shoot it to [KPRR (Power 102) PD] Pattie [Diaz] and [XHTO APD/MD/mixshow coordinator] Big Al in El Paso, and it's pretty much a contest to see who's going to throw it on first because that's such a core market for me.”

Despite a strong following in the Southwest and being well-known in several Latino-heavy markets, MC Magic is trying to expand his audience. “Our music is cross-demo—it's not just a teeny-bop sound, it's not just a girl sound, it's not just a Latino sound,” he says. “I'd say my music is like a hip-hop love jam with an R&B and Latin twist. Given a chance, it will work for the masses.”

R&R

Spreading ‘Lies’

KBMB (103.5 The Bomb)/Sacramento PD Pattie Moreno believed in “Lies” so much that she recommended it to KXJM (Jammin 95)/Portland, Ore., PD Mark Adams. The MC Magic song is now playing on KXJM in light rotation and working on several stations. Following is a list of all R&R rhythmic reporting stations currently exposing “Lies.”

KBDS/Bakersfield	KISV/Bakersfield	KWIN/Stockton
KBMB/Sacramento	KKFR/Phoenix	KXJM/Portland, Ore.
KCAQ/Oxnard, Calif.	KOHT/Tucson	KZFM/Corpus Christi, Texas
KDGS/Wichita	KPRR/EI Paso	WXIS/Johnson City, Tenn.
KDON/Monterey	KPWR/Los Angeles	XHTO/EI Paso
KGGI/Riverside	KSEQ/Fresno	
KHTN/Modesto, Calif.	KVYB/Oxnard, Calif.	

SEEKING NEW MUSIC TO PLAY
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 TO HANDLE IT ALL
 WE'VE GOT THE STAFF
 TO HANDLE IT ALL
 WE'VE GOT THE STAFF
 TO HANDLE IT ALL

RHYTHMIC

► FOR THE FOURTH TIME
 IN FIVE WEEKS,
 "DON'T MATTER" BY
 AKON EARNS THE
 RHYTHMIC CHART'S MOST
 INCREASED PLAYS MEDAL
 (NO. 4, UP 64%).



R&R

POWERED BY
 Nielsen
 Broadcast Data
 Systems

THIS WEEK	LAST WEEK	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS	HIT/PREDICTOR STATUS IMPRINT / PROMOTION LABEL	PLAYS TW	WEEKS ON CHART	AUDIENCE MILLIONS	RANK
1	16	YOU LLOYD FEATURING KYLE WAYNE	NO. 1 (4 WKS)	UNIVERSAL MOTOWN	4491	-50	34.419	1
2	3	THIS IS WHY I'M HOT MIMS		CAPITOL	4479	+34	32.969	2
3	14	RUNAWAY LOVE LUDACRIS FEATURING MARY J. BLIGE		OTTOPEP JAM/ARJAC	4380	+80	32.883	3
4	5	DON'T MATTER AKON	MOST INCREASED PLAYS	KONIVCTA/PREP/INT/SRC/UNIVERSAL MOTOWN	4196	+646	31.256	4
5	4	ON THE HOTLINE PRETTY RECKY		BLUESTAR/ATLANTIC	4104	+91	26.712	6
6	15	KICK BACK CHAMBERLAIN		TUG/COLUMBIA	3400	+407	24.315	7
7	17	WE FLY HIGH JAY Z		KOCH	3225	-208	26.727	5
8	11	SAV IT RIGHT NELY FURTADO		MOSLEY/KEFFEN/INTERSCOPE	3151	+62	19.766	10
9	18	IRREPLACEABLE BEYONCÉ		COLUMBIA	2800	-426	20.198	9
10	22	MAKE IT RAIN JAY-Z FEATURING KYLE WAYNE		TERROR SQUAD/UNIVERSAL/VEVO	2637	+267	21.956	8
11	10	THE WAY I LIVE BAND OF PRINCES FEATURING LL BOOSSE		UNIVERSAL REPUBLIC	2621	-64	15.074	14
12	14	LAST NIGHT DIDDY FEATURING KEYSHA COLE		BAO BOY/ATLANTIC	2475	+999	17.110	11
13	22	WALK IT OUT LINK		BIG DADDY/ROCK	2205	-103	15.833	13
14	26	I WANNA LOVE YOU AKON FEATURING SHOOP DOGG		KONIVCTA/PREP/INT/SRC/UNIVERSAL MOTOWN	2079	-249	15.058	15
15	2	GIVE IT TO ME TIMBALAND FEAT. NELLY FURTADO & JUSTIN TIMBERLAKE	ARPOWER	NEWLINE/BLVD/CONCORD/INTERSCOPE	1879	+381	11.345	20
16	20	THROW SOME D'S RECHYD FEATURING PELO DA DON		ZONE 4/INTERSCOPE	1878	+172	12.679	17
17	11	WHAT GOES AROUND...COMES AROUND JUSTIN TIMBERLAKE		JIVE/ZOMBA	1775	-32	11.074	21
18	17	THAT'S THAT SHOOP DOGG FEATURING N. KELLY		DOGGY STYLE/KEFFEN/INTERSCOPE	1746	-380	16.987	12
19	16	PROMISE CUBA		LAFACE/ZOMBA	1677	-434	12.913	16
20	22	SHORTIE LIKE MINE BOW WOW FEATURING CHRIS BROWN & JONITA AUSTIN		COLUMBIA	1553	-160	12.630	18
21	14	BREAK IT OFF DRAMA & SEAN PAUL		SIRSYDEF JAM/ARJAC	1543	-64	11.782	19
22	29	BECAUSE OF YOU NE-YO		DEF JAM/ARJAC	1427	+540	10.407	22
23	5	GLAMORIOUS Fergie		WILLIAMS/ARJAC	1390	+310	8.539	23
24	3	POPPIN' CHRIS BROWN FEATURING JAY BZ		JIVE/ZOMBA	1386	+75	7.861	25
25	6	SHE'S LIKE THE WIND LUDACRIS FEATURING TONY SUSHAMÉ		TVT	1204	+170	8.248	24
26	6	GO GETTA YOUNG JEEZY FEATURING N. KELLY		CORPORATE THUGZ/DEF JAM/ARJAC	1134	+57	6.017	30
27	5	OUTTA MY SYSTEM BOW WOW FEATURING T. PAUL & JONITA AUSTIN		COLUMBIA	1065	+157	4.458	32
28	35	LOST WITHOUT U RUBIN THICHA		STAR TRAK/INTERSCOPE	976	+265	7.342	26
29	34	NOT A CRIMINAL CHAMBERLAIN FEATURING KELLS		CHAMBERLAIN/UNIVERSAL MOTOWN	972	+143	5.388	31
30	27	NA NA BABY BASH		ARSTARVING	863	-160	6.033	29
31	32	DAME (YELL ME) PITBULL FEATURING KENY		FAMOUS ARTISTS/TVT	855	+91	4.353	33
32	31	WOULDN'T GET FAR THE GAME FEATURING KANYE WEST		KEFFEN/INTERSCOPE	778	-28	6.302	28
33	5	LIES MC SHAGG FEATURING KYRALA MELODY		NASTYBOY	764	+37	3.679	35
34	19	AV CHOC (LINGUA APERIA) PITBULL		FAMOUS ARTISTS/TVT	728	-33	7.126	27
35	3	THE SWEET ESCAPE OWEN STEFANI FEATURING AKON		INTERSCOPE	690	+44	4.350	34
36	7	HOLLYWOOD JAY-Z FEATURING BEYONCÉ		ROC-A-FELLA/DEF JAM/ARJAC	647	+6	3.303	37
37	4	2 STEP LINK		BIG DADDY/ROCK	464	+81	2.400	-
38	NEW	SUDDY MU\$Q SOULCHILD		ATLANTIC	414	+50	1.539	-
39	NEW	KNOW WHAT I'M DOIN' SPECIAL K & L. WAYNE FEAT. REK BOSS & T. PAUL	MOST ADDED	CASH MONEY/UNIVERSAL MOTOWN	385	+98	2.204	-
40	NEW	I TRIED BONE THUGS-N-HARMONY FEAT. AKON	MOST ADDED	MO THUGS/FULL SURFACE/INTERSCOPE	383	+162	2.520	40

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
I TRIED Bone Thugs-N-Harmony Feat. Akon (FULL SURFACE/INTERSCOPE)	16
YOU KNOW I'M NO GOOD KRS1, KRS3, KRS4, KRS5, KRS6, KRS7, KRS8, KRS9, KRS10, KRS11, KRS12, KRS13, KRS14, KRS15, KRS16, KRS17, KRS18, KRS19, KRS20, KRS21, KRS22, KRS23, KRS24, KRS25, KRS26, KRS27, KRS28, KRS29, KRS30, KRS31, KRS32, KRS33, KRS34, KRS35, KRS36, KRS37, KRS38, KRS39, KRS40, KRS41, KRS42, KRS43, KRS44, KRS45, KRS46, KRS47, KRS48, KRS49, KRS50, KRS51, KRS52, KRS53, KRS54, KRS55, KRS56, KRS57, KRS58, KRS59, KRS60, KRS61, KRS62, KRS63, KRS64, KRS65, KRS66, KRS67, KRS68, KRS69, KRS70, KRS71, KRS72, KRS73, KRS74, KRS75, KRS76, KRS77, KRS78, KRS79, KRS80, KRS81, KRS82, KRS83, KRS84, KRS85, KRS86, KRS87, KRS88, KRS89, KRS90, KRS91, KRS92, KRS93, KRS94, KRS95, KRS96, KRS97, KRS98, KRS99, KRS100	14
BECAUSE OF YOU Ne-Yo (DEF JAM/ARJAC)	11
LOST WITHOUT U Rubin Thicha (STAR TRAK/INTERSCOPE)	11
3 STEP Clyde Carson (CAPITOL)	7
GLAMORIOUS Fergie (WILLIAMS/ARJAC)	6
GO GETTA Young Jeezy Feat. N. Kelly (DEF JAM/ARJAC)	5
NOT A CRIMINAL Chamberlaine (CHAMBERLAIN/UNIVERSAL MOTOWN)	5
WHEN IT WAS ME Paula Daniels (ARISTARVING)	5
LIKE A BOY Ciara (LAFACE/ZOMBA)	5
ADDED AT ... XMR San Diego, CA PD: Lee Correll Robin Thicke, Lost Without U, 2 R. Kelly or Bow Wow, Feat A Thug, 1 Selena, A Man That Goes, 1	

NEW AND ACTIVE

TITLE / LABEL	PLAYS GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
MAGIC CITY 2XL (TOMMY BOY)	379/23	LIKE A BOY Ciara (LAFACE/ZOMBA)	291/37
2 STEP Clyde Carson (CAPITOL)	398/42	WHEN IT WAS ME Paula Daniels (ARISTARVING)	275/133
A MAN THAT GOES Selena (STREET CREDNOCH)	338/31	POP LOCK AND DROP IT Heavy (DITZ COMM/TTEE/JIVE/ZOMBA)	272/77
OH YEAH (WORK) Lil Scrappy Feat. Sean P. & E-40 (BME/REPRESE/WARNER BROS.)	337/39	BUY U A DRANK (SHAWTY SNAPPIE)	253/67
BREAK 'EM OFF Paul Wall Feat. Lil' Keke (SMASHHOUSE/ASYLLUM/ATLANTIC)	323/16	DO IT DADDY Dad-E Girl & Mister One (DIAMOND)	242/30
TOTAL STATIONS:	25	TOTAL STATIONS:	26
TOTAL STATIONS:	21	TOTAL STATIONS:	29
TOTAL STATIONS:	14	TOTAL STATIONS:	25
TOTAL STATIONS:	33	TOTAL STATIONS:	18
TOTAL STATIONS:	18	TOTAL STATIONS:	20

MOST INCREASED PLAYS

+646	☆	DON'T MATTER Akon (Konivcta/Prep/Int/Src/Universal Motown)
+540	☆	BECAUSE OF YOU Ne-Yo (Def Jam/Arjac)
+434		THIS IS WHY I'M HOT Mims (Capitol)
+407	☆	ICE BOX Chamillionaire (TUG/Columbia)
+381	☆	GIVE IT TO ME Timbaland Feat. Nelly Furtado & Justin Timberlake (Mosley/Keffen/Interscope)

FOR WEEK ENDING FEBRUARY 23, 2007
 LBSE808: See legend to charts in this section for rules and symbol explanations.
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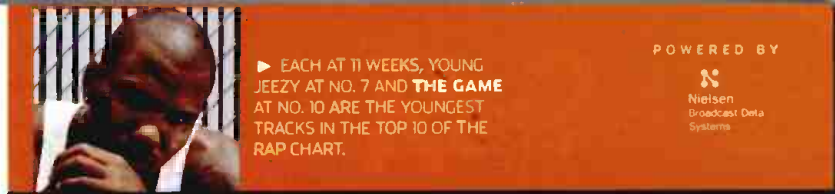


RHYTHMIC

RHYTHMIC REPORTERS

WAJZ/Albany, NY* OM: Kevin Callahan PD: Rob Ryan MD: JD Redman	WBTF/Fl. Myers, FL* PD: Scrap Calococi APD/MD: Omar "The Big O" D	WPOW/Miami, FL* OM: Tom Calococi PD: Ira "Tony The Tiger" Wolf MD: Eddie Mix	KBMB/Sacramento, CA* PD: Pattie Moreno MD: DJ Short-E
KKSS/Albuquerque, NM* PD: Marco Arias MD: Matthew Candelaria	WFFY/Fl. Walton Beach, FL OM: Dan Collins PD: Chris Stryker	KTTB/Minneapolis, MN* PD: Sam Elliot MD: Zannie K.	KSFM/Sacramento, CA* PD: Byron Kennedy
KFAT/Anchorage, AK OM: Tom Oakes PD/MD: McConnell "Man@Large" Adams APD: Brad Erickson	WJFX/Fl. Wayne, IN PD: Phil Becker APD/MD: Weasel	KHTN/Modesto, CA* OM/MD: Rene Roberts	WOCQ/Salisbury, MD PD: Wookie MD: DeeLite
WBTS/Atlanta, GA* PD: Lee Eagle APD/MD: Maverick	WNHT/Fl. Wayne, IN OM: Lloyd Roach PD: Vincent "MoJo" Wilson APD/MD: Stady Spencer	KDON/Monterey, CA* OM/MD: Sam Diggeby APD/MD: Eric "The Funky T"	KUJL/Salt Lake City, UT* OM/MD: Brian Michel APD/MD: Kevin Cruise
KDMT/Austin, TX* OM/MD: Chase APD: Pkazz Stevens MD: Bradley Grein	WHZT/Greenville, SC* OM: Steve Crumley PD: Fisher	WVRX/New London, CT PD/MD: Brian Ram	KBST/San Antonio, TX* PD/MD: Cindy Hill APD: John Henry Medina
KXBT/Austin, TX* APD: Chico Rico	WDLI/Hagerstown, MD OM: Rick Alexander PD/MD: Artie Shultz	WVWZ/Warriors, VA* OM: Don London PD: Michael Bryan APD: Nikki Lane MD: Shaggy	KPWT/San Antonio, TX* PD: Doug Bennett
KBDS/Bakersfield, CA* PD: Robert Chavez APD: Adlai "DJ D-Lay" Wilson	WVVK/Harrisburg, PA* OM/MD: John O'Dea APD/MD: Venetia	KMRK/Odessa, TX PD: Christopher Marquez	XHTZ/San Diego, CA* PD: Rick Thomas APD: DJ Tre
KISV/Bakersfield, CA* OM: Eric Sean PD/MD: J. Reed	KDOB/Honolulu, HI* PD: Sean Lynch MD: Ryan Sean	KKWD/Oklahoma City, OK* OM: Chris Baker PD: Ronnie Ramirez MD: Cisco Kidd	XMOR/San Diego, CA* OM/MD: Lee Cornell
WJMN/Boston, MA* PD: Cadillac Jack APD: Dennis O'Heron MD: GeeSpin	KIKI/Honolulu, HI* PD: Tony Tecate APD: Pablo Sato MD: K-Smooth	WYDQ/Orlando, FL* OM: Steve Holbrook PD/MD: Jill Strada	KYLD/San Francisco, CA* OM: Michael Martin PD/MD: Jazzy Jim Archer APD/MD: Travis Loughran
WCZQ/Champaign, IL PD/MD: Kevin "Whiteboy" Canup	KPHW/Honolulu, HI* OM: Wayne Maria PD: KC Bejerna MD: Kevin Akitake	KCAQ/Oxnard, CA* PD/MD: Big Bear	KWVV/San Luis Obispo, CA PD/MD: JoJo Lopez APD: DJ Mel
WRVZ/Charleston, WV* OM: Rick Johnson PD/MD: Woody Woods	KPTY/Houston, TX* OM: Arnulfo Ramirez APD: Dana Cortez MD: Warren G Z	KPAT/Santa Maria, CA OM/MD: Louie Diaz MD: DJ E-Wrek	KSXY/Santa Rosa, CA PD: Day Lopez
WBT/Charlotte, NC* OM: Bruce Logan PD: Rob Wagman MD: DZL	KKUJ/Palm Springs, CA PD: Anthony "Antdog" Quinz APD: Erin Deveaux MD: Ron T.	KUBE/Seattle, WA* OM: Shelle Hart PD: Eric Powers APD/MD: Karen Wild	WYPW/South Bend, IN OM: Ron Stryker PD: Chuck "Maric" Wright
WBBM/Chicago, IL* PD: Todd Cavanah APD/MD: Erik Bradley	WZPW/Peoria, IL OM: Matt Bahan PD: Don Black MD: Quint "Q" Haftron	KEZE/Spokane, WA* OM/MD: Ken Hopkins APD/MD: Maui	KWIN/Stackton, CA* PD/MD: Mike Elwood APD: Michael Mann
KZAP/Chico, CA OM/MD: Boomer Davis	WRDW/Philadelphia, PA* PD: Leo "Kid Leo" Baldwin MD: Marian Newsome-McAdam	WLLD/Tampa, FL* PD: Orlando APD: Scantman	KDNT/Rosson, AZ* OM: Tim Richards PD: Fred Rico APD/MD: Rico Villalobos
KIST/Colorado Springs, CO* PD: Jared Goldberg MD: Madboy	KRKA/Lafayette, LA* PD: Dave Steel APD/MD: Chris Logan	KUJ/TH-Cities, WA PD: AJ	KDNT/Rosson, AZ* OM: Tim Richards PD: Fred Rico APD/MD: Rico Villalobos
KZFM/Corpus Christi, TX* OM/MD: Ed Ocasas MD: Arlene M. Cordell	KKFR/Phoenix, AZ* PD: Bruce St. James APD: Karlie Hustle MD: DJ Joey Boy	KUJ/TH-Cities, WA PD: AJ	KDNT/Rosson, AZ* OM: Tim Richards PD: Fred Rico APD/MD: Rico Villalobos
KQKS/Denver, CO* PD: Cat Collins MD: John E. Kage	KKJM/Portland, OR* OM: Tim McNamee PD: Mark Adams APD: Carrie "Careezy" Fisher MD: Big Kid Bootz	KUJ/TH-Cities, WA PD: AJ	KDNT/Rosson, AZ* OM: Tim Richards PD: Fred Rico APD/MD: Rico Villalobos
KPRR/EI Paso, TX* OM: Steve Gramay PD: Patti Diaz APD/MD: DJ So Motion	KKVE/Las Vegas, NV* OM/MD: Cat Thomas APD/MD: J.B. King	KUJ/TH-Cities, WA PD: AJ	KDNT/Rosson, AZ* OM: Tim Richards PD: Fred Rico APD/MD: Rico Villalobos
XHTO/EI Paso, TX* PD: Francis Aguirre APD/MD: Alex "Big AI" Flora	KVEG/Las Vegas, NV* PD: Sherita Saulsberry MD: Jesse "J-Noise" Garcia	KUJ/TH-Cities, WA PD: AJ	KDNT/Rosson, AZ* OM: Tim Richards PD: Fred Rico APD/MD: Rico Villalobos
WRCL/Ft. Mill, MI* OM: Jay Patrick PD: Nathan Reed MD: Clay Church	WLTQ/Lexington, KY* OM: Robert Lindsey PD: Tabatha Levault	KUJ/TH-Cities, WA PD: AJ	KDNT/Rosson, AZ* OM: Tim Richards PD: Fred Rico APD/MD: Rico Villalobos
KBOS/Fresno, CA* PD: Greg Hoffman MD: Danny Salas	KPWR/Los Angeles, CA* PD: Jimmy Steal APD/MD: E-Man	KUJ/TH-Cities, WA PD: AJ	KDNT/Rosson, AZ* OM: Tim Richards PD: Fred Rico APD/MD: Rico Villalobos
KSDQ/Fresno, CA* OM/MD: Tommy Del Rio	KBTE/Lubbock, TX OM: Jeff Scott PD/MD: Magoo	KUJ/TH-Cities, WA PD: AJ	KDNT/Rosson, AZ* OM: Tim Richards PD: Fred Rico APD/MD: Rico Villalobos
	KBFM/McAllen, TX* OM: Billy Santiago PD: Johnny O MD: Frankie G	KUJ/TH-Cities, WA PD: AJ	KDNT/Rosson, AZ* OM: Tim Richards PD: Fred Rico APD/MD: Rico Villalobos
	KWIE/Riverside, CA* PD/MD: Al Fuentes APD: Chris Loos	KUJ/TH-Cities, WA PD: AJ	KDNT/Rosson, AZ* OM: Tim Richards PD: Fred Rico APD/MD: Rico Villalobos
	WBYD/Melbourne, FL* OM: Ken Holiday PD/MD: B-Rock	KUJ/TH-Cities, WA PD: AJ	KDNT/Rosson, AZ* OM: Tim Richards PD: Fred Rico APD/MD: Rico Villalobos
	WJLS/Rancho, VA* PD/MD: Csgo	KUJ/TH-Cities, WA PD: AJ	KDNT/Rosson, AZ* OM: Tim Richards PD: Fred Rico APD/MD: Rico Villalobos

* Monitored Reporters



▶ EACH AT 11 WEEKS, YOUNG JEEZY AT NO. 7 AND THE GAME AT NO. 10 ARE THE YOUNGEST TRACKS IN THE TOP 10 OF THE RAP CHART.

POWERED BY



THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	NIelsen BDS CERTIFICATIONS	PLAYS	AUDIENCE
					IMPRINT / PROMOTION LABEL	TW	MILLIONS
1	1	17	RUNAWAY LOVE	LUDAKIS FEATURING MARY J. BLIGE	NO. 1 (5 WKS)	8551	78,093
2	2	24	THIS IS WHY FM HOT	MOST INCREASED PLAYS	OTD/DEF JAM/JAM&J	8246	76,876
3	18	1	THROW SOME D'S	RICH BOY FEATURING POLOW DA DODG	ZONE 4/INTERSCOPE	5991	53,587
4	21	1	MAKE IT RAIN	FAT JOE FEATURING LIL WAYNE	TERMINO SQUAD/IMPERIAL/VEG	5220	50,413
5	26	1	WE FLY HIGH	JMI JONES	KOCH	4502	39,243
6	32	1	WALK IT OUT	URK	BIG DADDY/NOCH	3941	38,267
7	11	1	GO GETTA	YOUNG JEEZY FEATURING R. KELLY	CORPORATE THUGZ/DEF JAM/JAM&J	3474	31,730
8	9	28	THE WAY I LIVE	BABY BOY DA PRINCE FEATURING LIL BOOSIE	UNIVERSAL REPUBLIC	3089	10,980
9	10	31	TOP BACK	TL	GRAND HUSTLE/ATLANTIC	2849	27,483
10	12	11	WOULDN'T GET FAR	THE GAME FEATURING KANYE WEST	GEFFEN/INTERSCOPE	2641	20,581
11	7	19	THAT'S THAT	SHOO DOGG FEATURING R. KELLY	GOODBYE/DEF JAM/JAM&J	2619	25,736
12	13	7	2 STEP	URK	BIG DADDY/NOCH	2517	19,150
13	11	23	SHORTIE LIKE MINE	BOY WOVN FEATURING CHRIS BROWN & JOHNITA AUSTIN	COLUMBIA	2331	18,743
14	6	6	OUTTA MY SYSTEM	BOY WOVN FEATURING T-PAIN & JOHNITA AUSTIN	COLUMBIA	2089	12,533
15	8	7	30 SOMETHING	JAY-Z	ROC-A-FELLA/DEF JAM/JAM&J	1944	17,815
16	17	16	ROCK YO HIPS	CRIME MIND FEATURING LIL SCRAPPY	CRUNK/RYME/RISE/WARNER BROS.	1875	15,990
17	19	7	I'M A FLIRT	R. KELLY OR BOY WOVN FEATURING TL & T-PAIN	COLUMBIA/SYE/ZOMBA	1866	26,234
18	14	15	KING KONG	JOBBS FEATURING CHAMILLIONAIRE	BEASTAGE/GEFFEN/INTERSCOPE	1866	12,407
19	12	12	1ST TIME	YUNG JOC FEAT. MARQUESS HOUSTON & TREY SONEZ	BLOCKBRO/BOY SOUTH/ATLANTIC	1843	17,878
20	21	6	POP LOCK AND DROP IT	HALEY	AIRPOWER	1457	8,332
21	22	4	NOT A CRIMINAL	CHAMILLIONAIRE FEATURING KELIS	CHAMILLIARY/UNIVERSAL MOTOWN	1399	7,609
22	24	7	KNOW WHAT I'M DOIN'	BRENNAN & L. WAYNE FEAT. RICK ROSS & T-PAIN	CASH MONEY/UNIVERSAL MOTOWN	1176	6,289
23	25	9	OH YEAH (WORK)	LIL SCRAPPY FEATURING SCAM P. & E. 40	DALE/RISE/WARNER BROS.	1134	5,768
24	34	4	MR. JONES	HANE JONES	SWISHHOUSE/ASYLUM/ATLANTIC	917	5,505
25	28	13	NA NA BASH	BABY BASH	ARISTA/RMC	868	6,041
26	27	4	HOLLYWOOD	JAY-Z FEATURING BEYONCE	ROC-A-FELLA/DEF JAM/JAM&J	864	8,174
27	31	6	DIME (TELL ME)	PITBULL FEATURING REN-Y	FAMOUS ARTISTS/STV1	836	4,333
28	30	5	MAGIC CITY	ZEL	TOMMY BOY	804	2,117
29	32	8	LIES	MC HAZE FEATURING KRISTAL MELODY	NASTYBOY	764	3,679
30	29	8	CAN'T FORGET ABOUT YOU	NAV FEATURING CHRISTELLE LINDLE	DEF JAM/COLUMBIA/INTERSCOPE	762	4,300
31	28	10	AY CHICO (LINGUA APUBRA)	PITBULL	FAMOUS ARTISTS/STV1	753	7,236
32	33	3	BREAK 'EM OFF	PAUL WALL FEATURING LIL' KEKE	SWISHHOUSE/ASYLUM/ATLANTIC	710	8,872
33	NEW	NEW	GET BUCK	RYME BUST	G-UNIT/INTERSCOPE	526	3,788
34	NEW	NEW	I THRED	DEE THREES-IN-HARMONY FEATURING AKIN	MD THUGZ/FULL SURFACE/INTERSCOPE	526	3,099
35	38	2	IT'S ME SWITCHES	SWIZ BEAT	UNIVERSAL MOTOWN	486	6,985
36	33	5	RECOGNIZE A PLAYA	BOSS HOGG OUTLA/WZ FEATURING SLIM THUG	KOCH	484	2,356
37	40	2	2 STEP	CYDE CAESON	CAPTOL	445	2,457
38	36	8	GABTO MINDSTATE (CAN'T GET AWAY)	LIL' PUP FEATURING LYLE E. ZAYWIMS	ASYLUM/WARNER BROS.	380	1,530
39	37	13	STUCK WITH YOU	IT'S BOMB	UPSTAIRS	354	3,321
40	NEW	NEW	WE TAKING OVER	DIMALE/FEAT. AKON, TL, RICK ROSS, LIL WAYNE, BABY & FAT JOE	TERMINO SQUAD/NOCH	352	4,886

FOR WEEK ENDING FEBRUARY 25, 2007

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How WQUE, KMEZ and Arbitron held it together

Katrina's Aftermath In Urban Radio

Hillary Crosley

HCrosley@RadioandRecords.com

In the wake of New Orleans' annual Mardi Gras celebration, it seems timely to check in on the urban outlets in the Big Easy and how they are faring some 18 months following the devastation from Hurricane Katrina, as the city picks itself up and tries to put its best foot forward. ■ Clear Channel's new New Orleans OM Nate Bell, the company's urban WQUE PD "Uptown" Angela Watson and Citadel urban AC KMEZ OM Lebron Joseph have all taken an active role in boosting their stations' role in the community. Despite the challenges of slim advertising and a lack of Arbitron ratings, the broadcasters have pushed forward, superserving the market with healing music and plenty of practical information to help residents regain their footing.

WQUE now routinely holds an on-air 10 p.m. open mic forum with listeners, and the audio is posted on its Web site the following day.

KMEZ routinely gives Mayor Ray Nagin an hourlong segment to rap with listeners.

"For me, this has been the best time in my career as a broadcaster," Joseph says. "I understand the true purpose of how we serve the community and our responsibility since Katrina happened. We are the first place they turn to for information."

Despite their commitments to public service, both the Citadel and Clear Channel outlets missed out on quite a bit of advertising following the storm.

"It was rough because there was this rumor that nobody was coming back to New Orleans," Watson says. "So advertisers took their dollars where they thought their message would reach a larger audience. But once the first Arbitron ratings came [back] in spring 2006, it showed that we were still No. 1 in the region."

Thankfully, advertisers are returning to the Gulf region, but in the meantime, they were replaced with crisis advertising from the likes of the Red Cross.

"It was very difficult at first because not only did people lose their homes, you had Ninth Ward businesses who used to advertise that simply no longer existed," Joseph says. "But then many government agencies who had grant programs needed to communicate this to the community, so they began to advertise. So in an ironic way, there became this whole post-Katrina cottage recovery industry,

which needed to advertise."

Meanwhile, Arbitron geared up to renew its ratings survey in the New Orleans and Biloxi-Gulfport-Pascagoula areas, which came with its own share of challenges. "The main issues involved the mechanics of the survey process," Arbitron VP of domestic research Ed Cohen says. "Although we have no way to know the percentage, more households had become cell phone-only and thus could not be reached as part of the Arbitron service, which uses a landline phone frame. We also assigned a select group of more sympathetic interviewers to handle New Orleans and Biloxi."

Arbitron spent months setting up to restore its research systems, because it was imperative that the Gulf region's ratings be as consistent as the rest of the country.

"There was also the very touchy issue of population estimates," Cohen says. "Our supplier Claritas did an excellent job in putting together high-quality estimates that withstood industry scrutiny. Arbitron went so far as to hire an outside demographer to review the Claritas estimates and offer his comments, which were positive."

While the ratings company has experienced other natural disasters that have affected its ability to conduct business as usual—like the 1989 San Francisco earthquake and the events of Sept. 11, 2001—it has now developed a plan to withstand catastrophe.

Contrary to rumor, New Orleans is regaining its population. "Folks have been returning in the

"This has been the best time in my career as a broadcaster. I understand the true purpose of how we serve the community and our responsibility."

—Lebron Joseph



beginning of the fall and then again in January," Watson says. "People probably don't want to take their kids out of school, and you're dealing with some people that don't want to come back to the city confusion."

Watson adds that the city is being rebuilt in sections and there are large areas that have yet to be refurbished. The city's children are bearing the brunt, because the few extracurricular activities that were in place before the hurricane have been washed away.

"Just last week, there were about six murders here in the city," Watson says. "We've never had a Dave & Busters [arcade and restaurant chain], and people are trying to keep things like midnight basketball teams going, but it's difficult."

Still, Joseph predicts that in time, the city will find its proud footing again. "Personally, I feel it will be five years before we are doing well here, and maybe even 10 years before we fully recover," he says. "But this city will fully recover."

Yet Katrina has forever changed New Orleans and its radio landscape. As locals struggle to reassemble their lives, the urban stations are there, supporting with programs like Habitat for Humanity. Even in trying times, the resilience of the Citadel and Clear Channel clusters is heartening. *R&R*

Additional reporting by Dana Hall.

The Immediate Fallout

Immediately after Hurricane Katrina struck New Orleans, Citadel urban AC KMEZ OM Lebron Joseph's cluster was fortunate to have power and a building to transmit from.

"We were one of the few companies that was able to get our stations back up and running relatively quickly after Katrina," he says. "Our offices were downtown, which did not get flooded."

"The difficult part was with our employees, many of whom lived in areas that were hit very hard—so while we were able to get back up businesswise, personally, many of us were still dealing with family and devastation to our property and homes."

Then the station had to consider its listeners, many of whom lived in the Ninth Ward, which was literally wiped out by the devastating flood waters.

"It was imperative that we be back on the air, to communicate to them what was happening," Joseph says.

Others, like Clear Channel urban WQUE, weren't so lucky. The station's building was so heavily damaged that the staff had to broadcast from a sister station's studio in

Baton Rouge.

Personally, it was much more difficult for WQUE PD "Uptown" Angela Watson. "I got my family together the Sunday before the storm and we ended up driving for 18 hours because the closest available hotel was in Memphis," she says. "We thought we'd stay for a day and go back home. But then we stayed in Dallas with my brother. By then the station was running out of Baton Rouge. Three days later we combined with [nearly a dozen] other stations in the area, including our competitors, and came up with United Radio," in which the outlets banded together to provide information throughout the community.

Watson tried to stay in Baton Rouge at WQUE's temporary office, after her OM called her in—but there weren't any hotel vacancies. Her co-workers were sleeping in the station, but as a mother with two kids, Watson knew that wasn't an option. So she kept her children in Dallas while she drove back and forth until they could return to New Orleans.

The WQUE office didn't reopen until November 2006, but Watson was able to move back into her Orleans Parish home, which primarily suffered wind damage. —HC

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The Challenges, Changes And
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URBAN

► JENNIFER HUDSON
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DEBUTS WITH "AND I AM
TELLING YOU I'M NOT
GOING" AT NO. 40.

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TITLE ARTIST	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL	PLAYS TW	AUDIENCE MILLIONS	RANK
1 16 YOU LLOYD FEATURING LIL WAYNE NO. 1 (5 WKS) THE INC./UNIVERSAL MOTOWN	★	★	4379	-6	51.083
2 13 ON THE HOTLINE PRETTY RICKY BLUESTAR/ATLANTIC	★	★	4191	+30	44.988
3 16 RUNAWAY LOVE LUDAKRS FEATURING MARY J. BLIGE DTP/DEF JAM/DMG	★	★	4171	-197	45.210
4 12 LOST WITHOUT U ROBIN THICKE STAR TRAK/INTERSCOPE	★	★	4059	+339	42.507
5 15 THROW SOME D'S RICH BOY FEATURING POLOW DA DON ZONE 4/INTERSCOPE	★	★	4013	+3	40.908
6 13 POPPIN' CHRIS BROWN FEATURING JAY BIZ JIVE/ZOMBA	★	★	3783	-77	48.572
7 8 THIS IS WHY I'M HOT MUS CAPITOL	★	★	3767	+402	48.007
8 14 ICE BOX OMARION T.A.C./COLUMBIA	★	★	3348	-11	42.912
9 10 PROMISE CHARA LAFACE/ZOMBA	★	★	3224	-473	37.516
10 15 TOP BACK T.I. GRAND HUSTLE/ATLANTIC	★	★	2616	-98	25.309
11 19 MAKE IT RAIN FAT JOE FEATURING LIL WAYNE TERROR SQUAD/IMPERIAL/WGCI	★	★	2583	-227	28.417
12 8 GO GETTA YOUNG JEEZY FEATURING R. KELLY CORPORATE THUGZ/DEF JAM/DMG	★	★	2340	+117	25.713
13 14 BUDDY MUSIQ SOULCHILD ATLANTIC	★	★	2143	+65	21.283
14 17 2 STEP LURK AIRPOWER BIG OOMPH/DEF JAM/DMG	★	★	2053	+218	16.750
15 6 30 SOMETHING JAY-Z ROC-A-FELLA/DEF JAM/DMG	★	★	1884	+85	17.533
16 6 WOULDN'T GET FAR THE GAME FEATURING KANYE WEST GEPHEN	★	★	1858	+188	14.479
17 22 5 LAST NIGHT DIDDY FEATURING KEYSHA COLE AIRPOWER BAD BOY/ATLANTIC	★	★	1769	-209	23.886
18 12 KING KONG JIBBS FEATURING CHAMILLIONAIRE BEASTAGE/EPEN	★	★	1736	-11	11.833
19 30 WALK IT OUT LURK BIG OOMPH/DEF JAM/DMG	★	★	1736	-268	22.433
20 19 I WANNA LOVE YOU AKON FEATURING SHOOP DOGG ROCKWELL/DEF JAM/DMG	★	★	1719	-185	16.465
21 11 ROCK YO HIPPS DIME BOI FEATURING LIL SCRAPPY COLUMBIA/IMP/REPRISE/WARNER BROS.	★	★	1716	+260	14.541
22 11 1ST TIME YUNG JOC FEAT. MARQUES HOUSTON & TREVY SONGZ BLACKBAD BOY/SOUTHLANTIC	★	★	1696	+67	17.759
23 3 I'M A FLIRT R. KELLY OR BOW WOW FEATURING T.I. & T-PAIN COLUMBIA/JIVE/ZOMBA	★	★	1686	+228	25.153
24 17 IRREPLACEABLE BEYONCÉ COLUMBIA	★	★	1648	-545	15.382
25 13 ONE TYRESE JIVE	★	★	1495	+87	10.017
26 8 CIRCLE MARQUES HOUSTON T.A.C./UNIVERSAL MOTOWN	★	★	1250	+84	6.668
27 4 POP LOCK AND DROP IT MURK NETZ COMM/TRE/DEF JAM/DMG	★	★	1185	+189	6.995
28 7 COME WITH ME SAMBAR ROWDY/UNIVERSAL MOTOWN	★	★	1121	+37	6.289
29 6 IF I WAS YOUR MAN JAY-Z JIVE/ZOMBA	★	★	1069	+72	8.164
30 6 BECAUSE OF YOU NE-YO DEF JAM/DMG	★	★	1060	+480	11.899
31 6 PLEASE DON'T GO TANK GOOD GAME/BLACKROCK/UNIVERSAL MOTOWN	★	★	1001	+201	9.720
32 16 UPGRADE U BEYONCÉ FEATURING JAY-Z COLUMBIA	★	★	1042	-123	11.811
33 16 OUTTA MY SYSTEM BOW WOW FEAT. T-PAIN & JORVITA AUSTIN COLUMBIA	★	★	1034	+348	8.095
34 2 SIDELINE HO KEMICA JIVE	★	★	938	+161	7.504
35 12 WE RIDE ((I SEE THE FUTURE)) MURK & BLU MATTBARCH/EPEN	★	★	911	+29	9.903
36 18 THAT'S THAT SHOOP DOGG FEATURING R. KELLY DOGGYSTYLE/EPEN	★	★	873	-342	8.749
37 19 ZODIAC LIL' BOOBE FEATURING YUNG JOC TRIBE/ASYLUM/ATLANTIC	★	★	823	-150	5.568
38 2 OH YEAH (WORK) LIL' SCRAPPY FEATURING SEAN P. & E-40 IMP/REPRISE/WARNER BROS.	★	★	797	+48	3.927
39 2 KNOW WHAT I'M DOIN' BROHAM & LIL WAYNE FEAT. ROCK ROSS & T-PAIN CASH MONEY/UNIVERSAL MOTOWN	★	★	791	+25	4.083
40 2 AND I AM TELLING YOU I'M NOT GOING JENNIFER HUDSON MUSIC WORLD/COLUMBIA	★	★	768	+28	8.385

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
WHEN I SEE YOU Pentatonix (IMPACT)	25
DOE BOY FRESH Three 6 Mafia (HYPHOTIZE MINDS/COLUMBIA)	18
IT'S ME SNITCHES Swizz Beatz (UNIVERSAL MOTOWN)	17
BREAK 'EM OFF Paul Wall Feat. Lil' Keke (SWISHHOUSE/ASYLUM/ATLANTIC)	16
LIKE A BOY Ciara (LAFACE/ZOMBA)	14
DON'T MATTER Alan (KONVICT/UPFRONT/SRC/ UNIVERSAL MOTOWN)	11
BECAUSE OF YOU Ne-Yo (DEF JAM/DMG)	10
MR. JONES Mike Jones (SWISHHOUSE/ASYLUM/ WARNER BROS.)	9
OUTTA MY SYSTEM Bow Wow (COLUMBIA)	7
I'M A FLIRT R. Kelly Or Bow Wow Feat. T.I. & T-Pain (COLUMBIA/JIVE/ZOMBA)	7
ADDED AT... WERQ Baltimore, MD PD: Victor Starr MD: Neta Howe Fanzats, When I See You, 7 Diddy Feat. Keyshia Cole, Last Night, 6 Unk, 2 Step, 1	82 Q100

NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
DON'T MATTER Alan (KONVICT/UPFRONT/SRC/ UNIVERSAL MOTOWN)	693/232	BUY U A DRANK (SHAWTY SNAPPIN') T-Pain Feat. Yung Joc (KONVICT/HAPPY BOY/JIVE/ZOMBA)	468/109
MR. JONES Mike Jones (SWISHHOUSE/ASYLUM/WARNER BROS.)	690/227	NOT A CRIMINAL Chamillionaire Feat. Kalle (CHAMILLIONAIRE/UNIVERSAL MOTOWN)	427/71
LIKE A BOY Ciara (LAFACE/ZOMBA)	661/458	MAGIC CITY 2K1 (TOMMY BOY)	425/19
GET BUCK Young Buck (G-UNIT/INTERSCOPE)	485/201	BREAK 'EM OFF Paul Wall Feat. Lil' Keke (SWISHHOUSE/ASYLUM/ATLANTIC)	387/69
THE WAY I LIVE Baby Boy Or Prince Paul, Lil' Boosie (UNIVERSAL REPUBLIC)	468/5	IT'S ME SNITCHES Swizz Beatz (UNIVERSAL MOTOWN)	359/42

MOST INCREASED PLAYS

+458	★ LIKE A BOY Ciara (Laface/Zomba) SHU +8, WRH +32, WJLX +20, KOPW +20, WERQ +9, WBU +8, KRIS +5, WOKI +5, WUIS +5, WWRW +3
+450	★ BECAUSE OF YOU Ne-Yo (Def Jam/DMG) WZLH +22, WZLX +22, WH10 +21, KDAY +20, WBLK +20, WZLW +18, WENZ +16, WJZZ +16, WJZE +16, WOPW +14
+402	★ THIS IS WHY I'M HOT Musiq Soulchild (Capitol) WFRW +41, WZLH +38, WZLW +32, WJLX +26, WOPW +22, WWWZ +19, KODA +18, WHTL +18, WRRW +18, WZLX +16
+340	★ OUTTA MY SYSTEM Bow Wow Feat. T-Pain & Jorvita Austin (Columbia) WOKI +26, KRIS +24, KHTL +23, KOPW +19, WRH +9, KAMA +12, WWRW +16, WJZE +16, WUIS +16, WJLX +14
+339	★ LOST WITHOUT U Robin Thicke (Star Trak/Interscope) KATZ +28, WOKI +22, SHU +21, WZLX +20, KOPW +24, KDAY +23, WHTL +22, WFXA +18, WHTL +18, WBLT +17

FOR WEEK ENDING FEBRUARY 23, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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URBAN AC

▶ WITH A FRESH LOOK AND NEW ALBUM READY TO ROLL ON MARCH 27, **MACY GRAY** IS MOST ADDED AND TAKES A BOW FOR THE FIRST TIME IN SEVEN YEARS WITH "SHOO BE DOO (NO WORDS)" AT NO. 36.



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THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS IMPRT / PROMOTION LABEL	PLAYS TW	W+	AUDIENCE MILLIONS	RANK	LAST WEEK	
									WEEKS ON CHART	PLAYS TW
1	1	19	LOST WITHOUT U Robin Thicke	NO. 1 (6 WKS) STAR TRM/ARTISCOPE	2345	+90	24.926	1	1	19
2	2	28	TAKE ME AS I AM Mary J. Blige	MATRARCH/GFFEN/WINTERSCOPE	1596	+82	14.223	2	2	28
3	5	8	IN MY SONGS Gerald Levert	ATLANTIC	1409	-26	12.350	4	5	8
4	6	7	AND I AM TELLING YOU I'M NOT GOING Jennifer Hudson	MUSIC WORLD/COLUMBIA	1349	+185	12.183	5	6	7
5	3	3	CHANGE ME Ruben Studdard	JRMC	1349	-136	13.819	3	3	3
6	4	15	IRREPLACEABLE Beyoncé	SO ² COLUMBIA	1290	-114	10.123	7	4	15
7	8	25	USED TO BE MY GIRL Brian McKnight	WARNER BROS.	1048	+41	8.033	11	8	25
8	11	21	PLEASE DON'T GO Tank	GOOD GAME/BLACKGROUND/UNIVERSAL MOTOWN	1034	-220	10.035	8	11	21
9	9	21	BE WITH YOU Elisabeth Withers	BLUE NOTE/VIRGIN	1026	+16	8.750	9	9	21
10	6	8	BUDDY Musiq Soulchild	ATLANTIC	1014	+39	10.720	6	6	8
11	10	23	CAN'T GET ENOUGH Tina Turner	PLUS IMAGE	958	+11	8.714	10	10	23
12	14	14	LISTEN Beyoncé	MUSIC WORLD/COLUMBIA	634	+43	7476	13	14	14
13	12	51	FLY LIKE A BIRD Mariah Carey	ISLAND/DIAG	616	-15	5.120	15	12	51
14	13	35	THERE'S HOPE Nikie Williams	UNIVERSAL MOTOWN	591	-3	6.687	14	13	35
15	15	38	I CALL IT LOVE Lionel Richie	ISLAND/DIAG	546	-8	7489	12	15	38
16	16	19	WHAT YOU ARE Lionel Richie	ISLAND/DIAG	505	-22	3.867	17	16	19
17	18	10	MORE THAN FRIENDS Freda Jackson	AIRPOWER ORPHEUS	446	-72	2.881	20	18	10
18	19	4	MAKE YA FEEL BEAUTIFUL Ruben Studdard	JRMC	392	+28	2.416	23	19	4
19	17	21	SAVE ROOM John Legend	G.O.O.D./COLUMBIA	391	-65	3.700	18	17	21
20	23	2	STRUGGLE NO MORE (THE MAIN EVENT) Anthony Hamilton, Jahaneé & Musiq Soulchild	ATLANTIC	334	+83	2.301	24	23	2
21	22	5	SEPTEMBER Kirk Franklin	STAY/CONCORD	332	+18	1.564	29	22	5
22	20	19	ONE Tyrese	JRMC	317	-16	2.759	21	20	19
23	21	16	ENOUGH Howard Hewitt featuring George Duke	GROOVE	278	-27	0.908	-	21	16
24	27	3	DEEPER STILL Rick James	STONE CITY	258	+90	1.878	25	27	3
25	24	6	IF I WAS YOUR MAN Joe	JIVE/ZOMBA	249	+16	3.403	19	24	6
26	28	13	HEAVEN John Legend	G.O.O.D./COLUMBIA	242	+79	4.040	16	28	13
27	25	16	UM GOOD Sade & Norval	EMGOSPEL	212	-46	1.838	26	25	16
28	26	13	HARD TIME Kerion	BLACK RAIN	186	-24	0.295	-	26	13
29	38	2	FORCE OF NATURE Shanice Anderson	MUSIC WORLD	178	+78	0.483	-	38	2
30	NEW	NEW	SIMPLE THINGS Elisabeth Withers	BLUE NOTE/VIRGIN	147	+79	0.737	-	NEW	NEW
31	33	16	SHO'NUFF Café 98	RIGHT NOW	130	+14	0.270	-	33	16
32	29	12	LET'S STAY TOGETHER Lyle Lovett	COLUMBIA	122	-26	1.773	27	29	12
33	31	6	PROMISE Ciara	LAFACE/ZOMBA	120	-2	1.044	36	31	6
34	36	9	HOOD BOY Fantasia featuring B.G. & D'Pol	JRMC	112	+5	2.687	22	36	9
35	34	13	BOOM, BOOM, BOOM Willie Clayton	MALACO	104	-5	0.395	-	34	13
36	NEW	NEW	SHOO BE DOO (NO WORDS) Macy Gray	MOST ADDED WILL-LAM/GFFEN	98	+83	0.607	-	NEW	NEW
37	37	NEW	WHAT'S MY NAME Bryan Brown	WARNER BROS.	98	+39	1.302	33	37	NEW
38	32	3	WE RIDE (I SEE THE FUTURE) Mary J. Blige	MATRARCH/GFFEN	93	-25	0.942	37	32	3
39	35	18	WHERE LOVE BEGINS Patti LaBelle featuring Yolanda Adams	UMBRELLA/RUNGALO	86	-23	0.649	-	35	18
40	37	11	WITH U Janet	VIRGIN	83	-20	0.431	-	37	11

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
SHOO BE DOO (NO WORDS) Macy Gray	17
WHEN I SEE YOU Fantasia (J/RMC)	11
YOU Lloyd Foot, Lil' Wayne (THE INC./UNIVERSAL MOTOWN)	9
TURN IT AROUND Israel & New Breed (INTEGRITY GOSPEL/COLUMBIASOUND)	44
RUNAWAY LOVE Ludovick feat. Mary J. Blige (DTYPDEF/AMMUNITION)	50/14
WHEN I SEE YOU Fantasia (J/RMC)	16
I APOLOGIZE K-Ci (HEAD START)	12
STRUGGLE NO MORE Anthony Hamilton, Jahaneé & Musiq Soulchild (ATLANTIC)	9
SIMPLE THINGS Elisabeth Withers (BLUE NOTE/VIRGIN)	7
PLEASE DON'T GO Tank (GOOD GAME/BLACKGROUND/UNIVERSAL MOTOWN)	6
MAKE YA FEEL BEAUTIFUL Ruben Studdard (JRMC)	6
MORE THAN FRIENDS Freda Jackson (ORPHEUS)	3
IN MY SONGS Gerald Levert (ATLANTIC)	2
BUDDY Musiq Soulchild (ATLANTIC)	2
ADDED AT... WHUR 96.3 Washington, DC PD: Dave Dickinson MD: Traci LaTrelle Fantasia, When I See You, 3 Macy Gray, Shoo Be Doo (No Words), 1	
FOR MORE STATIONS GO TO: www.RadioandRecords.com	

NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS GAHM	TITLE ARTIST / LABEL	PLAYS GAHM
I'M JUST A FOOL FOR YOU J. Blacc feat. (RIGHT NOW)	78/3	IF YOU JUST LET ME LOVE U Michael Sterling Music Group	50/9
WHEN I SEE YOU Fantasia (J/RMC)	72/31	FAVORITE GIRL Marques Houston (T.U.G./UNIVERSAL MOTOWN)	37/9
YOU Lloyd Foot, Lil' Wayne (THE INC./UNIVERSAL MOTOWN)	63/0	FAITHFUL IS OUR GOD Hezekiah Walker & LFC (VERITY/ZOMBA)	31/8
TURN IT AROUND Israel & New Breed (INTEGRITY GOSPEL/COLUMBIASOUND)	57/56	SHOULD A BEEN LOVIN' YOU Brian McKnight (WARNER BROS.)	30/30
RUNAWAY LOVE Ludovick feat. Mary J. Blige (DTYPDEF/AMMUNITION)	50/14	THE ONE Cameo Dues (UNIQUE BEAT)	29/29
WHEN I SEE YOU Fantasia (J/RMC)	16	PLEASE DON'T GO Tank (GOOD GAME/BLACKGROUND/UNIVERSAL MOTOWN)	29
I APOLOGIZE K-Ci (HEAD START)	12	AND I AM TELLING YOU I'M NOT GOING Jennifer Hudson (Music World/Columbia)	29
STRUGGLE NO MORE Anthony Hamilton, Jahaneé & Musiq Soulchild (ATLANTIC)	9	TAKE ME AS I AM Mary J. Blige (Matrarch/Geffen/Interscope)	29
SIMPLE THINGS Elisabeth Withers (BLUE NOTE/VIRGIN)	7	LOST WITHOUT U Robin Thicke (Star Trm/Artiscope)	29
PLEASE DON'T GO Tank (GOOD GAME/BLACKGROUND/UNIVERSAL MOTOWN)	6	DEEPER STILL Rick James (Stone City)	29
MAKE YA FEEL BEAUTIFUL Ruben Studdard (JRMC)	6		
MORE THAN FRIENDS Freda Jackson (ORPHEUS)	3		
IN MY SONGS Gerald Levert (ATLANTIC)	2		
BUDDY Musiq Soulchild (ATLANTIC)	2		

MOST INCREASED PLAYS

+220	PLEASE DON'T GO Tank (Good Game/Blackground/Universal Motown)
+185	AND I AM TELLING YOU I'M NOT GOING Jennifer Hudson (Music World/Columbia)
+92	TAKE ME AS I AM Mary J. Blige (Matrarch/Geffen/Interscope)
+90	LOST WITHOUT U Robin Thicke (Star Trm/Artiscope)
+90	DEEPER STILL Rick James (Stone City)

FOR WEEK ENDING FEBRUARY 25, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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GOSPEL

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LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW	WEEKS +/-	AUDIENCE MILLIONS	RANK
1	25	UMI GOOD SMOKE NORFOLK	NO. 1 (10 WK'S) EM GOSPEL	809	+11	3,188	1
2	26	HEAVEN KNOWS DETROCK HADDON	TYSCOT/VERTITY/ZOMBA	687	-7	3,011	3
3	12	ENCOURAGE YOURSELF DONALD LAWRENCE PRESENTS THE TRI-CITY SINGERS	EM GOSPEL	658	+104	2,908	5
4	35	HEALING KELLY PRICE	GOSPO CENTRIC/ZOMBA	650	-1	3,095	2
5	46	IMAGINE ME KURK FRANKLIN	FO YO SOUL/GOSPO CENTRIC/ZOMBA	621	-3	2,779	4
6	23	BROKEN BUT I'M HEALED BYRON CAGE	GOSPO CENTRIC/ZOMBA	585	+17	1,775	10
7	44	THE STRUGGLE IS OVER YOUTH FOR CHRIST	EMTRO GOSPEL	575	+15	2,440	6
8	25	HALLELUJAH TROY SNEED	EMTRO GOSPEL	575	-6	2,119	7
9	15	FAITHFUL IS OUR GOD HEZELIAH WALKER & LFC	VERTITY/ZOMBA	449	+20	1,717	11
10	23	HE'S HERE NYONI	D2G	416	+2	1,896	8
11	25	REMEMBER ME THE CARAVANS	MALACO	403	+20	1,675	12
12	43	INCREDIBLE GOD YOUTHFUL PRAISE	EVIDENCE GOSPEL/LIGHT	369	-14	1,639	13
13	12	HIGH PRAISE ANointed PACE SISTERS	TYSCOT	335	+40	1,435	14
14	36	WHY ME? KERRIA KIRI SHEARD	EM GOSPEL	328	-14	1,836	9
15	20	WALK AROUND HEAVEN PATTI LABELLE	AIRPOWER UMBRELLA	309	-26	1,182	15
16	13	I'M STILL STANDING BISHOP PAUL S. MORTON	TEHL/LAWLIGHT	304	-12	1,021	19
17	16	LET GO DEWAYNE WOODS & WHEN SINGERS MEET	QUIET WATER/VERTITY/ZOMBA	298	-44	0,855	23
18	19	GREAT PRAISE (THE WAR CRY) STEPHEN KURD	INTEGRITY GOSPEL/COLUMBIA	297	+9	0,581	26
19	19	THIS IS THE DAY FRED HAMMOND	VERTITY/ZOMBA	281	+10	0,613	30
20	14	WE PRAISE YOU THE McCURRION PROJECT	AIRPOWER GOSPO CENTRIC/ZOMBA	279	-36	1,111	17
21	9	EVERY BODY EVERY BODY! KENNY LEWIS & ONE VOICE	KEE INSPIRATIONAL/KEE	279	-7	1,036	18
22	10	YOU SHOWED ME KAREN CLARK-SHEARD	WORD-CLUB	217	-5	1,179	16
23	5	SO GOOD TO ME VANESSA BELL ARMSTRONG	EM GOSPEL/EM CMC	211	+7	0,594	-
24	10	ONE NIGHT WITH THE KING JUANITA BYNUM & JONATHAN BUTLER	FLOW/MARANATHAN	206	-15	1,001	21
25	3	GOD IS IN CONTROL (IT'S NOT OVER) WILMINGTON CHESTER MASS CHOR	EMTRO GOSPEL	201	+21	0,465	-
26	3	ILL TRUST RICHARD SMALLWOOD	SOUL WORLD/VERTITY/ZOMBA	192	-35	0,466	-
27	4	JESUS, JESUS, JESUS HE'S TIMOTHY WRIGHT	MQM/JEG/ROCH	189	+20	0,471	-
28	NEW	PRAYIN' 4 U 7 SONS OF SOUL	SOUL WORLD/VERTITY/ZOMBA	171	+18	0,547	-
29	NEW	ALL THINGS WORKING LASHUN PACE	EM GOSPEL	166	+24	0,474	-
30	NEW	IT'S ON THE WAY NEAL ROBERSON	MOST INCREASED PLAYS/MOST ADDED BLACKBERRY/MALACO	163	+163	0,646	29

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
IT'S ON THE WAY Neal Roberson (BLACKBERRY/MALACO) KHLR, WCAQ, WJMO	3
FAITHFUL IS OUR GOD Hezekiah Walker & Lfc (VERTITY/ZOMBA) WPZE, WTLF	2
SO GOOD TO ME Vanessa Bell Armstrong (EM GOSPEL) KOKA, WQAD	2
ILL TRUST Richard Smallwood (SOUL WORLD/VERTITY/ZOMBA) KOKA, WHLM	2
PRAYIN' 4 U 7 Sons Of Soul (VERTITY/ZOMBA) KHLR, WMOO	2
GOD IS KEEPING ME Michaela Mae Clark (MALACO) WHLM, WSOX	2
BROKEN BUT I'M HEALED Byron Cage (GOSPO CENTRIC/ZOMBA GOSPEL) WPZZ	1
HIGH PRAISE Anointed Pace Sisters (TYSCOT/TASES) KOKA	1
VICTORY Victoria Boyd (SHEKINAH INTERNATIONAL) WPZS	1

ADDED AT...
WL1B
New York, NY
PD/MD: Denise Hill
Maurette Brown-Clark, One God, 1
Melanie Daniels & Prophet Todd Hall, My
Praise Is My Weapon, 10
Micha Stappley, 1 Baltimore, 3
Shelby Marlock, I Love Me Better Than You, 10
FOR MORE STATIONS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
I LOVE ME BETTER THAN THAT Shelby Marlock (TYSCOT) TOTAL STATIONS: 16	163/28	WORLDWIDE GOD Protestine Williams (MOTOR CITY PRAISE) TOTAL STATIONS: 15	127/2
BLESSED & HIGHLY FAVORED The Clark Sisters (EM GOSPEL) TOTAL STATIONS: 23	156/47	THE RAINBOW (VERTITY/ZOMBA) TOTAL STATIONS: 8	125/4
LOOK AT ME NOW Kika Franklin (FO YO SOUL/GOSPO CENTRIC/ZOMBA) TOTAL STATIONS: 16	146/6	EXCELLENT LORD Tremaine Hawkins (GOSPO CENTRIC) TOTAL STATIONS: 15	117/15
TEACH ME Antwan Stanley (BAJAD/LIGHT YEAR) TOTAL STATIONS: 10	140/8	NO OTHER CHOICE Tye Tribbett & G.A. (INTEGRITY GOSPEL/COLUMBIA) TOTAL STATIONS: 12	110/9
YOU'VE BEEN SO GOOD Martha Ramirez (MARTHA RAMIREZ/COLUMBIA/INTEGRITY) TOTAL STATIONS: 16	132/5	STEP ASIDE Yolanda Adams (ATLANTIC) TOTAL STATIONS: 16	109/47

MOST INCREASED PLAYS

+163	IT'S ON THE WAY Neal Roberson (BlackBerry/Malaco) KHLR -26, WCAQ +9, WQAD +2, WHLM +2, WPZE +2, WYVO +1, WFLP +10, WPZS +3, WTLF +3, XSRT +9
+104	ENCOURAGE YOURSELF Donald Lawrence Presents The Tri-City Singers (EM Gospel) WQAD +8, WTLF +4, WLOU +2, KHLR +8, WYVI +1, WCRB +1, WPZS +1, WPZE +5, WMOO +4, WFLP +4
+47	BLESSED & HIGHLY FAVORED The Clark Sisters (EM Gospel) WKTC +6, XSRT +3, WYVI +1, WQAD +3, KHLR +5, WPZE +4, WMOO +3, WCRB +2, WLOU +1, WYVI +1
+47	STEP ASIDE Yolanda Adams (Atlantic) WLOK +5, WKTC +8, WBBF +8, WFLP +6, WFLY +5, WFLW +3, XSRT +2, WHLM +2, WSOX +1, WEAH +1
+44	LET GO DeWayne Woods & When Singers Meet (Quiet Water/Verty/Zomba) WYVI +9, WHLM +2, WKTC +1, WBBF +2, KHLR +5, WCRB +5, WLOK +5, WYVI +4, WQAD +4, WFLP +5

FOR WEEK ENDING FEBRUARY 23, 2007
LBBBDD See legend to charts in charts section for rules and symbol explanations.
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RECURRENTS

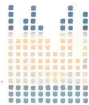
TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS TW	WEEKS LW
VICTORY TYE TRIBBETT & G.A. (INTEGRITY GOSPEL/COLUMBIA)	310	332
FOLLOW ME VIRTUE (DARRIC/HLD GOSPEL/INTEGRITY GOSPEL/COLUMBIA)	303	325
OPERATOR J MOSS (GOSPO CENTRIC/ZOMBA)	264	304
PRESSURE INTO PRAISE LUCINDA MOORE (TYSCOT)	262	291
I MADE IT KETH WOODS/REDFORD JOHNSON & THE SPIRITUAL VOICES (WORLDWIDE/VERTITY/ZOMBA)	243	264

TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS TW	WEEKS LW
THANK YA JESUS DANIEL PATTES & STRENGTH IN PRAISE (EM GOSPEL)	231	238
IN AWE OF YOU OZZY (VGR/KEC/ROCH)	230	234
CHURCH MEDLEY DORINE McCURRION (VERTITY/ZOMBA)	227	210
I WILL BLESS THE LORD BYRON CAGE (GOSPO CENTRIC/ZOMBA)	217	231
MIGHTY LONG WAY JOE PACE (INTEGRITY GOSPEL/COLUMBIA)	213	226

GOSPEL REPORTERS

- | | | | | | | | |
|--|--|---|--|---|--|--|--|
| <p>WPZE/Atlanta, GA*
OM: Frank Johnson
PD: Connie Flint</p> <p>WTHB/Augusta, GA
OM/PD: Ron Thomas
APD: Sister Mary King-cannon</p> <p>WCAQ/Baltimore, MD*
PD: Lee Michaels
APD/MD: Danielle Brown</p> <p>WWIN/Baltimore, MD
PD: Jeff Majors
MD: Jean Alston</p> <p>WXOK/Baton Rouge, LA*
OM: LeBron "LBJ" Joseph
PD/MD: J. Michael Francis</p> <p>WUPD/Buffalo, NY*
OM: Carol M. Salter</p> <p>WUNI/Charleston, SC*
OM: Michael Baynard
PD: Belinda Parker
MD: Anthony Baxter</p> | <p>WXTG/Charleston, SC*
OM: Terry Base
PD: Edwin "Chief" Wright
APD/MD: James Wallace</p> <p>WPZS/Charlotte, NC*
PD: Alvin Stowe
MD: Tonya Rivers</p> <p>WNOC/Chattanooga, TN*
PD/MD: Sam Terry</p> <p>WGRS/Chicago, IL*
PD: Eloy Smith
APD/MD: Sonya M. Blakey
OM/PD: Effie Rolfe</p> <p>WJMO/Cleveland, OH*
OM/PD: Kim Johnson</p> <p>WFMY/Columbia, SC*
PD: Tony "Lee" Green
APD/MD: Monica Washington</p> <p>WEAM/Columbus, GA
OM: Carl Corcoran, Jr.
PD: Pam Dixon</p> | <p>WJAV/Columbus, MS
OM: Rocky Love
PD: Steve Poston
APD: Sebastian Riley</p> <p>WJVD/Columbus, MS*
OM: Jerry Smith
MD: Tonya Mosby</p> <p>KHVN/Dallas, TX
PD: Dion Mortenson</p> <p>WCHB/Detroit, MI
PD: Spudd</p> <p>WFLY/Flint, MI*
OM/PD: Sammie L. Jordan, Jr.
MD: Anna Johnson</p> <p>WEAL/Greensboro, NC*</p> <p>WDLU/Huntsville, AL*</p> <p>WELPH/Huntsville, AL*
OM: Humbley Batts
PD: Steve Murry
MD: Ricky Sykes</p> | <p>WTLF/Indianapolis, IN*
OM: Brian Wallace
PD: Paul Robinson
MD: Donovan Hartwell</p> <p>WHLH/Jackson, MS*
OM: Steve Kelly
PD: Dawn Roberts
MD: Lance Fuller</p> <p>WQAD/Jackson, MS*
OM: Stan Branson
PD/MD: Percy Davis</p> <p>KPRF/Kansas City, MO
OM: Andre Carson
PD: Myron Fears
APD: Freddie Bell
MD: Debbie Dee Johnson</p> <p>KHLR/Little Rock, AR*
OM: Sonny Victory
PD: Torrez Harris</p> | <p>KPKZ/Little Rock, AR
OM: Mark Dylan
PD/MD: Billy St. James</p> <p>WLOU/Louisville, KY*
PD: Bill Price</p> <p>WBBY/Memphis, TN*
MD: Doreen Graves</p> <p>WHAL/Memphis, TN*
PD: Eileen Collier
APD/MD: Tracy Bethea</p> <p>WLOK/Memphis, TN*
PD/MD: Kim Harper</p> <p>WBNM/Miami, FL
OM: E. Claudette Freeman
PD/MD: Greg Cooper</p> <p>WHLM/Montgomery, AL*
OM: Michael Long
PD/MD: Kenny J.</p> | <p>WKVI/Montgomery, AL*
PD: Ginda Perkins</p> <p>WTNE/Nassau, NY*
PD: Darren K. Greggs</p> <p>WPRF/New Orleans, LA
PD: Kris "Cap'n Kris" McCoy</p> <p>WYLB/New Orleans, LA*
APD/MD: Loretta Pettit</p> <p>WYLB/New York, NY*
OM: John Shorty
PD: Dale Murray</p> <p>WPEZ/Portland, VA*
OM: John Shorty
PD: Joe Tamburo
APD/MD: Jo Gamble</p> <p>WDAS/Philadelphia, PA*
OM: Tieg Mitchem
PD: Joe Tamburo
APD/MD: Jo Gamble</p> <p>WPZZ/Philadelphia, PA*
OM/PD: Daisy Davis
MD: MoShay LaRien</p> | <p>WNNL/Raleigh, NC*
OM/PD: Jerry Smith
MD: Melissa Wade</p> <p>WPZZ/Richmond, VA*
PD: Reggie Baker</p> <p>Rejoice/Satellite
PD: Willie Mae McIver</p> <p>Sheridan Gospel Network/Satellite
PD: Michael Garibole
APD: Morgan Dukes
MD: Ace Alexander</p> <p>XIM The Spirit/Satellite*
PD/MD: Jay Bryant</p> <p>WSOK/Savannah, GA*
OM: Brad Kelly
PD: E. Larry McDuffie</p> | <p>KOKA/Shreveport, LA*
PD: Eddie Giles
APD/MD: Sharon Flournoy</p> <p>KATZ/Se. Louisiana, MO*
PD: Terence Bibb
MD: Dwight Stone</p> <p>WJMG/Trenton, NJ
OM/PD: Felicia Brannon
APD/MD: Robyn McCollum</p> <p>WTSK/Tuscaloosa, AL
OM: Greg Tomascello
PD/MD: Charles Anthony</p> <p>WPDC/Washington, DC*
PD/MD: Cheryl Jackson</p> <p>WYCB/Washington, DC
PD: Ron Thompson</p> <p>WFAL/Wilmington, DE
OM: Melvin Brittingham
PD/MD: Manuel Mena</p> |
|--|--|---|--|---|--|--|--|

* Monitored Reporters



High-touch way to improve a station's relationship with its audience

Mining The Database

Kevin Peterson

KPeterson@RadioandRecords.com

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With the Internet so prevalent in society, database marketing has become a cost-effective way for radio to communicate with current and potential listeners through a medium they're using more and more everyday. This is especially true for Christian radio, which continues to look for new ways to be more high-touch with its audience. ■ Presslaff Interactive marketing specialist Steve Zielonka says there are four reasons why it's important that Christian stations consider database marketing. First, it's easy, efficient and effective. He elaborates, "Your listeners sign up to be part of your database program. They're giving you permission to contact them. You're opening up a consistent level of communication with them, and it's very cost-efficient."

Second, programmers can use it to identify the likes and dislikes of their listeners. Zielonka says, "Once you have these people in your database, you can get more information from them, like their listening habits or buying habits, or find out who their favorite artists are."

The third reason database marketing is important is to influence listener behavior. "You can get people to do things," Zielonka says. "And, most important in our business, obviously, is to get people to listen to the radio." Stations utilize e-mail marketing to remind people when to listen, whether for a special promotion or contest, a high-caliber guest appearance on the air or a new feature. It's also an effective tool for promoting special station events, appearances or

remotes, perhaps even giving listeners incentives to attend.

Finally, Zielonka says database marketing helps match listeners with advertisers. "As part of the whole process of identifying the likes and dislikes of the listeners, you can actually use that information to help appeal to potential advertisers and sponsors for your radio station."

Before beginning any type of database marketing or e-mail program, Zielonka recommends creating an internal mission statement for each program to determine what it is trying to accomplish. If the plan is to send out a regular e-mail newsletter, what is its purpose? Fund-raising? Increased listening? Attracting people to the station's Internet stream? Relationship-building? If



Zielonka

'Club members feel special, important, and like you're really making an effort to give them something that's unique and different.'

—Steve Zielonka

you're unsure, use e-mail to ask listeners what kind of information they want from your station.

The mission statement for one of Zielonka's client stations called for sending its opt-in database two newsletters per month. Each would include an opportunity to win or get involved with the station in a specific way, along with an invitation to listen and a personal insight from a station personality. The statement also stipulated that the newsletters would be concise, include a link to the station's online stream and the option to unsubscribe.

"This frames everything that they're going to do with their e-mail newsletter, and they can judge the success or failure of their e-mails based strictly on that mission statement," Zielonka says. "It's very important that you define exactly what you want to do with both your database and your e-mail."

After composing a mission statement, Zielonka encourages stations to use their Web site to get listeners to sign up for the newsletter. He recommends a link on the home page of the site, talking it up on-air and running promos that direct listeners to the site. "If you're going to jump into this," he says, "you've got to make it a priority and you've got to really push it and get behind it and show your listeners that it's an important part of the radio station. If your listeners see that it's important, they're going to want to be part of it and have that relationship with you."

As soon as a listener signs up to join a station's loyal listener club, Zielonka says the station should promptly send them a personal welcome, signed by either the morning show or the entire airstaff.

Zielonka says listener benefits from joining the club should include "the opportunity to experience things exclusively that no one else has access to. That's another key point when you're building a relationship. You're giving these club members the access to something that other people don't get. They feel special, important, and like you're really making an effort to give them something that's unique and different."

The opportunities for listener-station interaction are endless: Stations can give away prizes that listeners can't win on the air, offer previews of new music or provide exclusive discounts from advertisers. No matter how stations mine their database, Zielonka says the biggest benefit is furthering the relationship the station has with its listeners. **R/R**

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CHRISTIAN AC

▶ NEWSBOYS FINISH AS THE TOP DEBUT (NO. 28) AND WITH MOST INCREASED PLAYS (UP 122) WITH "SOMETHING BEAUTIFUL"



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THIS WEEK	LAST WEEK	TITLES	ARTIST	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL	PLAYS TW	W	AUDIENCE MILLIONS	RANK	NEW STATIONS
1	1	21	DOES ANYBODY HEAR HER CASTING CROWNS	NO. 1 (4 WKS)	BEACH STREET/RELATION/PLG	1438	-36	4.301	1	
2	4	13	EVERLASTING GOD LINCOLN BREWSTER		VERTICAL/INTEGRITY	1104	+83	3.783	2	
3	2	24	WHAT IT MEANS JEREMY CAMP		REC/TOOTH & NAIL	1066	-78	3.117	3	
4	5	25	YOU ALONE ECHOING ANGELS		BND	997	-12	2.735	6	
5	3	23	HOLD FAST MERCYME		BND	995	-60	2.761	5	
6	7	33	MADE TO WORSHIP CHRIS TOMLIN		SIXSTEPS/SPARROW/EM/CMG	867	-28	2.801	4	
7	6	15	MADE TO LOVE TOBYMAC		FOREFRONT/EM/CMG	808	+95	1.892	10	
8	8	32	SHINE SALVADOR		WORD-CURB	785	-45	2.381	7	
9	8	26	I WILL LIFT MY EYES REBO NORMAN		ESSENTIAL/PLG	765	-33	2.332	9	
10	6	6	WALKING HER HOME MARK SCHULTZ		WORD-CURB	704	+105	1.534	11	
11	19	19	GIVE IT ALL AWAY AARON SHUST		BRASH	643	-46	1.078	17	
12	5	5	HOW CAN I KEEP FROM SINGING CHRIS TOMLIN		SIXSTEPS/SPARROW/EM/CMG	633	+78	1.423	13	
13	13	26	ENOUGH BARLOWGAL		FERVENT/WORD-CURB	577	+3	1.903	12	
14	8	8	BY HIS WOUNDS GLORY REVEALED/FAKIE POWELL/MARK HALL/STEVEN CURTIS CHAPMAN/BRIAN LITTELL		RELATION/PLG	576	+88	1.164	14	
15	7	7	UNDO RUSH OF FOOLS		MIDAS	560	+26	0.920	22	
16	9	9	AWAKEN NATALIE GRANT		CURB	513	+20	0.768	27	
17	15	15	BIG ENOUGH AYESHA WOODS		GOTEE	501	-4	0.778	26	
18	4	4	HOW TO SAVE A LIFE THE FRAY		EPIC	490	+60	2.333	8	
19	6	6	SUNRISE MICHAEL NORDEMAN		SPARROW/EM/CMG	436	+42	1.040	16	
20	18	18	DRIFTER DECEMBERBAND		SLANTED/SPRING HILL	420	-20	0.894	25	
21	23	4	WHAT COULD BE BETTER (THE DAYS AHEAD) 311		BND	398	+58	0.894	25	
22	22	5	THE BLESSING JOHN WALLER		BEACH STREET/RELATION/PLG	397	+48	0.877	24	
23	24	8	WISH YOU WERE HERE MARK HARRIS		BND	363	+26	0.889	20	
24	27	3	JOIN THE SONG VEIKY BEECHING		SPARROW/EM/CMG	291	+21	0.904	23	
25	7	7	FOREVER AND EVER, ETC. DAVID CROWDER BAND		SIXSTEPS/SPARROW/EM/CMG	270	-2	0.372	-	
26	9	9	WHEREVER THE WIND BLOWS PILLAR		FLICKER/PLG	264	+14	0.929	21	
27	28	2	SHINE MATT REDMAN		SIXSTEPS/SPARROW/EM/CMG	263	+29	0.566	-	
28	NEW	28	SOMETHING BEAUTIFUL NEWSBOYS	MOST INCREASED PLAYS	BP/OP	235	+122	0.730	-	
29	16	16	I BELIEVE BUILDING 429		WORD-CURB	228	-88	0.978	19	
30	NEW	30	EVERY TIME I BREATHE BIG DADDY WEAVE	MOST ADDED	FERVENT/WORD-CURB	213	+61	0.396	-	

MOST ADDED

TITLE / ARTIST / LABEL	NEW STATIONS
EVERY TIME I BREATHE Big Daddy Weave (Fervent/Word-Curb) KBQ, KLVA, KROQ, WJIC, WJTL, WWSJ	6
WALKING HER HOME Mark Schultz (Word-Curb) KSGN, WAKW, WMLZ, WPOZ	4
SOMETHING BEAUTIFUL Newsboys (BP/OP) KSB, WAFL, WFSW, WJTL	4
MADE TO LOVE TobyMac (ForeFront/EM/CMG) KCMS, KODJ, WESG	3
WHAT COULD BE BETTER (THE DAYS AHEAD) 311 (BND) KJCL, WFZH, WMLZ	3
WISH YOU WERE HERE Mark Harris (BND) KFSH, WAKW, WFZH	3
DON'T GIVE UP Sanctus Real (Sparrow/EM/CMG) KLJC, WFFH, WWSJ	3
I'M NOT WHO I WAS Brandon Heath (Relation/PLG) KJCL, KSB, WAFJ	3
EVERLASTING GOD Lincoln Brewster (Integrity) Sirius Spirit 66, WLFJ	2

ADDED AT...	KXOJ
TUES, 6K	100.5
POW: Bob Thornton	
Big Daddy Weave, Every Time I Breathe, O Geoff Moore, When I Get Where I'm Going, O Tim Hughes, Happy Day, O TobyMac, Made to Love, 2	
FOR MORE STATIONS GO TO:	
www.RadioandRecords.com	

NEW AND ACTIVE

TITLE / ARTIST / LABEL	PLAYS /GAIN	TITLE / ARTIST / LABEL	PLAYS /GAIN
LITTLE IS MUCH Downhere (Centricity) TOTAL STATIONS: 13	213/1	THERE IS A RIVER Jars of Clay (Essential/PLG) TOTAL STATIONS: 11	183/3
ON THE THIRD DAY Michael Olson (Rocketown) TOTAL STATIONS: 11	201/17	YOU KNOW MY NAME Dustin Davidson (Slanted/Spring Hill) TOTAL STATIONS: 7	176/9
EVERYDAY Jerome Daniels (Midas) TOTAL STATIONS: 13	191/40	SUFFICIENT Adle Camp (Rec/Tooth & Nail) TOTAL STATIONS: 14	167/20
DON'T GIVE UP Sanctus Real (Sparrow/EM/CMG) TOTAL STATIONS: 14	190/34	GIVE ME AMAZING GRACE Jackson Waters (Word-Curb) TOTAL STATIONS: 8	150/30
EVERYTHING IS BEAUTIFUL Starfield (Sparrow/EM/CMG) TOTAL STATIONS: 11	187/60	I'M NOT WHO I WAS Brandon Heath (Relation/PLG) TOTAL STATIONS: 11	153/103

MOST INCREASED PLAYS

+122	SOMETHING BEAUTIFUL Newsboys (BP/OP) KLVA +32, KSEI +8, KEBU +3, WFSW +3, KTIS +2, WJIC +8, WMLZ +8, WMLZ +8, KVMY +2, WJTL +5
+105	WALKING HER HOME Mark Schultz (Word-Curb) WCVB +26, WAKW +17, KLVA +6, WWSJ +9, WJIC +6, WAFJ +6, WJTL +6, KQZR +5, KVMY +4, WJIC +3
+103	I'M NOT WHO I WAS Brandon Heath (Relation/PLG) WPKR +25, WCVB +24, WCVB +21, WJIC +6, KJCL +4, WJIC +8, WJIC +3, KODJ +4, KVMY +2, KLYT +1
+95	MADE TO LOVE TobyMac (ForeFront/EM/CMG) WPKR +25, WCVB +24, WCVB +21, WJIC +6, KJCL +4, KQZR +3, WJTL +5, WFSW +3, WAFJ +3, KTIS +3
+88	BY HIS WOUNDS Glory Revealed/Fakie Powell, Mark Hall, Steven Curtis Chapman, Brian Littrell (Relation/PLG) WLPJ +20, WPKR +19, KJCL +12, WPKR +4, KTIS +2, KVMY +4, KVMY +4, WPOZ +4, WESG +4, KJCL +2

RECURRENTS

TITLE / ARTIST / IMPRINT / PROMOTION LABEL	PLAYS TW	LW	TITLE / ARTIST / IMPRINT / PROMOTION LABEL	PLAYS TW	LW
MY SAVIOR MY GOD AARON SHUST (BRASH)	710	677	SHINE ON NEEDTOBREATHE (SPARROW/LAVA/EM/CMG)	521	603
MOUNTAIN OF GOD THIRD DAY (ESSENTIAL/PLG)	614	631	YOUR NAME PHILLIPS, CRAIG & DEAN (BND)	519	509
PRaise YOU IN THIS STORM CASTING CROWNS (BEACH STREET/RELATION/PLG)	549	578	LET IT RISE BIG DADDY WEAVE (FERVENT/WORD-CURB)	515	525
HOW GREAT IS OUR GOD CHRIS TOMLIN (SIXSTEPS/SPARROW/EM/CMG)	548	543	ALL WHO ARE THIRSTY KUTLESS (REC/TOOTH & NAIL)	502	553
BLESSED BE YOUR NAME THRE3 (BP/OP)	524	505	STRONG TOWER KUTLESS (REC/TOOTH & NAIL)	499	501

FOR WEEK ENDING FEBRUARY 25, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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THIS WEEK	LAST WEEK	TITLES OF CHART	CHRISTIAN CHR		PLAYS	
			IMPRINT / PROMOTION LABEL	TW	W+	
1	1	16	MADE TO LOVE TOBYMAC	FOREFRONT/CMG	1183	-18
2	2	9	FORGIVEN RELENTLESS	GOTTE	971	+51
3	3	11	HOLD ON STELLAR KART	WORD-CURB	892	+21
4	6	8	DON'T GIVE UP SAKULUS REAL	SPARROW/CMG	867	+88
5	5	14	EVERYTHING IS BEAUTIFUL STARFIELD	SPARROW/CMG	828	+42
6	4	22	TONIGHT JEREMY CAMP	REC/TOOTH & NAIL	810	-41
7	8	13	THE SHOW HAWK NELSON	TOOTH & NAIL	709	-11
8	10	15	CRASHING DOWN MATT KEANEY	INPOP	666	-12
9	14	5	FIND ME TONIGHT EVERYDAY SUNDAY	INPOP	627	+73
10	7	27	STAND IN THE RAIN SUPERHEROES	INPOP	591	+68
11	9	22	REBIRTHING SKILLET	ARDENT/LAVA/ATLANTIC	575	-112
12	15	15	OMI GRAVITY SWITCHFOOT	SPARROW/CMG	568	+28
13	12	13	HOW TO SAVE A LIFE FRAY	EPIC	567	-3
14	12	31	BREATHE YOU IN THOUSAND FOOT KRUTCH	TOOTH & NAIL	555	-18
15	11	18	SHINE ON NEEDTOBREATHE	SPARROW/CMG	526	-142
16	18	7	REACH JL PEARSON	WHYPLASH	471	+54
17	16	12	YES YOU HAVE LELAND	ESSENTIAL/PLG	461	-44
18	19	3	WHAT I HEAR JESSE DANIELS	MIDAS	448	+32
19	20	11	GIVE IT ALL AWAY AARON SHUST	BRASH	434	+27
20	17	17	WHEREVER THE WIND BLOWS PILLAR	FLICKER/PLG	426	-7
21	22	3	WORK JAYS OF LAY	ESSENTIAL/PLG	416	-30
22	NEW	THE LAST NIGHT SKILLET	ARDENT/LAVA/ATLANTIC	370	+151	
23	21	19	THE REAL NEVERTHELESS	FLICKER/PLG	349	-48
24	24	8	GIVE ME AMAZING GRACE JACKSON WATERS	WORD-CURB	345	+19
25	23	3	LOVE IS A BEAUTIFUL THING COLEBYTREV	FERVENT/WORD-CURB	323	-4
26	25	3	WHO CAN COMPARE FOOLISH THINGS	INPOP	307	-5
27	29	15	SET ME FREE CASTING CROWNS	BEACH STREET/RELUNO/PLG	311	+42
28	26	6	FOREVER/NEVER, ETC. DAVID CROSSER BAND	SIXSTEPS/SPARROW/CMG	309	+13
29	NEW	AFTER THE WORLD DISCIPLE	SRE/WD	306	+48	
30	NEW	DEARLY LOVED JIMMY HEEDHAM	INPOP	285	+41	

THIS WEEK	LAST WEEK	TITLES OF CHART	CHRISTIAN ROCK		PLAYS	
			IMPRINT / PROMOTION LABEL	TW	W+	
1	11	SEARCHLIGHTS FALLING UP	REC/TOOTH & NAIL	360	-9	
2	7	NO LONGER DECYFER DOWN	SRE/WD	311	+5	
3	15	WAITING FIRESCOUT	FLICKER/PLG	296	-28	
4	8	5	WHEN TOMORROW COMES PILLAR	FLICKER/PLG	290	+30
5	5	8	LIVE LIKE WE'RE ALIVE NEVERTHELESS	FLICKER/PLG	285	-18
6	16	16	GOING IN BLIND P.O.D.	WORD-CURB	271	-23
7	8	9	NOSTALGIATOPIA ELEVENTYSEVEN	FLICKER/PLG	269	+14
8	11	6	WAKE UP! WAKE UP! EVERYDAY SUNDAY	INPOP	266	+24
9	15	6	MISSING PAGES SEVENTH DAY SLUMBER	REC/TOOTH & NAIL	262	+42
10	11	7	PROCRASTINATING STELLAR KART	WORD-CURB	255	+8
11	9	12	THE FIGHT CLASSICOME	TOOTH & NAIL	247	0
12	7	14	LOVE DAY OF FIRE	ESSENTIAL/PLG	247	-9
13	13	5	AFTER THE WORLD DISCIPLE	SRE/WD	234	+2
14	14	10	FORGIVEN RELENTLESS	GOTTE	233	+7
15	12	7	DEATH FINDS US BREATHING SHOWDOWN	MONO VS STEREO	225	-11
16	19	2	THE LAST NIGHT SKILLET	ARDENT/LAVA/ATLANTIC	224	+38
17	15	17	FLA FOREVER SING BLIND MELON	TOOTH & NAIL	208	-8
18	28	2	HIT THE FLOOR THOUSAND FOOT KRUTCH	TOOTH & NAIL	194	+42
19	36	2	GOING UNDER THIS BEAUTIFUL REPUBLIC	FOREFRONT/CMG	174	+32
20	21	8	ROLE REMODELING MUSPI	REC/TOOTH & NAIL	173	-1
21	28	3	A WHISPER & A CLAMOR ANBERLIN	TOOTH & NAIL	172	+12
22	17	11	MIDDLE OF IT ALL HAWK NELSON	WHYPLASH	171	-29
23	18	16	OMI GRAVITY SWITCHFOOT	SPARROW/CMG	159	-38
24	27	4	THESE PAGES MANKY	REC/TOOTH & NAIL	154	+11
25	30	3	WORD OF MOUTH GOTTE	INPOP	144	+15
26	29	2	SAY THIS SOONER (NO ONE WILL SEE THINGS THE WAY I DO) ALMOST	TOOTH & NAIL	144	+9
27	20	18	ALREADY OVER RED	ESSENTIAL/PLG	144	-34
28	34	11	MORNING AIR WEDDING	BRAVE NEW WORLD	124	-30
29	24	18	TONIGHT JEREMY CAMP	REC/TOOTH & NAIL	121	-47
30	NEW	SAY YOUR PRAYERS WEDDING	BRAVE NEW WORLD	116	+26	

FOR WEEK ENDING FEBRUARY 25, 2007

THIS WEEK	LAST WEEK	TITLES OF CHART	CHRISTIAN CHR		PLAYS	
			IMPRINT / PROMOTION LABEL	TW	W+	
1	2	17	DOES ANYBODY HEAR HER CASTING CROWNS	BEACH STREET/RELUNO/PLG	296	+7
2	3	13	HOLD FAST MEKYLEME	IND	277	+12
3	5	5	BY HIS WOUNDS GLORY REVEALED/FUNK FOWELL MARK HALL STEVEN CURTIS CHAPMAN BRAWN LITRELL	REBOUND/PLG	269	+31
4	6	6	GIVE ME JESUS JEREMY CAMP	REC/TOOTH & NAIL	259	+13
5	1	20	GLORY SELAH	CURB	257	-72
6	11	4	WALKING HER HOME MARK SCHULTZ	WORD-CURB	250	+48
7	4	11	WISH YOU WERE HERE MARK HARRIS	IND	244	-8
8	14	1	EVERLASTING GOD BREYTON BROWN	SURVIVOR/SPARROW/CMG	209	-24
9	7	20	I WILL LIFT MY EYES BEBE NORMAN	ESSENTIAL/PLG	205	-29
10	14	14	HEAR US FROM HEAVEN JARED ANDERSON	INTEGRITY	200	-15

INSCO

THIS WEEK	LAST WEEK	TITLES OF CHART	CHRISTIAN ROCK		PLAYS	
			IMPRINT / PROMOTION LABEL	TW	W+	
1	17	3	BEST LIFTED HIGH MICHAEL W. SMITH	RELUNO/PLG	193	+44
2	12	7	GIVE IT ALL AWAY AARON SHUST	BRASH	188	-7
3	15	5	LIFT UP THE NAME JAMIE JAMCOCHAN FEAT. SCOTT KRIPPWAYNE	CENTRICITY	164	+7
4	18	2	ON THE THIRD DAY MICHAEL OLSON	ROCKETTOWN	160	+15
5	9	21	BEFORE THE DAY NEWSONG	INTEGRITY	154	-71
6	20	6	I KNOW YOU'RE THERE CHANDLER	SPIN 360	147	+26
7	13	8	IN CHRIST ALONE AWALON	SPARROW/CMG	147	-28
8	NEW	UNDO RUSH OF FOOLS	MIDAS	138	+24	
9	NEW	WISH BRAWN LITRELL	RELUNO/PLG	137	-18	
10	NEW	HOW CAN I KEEP FROM SINGING CHRIS TOMLIN	SIXSTEPS/SPARROW/CMG	113	+4	

CHRISTIAN ROCK

KGZJ/Abilene, TX
KLYT/Musquegoe, NM
PD: Matt Gentry
MD: Joey Behlke
WCVK/Bowling Green, KY
OM: Ken Burns
PD: Dale McCubbins
MD: Whitney Yule
WVDF/Bridgeport, CT
PD/MD: Bob Felberg
WCWP/Brookville, NY
PD: Peter Bellotti
MD: Rena Temburni
WFMJ/Columbus, OH*
OM: Michael Backingham
PD/MD: Nikki Cantu
APD: Laine Moneyhon

KBNJ/Corpus Christi, TX
PD: Arron Daniels
KVRK/Dallas, TX
PD: Chris Goodwin
MD: Dru Mitchell
WNSH/Ft. Worth, MI
MD: Brian Goodman
WORD/Green Bay, WI*
OM/PPD: Jim Raider
WBEJ/Greensboro, NC
PD/MD: Wally Decker
APD: Darren Stevens
WJTL/Lancaster, PA*
PD: John Shek
MD: Phil Smith
KIBZ/Lincoln, NE
PD: Ron Drury

WDML/Marion, IL
MD: Tom Schroeder
WMKL/Miami, FL
PD: Rob Robbins
MD: Kelly Downing
WJLZ/Norfolk, VA*
OM/PPD: JP Morgan
APD: Anne Veregan
WTR/Rochester, NY
PD/MD: Sargene Palermo
APD: Craig "Zippy" Blake
WYR/Johnson City, NY
OM: Gary Gugh
WJIS/Sarasota, FL
MD: Michelle Tellone
Effect Radio
Network/Satellite
PD/MD: Brian Harman
APD: Amanda Harman

Firecracker/Satellite
PD/MD: Jeff Howe
APD: Craig Magrum
Positive Rock Show/Satellite
PD/MD: Josh Booth
Red Letter Rock 20/Satellite
PD: Cody Christopher
MD: Red Johnson
Sirius Revolution/Satellite
OM: Scott Lindy
PD: Joey Black
The Sound Of Light/Satellite
PD/MD: Bill Moore
Whip of Cards/Satellite
OM/PPD: Matt Rhodes
KICL/St. Louis, MO
MD: Dave Merzel
WHVW/Tampa, FL*
PD: Johnny Vincent
MD: Olivia Paff

WYSZ/Toledo, OH
PD/MD: Jeff Howe
APD: Craig Magrum
KCRN/Tulsa, OK
OM: Bob Thornton
PD: Scott Herold
WQLO/Wausau, WI
PD/MD: Matt Deane
INSCO
WMT/Asheville, NC
PD: Tom Greene
MD: Matt Stockman
WMBI/Chicago, IL*
OM: John Hayden
PD: Collin Lambert
MD: Steve Hiller
KCRB/Dallas, TX*
PD: Mike Tirone
MD: Lisa Bamford

WCRR/Dayton, OH
OM: Keith Hamer
PD/MD: Eric Johnson
WCKJ/Elmira, NY
PD: John Owens
MD: Bruce Barrows
WNFR/Flint, MI
PD: Brian Smith
MD: Elyn Davez
INSCO
KMLB/Phoenix, AZ
PD: Faron Eckelberger
KLVV/Panama City, OK
PD/MD: Tony Wer
APD: Jeremy Lewis
WCSL/Rockford, IL
OM: Ron Tietzort
PD: Corey Neese
MD: Charrel Jacobs

WUGN/Saginaw, MI*
PD/MD: Peter Brooks
KCRN/San Angelo, TX
PD/MD: Mark Mohr
APD: Steve Hayes
WCSM/Sarasota, FL
OM: Douglas Poll
PD: Dave Hyerson
MD: Paul Perrault
ShyLight Radio
Network/Satellite
OM: Bruce Hanson
PD: Neil Slavem
APD: Paul Perrault
MD: Dan Wynia
KCFB/St. Cloud, MN
PD: Jim Park
MD: Chuck Heuberger

KYCC/Stockton, CA*
PD: Scott Mearns
MD: Marina Tahod
WOLW/Traverse City, MI
PD/MD: Patrick Greene
KPTV/Tucson, AZ
MD: Bill Rowing
WAFR/Tupelo, MS
OM: Joe Hill
PD: Rick Robertson
APD: Steve Sharbutt
MD: Jim Stanley
WCFW/Wausau, WI
MD: Todd Christopher



Krinik, O'Brian share eye-opening experiences from one-day job swap

Pardon The Interruption

R.J. Curtis

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You're an avid reader of this column and eagerly await the arrival of R&R each week, running to the mailman like a dog greeting its master. So I probably don't need to remind you of the groundbreaking experiment we undertook with Mike O'Brian, PD at Clear Channel's KUSS/San Diego, and Mike Krinik, West Coast promotional rep for Capitol Nashville. ■ What's that you say? You're new to the ever-growing network of country column partisans? Fine, we'll quickly reset.

We asked O'Brian and Krinik, also known affectionately as Mike and Mike, to swap jobs for a day. Krinik would be the PD at KUSS, O'Brian the Capitol Records rep. They exchanged "to do" lists and promised to take on each other's roles in the most earnest way possible. We promised to follow up after the fact and report our findings, hoping that in the future, radio and record professionals will better understand one another's challenging realities.

After talking with Mike and Mike and hearing their experiences, two phrases immediately came to mind: "Pardon the interruption," and "Is this thing on?"

Flash back to two weeks ago, when we originally spoke to the guys. O'Brian predicted, quite accurately as it turns out, "I imagine there's a lot of people-chasing that goes on and that will drive me crazy."

After this exercise, consider O'Brian certifiably mad, as he explains. "The thing that is most frustrating is that the odds of getting someone on the

phone the first try are zero to none." O'Brian inevitably left voicemail messages, but was faced with the dilemma of whether to run down a laundry list of artists, songs and priorities, which could take several minutes. He left a dozen messages, but says, "The only people I heard back from were [CBS Radio KMLE/Phoenix PD] Jay McCarthy and [KMLE MD] Dave Collins, and they were looking for a Keith Urban acoustic show for 20 listeners."

Meanwhile, across the hall at the KUSS facility where both men worked for the day, PD for-a-day Krinik sat in O'Brian's office. Remember, he's just two years out of radio, so part of the day was déjà vu for him.

Nonetheless, he was taken aback by the constant interruptions throughout the day. "When we were doing an aircheck with a part-timer, it was interruption after interruption," says Krinik, who as a PD had an open-door policy, which he says can be a mixed blessing. He cites an example of the woman who came in with a problem on her computer. "That's why I think PDs always get interrupt-

ed, because half the time people don't do things on their own. They come to the PD with it."

Since moving to a record label, Krinik has worked from his home and often on the road, two venues that are definitely a change from the office environment. Getting back into that world gave Krinik perspective on the nature of disruptions in the workday.

"When you're at home working, the interruptions are someone calling you back or the UPS person," Krinik says. "That has to do with you being on a team versus running a team. Mike O'Brian is running a team, and everyone is looking to him, including the girl with a computer problem."

If we had to score which of the Mikes was most out of his element, it would definitely be O'Brian, and in a salute to his work ethic, he tried his best to tackle the daunting responsibilities laid out for him by Krinik and the Capitol promotion team.

It was an eye-opening experience for O'Brian, who says, "Let me tell you how my world was rocked wide open. By 9 a.m., I'd already heard from Capitol VP of promotion Jimmy Harnen three times."

It was an eye-opening experience for O'Brian, who says, "Let me tell you how my world was rocked wide open. By 9 a.m., I'd already heard from [Capitol VP of promotion] Jimmy Harnen three times." He adds that's a huge difference from his day-to-day accountability at KUSS, where he doesn't have constant contact with either his GM or his regional VP of programming.

"If I need them, they're here, but I don't hear from them three to four times a day." Even though this was a one-shot deal, with no real expectations from his temporary bosses, O'Brian felt the pressure from Harnen and national VP Steve Hodges. "I thought, 'Damn, I better get somebody on the phone because Jimmy wants to know about so-and-so because if I don't, then I look like an idiot.'"

After one day back in the realm of radio, we wondered if Krinik had a better understanding of why PDs, who seem overwhelmed and over-interrupted, have a tough time returning calls. Krinik points out that many day-to-day activities require undivided attention, but adds, "I still think returning calls within 24-48 hours is a priority. That's not unreasonable and just good business."

Mike and Mike both observed how difficult it was to do anything creative. O'Brian says this was pretty much off the radar because "you're spending so much time caught up in details and the daily maintenance of the job."

Krinik's temporary radio stint reminded him of days when a 15-minute meeting turned into one hour because "a PD's life takes on a different role during the day." Krinik says that's the nature of the job. "Unless you've actually done that, it's hard for a record person to understand there's just a million things going on with a PD."

After a day or two to soak in their one-day paradigm shift and possibly have a stiff drink to get over the shell shock, would Mike and Mike ever consider making this career change permanent? "I can't see myself doing it, no," O'Brian says. "It would have to be the right circumstance, but it would be a leap for me, honestly. I think there are a lot of other things I'd rather do."

Krinik was careful to express how much he enjoys the record business. "It's an incredible, cool job and it's another facet of our industry." But, he adds, "Radio is in my blood. Do I miss it? Absolutely."

—Mike O'Brian

'Let me tell you how my world was rocked wide open. By 9 a.m., I'd already heard from Capitol VP of promotion Jimmy Harnen three times.'

—Mike O'Brian



'I still think returning calls within 24-48 hours is a priority. That's not unreasonable and just good business.'

—Mike Krinik

Communications Breakdown

Capitol Records Nashville VP of promotion Jimmy Harnen was caught in the middle of R&R's one-day job swap. Not only did he lose regional rep Mike Krinik for a day, he also was forced to break in a temporary replacement: KUSS/San Diego PD Mike O'Brian. "First of all I couldn't find him," Harnen says, chuckling. "I got his voicemail early in the morning."

Connecting was a common problem for all parties involved in the exercise. Harnen couldn't reach O'Brian, and O'Brian couldn't reach anyone on his first try. In fact, of all the ambitious items

on the "to do" list assigned to O'Brian by Krinik, precious few were accomplished due to communication problems. Adding insult to injury, Harnen quips, "Can you believe we couldn't even get KUSS to convert Trace [Adkins] the week we were going for No. 1? He said the PD wouldn't return his calls."

On a serious note, Harnen says that "Mike had a difficult time reaching people and he found that frustrating. But you'll never get in trouble for not getting the add. You will get in trouble for not knowing why you didn't get the add." —RJC

COUNTRY

COUNTRY MONITORED REPORTERS

WGHA/Albany, NY MP: Buzz Brindle APD/M: Bill Earley	WYCF/Detroit, MI MP: Tim Roberts APD/M: Ron Chatman	WYQM/Madison, WI MP: Mark Gration MD: Mel Kenzue	WKCO/Saginaw, MI MP: Mike Slot APD: Kevin Proffitt MD: Kevin Richards
KBOA/Albuquerque, NM OM: Bill May MP: Tom Jones APD/M: Jeff Jay	KHEY/El Paso, TX MP: Steve Granzky MD: Marty Austin	KTEX/McAllen, TX OM: Billy Santiago MP: Jo Jo Gentry APD: Frankie Dee MD: Patches	KSOP/Salt Lake City, UT APD/M: Debby Torpin
KRSY/Albuquerque, NM MP/D: Eddie Hankell MD: Paul Bailey	WFBE/Flag, MI MP: Cecile Collins APD/M: Dave Geromino	WGKK/Memphis, TN MP: Lance Tidwell APD/M: Tapper John	KUBL/Salt Lake City, UT MP: Ed Hill MD: Pat Garrett
WCTO/Allentown, PA OM/MP: Shelly Easton APD/M: Jerry Padden	KSKS/Fresno, CA MP: Steve Piche MD: Jody Jo Mize	WKJA/San Antonio, TX OM: George King MP: Clayton Allen MD: Kactus Lou	KJAA/San Antonio, TX OM: George King MP: Clayton Allen MD: Kactus Lou
WKFS/Ashville, NC OM/MP: Jeff Darr APD/M: Brian Hatfield	WDTF/L. Myers, FL MP: Mark Wilson	WKSI/Miami, FL MP: Bob Barnett APD: Billy Brown MD: Darlene Evans	KSON/San Diego, CA MP: John Marks MD: Wes Poe
WKHX/Atlanta, GA OM: Mark Richards MD: Mike Macho	WWCY/Ft. Myers, FL MP: Mark Phillips APD: Steve Hart	WMLM/Houston, WI OM: Perry Wolfe APD: Scott Daphin MD: Mitch Morgan	KUSS/San Diego, CA MP: Jane O'Shan MD: Cindy Spicer
WPLR/Atlantic City, NJ MP: Joe Kelly	WOGK/Gainesville, FL MP: Bob Mize MD: Bob Brel	KEEY/Memphis, TN OM: Gregg Swedberg APD/M: Travis Moon	KRTV/San Jose, CA PD/M: Julie Stevens
WKCF/Augusta, GA MP: J. Gentry	WBCY/Grand Rapids, MI OM: Dave Montgenery APD/M: Dave Talt	KTMJ/Montgomery, CA OM: Sam Diggery APD: Jim Pearson	WKTO/Sarasota, FL OM: Ron White MP: Sammy George APD/M: Heidi Lecker
KUZZ/Bakersfield, CA MP: Evan Bristol MD: Donna James	WNCV/Green Bay, WI OM: Jeff McCarthy	WKDF/Nashville, TN OM: Jeff Kelly APD/M: Justin Cole	KJFF/Seattle, WA MP: Scott Mahalik APD: Rob Walker MD: Valerie Hart
WYPV/Baton Rouge, LA MP: Jeff Hackett	WRNS/Greenville, NC MP: Wayne Carline MD: Jeff Hackett	WSIX/Nashville, TN MP: Keith Kaufman	KMPS/Seattle, WA MP: Becky Brenner MD: Tony Thomas
WZLX/Biloxi, MS OM/MP: Bryan Rhodes	WESC/Greenville, SC MP: Steve Gofferies APD/M: John Landrum	WSM/Nashville, TN MP: Buddy Van Arsdale MD: Frank Seres	KRMV/Sheephead, LA MP: Ken McShay APD/M: James Anthony
WDBB/Birmingham, AL OM: Tom Watson MP: Todd Berry	WSSL/Greenville, SC MP: Bob Richards APD/M: Kim Layton	WGH/Hartford, VA OM/MP: John Shomby APD/M: Mark McKay	KDKB/Spokane, WA OM: Pam Lory MD: Ryan Dokke
WRLB/Boston, MA OM: Don Kelley MP: Mike Brophy APD/M: Garry Rogers	WRBT/Hartburg, PA MP: Joe Kelly APD/M: Newman	KKMG/Oklahoma City, OK OM: Kevin Christopher MD: Lynn Wagoner	KDZV/Spokane, WA OM: Robert Harder PD/M: Paul "Coyote" Neumann
WYRK/Buffalo, NY MP: Wendy Lynn	WVYZ/Hartford, CT MP: Pete Saknt	KTSY/Oklahoma City, OK OM/MP: Tom Travis	KTTS/Springfield, MO OM/MP: Chris Cannon APD/M: Curly Clark
WKOD/Burlington, VT OM/MP: Steve Hickey MD: Bill Sargent	KILT/Mission, TX MP: Jeff Garrison MD: Greg Frey	KKKT/Omaha, NE MP: Tom Goodwin MD: Craig Allen	KSDS/Louis, MO MP: Billy Greenwood
WVNT/Charleston, SC MP: Brian Dever	WKBB/Houston, TX OM/MP: Johnny Chiang MD: Christy Brooks	KHAY/Denver, CA MP: Jim Hayes	WLS/Louis, MO MP: Greg Moringo APD/M: Danny Montana
WQBE/Charleston, WV OM: Jeff Woodard MP: Ed Roberts MD: Bill Hagy	WFMS/Indianapolis, IN MP: Mike Kennedy MD: T.J. Cannon	WYBM/Pensacola, FL PD/M: Lynn West	WLV/Sk. Louis, MO MP: Greg Moringo APD/M: Danny Montana
WVKT/Charlotte, NC OM: Bruce Logan PD/M: John Roberts	WMSJ/Jackson, MS OM: Steve Kelly MP: Rick Adams APD/M: Kim Allen	WXTV/Pine Bluff, PA APD/M: Roy Land MP: Bob McKay	KATM/Stockton, CA OM: Richard Perry MP: Randy Black MD: Nikki Thomas
WVOC/Charlotte, NC MP: D.J. Stout APD/M: Rick McCracken	WGNM/Jacksonville, FL PD/M: Jeff Davis	WVQV/Tampa, FL OM/MP: Mike Colotta APD: Brecher Martin MD: Jay Roberts	WKOK/Salt Lake City, UT MP: Mike Slot APD: Harvey Steele
WUSY/Chattanooga, TN MP: Kris Van Dyke MD: Bill Fonderster	WKBQ/Johanson City, TN PD/M: Bill Hays	WVQV/Tampa, FL OM/MP: Mike Colotta APD: Brecher Martin MD: Jay Roberts	KUM/Tucson, AZ OM: Herb Cook PD/M: Buzz Jackson
WUSN/Chicago, IL MP: Mike Peterson MD: Marc Braun	KBEQ/Kansas City, MO OM/MP: Dale Carter APD/M: Tony Stevens	KVOD/Tulsa, OK PD/M: Ric Hampton	WVQV/Tampa, FL OM/MP: Mike Colotta APD: Brecher Martin MD: Jay Roberts
WVBE/Cincinnati, OH OM/MP: Marty Thompson APD: Kathy O'Connor MD: Duke Hamilton	KFKP/Kansas City, MO OM/MP: Mike Carter APD/M: Tony Stevens	WVQV/Tampa, FL OM/MP: Mike Colotta APD: Brecher Martin MD: Jay Roberts	KVOD/Tulsa, OK PD/M: Ric Hampton
WVDF/Cincinnati, OH OM: Tom McGinty APD: Michael Green APD/M: Jesse Garcia	WDFR/Kansas City, MO OM: Tom McGinty APD: Michael Green APD/M: Jesse Garcia	WVQV/Tampa, FL OM/MP: Mike Colotta APD: Brecher Martin MD: Jay Roberts	WVQV/Tampa, FL OM/MP: Mike Colotta APD: Brecher Martin MD: Jay Roberts
WVGR/Cleveland, OH MD: Chuck Collier	WVQV/Tampa, FL OM/MP: Mike Colotta APD: Brecher Martin MD: Jay Roberts	WVQV/Tampa, FL OM/MP: Mike Colotta APD: Brecher Martin MD: Jay Roberts	WVQV/Tampa, FL OM/MP: Mike Colotta APD: Brecher Martin MD: Jay Roberts
WVNU/Columbia, SC MD: Tyler On The Radio	WVQV/Tampa, FL OM/MP: Mike Colotta APD: Brecher Martin MD: Jay Roberts	WVQV/Tampa, FL OM/MP: Mike Colotta APD: Brecher Martin MD: Jay Roberts	WVQV/Tampa, FL OM/MP: Mike Colotta APD: Brecher Martin MD: Jay Roberts
WVCO/Columbus, OH MP: John Greenough APD/M: Dan E. Zuko	KVKE/Lafayette, LA MP: Casey Carter APD/M: Sean Riley	WVQV/Tampa, FL OM/MP: Mike Colotta APD: Brecher Martin MD: Jay Roberts	WVQV/Tampa, FL OM/MP: Mike Colotta APD: Brecher Martin MD: Jay Roberts
KRYS/Corpus Christi, TX OM: Paula Sewell MP: Frank Edwards	WVPC/Lafayette, LA OM/MP: Mike James APD/M: Jen Taylor	WVQV/Tampa, FL OM/MP: Mike Colotta APD: Brecher Martin MD: Jay Roberts	WVQV/Tampa, FL OM/MP: Mike Colotta APD: Brecher Martin MD: Jay Roberts
KPLB/Dallas, TX MP/D: Smiley Rivers MD: Cody Alan	WVOW/Lancaster, PA MP: Rick McKay	WVQV/Tampa, FL OM/MP: Mike Colotta APD: Brecher Martin MD: Jay Roberts	WVQV/Tampa, FL OM/MP: Mike Colotta APD: Brecher Martin MD: Jay Roberts
KSCS/Dallas, TX OM/MP: Tom Hunter APD/M: Chris Huff	KCEV/Las Vegas, NV PD/M: RW. Smith	WVQV/Tampa, FL OM/MP: Mike Colotta APD: Brecher Martin MD: Jay Roberts	WVQV/Tampa, FL OM/MP: Mike Colotta APD: Brecher Martin MD: Jay Roberts
KYGO/Denver, CO MP: Joe Beuke MD: Garrett Dutt	KWNR/Las Vegas, NV MP: Brooks O'Brian MD: Jason Steiner	WVQV/Tampa, FL OM/MP: Mike Colotta APD: Brecher Martin MD: Jay Roberts	WVQV/Tampa, FL OM/MP: Mike Colotta APD: Brecher Martin MD: Jay Roberts
KHKM/Denver, IA OM: Jack O'Brien PD/M: Andy Elliott	WVQV/Tampa, FL OM/MP: Mike Colotta APD: Brecher Martin MD: Jay Roberts	WVQV/Tampa, FL OM/MP: Mike Colotta APD: Brecher Martin MD: Jay Roberts	WVQV/Tampa, FL OM/MP: Mike Colotta APD: Brecher Martin MD: Jay Roberts
KJVV/Denver, IA OM: Jack O'Brien PD: Eddie Hatfield	WVQV/Tampa, FL OM/MP: Mike Colotta APD: Brecher Martin MD: Jay Roberts	WVQV/Tampa, FL OM/MP: Mike Colotta APD: Brecher Martin MD: Jay Roberts	WVQV/Tampa, FL OM/MP: Mike Colotta APD: Brecher Martin MD: Jay Roberts



▶ **TIM MCGRAW PICKS UP A RECORD 19TH NO. 1 SONG ON CANADA COUNTRY WITH "LAST DOLLAR (FLY AWAY)."**

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Systems

COUNTRY INDICATOR

LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	IMPRINT / PROMOTION LABEL	PLAYS	TOTAL AUD.
1	21	LADIES LOVE COUNTRY BOYS	TRACE ADKINS	CAPTOL NASHVILLE	3856	-9 8.842
2	5	BEER IN MEXICO	KENNY CHESNEY	BNA	3540	+216 8.712
3	12	STUPID BOY	KEITH URBAN	CAPTOL NASHVILLE	3479	+7 8.079
4	13	ANYWAY	MARTHA MCGEE	RLA	3338	+47 7.585
5	16	ALYSSA LIES	JASON MICHAEL CARROLL	ARISTA NASHVILLE	3333	-8 7.573
6	2	IT JUST COMES NATURAL	GEORGE STRAIT	MEA NASHVILLE	3150	-472 7.282
7	20	LITTLE BIT OF LIFE	CRAG MCGRAN	BROKEN BOW	3043	-36 6.779
8	8	LAST DOLLAR (FLY AWAY)	TIM MCGRAW	CURB	3039	+166 7.391
9	10	WASTED	CARRIE UNDERWOOD	ARISTA/ARISTA NASHVILLE	2806	+220 6.718
10	9	FLL WAIT FOR YOU	JOE NICHOLS	UNIVERSAL SOUTH	2785	+28 6.360
11	8	SETTLIN'	SUGARLAND	MERCURY	2552	+199 5.858
12	6	STAND	RASCAL FLATTS	LYRIC STREET	2457	+209 5.645
13	4	HIGH MAINTENANCE	MOMMY TORY KEITH	SHOW DDC NASHVILLE	2302	+360 4.963
14	14	HILLBILLY DELUXE	BROOKS & DUNN	ARISTA NASHVILLE	2236	-10 5.059
15	12	LONG TRIP ALONG	DEBBIE DEBENTLEY	CAPTOL NASHVILLE	2185	+807 5.005
16	15	GOOD DIRECTIONS	BILLY CURRINGTON	MERCURY	2106	+161 4.816
17	14	A FEELIN' LIKE THAT	CARY ALLAN	MEA NASHVILLE	2055	-84 4.589
18	21	A WOMAN'S LOVE	ALAN JACKSON	ARISTA NASHVILLE	1936	+135 4.657
19	20	LIPS OF AN ANGEL	JACK MCGRAW	BIG MACHINE	1918	+90 4.445
20	22	PORE SHE WAS MAJIMA JAIL WALKER	ASTYLA-CLUBB	1789	+183 4.317	
21	23	ME AND GOD	JOSH TURNER	MEA NASHVILLE	1599	+62 3.583
22	13	DON'T MAKE ME BLAKE	SHELTON	WARNER BROS./VNR	1428	+169 3.050
23	25	MOMENTS	EMERSON DRIVE	MIDAS/NEW REVOLUTION	1397	+138 3.201
24	3	LUCKY MAN	MONTGOMERY GENTRY	COLUMBIA	1177	+197 2.585
25	6	PIED OUT WHO YOUR FRIENDS ARE	TRACY LAWRENCE	ROCKY COMFORT/COS NASHVILLE	1143	-94 2.500
26	19	I KEEP COMING BACK	JOSH GRACIN	LYRIC STREET	964	+19 2.078
27	30	STARTIN' WITH ME	JAKE OCEAN	RLA	778	+78 1.684
28	31	A DIFFERENT WORLD	BUCKLE UP	LYRIC STREET	777	+122 1.869
29	NEW	LOST IN THIS MOMENT	BIG & RICH	WARNER BROS./VNR	739	+381 1.666
30	24	I JUST CAME BACK FROM A WAR	DARRYL WORLEY	903 MUSIC	734	-691 1.611
31	32	ISN'T THAT EVERYTHING	DANIELLE PECK	BIG MACHINE	704	+833 1.485
32	4	JOHNNY CASH	JASON ALDEAN	BROKEN BOW	644	+254 1.531
33	4	GUYS LIKE ME	ERIC CHURCH	CAPTOL NASHVILLE	616	+67 1.285
34	8	COME ON RAIN	STEVE HOLY	CURB	586	+13 1.135
35	6	DIXIE LULLABY	PAT GREEN	BNA	584	+16 1.206
36	4	I GOT MORE	COLE COLEGS & THE LONGSOME	COLUMBIA	486	+66 1.034
37	2	SAY YES CUSTY DRAKE	BIG MACHINE	440	+45 1.092	
38	5	COME TO BED	CATCHEN WILSON	COLUMBIA	429	+32 1.069
39	NEW	TEARDROPS ON MY CHEST	TAYLOR SWIFT	BIG MACHINE	393	+194 0.771
40	NEW	NOTHING TO PROVE	LUNASTAR	BNA	379	+37 0.785

CANADA COUNTRY

LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	IMPRINT / PROMOTION LABEL	PLAYS	TOTAL AUD.
1	3	LAST DOLLAR (FLY AWAY)	TIM MCGRAW	CURB/EM	539	+24
2	1	BEER IN MEXICO	KENNY CHESNEY	BNA/SONY BMG	517	-16
3	6	WASTED	CARRIE UNDERWOOD	ARISTA/ARISTA NASHVILLE/SONY BMG	507	+51
4	2	STUPID BOY	KEITH URBAN	CAPTOL NASHVILLE/EM	498	-30
5	8	MOMENTS	EMERSON DRIVE	MONTAGUE/CANADIAN UNIVERSAL	496	+24
6	8	STAND	RASCAL FLATTS	LYRIC STREET/UNIVERSAL	446	+5
7	9	WATCHING YOU	ROOHEY ATKINS	CURB/EM	442	+10
8	11	THE WEIGHT	AARON PRITCHETT	OPM	441	+28
9	4	ALYSSA LIES	JASON MICHAEL CARROLL	ARISTA NASHVILLE/SONY BMG	434	-63
10	7	TRYING TO GET BACK TO YOU	DOC WALKER	OPEN ROAD/UNIVERSAL	391	-65
11	16	ANYWAY	MARTHA MCGEE	RLA/SONY BMG	379	+15
12	13	LONG TRIP ALONG	DEBBIE DEBENTLEY	CAPTOL NASHVILLE/EM	375	+5
13	10	IT JUST COMES NATURAL	GEORGE STRAIT	MEA NASHVILLE/UNIVERSAL	375	-52
14	18	FM NOT RUNNING ANYMORE	JASON MCCOY	MAPL MUSIC	372	-26
15	14	LADIES LOVE COUNTRY BOYS	TRACE ADKINS	CAPTOL NASHVILLE/EM	364	+24
16	5	SETTLIN'	SUGARLAND	MERCURY/UNIVERSAL	357	+12
17	20	I WANT YOU TO LIVE	GEORGE CANYON	UNIVERSAL	353	+45
18	4	LOVE SWEET LOVE	JOHNNY REID	OPEN ROAD/UNIVERSAL	340	+21
19	3	HIGH MAINTENANCE	MOMMY TORY KEITH	SHOW DDC NASHVILLE/UNIVERSAL	320	+134
20	17	LITTLE BIT OF LIFE	CRAG MCGRAN	BROKEN BOW/SONY BMG	304	-15
21	23	HILLBILLY DELUXE	BROOKS & DUNN	ARISTA NASHVILLE/SONY BMG	288	0
22	14	BUILT TO LAST	DAMIAN MARSHALL	BUSY MUSIC	278	+3
23	19	THE LONG WAY AROUND	DIXIE CHICKS	OPEN ROAD/COLUMBIA/SONY BMG	275	-35
24	28	A WOMAN'S LOVE	ALAN JACKSON	ARISTA NASHVILLE/SONY BMG	268	+27
25	22	FOR THE MUSIC	CHRIS CUMMINGS	RLA/EM	268	-26
26	21	SHE'S EVERYTHING	BROAD PEARLY	ARISTA NASHVILLE/SONY BMG	256	-40
27	27	DON'T SEND THE INVITATION (IF YOU DON'T WANNA PARTY)	ADAM GREGORY	MENAFEM	252	-7
28	25	TIM MCGRAW	TAYLOR SWIFT	BIG MACHINE/UNIVERSAL	244	-26
29	32	A FEELIN' LIKE THAT	CARY ALLAN	MEA NASHVILLE/UNIVERSAL	233	+27
30	29	LIPS OF AN ANGEL	JACK MCGRAW	BIG MACHINE/UNIVERSAL	217	-14



AC/HOT AC



Natasha Bedingfield enters the record books with the oldest No. 1 in AC history. Bad or good? Some PDs are concerned, but most say . . .

So What?!

Chuck Taylor

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new" and "next" aren't exactly AC radio catch words, but someday the format will have to evolve past catapulting Natasha Bedingfield to No. 1 again and again. ■ Last issue, the Epic artist's "Unwritten" returned to the chart summit for a record-breaking fifth time. Its 11th week at the top comes in the song's 51st week, the latest in its chart life that a title has ever led at AC. ■ While there are exceptions, most AC programmers hold to the stance that familiarity is the gold standard at the format—and that it takes a long time for a hit to instill passion in core listeners. Their response to the notion of moving forward: Back off!

"If we're doing it right, our listeners know what to expect every time they turn our stations on. Consistency is the key," says Michael Waite, VP of operations for WJBR/Charleston, S.C. "There are many ways to stay contemporary in what we do on the air. Most of it is in the presentation, not necessarily in playing lots of new music."

Chuck Knight, director of programming operations for WSNY/Columbus, Ohio, maintains that music testing proves that longevity is what leads to familiarity, which breeds popularity at AC: "Anyone doing research knows it takes four to five months to make currents familiar, seven to eight months for them to reach the acceptance phase and 10 to 12 months to deliver passion," he says. "At age 45, music just isn't as important as it was when we were 17 or 20. The long build is legitimate."

Add Ken Payne, PD of WMGF/Orlando, to the tally of those agreeing that Bedingfield's enduring AC reign is no cause for concern: "The last thing I'm worried about in this format is burning out new music. The real question is what to do about high burn rates of established songs."

One more: Larry Wheeler, MD and on-air talent at WRVR/Memphis, maintains that Bedingfield's longevity "is a very good thing. That's the record 'Becky' wants to hear, and she'll go to the radio station where she can hear it. We need to find more of these no-brainer records—and be quicker to play them in the daylight."

John Malone, VP of programming for WRSA/

Huntsville, stresses that keeping an eye on the national charts is less important than serving the audience in a given market. "For some, slower works better, while others are successful being aggressive with new music. It depends on the station and the competitive situation."

For its part, Epic certainly has no complaints. "It's a very positive achievement for Natasha Bedingfield's career. Considering she is a new artist to this format, this kind of success out of the box can really lay the groundwork for future hits," says Mark Rizzo, the label's VP of adult top 40. "This run makes her instantly familiar to the audience and a proven artist that the format can embrace again with her next record."

Equally, Rizzo says there is little concern that the year-old song is going to scorch the act. "If a song works and tests with the audience, it will remain on top of the charts for many weeks," he says. "We are lucky that there is just about zero burn and the audience truly loves it. I think the tempo and the freshness of the song play perfectly to the core of adult radio, women 25-plus."

Even so, not all programmers are enthused about an evergreen record locked at the top of the AC charts. WLTJ/Pittsburgh PD Chuck Stevens walks the line. On one hand, he says, "I'm not concerned about the 'C' word in adult contemporary and neither is the audience. They want to hear popular hits." But, he adds, "We are facing the challenge of becoming stale musically. You don't want to give up familiarity, but it's easy to



Bedingfield

'It takes four to five months to make currents familiar, seven to eight months to reach the acceptance phase and 10 to 12 months to deliver passion.'

—Chuck Knight

'There is just about zero burn and the audience truly loves it. I think the tempo and the freshness of the song play perfectly to the core of adult radio, women 25-plus.'

—Mark Rizzo

become stale."

And there are programmers who believe listeners should be credited for wanting newer songs, sooner. Bob Bronson, operations director/VP of WZLD/Manchester, N.H., says, "Staying relevant to the 35-44 female target remains the format's greatest challenge, and the fight to retain dominant status with this age group will define AC in the next five to 10 years. Now more than ever our audience is accepting of new music. The funnel for it is bigger with multiformat and multimedia exposure of currents."

"AC has always been slow to add, but we might have to move faster these days to keep up with the speed of how new music is exposed to the audience," Bronson adds. Regarding Bedingfield's long tenure, he cautions, "It's not necessarily a good thing, because it shows a lack of strength with titles moving up the ranks. The chart should be fresher than that."

Echoing the sentiment, Tony Coles, regional VP of programming/Northwest and OM/VP of KKCW/Portland, Ore., says, "Marc Kaye, my former GM in Seattle, used to say that a good AC station is like your favorite pair of jeans. I agree, but it doesn't mean that you don't wear a new slurt with those jeans every once in a while. We need to be safe enough to live up to expectations of familiarity, but not so safe that we become boring. That's where the art of programming meets the science of programming."

Michael Lowe, MD of WLRQ/Melbourne, Fla., suggests that AC programmers sniff out some new artists for the format. "With the exception of Celine Dion, Josh Groban and Michael Bublé, everyone considered an AC mainstay with a significant catalog of hits is over 50. We're the mongrel of formats—we borrow from everyone else. So without sounding too hip for the room, we need to find our next generation of adult radio stars without leaning too country, too rock, too urban or too soft."

Hmm, perhaps Bedingfield is part of the answer after all. Returning to the more dominant view, Waite says, "Why rush listeners? Conduct a music test and look at what scores highest. It's not the new stuff. Familiarity is what this format is all about. Embrace it, don't abandon it." **R/R**

▶ WAITING ON THE WORLD TO CHANGE* BY JOHN MAYER RETURNS TO NO. 1 WITH THE CHART'S SECOND-BEST GAIN IN PLAYS (UP 152)



LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	26	WAITING ON THE WORLD TO CHANGE JOHN MAYER	NO. 1 (2 WKS)	N2	AWARE/COLUMBIA	1895 +152	13.981 1
2	44	WHAT HURTS THE MOST RASCAL FLATTS		N3	LYRIC STREET/HOLLYWOOD	1721 +59	9.710 7
3	52	UNWRITTEN NASHAM REDD/FELDFELD		N4		1682 -52	11.611 3
4	19	HOW TO SAVE A LIFE THE FRAY	MOST ADDED	N2	EPIC	1597 +52	11.926 2
5	41	THE RIDDLE FIVE FOR FIGHTING		N2	AWARE/COLUMBIA	1531 +22	10.139 6
6	20	CHASING CARS SNOW PATROL		N2	POLYDOR/AMERICA/WINTERSCOPE	1462 +105	10.664 4
6	61	BAD DAY DANIEL POWTER		N4	WARNER BROS.	1446 +58	10.223 5
7	36	PUT YOUR RECORDS ON CORINNE BAILEY RAE		N2	CAPTOL	1290 -45	6.307 11
9	10	HAVE YOU EVER SEEN THE RAIN ROO STEWART	MOST INCREASED PLAYS	N2	JRPG	1153 +167	6.690 9
10	9	BLACK HORSE & THE CHERRY TREE KT TURNSTALL		N2	RELENTLESS/VIRGIN	974 -25	6.535 10
11	20	HURT CRISTINA AGUILERA		N2	RECAIRING	896 +126	6.009 12
12	24	YOU ARE LOVED (DON'T GIVE UP) JOHN GROGAN		N3	HS/REPRISE	889 +98	5.251 15
13	31	CRAZY CHARLIS BARKLEY		N3	DOWNTOWN/ATLANTIC/LAVA	874 -42	5.519 14
14	26	FAR AWAY NICKELBACK		N2	ROADRUNNER/ATLANTIC/LAVA	798 +45	7.542 8
15	21	STREETCORNER SYMPHONY ROB THOMAS		N2	MELISSA/ATLANTIC	795 +60	5.640 13
15	8	OUR COUNTRY JOHN McLEACHAMP		N2	UNIVERSAL REPUBLIC/AME	471 +19	3.191 16
17	8	SUDDENLY I SEE KT TURNSTALL		N2	RELENTLESS/VIRGIN	444 +32	3.061 17
18	7	IRREPLACEABLE BEYONCE		N3	COLUMBIA	334 +108	2.860 18
18	6	CHANGE KRYSTINA LOCKE		N2	CLUBB/REPRISE	307 +45	0.677 -
20	31	RAINCOAT KELLY SWEET		N2	RAZOR & TIE	257 +52	0.764 30
21	9	ORDINARY MIRACLE SARAH McLEACHAMP		N2	SONY CLASSICAL	247 +27	0.640 -
22	4	MY LITTLE GIRL TRAVIS GARY		N2	CLUBB/REPRISE	212 +40	0.753 28
23	12	LIPS OF AN ANGEL HINDER		N3	UNIVERSAL REPUBLIC	191 -4	0.596 -
24	4	SO NOT OVER YOU SIMPLY RED		N2	SIMPLYRED.COM	161 -2	0.699 -
25	NEW	FOOLED AROUND AND FELL IN LOVE ROO STEWART		N2	JRPG	154 +64	2.350 19
26	3	JUST TO FEEL THAT WAY TAYLOR HICKS		N2	ARISTA/RMG	153 +26	0.483 -
27	5	TOO LITTLE TOO LATE JOJO		N2	DA FAMILY/BLACKGROUND/UNIVERSAL MOTOWN	149 +6	0.445 -
28	9	NOTHING LEFT TO LOSE AWARE/COLUMBIA		N2		137 +4	0.445 -
29	NEW	IT'S NOT OVER DAUGHTRY		N2	RECAIRING	118 +39	0.999 27
30	27	HIPS DON'T LIE SHAKIRA FEATURING WYCLEF JEAN		N3	EPIC	117 -7	1.489 23

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
HOW TO SAVE A LIFE The Fray (EPIC)	8
WAITING ON THE WORLD TO CHANGE John Mayer (AWARE/COLUMBIA)	7
STREETCORNER SYMPHONY Rob Thomas (MELISSA/ATLANTIC)	7
CHANGE Randy Lauck (CLUBB/REPRISE)	7
FIND LOVE Shawn Mullins (VANGUARD)	7
ANYWAY Marlene McBride (DCA)	6
HAVE YOU EVER SEEN THE RAIN Roo Stewart (JRPG)	5

ADDED AT... **WTFM**
Johnson City, TN
VP/Pgm: Mark McKinney
Cortina Bailey Rem. Put Your Records On, 23 Kelly Rowland, R. Kelly, B. Mercedes, Heidi Faut, O

FOR MORE STATIONS GO TO:
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NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS	TITLE ARTIST / LABEL	PLAYS
YOU DON'T KNOW ME Eddie Money (BIG DICAL/WARRIOR)	110/18	SAY IT RIGHT Holly Furtado (MOSI/EVYEFFEN)	61/44
A THOUSAND DAYS Clay Aiken (RECAIRING)	103/7	THINKING ABOUT YOU (BLUE NOTE/BLG)	61/71
NEVER ALONE Jim Brickman feat. Lary Antebellum (SLG)	12	MANDOLIN MOON Sister Hazel (ROADRNY POETS/ADRENALINE)	61/10
A LOVE SONG Kenny Loggins (DRE EIGHTY)	79/30	LEAVE THE PIECES The Weathers (MAVERICK/WARNER BROS.)	50/1
THERE'S ALWAYS TOMORROW Alben Rey (CHME)	67/18	LITTLE WONDERS Rob Thomas (MELISSA/ATLANTIC)	34/16

MOST INCREASED PLAYS

+167	☆ HAVE YOU EVER SEEN THE RAIN Roo Stewart (JRPG)
+152	WAITING ON THE WORLD TO CHANGE John Mayer (AWARE/COLUMBIA)
+126	HURT Christina Aguilera (RECAIRING)
+108	☆ IRREPLACEABLE Beyonce (Columbia)
+105	CHASING CARS Snow Patrol (Polyd/A&M/Interscope)

RECURRENTS

TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS TW	LW
YOU AND ME LIFEHOUSE (EFFEN)	907	974
YOU'RE BEAUTIFUL JAMES BLUNT (LUSTARD/ATLANTIC)	903	936
EVER THE SAME ROB THOMAS (MELISSA/ATLANTIC)	851	819
BECAUSE OF YOU KELLY CLARKSON (RC/ARMG)	790	812
BREAKAWAY KELLY CLARKSON (WALD/DREY/HOLLYWOOD)	746	751

TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS TW	LW
YOU'LL THINK OF ME KEITH URBAN (CAPTOL/MAGNOLIA/BLG)	723	696
DRIFT AWAY UNCLE KRACKER FEAT. DOBBE GRAY (LAVA)	693	765
HEAVEN LOS LOVELY BOYS (OR/EPIC)	684	748
MONIE MICHAEL BUBLE (HS/REPRISE)	645	667
WHO SAYS YOU CAN'T GO HOME BON JOVI (SLANDY/WEA)	641	668

FOR WEEK ENDING FEBRUARY 25, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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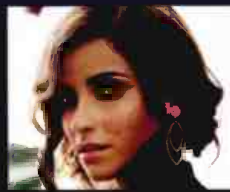


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HOT AC

► NELLY FURTADO'S "SAY IT RIGHT" (1) IS HER FIRST TOP 10 SINCE 2001'S "I'M LIKE A BIRD"



R&R

POWERED BY



LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIELSEN BOS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	13	IT'S NOT OVER DAUGHTRY	NO. 1 (2 WKS)	★	RC/A/RMG	3069 +199	17,405	1
2	38	CHASING CARS SNOW PATROL		★	POLYDOR/AGM/INTERSCOPE	2684 -4	16,154	2
3	37	HOW TO SAVE A LIFE THE FRAY		★	EPIC	2519 -37	13,340	3
4	36	WAITING ON THE WORLD TO CHANGE JOHN MAYER		★	AWARIE/COLUMBIA	2438 -47	13,343	4
5	28	SUDDENLY I SEE KT TUNSTALL		★	RELENTLESS/VIRGIN	2319 +99	12,240	5
6	14	KEEP HOLDING ON AYRIL LAVIGNE		★	FOX/CA/RMG	2285 -90	10,951	6
9	16	IT ENDS TONIGHT THE ALL-AMERICAN REJECTS		★	DURHAM/AGM/INTERSCOPE	1905 +34	8,472	13
11	11	SAY IT RIGHT NELLY FURTADO		★	MOSLEY/GEFFEN	1892 +220	9,476	10
7	38	LIPS OF AN ANGEL HINDER		★	UNIVERSAL REPUBLIC	1848 -157	10,052	9
8	38	FAR AWAY NICKELBACK		★	ROADRUNNER/ATLANTIC/LAVA	1739 -161	10,333	7
13	10	IF EVERYONE CARED NICKELBACK		★	ROADRUNNER/ATLANTIC/LAVA	1696 +218	8,698	12
14	18	INTO THE OCEAN BLUE OCTOBER		★	UNIVERSAL MOTOWN	1643 +90	6,843	16
10	24	STREETCORNER SYMPHONY ROB THOMAS		★	MELISSA/ATLANTIC	1573 -150	9,409	11
13	44	NOTHING LEFT TO LOSE MAT KEARNEY		★	AWARIE/COLUMBIA	1534 -46	10,246	8
12	21	LET LOVE IN GOD GOD DOLLS		★	WARNER BROS.	1533 -105	7,499	14
16	15	WORLD FIVE FOR FIGHTING		★	AWARIE/COLUMBIA	1470 +46	5,529	18
17	19	LITTLE WONDERS ROB THOMAS	MOST INCREASED PLAYS	★	MELISSA/ATLANTIC	1367 +272	6,425	17
18	12	IRREPLACEABLE BEYONCE		★	COLUMBIA	1285 +122	8,894	15
17	20	THROUGH GLASS STONE SOUL		★	ROADRUNNER/ATLANTIC/LAVA	1244 -152	4,840	19
20	5	LOOK AFTER YOU THE FRAY		★	EPIC	992 +192	4,134	24
20	16	LEAVE THE PIECES THE WRECKERS		★	MAVERICK/WARNER BROS.	968 +114	4,373	21
23	7	THE SWEET ESCAPE GIVEN STEFANI FEATURING ALKON		★	INTERSCOPE	915 +203	4,652	20
22	13	SHOW (THEY OWN) RED HOT CHILI PEPPERS		★	WARNER BROS.	849 +65	4,141	23
24	5	GRAVITY JOHN MAYER	MOST ADDED	★	AWARIE/COLUMBIA	848 +74	3,629	25
24	12	WELCOME TO THE BLACK PARADE MY CHEMICAL ROMANCE		★	REPRISE	822 +65	4,255	22
26	11	BEFORE HE CHEATS CARRIE UNDERWOOD		★	ARISTA/ARISTA NASHVILLE/RMG	658 +44	3,429	26
27	6	WHAT GOES AROUND...COMES AROUND JUSTIN TIMBERLAKE		★	JIVE/ZOMBA	579 +154	1,937	28
29	9	THIS AIN'T A SCENE, IT'S AN ARMS RACE FALL OUT BOY		★	FUELED BY RAMEN/ISLAND/UMG	535 +76	1,547	34
28	15	U + UR HAND PINK		★	LAFACE/ZOMBA	438 -36	1,388	35
31	6	HERE (IN YOUR ARMS) HELLO GOODBYE		★	DRIVE-THRU/SANCTUARY	417 +28	0,983	40
34	4	NEW SHOES PAOLO NUTINI		★	ATLANTIC	373 +44	1,634	31
35	7	COLORFUL ROCCO DELUCA & THE BURDEN		★	IRONWORKS	362 +43	1,734	29
32	17	MY LOVE JUSTIN TIMBERLAKE FEATURING T.I.		★	JIVE/ZOMBA	358 -28	1,721	30
33	3	FIDELITY REGINA SPEKTOR		★	SIRE/WARNER BROS.	345 +9	1,564	32
35	3	BETTER THAN ME HINDER		★	UNIVERSAL REPUBLIC	296 +75	0,919	-
37	3	READ MY MIND THE KILLERS		★	ISLAND/UMG	287 +1	0,381	-
36	8	LIKE A STAR CORINNE BAILEY RAE		★	CAPITOL	274 -26	0,978	-
38	17	NOT READY TO MAKE NICE DIXIE CHICKS		★	COLUMBIA	269 +26	2,687	27
39	40	GRACE KELLY MIKA		★	CASABLANCA/UNIVERSAL REPUBLIC	255 +17	0,385	-
40	39	STOLEN DASHBOARD CONFESSIOAL		★	VAGRANT/INTERSCOPE	254 +11	0,490	-

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
GRAVITY John Mayer (AWARIE/COLUMBIA) KALZ, KOSO, KZZL, WKRQ, WPTT, WOAL, WRIF	7
LEAVE THE PIECES The Wreckers (MAVERICK/WARNER BROS.) KOSQ, WROD, WKCK, WKMG, WMYK, WPLJ	6
THE SWEET ESCAPE Given Stefani Feat. Alkon (INTERSCOPE) KMKR, KOSO, KYKY, WQVD, WJMK, WMLC	6
LIFE IS BEAUTIFUL Veggie (EPIC) KLCA, KLLY, KLTG, KYSL, WAVY, WTMX	6
LITTLE WONDERS Rob Thomas (MELISSA/ATLANTIC) KMKR, KMXD, KOSQ, KURB, WRMF	5
IF EVERYONE CARED Nickelback (ROADRUNNER/ATLANTIC/LAVA) KDI, KOSO, KURB, WDMX	4
SAY IT RIGHT Nelly Furtado (MOSLEY/GEFFEN) KOSQ, KPLZ, WKRQ, WTTX	4
LOOK AFTER YOU The Fray (EPIC) KMKR, KOSO, KYKY, WKMG	4
THIS AIN'T A SCENE, IT'S AN ARMS RACE Fall Out Boy (FUELED BY RAMEN/ISLAND/UMG) KBBY, KOSO, KYVA, WDMA	4
BEFORE HE CHEATS Carrie Underwood (ARISTA/ARISTA NASHVILLE/RMG) KPEK, KPLZ, WRMF	3

NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
OVER IT Katherine McPherson (RC/A/RMG) TOTAL STATIONS: 18	234/43	SMILE Lily Allen (CAPITOL) TOTAL STATIONS: 16	150/59
YOU GIVE ME SOMETHING James Morrison (POLYDOR/INTERSCOPE) TOTAL STATIONS: 24	194/38	PRESSURE SUIT Aquilino (COLUMBIA) TOTAL STATIONS: 9	124/22
THE KILL (BURY ME) 30 Seconds To Mars (IMMORTAL/VIRGIN) TOTAL STATIONS: 11	186/26	UNDENIABLE Mötley Crüe (AWARIE/COLUMBIA) TOTAL STATIONS: 14	116/41
CUPID'S CHOKENHOLD Cym Cee Heroes Feat. Patrick Stump (DECAYDANCE/FUELED BY RAMEN/ATLANTIC/LAVA) TOTAL STATIONS: 12	174/61	SATELLITE Gustaf (REPRISE) TOTAL STATIONS: 10	108/24
LITHIUM Evensense (WIND-UP) TOTAL STATIONS: 13	160/37	SEWN The Feeling (CHERRYTREE/INTERSCOPE) TOTAL STATIONS: 10	92/14

MOST INCREASED PLAYS

+272	★ LITTLE WONDERS Rob Thomas (Melissa/Atlantic) WFLZ -23, WQVD -20, KLCA -19, WRMF -16, KEDU -13, WMLC -14, WTKR -14, KALC -14, WRYV -11, WMLB -11
+220	★ SAY IT RIGHT Nelly Furtado (Mosley/Geffen) KDI -35, KPFT -23, WZLJ -18, KMJZ -12, KZZL -13, WMLC -14, WTKR -14, KALC -14, WRYV -11, WMLB -11
+218	★ IF EVERYONE CARED Nickelback (Roadrunner/Atlantic/Lava) KPFT -22, KLCA -19, KYSL -18, WQVD -15, WMLC -14, KZZL -13, KUDL -13, WENS -13, KSTZ -14, KFYV -9
+203	THE SWEET ESCAPE Given Stefani Feat. Alkon (InterScope) WZLJ -23, WQVD -22, KPEK -20, WOAL -20, KYKY -15, KBBY -15, WPLJ -12, KVLV -12, KZMD -11, KBBY -10
+199	★ IT'S NOT OVER Daughtry (RC/A/RMG) WMLC -13, KYVA -12, WQVD -12, KBBY -12, WENS -20, KDDA -15, KLLC -12, KPEK -11, KSTZ -11, KALC -9

ADDED AT...
WPLJ
New York, NY
O&A: Tom Cuddy
PD: Scott Shannon
MD: Tony Mascarano
The Wreckers, Leave The Pieces, 9

FOR MORE STATIONS GO TO:
www.RadioandRecords.com

FOR WEEK ENDING FEBRUARY 25, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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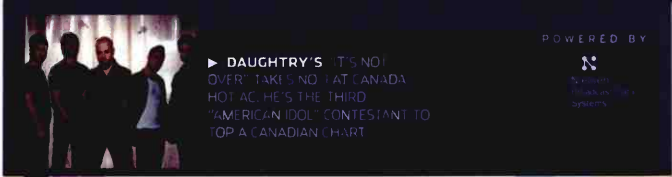
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AC/HOT AC

HOT AC REPORTERS

WKDD/Akron, OH* OM/PO: Keith Kennedy	WALF/Wayne, IN OM/PO: Barb Richards MD: Matti Taylor	WZPT/Pittsburgh, PA* OM/PO: Keith Clark APD: Jonny Hartwell MD: Scott Alexander
WRVE/Albany, NY* OM/PO: Randy M. Carlen APD: Kevin Rush MD: Ted Hulse	WMEE/Wayne, IN OM/PO: Rob Kelley APD/MD: Dave Michaels	WNCX/Portland, ME* OM: Chris Mac MD: Randi Kirshbaum APD/MD: Ethan Minton
KPEK/Albuquerque, NM* PO: Tony Manero	WOLH/Green Bay, WI* PO: Jimmy Clark	KRSK/Portland, OR* PO: Jeff McHugh MD: Sheri Stewart
KOBZ/Anchorage, AK OM/PO: Tom Oakes	KOBZ/Hagerstown, MD OM/PO: Rick Alexander MD: Jeff Roteman	WBWZ/Poughkeepsie, NY PO: Aaron Davis MD: Jimi Jamm
KMXS/Anchorage, AK PO/MD: Roxi Lempert APD: Joe Cassibell	WNWK/Harrisburg, PA* OM/PO: John O'Dea APD/MD: Wood MD: Denny Logan	KLCA/Reno, NV* OM: Bill Schulz PO: Brett Beitz MD: Corne Wray
WAY/Atlantic City, NJ* PO: Paul Kelly	WTTT/Hartford, CT* OM/PO: Steve Salfany APD/MD: Jeannine Jersey	KZZO/Sacramento, CA* OM: Byron Kennedy APD/MD: Shawn Cash
KAMX/Austin, TX* PO/MD: Dusty Hayes APD: Carrie Benjamin	KHMV/Houston, TX* OM: Ken Charles PO: Vince Richards APD/MD: Kerth Scott	KLUO/Salt Lake City, UT* OM/PO: Brian Michel
KLLY/Bakersfield, CA* OM/PO: E.J. Tyler APD: Eric Fox MD: David Dawn	WZPL/Indianapolis, IN* OM/PO: Scott Sands APD: Kari Juhli MD: Dave Dieder	KMYV/San Diego, CA* PO: Michael Ryan MD: Jen Sewell-Sorenson
KBBM/Baltimore, MD* OM: Dave LaBrozzi PO: Josh Medlock	KMXB/Las Vegas, NV* PO: Justin Chan	KDUI/San Francisco, CA* OM: Michael Martin PO: Stacy Cunningham
WNRV/Binghamton, NY PO: Bob Taylor	WCDA/Lexington, KY* PO/MD: Chris Elliott	KLLC/San Francisco, CA* PO: Chris Mays APD/MD: Jaym
WBWX/Boston, MA* PO: Jerry McKenna APD/MD: Mike Mulvaney	WMXL/Lexington, KY* PO/MD: Dale O'Brian	KZZJ/San Jose, CA* PO: Dana Jang MD: Michael Martinez
WUHU/Bowling Green, KY PL/MD: Brooke Summers	KURB/Little Rock, AR* OM/PO: Randy Can APD/MD: Bebe Rogers	KRUZ/Santa Barbara, CA* PO: Todd Violette
WTSS/Buffalo, NY* OM: Sue O'Neil PO: Brian Denny MD: Rob Leach	KYSR/Los Angeles, CA* PO: Charese Frigo APD/MD: Deanne Saffren	KMHX/Santa Rosa, CA PO: Danny Wright
WCOC/Cape Cod, MA PO: Kevin Matthews APD/MD: Joseph Rossetti	WKMA/Louisville, KY* PO: George Lindsey MD: Katrina Blair	Sirius The Pulse/Satellite* PO: Jim Ryan MD: Heidi O'Brien
WLNK/Charlotte, NC* PO: Neal Sharpe APD: Anthony Michaels MD: Todd Haller	WMC/Memphis, TN* PO: Lance Ballance MD: Jill Bucco	XM Right 26/Satellite* APD/MD: Mike Abrams
WTMX/Chicago, IL* PO: Mary Ellen Kachinski MD: Nikki Chumattto	WKTV/Milwaukee, WI* PO: Bob Walker	KPLZ/Seattle, WA* PO: Kent Phillips APD: Leonard Barokas MD: Alicia Hashimoto
WKRR/Cincinnati, OH* OM/PO: Patti Marsh APD: Grover Collins MD: Brian Douglas	WMWY/Milwaukee, WI* OM: Brian Kelly MD: Mike Nelson	KCBA/Spokane, WA* OM: Robert Harder PO: Scott Shannon
WOGL/Cleveland, OH* PO: Dave Popovich MD: John Connor	KSTV/Minneapolis, MN* PO: Leighton Peck APD/MD: Jill Roen	KZZU/Spokane, WA* OM/PO: Ken Hopkins APD/MD: Paul "Patch" Adams
KVUU/Colorado Springs, CO* PO: Chris Pickett	KOSD/Modesto, CA* PO: Zack Davis APD: Jack Paper	KYKX/Louis, MO* PO: Mark Edwards MD: Jen Myers
WBNS/Columbus, OH* PO: Jay Taylor MD: Sue Leighton	WJLM/Monmouth, NJ* OM/PO: Lou Russo APD/MD: Debbie Mazella	WQXX/Sunbury, PA PO: Drew Kelly MD: Rob Senter
KLTV/Corpus Christi, TX* OM/PO: Bett Clark	KCDU/Monterey, CA* OM/PO: Kenny Allen	WBOW/Terre Haute, IN OM/PO: Chris Carter
KDMX/Dallas, TX* OM: Pat McMahon PO: Rick O'Bryan MD: Lisa Thomas	WMLC/Nassau, NY* PO/MD: Jon Daniels	WYVW/Toledo, OH* PO: Kirk Patrick
WDAQ/Danbury, CT PO: Chris Dugan APD/MD: Scott McDonnell	WPLJ/New York, NY* PO: Tom Cuddy APD: Scott Shannon MD: Tony Mascaro	KLZR/Tapeka, KS* PO: Jon Thomas MD: Bobby Rock
WMMX/Dayton, OH* OM/PO: Jeff Stevens APD: Shaun Vincent	WPTF/Norfolk, VA* PO: Barry McKay MD: Heather Branch	KZPT/Tucson, AZ* OM: Darla Thomas APD/MD: Leslie Lois
KALZ/Denver, CO* PO: Dana Symonds APD/MD: Sam Hill	KYSD/Mahoning, OH* PO: Chris Baker MD: Phil Itzfeld	KLRK/Waco, TX OM: Tom Barfield PO/MD: Dustin Drew APD: Beth Richards
KIMN/Denver, CO* PO: John Roberts APD/MD: Michael Gifford	WMOX/Olean, NY PO/MD: Aaron James	WRQX/Washington, DC* OM/PO: Kenny King MD: Carol Parler
KSTZ/Des Moines, IA* PO: Jim Schaefer MD: Jimmy Wright	KQKQ/Omaha, NE* PO: Nevin Dane MD: Marissa	WRME/Nest Palm Beach, FL* PO: Bob Neumann APD/MD: Amy Navarro
WVDV/Detroit, MI* PO: Byron "Ron" Harrell MD: Jesse Addy	KSZZ/Omaha, NE* OM: Tom Land PO: J. Pat Miller MD: Jessica Dol	KNIN/Wichita Falls, TX OM: Chris Walters PO: Liz Ryan
KBMX/Duluth, MN PO: Corey Carter	WOMX/Orlando, FL* PO: Jeff Lushman MD: Laura Francis	KFBZ/Wichita, KS* PO: J.J. Morgan
KSHI/El Paso, TX* OM: Courtney Nelson PO/MD: Justin Riley	KBBV/Danard, CA* APD/MD: Matt Michaels	WJNC/Winchester, VA OM/PO: Jeff Adams APD/MD: Paula Kidwell
WQOB/Fredricksburg, VA OM/PO: Chris Carmichael MD: Crystal Presley	KFYV/Danard, CA* OM/PO: Mark Elliott MD: Maverick	WXLQ/Worcester, MA* OM/PO: Jay Beau Jones APD/MD: Mary Knight
KALZ/Fresno, CA* OM/PO: Paul Wilson APD: Laura West MD: Danny Hill	KPSI/Palm Springs, CA PO: Connie Breeze MD: Bradley Ryan	
WINK/Fl. Myers, FL* PO: Chad Ruter APD: Dave Alexander	WKMP/Peoria, IL PO: Scott Seipel	
	KMMP/Phoenix, AZ* OM: Alan Sledge PO: Ron Price MD: Allen Frey	

* Monitored Reporters



► DAUGHTRY'S 'IT'S NOT OVER' TAKES NO. 1 AT CANADA HOT AC. HE'S THE THIRD 'AMERICAN IDOL' CONTESTANT TO TOP A CANADIAN CHART.

POWERED BY



CANADA AC

LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	IMPRINT / PROMOTION LABEL	PLAYS	TW	W+
7	14	HURT	CHRISTINA AGUILERA	RCASONY/BMG	338	-31	
3	23	YOU ARE LOVED (DON'T GIVE UP)	JOSH COBBAN	143/REASON/WARNER	329	+8	
1	29	HAVE YOU EVER SEEN THE RAIN	ROD STEWART	JOSEY/BMG	326	-41	
5	37	THE RIDDLE	FIVE FOR FIGHTING	AWARE/COLUMBIA/SONY/BMG	324	+6	
8	30	WAITING ON THE WORLD TO CHANGE	JOHN MAYER	AWARE/COLUMBIA/SONY/BMG	320	-16	
2	32	WHAT HURTS THE MOST	RASCAL FLATTS	LYRIC STREET/UNIVERSAL	320	+25	
6	23	MEANT TO FLY	EVA AVILA	SONY/BMG	312	+3	
4	22	LOVE YOU LATELY	DANIEL POWTER	WARNER BROS./WARNER	310	-8	
10	9	GOOD MORNING STARSHINE	SERENA RYDER	EMI	279	+18	
9	37	BLACK HORSE & THE CHERRY TREE	KIT TUNSTALL	RELENTLESS/VRCA/EMI	249	-36	
18	4	AT SEVENTEEN	JAMN AARDEN	UNIVERSAL	246	+37	
11	37	CRAZY	CHARLIS BARKLEY	DOWNTOWN/ATLANTIC/WARNER	238	-10	
15	15	HOW TO SAVE A LIFE	THE FRAY	EPIC/SONY/BMG	230	+9	
19	7	ORDINARY MIRACLE	SARAH McLACHLAN	NETTWERK	227	+24	
16	36	ALL I CAN DO	CHANTAL KREVAZUK	COLUMBIA/SONY/BMG	212	-17	
13	37	PUT YOUR RECORDS ON	CORINNE BAILEY RAE	CAPITOL/EMI	205	-24	
17	16	CHASING CARS	SHOW PATROL	POLYDOR/AGAM/INTERSCOPE/UNIVERSAL	192	-21	
18	17	I CALL IT LOVE	LUNEL RICHE	ISLAND/UNIVERSAL	191	-21	
22	17	STREETCORNER SYMPHONY	ROB THOMAS	MELISSA/ATLANTIC/WARNER	190	+11	
23	38	I THINK OF YOU	CATEGORY CHARLES	NEW/SONY/BMG	183	+22	
21	25	FAR AWAY	NICKELBACK	EMI	182	-1	
20	29	PULL ME THROUGH	JIM CROMLEY	WARNER	162	-35	
24	25	LAKE OF FIRE	SHAYE	EMI	145	-15	
25	26	SUDDENLY I SEE	KIT TUNSTALL	RELENTLESS/VRCA/EMI	142	+65	
25	30	KEEP HOLDING ON	AVRIL LAVIGNE	FOUR/CASONY/BMG	140	-1	
26	5	SAV IT RIGHT	HELLY FURTADO	MOSLEY/GEFFEN/UNIVERSAL	119	+38	
27	16	I DON'T FEEL LIKE DANCIN'	SCORR SISTERS	UNIVERSAL MOTOWN/UNIVERSAL	103	+7	
28	33	FOOLED AROUND AND FELL IN LOVE	ROD STEWART	JOSEY/BMG	101	+40	
31	5	IRREPLACEABLE	BEYONCÉ	COLUMBIA/SONY/BMG	89	-17	
39	2	SORRY AGAIN	TOM SWICK	WARNER	82	+33	

CANADA HOT AC

LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	IMPRINT / PROMOTION LABEL	PLAYS	TW	W+
3	10	IT'S NOT OVER	DAUGHTRY	RCASONY/BMG	746	+70	
2	13	SAY IT RIGHT	HELLY FURTADO	MOSLEY/GEFFEN/UNIVERSAL	732	+15	
4	14	INTO THE OCEAN	LAKE OCTOBER	UNIVERSAL MOTOWN/UNIVERSAL	648	+22	
6	7	THE SWIFT ESCAPE	OWEN STEFAN FEATURING AKON	INTERSCOPE/UNIVERSAL	640	+98	
1	14	WHAT HOLDING ON	AVRIL LAVIGNE	FOUR/CASONY/BMG	627	-91	
5	10	KEEP GOES AROUND...COMES AROUND	JUSTIN TIMBERLAKE	JIVE/SONY/BMG	613	+59	
7	8	IF EVERYONE CARED	NICKELBACK	EMI	608	+76	
7	15	IRREPLACEABLE	BEYONCÉ	COLUMBIA/SONY/BMG	530	-10	
9	17	U + UR HAND	PKR	LAFAYETTE/SONY/BMG	478	-38	
10	13	GRACE KELLY	MKA	CASABLANCA/UNIVERSAL	466	+52	
11	15	I OWE IT ALL TO YOU	EVA AVILA	SONY/BMG	442	+68	
10	22	HOW TO SAVE A LIFE	THE FRAY	EPIC/SONY/BMG	419	-80	
12	16	WONDERFUL (TOO LATE)	CHANTAL KREVAZUK	COLUMBIA/SONY/BMG	399	-16	
11	20	LOVE YOU LATELY	DANIEL POWTER	WARNER BROS./WARNER	391	-32	
14	24	LIPS OF AN ANGEL	HINDER	UNIVERSAL REPUBLIC/UNIVERSAL	383	-28	
17	6	THE MUSIC	DAVID Usher	MAPLE/MSK	381	+25	
17	21	IT ENDS TONIGHT	THE ALL-AMERICAN RETS	DOGHOUSE/INTERSCOPE/UNIVERSAL	341	+20	
19	28	CHASING CARS	SHOW PATROL	POLYDOR/AGAM/INTERSCOPE/UNIVERSAL	335	0	
20	12	ZU	KESHA CHANTE	SONY/BMG	331	+7	
20	27	OVER IT	KATHARINE MCPHEE	RCASONY/BMG	318	+82	
26	4	HERE (IN YOUR ARMS)	HELLOGOODBYE	DRIVE-THRU/EMI	310	+73	
15	19	LET LOVE IN	GOOD GODOLLS	WARNER BROS./WARNER	275	-94	
22	5	PATIENCE	TAKE THAT	POLYDOR/UNIVERSAL	266	+72	
22	16	SORRY AGAIN	TOM SWICK	WARNER	259	-38	
28	21	STREETCORNER SYMPHONY	ROB THOMAS	MELISSA/ATLANTIC/WARNER	254	+02	
25	12	SNOW (HEY OH)	RED HOT CHILI PEPPERS	WARNER BROS./WARNER	252	-6	
27	30	YOU'RE NOT ALONE	SHAYE	EMI	246	+35	
48	2	CANDYMAN	CHRISTINA AGUILERA	RCASONY/BMG	238	+08	
24	14	NOTHING LEFT TO LOSE	MAT KEARNEY	AWARE/COLUMBIA/SONY/BMG	231	-27	
43	3	GLAMOROUS	Fergie FEATURING LUDAKIS	WILLIAMS/AGAM/INTERSCOPE/UNIVERSAL	213	+59	

SMOOTH JAZZ



Turning the tables with KJCD/Denver PD Michael Fischer

Role Reversal

Carol Archer

CArcher@RadioandRecords.com

Michael Fischer's comments appeared in my first smooth jazz column in 1994, when he was APD/MD for WNUA/Chicago. Now PD at Lincoln Financial Media smooth jazz KJCD/Denver, Fischer has appeared in countless other columns among the almost 700 I have written for R&R since then.

Fischer recently suggested a novel idea: turning the tables around and having him interview me. He explains, "2007 marks the 20th anniversary for several key smooth jazz radio stations and for 13 of those years, Carol has been in the trenches championing the format through its peaks and valleys. At the end of the day, she has reported key issues involving sales, programming, new technology and label relations. But have you ever wondered what makes this former radio programmer, promotions diva, humanitarian and journalist uniquely qualified to give us a contemporary view of the smooth jazz format?"

At the risk of inviting accusations of self-indulgence, I humbly accepted Fischer's interview offer.

How long have you been in the industry?

I dropped out of college in 1965 to get into the music business. My first job was as the singles buyer for a great Bay Area independent record distributor, HR Basford, with lines like A&M, Motown, CTI, Scepter, Roulette, Bang and Uni, labels that gave us many songs that are smooth jazz gold today. Purchasing, like sales, was important to profit margins, so to get the right deal at the best price a buyer needed a strong sense of what records were hits.

So you began to develop your ear as a singles buyer. In 2007 the world is back to buying singles again, except they're digital.

The business model is transformed today, but I had an ear and used it professionally for the first time as a buyer. Then, in 1967, I was fortunate to become MD for top 40 "Boss Radio" KFRC-AM/San Francisco for about five years. It was a glorious and extravagant time in radio and the pop music scene. It was all about breaking records; the race to be first was thrilling. We'd practically lock ourselves in the booth with acetates. I heard Led Zeppelin's "Whole Lotta Love" on my boss's massive Altec-Lansing speakers, and I haven't been right since.

The excitement came from hearing fresh, new music and using the radio as a vehicle to expose it in a great city at a great time. What were some of KFRC's biggest promotions? Before the Summer of Love, which was 40 years ago, if you can believe it, we presented an outdoor concert on Mount Tamalpais with Jefferson Airplane and the Byrds. We ran Bill Drake's amazing rockumentary "The History of Rock & Roll." Unfortunately, we were also involved with Altamont. But the best promotion was innovated by my second PD at KFRC, Ted Atkins: Christmas Wish. We got thousands of letters, from which wishes were chosen to grant live on the air. It was the first of its kind.

They were about music and community service, still two key factors in building a radio station, 40 years later. You were a tastemaker with ears. What did you do next?

I was in love, and, following an altercation with KFRC's next PD, Paul Drew, whose nickname in the industry was "Rommel," I went to Europe with my soon-to-be first husband. Eventually we moved to L.A., where I became MD at KIIS-AM until Gannett bought the station a couple of years later and fired everyone and Gannett's



► PATTI AUSTIN IMPRESSIVELY MOVES INTO THE TOP 10 WITH "SO AMAZING" (12-7, UP 17).

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	IMPRINT / PROMOTION LABEL	PLAYS	
						TW	W
1	16	16	GIVE ME THE REASON	KIRK WHALUM	RENDEZVOUS	213	-4
2	11	11	MISTER MAGIC	PETER WHITE	COLUMBIA/LEGACY	175	+21
3	10	10	YOU'RE BEAUTIFUL	KENNY G	ARISTA	147	+11
4	13	13	BLOOM	MINGI ABAIR	GRYPHERVE	146	+8
5	6	6	GOOD TO GO	CHUCK LOEB	HEADS UP	140	+6
6	4	6	READY TO PLAY	NELS	BAJA/TSR	137	+1
7	12	7	SO AMAZING	PATTI AUSTIN	RENDEZVOUS	135	+17
8	9	16	WAY UP	WAYMAN TYSDALE	RENDEZVOUS	131	+4
9	7	7	LUCKY	KEN NAVARRO	POSITIVE	131	+3
10	15	4	THE RHYTHM METHOD	PAUL BROWN	PEAK/CONCORD	125	+9
11	14	6	AT THE MODERN	JOYCE COOLING	NARADA JAZZ/BLC	125	+8
12	5	5	STRAWBERRY LETTER #23	DAVID WELLS	DAVID WELLS	125	+8
13	11	8	NOW	KYLE EASTWOOD	RENDEZVOUS	123	0
14	8	22	MOONBIRD	GEORGE BENSON & AL JARREAU	CONCORD	123	-5
15	18	6	BLACK	ERIC DARLUS	NARADA JAZZ/BLC	121	+10
16	16	10	THINKING ABOUT YOU	NORAH JONES	BLUE NOTE/BLC	116	+2
17	6	6	COOL TO THE TOUCH	GREG ADAMS	RPM	111	-1
18	20	4	READY FOR LOVE	WALTER BEASLEY	HEADS UP	109	+4
19	3	3	HYPNOTIC	BOHEY JAMES	CONCORD	109	+2
20	4	4	CANTALOUPE ISLAND	BRIAN BROMBERG	ARTISTRY	107	+8
21	10	10	IT MIGHT BE YOU	DAVE KOZ	CAPITOL	107	+4
22	24	4	FEELING GOOD	RANDY CRAWFORD & JOE SAMPLE	PRA	100	+10
23	30	3	TAKE ME	STEVE COLE	NARADA JAZZ/BLC	97	+18
24	26	2	GOT TO GIVE IT UP	KIM WATERS	SHANACHEE	97	+9
25	28	4	LOVE'S THEME	RICK BRAUN	ARTYZEN	86	+2
26	23	13	JUST FEELIN'	IT MICHAEL MANSON	215	85	-6
27	RE-ENTRY	MY GISHA	PAOLO RUSTICHELLI	NEXT AGE	82	+7	
28	NEW	WIND CHILL FACTOR	MATT MARSHAK	MIANKE	82	+5	
29	25	19	HEART OF THE MATTER	INDULGENCE	UNIVERSAL MOTOWN	82	-7
30	29	3	IF YOU ASK ME	NICK COLOMBO	NARADA JAZZ/BLC	77	-4

FOR WEEK ENDING FEBRUARY 25, 2007



Archer, circa 1967

'Before the Summer of Love, which was 40 years ago, if you can believe it, we presented an outdoor concert on Mount Tamalpais with Jefferson Airplane and the Byrds.'

—Carol Archer

FM KRDJ) became KIIS-FM. My skin wasn't thick enough to continue in radio.

I started my own independent AC promotion company at a time when no one paid attention to that format. It was an exciting time in AC, which had great ratings but an aging audience—sound familiar? AC was migrating from MOR on AM to something hipper, with singer/songwriters and jazz in the mix, on FM. Coincidentally, I promoted Earl Klugh, Al Jarreau, and at one point I handled national promotion for George Winston's label, Dancing Cat Records—all sorts of projects that would later inform my work in smooth jazz.

For a few years in the mid-'80s I left to work in the HIV/AIDS community but returned to get into smooth jazz with Henry Marx at Sin-Drome Records, before [R&R president/publisher] Erica Farber hired me as R&R's first smooth jazz editor in June 1994. You entered this format when it was in its infancy, when it was still called "music for a new age" on WNUA. What are some of the most moving highlights for you?

Of literally innumerable epiphanies I've had in smooth jazz, several stand out: in 1994, calling smooth jazz stations to explain that R&R's system could accept only 199 currents, so they'd have to select their top 199 to report; in 1995, sitting stunned with KIFM/San Diego PD Mike Vasquez, then-KEZL/Fresno PD, during KIFM's huge anniversary bash, seeing Chris Botti live for the first time; following 9-11, KTWW/Los Angeles' free Wave of Peace benefit; and the first Broadcast Architecture Mix-Master music test I attended, which was mind-blowing for someone who used gut instinct in radio and no research except phones and local record sales.

There was that same sense of discovery in early smooth jazz, like in the top 40 days. You've worked in three or four phases of the industry. If you programmed smooth jazz today, what would you say about the mission to your airstaff and sales department?

I'd invoke previous wisdom: "Feel the music, sell the feeling." I'm concerned about the inability to recognize the need for change in smooth jazz.

I, too, think we could use more independent thinking, and I'm optimistic about smooth jazz.

R&R



SMOOTH JAZZ

► PAUL BROWN
WHOSE "WHITE SAND"
ALBUM WAS RELEASED
THIS WEEK, IS MOST
ADDED WITH "THE
RHYTHM METHOD"
(20-17, UP 38)



POWERED BY
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THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW	CHG.	AUDIENCE MILLIONS	RANK	NEW AND ACTIVE	
									PLAYS GM	WEEKS ON CHART
1	2	18	CIVE ME THE REASON KIRK WHALLAM	MO. 1 (6 WKS) RENEZVOUS	625	+19	6.872	1	34/3	38/14
2	1	19	BLOOM MINDI ABAR	GRYVERVE	595	-18	5.840	3	5	5
3	27	3	GIRL IN THE RED DRESS DREG GARRAS	TRIPPIN' BY RHYTHM	530	+7	5.338	5	5	5
4	21	4	WAY UP! WAYMAN TSOALE	RENEZVOUS	508	+37	5.724	4	5	6
5	7	14	MISTER MAGIC PETER WHITE	LEGACY/COLUMBIA	490	+73	6.415	2	5	5
6	14	6	YOU'RE BEAUTIFUL KENNY C	ARIST/ABC	446	-24	4.799	7	5	10
7	8	14	THINKING ABOUT YOU NEGRAN JONES	BLUE NOTE/BLC	398	+10	5.015	6	5	5
8	5	26	MORNING GEORGE BENSON & AL JARBEAU	MONSTER/CONCORD	383	-88	3.733	12	5	4
9	38	3	BLESSED TO CHILL BARON HEADWINS	HEADS UP	346	-1	4.208	9	5	5
10	17	7	SAVE ROOM JOHN LEGEND	MOST INCREASED PLAYS G.O.D./COLUMBIA	331	+104	4.608	8	5	5
11	11	9	SO AMAZING WHITIAUSTIN	RENEZVOUS	324	-13	3.335	13	5	5
12	14	6	SO NOT OVER YOU SIMPLY RED	SMPLYRED.COM	317	+39	4.205	10	5	5
13	10	27	HEART OF THE MATTER MICHAEL	UNIVERSAL MOTOWN	297	-48	3.953	11	5	5
14	15	14	GOOD TO GO CHUCK LOUIS	HEADS UP	285	-18	1.982	19	5	5
15	16	7	READY FOR LOVE WALTER BEASLEY	HEADS UP	284	+25	2.350	17	5	5
16	19	4	HYPNOTIC BONEY JAMES	CONCORD	226	+38	2.858	15	5	5
17	20	4	THE RHYTHM METHOD PAUL BROWN	MOST ADDED PEAK/CONCORD	223	+38	3.845	14	5	5
18	16	16	IT MIGHT BE YOU DAVE KOZ FEATURING MICHAEL	CAPITOL	203	+3	2.380	18	5	5
19	21	12	SLICK ERIC DABRUS	AIRPOWER	202	-18	2.585	16	5	5
20	22	15	IF YOU ASK ME MICK COOKING	NARADA JAZZ/BLC	171	0	1.071	25	5	5
21	24	6	READY TO PLAY NLS	BAJAJ/TSR	125	+5	1.350	22	5	5
22	23	20	MY GOSH! MICHAEL ROUSSEVELLI	NEXT ACE	119	-27	1.550	21	5	5
23	25	21	LOVELY DAY PHILIP CASAS 1980	GAN/RENEZVOUS	107	+6	1.271	24	5	5
24	NEW		HELLO BETTY JEFF GOLUB	NARADA JAZZ/BLC	93	+54	0.330	-	5	5
25	27	12	MILDRED'S ATTRACTION JOEY COOKING	NARADA JAZZ/BLC	89	+3	1.892	20	5	5
26	28	4	GOT TO GIVE IT UP KIM MATTERS	SHAMACHE	82	-8	1.281	23	5	5
27	NEW		NOW KYLE EASTWOOD	RENEZVOUS	79	-9	0.789	26	5	5
28	NEW		AT THE MODERN JOEY COOKING	NARADA JAZZ/BLC	75	-12	0.359	-	5	5
29	30	2	COOL TO THE TOUCH GREG ADAMO	BIPA	68	-2	0.097	-	5	5
30	RE-ENTRY		FORGET ME NOTS LEE RITTENOUR	LE/PEAK/CONCORD	67	+5	0.404	-	5	5

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
RHYTHM METHOD Paul Brown (PEAK/CONCORD) KLJZ, WJZ, WJZW, WLOQ, WMMV, W5JL	6
ANTHEM FOR A NEW AMERICA 5 Jeff Lorber (NARADA JAZZ/BLC) KWJZ, Sirius Jazz Cafe, WMMV, WOCC, XM Musicators	5
HYPNOTIC Boney James (CONCORD) KJZZ, WJZA, WLOQ, WMLA	4
READY FOR LOVE Walter Beasley (HEADS UP) KLJZ, WJZ, WLOQ	3
SAVE ROOM John Legend (G.O.D./COLUMBIA) KLJZ, WJZ, WJZE	3
SO NOT OVER YOU Simply Red (SIMPLYRED.COM) KTWV, Sirius Jazz Cafe, W5JL	3
MYSTICAL Chell Mitchell & Special Efx (SHAMACHE) Jones Radio Networks, WJSL, XM Musicators	3
THINKING ABOUT YOU Neville James (BLUE NOTE/BLC) Jones Radio Networks, WJSL	2
GOOD TO GO Chuck Louis (HEADS UP) KJZZ, WJZ	2

MOST INCREASED PLAYS

TITLE ARTIST / LABEL	PLAYS GM	TITLE ARTIST / LABEL	PLAYS GM
JUST FEELIN' IT Michael Monson With Brian Culbertson (Z55 ENTERTAINMENT)	51/5	CANTALOUPE ISLAND Brian Bromberg (ARTISTRY)	38/3
LUCKY Ken Navarro (POSITIVE)	5	TWENTY The Rhythmatics (PEAK/CONCORD)	5
KALEIDOSCOPE Chris Standring (A TRAK)	48/10	FEELING GOOD Randy Crawford & Joe Sample (PRA)	38/1
TAKE ME Steve Cole (NARADA JAZZ/BLC)	47/8	DEEP INTO MY SOUL Cassidy Albright (PEAK/CONCORD)	37/3
OUT OF MY HEAD Lionel Richie (SLANDRO/JMC)	44/30	MYSTICAL Chell Mitchell & Special Efx (SHAMACHE)	35/23

RECURRENTS

TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS TW	LW	TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS TW	LW
BEAT STREET DAVID BOWEN (PEAK/CONCORD)	269	290	IT'S TOO LATE MICHAEL LINTON (RENEZVOUS)	211	220
THE TOTAL EXPERIENCE BONEY JAMES FEATURING GEORGE DUKE (CONCORD)	268	252	MISMAJOYA BEACH RAY PARKER JR. (RAYDOL)	207	205
IF I AIN'T GOT YOU ERIC DABRUS (NARADA JAZZ/BLC)	247	261	CHILLAXIN DUKE GROOVE (NARADA JAZZ/BLC)	181	180
FORWARD EDITION PIECES OF A DREAM (HEADS UP)	238	243	WHY DOES IT TAKE (TO WIN YOUR LOVE) SMOOTH JAZZ	167	168
FREE AS THE WIND JAZZMASTERS (TRIPPIN' BY RHYTHM)	225	254	I CALL IT LOVE LIONEL RICHIE (SLANDRO/JMC)	167	224

ADDED AT...

WJZA
COLUMBUS, OH
PD: Bill Harman
Boney James, Hypnotic, O
Jackson Jaymes, Slay With Me Tonight, O
Kelly Sweet, Raincoat, O

FOR MORE STATIONS GO TO:
www.RadioandRecords.com

MOST INCREASED PLAYS

+104	SAVE ROOM John Legend (G.O.D./Columbia) WJZ-15, KRVR-12, WJSL-12, KLJZ-18, WMMV-18, KLJZ-16, WJZ-12, KLJZ-14, WJZE-14
+73	MISTER MAGIC Peter White (Loves/Columbia) WMMV-20, KRIS-12, SLIC-16, KRVR-15, KRVM-15, KSDN-15, W5JL-15, KLJZ-13, KVOT-12
+54	HELLO BETTY Jeff Golubs (Narada Jazz/BLC) WJZ-12, SLIC-14, KRVS-19, KRVR-12, XWRK-14, KSDN-14, KLJZ-13, KLJZ-11
+39	SO NOT OVER YOU Simply Red (simplyred.com) KSLI-15, WMMV-15, WJZ-15, KSDN-14, WJZE-14, KLJZ-13, KLJZ-12, WJZ-12, KRIS-11, KTWV-11
+38	HYPNOTIC Boney James (Concord) SLIC-16, WMLA-12, WJZ-12, KRVR-12, WJZ-14, KSDN-13, WJZ-12, KSLI-12, KRJZ-12, XWRK-11

FOR WEEK ENDING FEBRUARY 25, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
32 smooth jazz stations are electronically monitored by Nielsen Broadcast Data Systems 24
hours a day, 7 days a week. Indicator chart comprised of 17 reporters.
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SMOOTH JAZZ REPORTERS

WJZZ/Atlanta, GA* PD/M: Dave Kosh	WDSJ/Dayton, OH* PD: Sandy Collins MD: Skip Porter	KHJZ/Houston, TX* PD: Maxine Todd APD/M: Greg Morgan	KSBB/Los Angeles, CA OM/PD: Terry Wedel MD: Vienna Yip	WYAS/Montgomery, AL OM: Candy Capel MD: Jay Holcay	KJZZ/Reno, NV*	DMX Jazz Vocal Blend/Satellite PD/M/D: Rochelle Matthews	KWJZ/Seattle, WA* PD: Carol Handley MD: Diana Rose
W5AA/Baltimore, MD PD: Sandi Mallory APD/M: Marcellus "Bassman" Shepard	KJCO/Denver, CO* PD/M: Michael Fischer	KPVU/Houston, TX PD: Wayne Turner	KTWV/Los Angeles, CA* PD: Paul Goldstein APD/M: Rico Filar	WCOG/New York, NY* PD: Blake Lawrence MD: Carolyn Bednick	KSSJ/Sacramento, CA* PD/M: Lee Hansen	DMX Smooth Jazz/Satellite PD/M/D: Rochelle Matthews	KCOZ/Springfield, MO OM: Lee Jones PD/M: Jarrett Grogan
WSMJ/Baltimore, MD* PD/M: Lori Lewis	WYVM/Detroit, MI* OM/PD: Tom Sleeker MD: Sandy Kovach	WYJZ/Indianapolis, IN* OM/PD: Carl Frye	WGRV/Melbourne, FL OM: E.J. Sampson PD/M: Randy Bennett	WHOV/Norfolk, VA PD: Kevin "The Moose" Anderson	KIRM/San Diego, CA* PD: Mike Vasquez APD: J. Wiedehemer MD: Kelly Cobb	Jones Radio Networks/Satellite* OM/PD: Steve Hibbard APD/M: Laurie Cobb	WSJT/Tampa, FL* PD: Ross Block MD: Kathy Curtis
WYSU/Birmingham, AL OM/PD: Andy Parrish	WJZF/Ft. Myers, FL MD: Rendi Bachman	WJSJ/Jacksonville, FL* OM/PD: Joel Willdows	WJVE/Miami, FL* OM/PD: Rich McMillan	WLOQ/Olando, FL* PD/M: Brian Morgan	KKSF/Santa Rosa, CA* PD/M: Ken Jones	Music Choice Smooth Jazz/Satellite APD: Kim Kennedy	WJZW/Washington, DC* OM/PD: Kenny King
WHLA/Chicago, IL* OM/PD: Darren Davis MD: Rick O'Dell	WSBZ/Ft. Walton Beach, FL PD: Mark Carter MD: Mark Edwards	KJLU/Jefferson City, MO PD/M: Dan Turner	WZJ/Milwaukee, WI* PD: Stan Anderson	KLJZ/Santa Rosa, CA PD: Gordon Zlot APD/M: Rob Sinjleton	Sirius Jazz Cafe/Satellite* PD: Shirley Maldonado MD: Rick Laboy	XM Watersheds/Satellite* PD/M: Shirrita Colon	
WWNV/Cleveland, OH* OM/PD: Bernie Kimble	WJWH/Harrisburg, PA* OM: Tom Skarston PD/M: Paul Scott	KDAS/Las Vegas, NV* MD: Lynn Biggs	KRVR/Milwaukee, CA* OM/M/D: Doug Wulff PD: James Bryan	KLJZ/Portland, OR* OM/PD: Tony Coles			
WJZA/Columbus, OH* PD/M: Bill Harman	WOTO/Hartford, CT PD/M: Stewart Stone	KUAP/Little Rock, AR PD/M: Michael Nellums					



ROCK



Programmers share their pre-book station tuneup tips

Spring Survey Prep Checklists

Mike Boyle

MBoyle@RadioandRecords.com

Close your eyes and hear the drumbeats getting closer and louder. They signal the approaching, all-important spring Arbitron ratings survey period, which runs April 5-June 27. ■ So, are you ready? Have you thought of everything that needs to be done to tidy up your ship(s)? ■ To help you and your staff prepare, R&R reached out to a handful of successful programmers for their pre-book station tuneup tips.

Hearst active rock
WYYY/Baltimore PD
Dave Hill



Hill

- If you're going to tweak your music, now's the time to do it. If there's anything that's been floating around for a year-and-a-half in your power recurrents, it might be time to push it to a gold category.
- Don't book too many promotions, but book the right ones. Take on a couple of promotions—really big output ideas that can build cume and TSL—but don't overcommit to the sales department. The last thing you want is to be stuck at a bar on the outskirts of town when a major concert is going on because you committed very early in the season to doing a bar promotion.
- Get vacations out of the way. Make sure all DJs' vacations are done in the winter and the summer. Don't ever let them pop up during the spring or fall books. You want your starting players on the field during the fall and, most definitely, the spring.
- Now's the time to make any changes in imaging. If you're going to change your positioning statement or any station imaging, do it now, not in the middle of the book. Midcurrent is not the time to change your mind.
- Last but not least, make sure the fridge is stocked full of beer, because you never know when it's going to be a long Friday.

Clear Channel
regional VP of
programming Brad
Hardin



Hardin

- Make sure your Selector is in order.
- Refresh the imaging. Is it speaking to your listeners?
- The most important thing you can do is get out of the station and listen to it—just like the listeners do. A lot of times the things you think are coming out of the speakers aren't. I do this in all my markets, and it's helped me tremendously in terms of being objective. I tell my PDs to do it as much as they can.
- Last but not least, do something fun with the staff before the book starts to help everyone become energized.

Greater Media rock
WDHA/Morrisstown,
N.J., PD Tony Paige



Paige

- Review the music with a finetoothed comb. Are you hitting your target with the music? Are all songs—especially currents—getting the correct amount of spins? To keep the station sounding fresh, I'll "platoon" a portion

'Do something fun with the staff before the book starts, to help everyone become energized.'

—Brad Hardin

of 'DHA's music. In other words, I rest some songs and add some new ones. This is especially important prior to the spring book.

■ We also conduct a listener advisory board at the radio station to get a feel for what is on the listener's mind. To help us stay on track, we'll gather information by testing music, promotions and various aspects of programming with our advisory board.

■ Get your DJs out to meet the listeners. Let them put a face with a name and make a personal connection with their audience. Spring is coming, and people will start to spend more time outdoors. We want to be out with them. By living the lifestyle of the listener and making on-air references, a connection is made that an iPod can't develop. What happens between the music is just as important as the music you play.

R&R

The Consultant's Viewpoint

Dave Lange, McVay Media VP of rock

Set goals. Before you create a plan you need to pick the right tools. Consider the following measuring sticks:

- TSL or cume: Do you need to get the audience you have to listen more, or do you need to build more cume? Cume usually means outside marketing and getting noticed in the marketplace to build more brand awareness. Extending TSL is more of an on-air issue, where music consistency, playing the hits more often, extending listening through stopsets and keeping the station exciting are the key tools.



Lange

- Competition: What are they attacking you with—morning show, new music tricks, contesting, hitting the streets or outside marketing? Review their music with a full Nielsen BDS or other monitoring system breakdown. You may need to build a bigger defense into your plan.
- Community opportunities: Are there any events or promotions that can make you really stand out?
- Review your hot ZIPs: Are there new areas you need to cover? Are there areas where the competition is winning?
- Imaging: Are you using every opportunity around the records to

build the brand, recycle, maximize your music position and make your promotions and events stand out? Is the creative fresh and topical?

- Research: If you have a recent music test or online data, re-sort the library. Review the perceptual if you have one. If not, take a look at your recent listener advisory board meetings with the audience. If you don't do them, start them up.
- Above all, listen carefully before you plan. Get away for a full day—no calls, e-mail or other distractions—and listen. It's best to do it like a consultant does from a hotel

room. Monitor the market and your station with as much detail as possible. Also, be objective. Imagine you are a listener and pick apart your product as well as the competitors.

- In many companies, programmers tackle multiple stations or even branch out to other markets. All these steps to make each station a winner take time and the ability to focus on one product at a time. Budget your time and allow for two to three days for each station you work with to go through all the steps. Yes, it takes a lot of time and effort, but that's the price of winning.

R&R

ALTERNATIVE

▶ SNOW PATROL'S
YOU'RE ALL I HAVE
PARLAYS A 15%
INCREASE IN PLAYS
INTO A 34-27 JUMP

R&R

POWERED BY

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NIELSEN
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DATA

WEEK	RANK	TITLE ARTIST	NIELSEN BOS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL	PLAYS		AUDIENCE MILLIONS	RANK
						TW	+/-		
1	18	PAIN THREE DAYS GRACE	NO. 1 (2 WKS)	☆	JIVE/ZOMBA	1772	+3	6.970	2
2	18	STARLIGHT MUSE		☆	WARNER BROS.	1658	+13	7.088	1
3	18	SNOW (HEY OH) RED HOT CHILI PEPPERS		☆	WARNER BROS.	1601	-137	5.632	5
4	19	FROM YESTERDAY 30 SECONDS TO MARS		☆	IMMORTAL/VIRGIN	1568	+14	5.543	7
5	12	FAMOUS LAST WORDS MY CHEMICAL ROMANCE		☆	REPRISE	1550	+60	6.305	3
6	32	FACE DOWN THE RED AMP&S&T APPARATUS		☆	VIRGIN	1470	-34	5.587	6
7	8	DASHBOARD MOOSEBLOOD		☆	EPC	1452	+14	5.112	11
8	14	THIS AIN'T A SCENE, IT'S AN ARMS RACE FALL OUT BOW		☆	FUELED BY RAMEN/ISLAND/IMP	1304	-31	5.837	4
9	8	READ MY MIND THE KILLERS		☆	ISLAND/IMP	1223	+51	5.365	8
10	28	SURVIVALISM MINE INCHWALMS	AIRPOWER/MOST INCREASED PLAYS/MOST ADDED	☆	NOTHING/INTERSCOPE	1198	+697	5.128	10
11	12	BREATH JESSE JOHNSON/BENJAMIN		☆	HOLLYWOOD	1184	+65	3.899	14
12	7	DIG INCUBUS		☆	IMMORTAL/EPC	1138	+39	4.221	13
13	14	PRAYER OF THE REFUGEE DISE ADAMST		☆	GEFFEN	1075	+8	3.647	16
14	15	FOREVER PAPA ROACH		☆	EL TONAL/GEFFEN	1051	+94	3.350	17
15	25	WELCOME TO THE BLACK PARADE MY CHEMICAL ROMANCE		☆	REPRISE	1047	-73	4.387	12
16	10	AIN'T A BOLDLY REUBEN		☆	IMMORTAL/EPC	1041	-125	5.161	9
17	12	PHANTOM LIMB THE SHINS		☆	SUB POP	920	+69	3.784	15
18	19	WELL ENOUGH ALONE CHEVELLE	AIRPOWER	☆	EPC	839	+67	2.654	20
19	21	LAZY EYE SILVERMAN PICKUPS	AIRPOWER	☆	DANGERBROS	793	+93	3.151	18
20	16	THROUGH CLASS STONE SOUR		☆	ROADRUNNER	745	-124	2.815	19
21	10	IT'S NOT OVER DAUGHTERY		☆	RECARBING	701	+88	1.888	22
22	12	THINK I'M IN LOVE SILLYWORLD		☆	INTERSCOPE	638	-24	1.887	23
23	6	NAIVE THE AOKYS		☆	ASTRALWORLD	576	-31	1.678	24
24	11	VOICES SADEN		☆	CAPITOL	529	-31	1.380	33
25	9	LADIES & GENTLEMEN SALVA		☆	ISLAND/IMP	498	-9	1.107	37
26	34	YOU'RE ALL I HAVE SNOW PATROL		☆	POLYDOR/AAA/INTERSCOPE	488	+63	1.598	28
27	40	REUBEN KAISER CHEFS		☆	ISLAND/IMP/UNIVERSAL MOTO/TW	488	+28	1.181	35
28	39	FREAK ON A LEASH (UNPLUGGED) KORN FEATURING AMY LEE		☆	VIRGIN	483	+16	1.549	29
29	33	EVERYTHING ISOLYCHERY		☆	ELEVEN SEVEN/ATLANTIC/LAVA	477	+47	1.627	25
30	16	I STILL REMEMBER BLOC PARTY		☆	VICE/ATLANTIC	475	+31	1.432	30
31	11	FULLY ALIVE FLYLEAF		☆	OCTONE/VIRGIN	425	+17	1.246	34
32	20	ALL THE SAME SEX PUPPETS		☆	VIRGIN	411	+35	2.095	21
33	20	LIAR (IT TAKES ONE TO KNOW ONE) TAKING BACK SUNDAY		☆	WARNER BROS.	381	-50	1.420	31
34	28	PARALYZER FRICER ELEVEN		☆	WIND-UP	377	+30	1.620	26
35	4	JANE FONDA MICKY ANDROS		☆	MYSKACE/INTERSCOPE	364	-38	0.943	-
36	37	HANG ME UP TO DRY COLD WAR KIDS		☆	DOWNTOWN/ATLANTIC/LAVA	350	+35	1.932	32
37	40	ALL THESE THINGS I HATE (REVOLVE AROUND ME) BULLET FOR MY VALENTINE		☆	JIVE/ZOMBA	329	+23	0.918	-
38	35	WOLF LAKE ME TY ON THE BARD		☆	INTERSCOPE	285	+5	1.003	-
39	36	TEN THOUSAND FISTS DISTURBED		☆	REPRISE	279	-27	0.807	-

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
SURVIVALISM MINE INCH WALMS (NOTHING/INTERSCOPE) KXII, KFTE, KXIX, KUCI, Sirius Air Nation, WYLL, WYRL, WJZZ, WJRR, WLRS, WPEZ, WRDX, WTZR, WXNR	14
THE MISSING FRAME AFI (TRY EVIL/INTERSCOPE) KXIX, KFRR, KXND, KXIX, KRZ, KXRX, WAFY, WCY, WRWK	9
KEEP THE CAR RUNNING The Arcade Fire (MERCURY) KBZT, KJEE, KRZ, KXIX, Sirius Air Nation, WPKX	6
WELL ENOUGH ALONE Chevelle (EPC) WYLL, WYRL, WJZZ, WXNR	4
LAZY EYE Silverman Pickups (DANGERBROS) KXII, KUCI, WJZZ	3
SILLYWORLD Stone Sour (ROADRUNNER) KFRR, WLLM, WXNR	3
LADIES & GENTLEMEN Salva (ISLAND/IMP) KDCG, KUCI, WJZZ	3
FREAK ON A LEASH (UNPLUGGED) Korn Feat. Amy Lee (VIRGIN) KFTE, WYLL, WXNR	3
PARALYZER Fricer Eleven (WIND-UP) KXIX, WRDX, WSWD	3
SAY THIS SOONER (NO ONE WILL SEE THINGS THE WAY I DO) The Almost (EVERGLOW) WABQ, WCY, WYRL	3

NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS GAIN	TITLE ARTIST / LABEL	PLAYS GAIN
FIDELITY Dugan Spahr (SURE/WARNER BROS.) TOTAL STATIONS: 20	27/34	THE OLDER I GET Sallist (ARCADE/ATLANTIC/LAVA) TOTAL STATIONS: 15	179/32
BETTER THAN ME Hinder (UNIVERSAL REPUBLIC) TOTAL STATIONS: 19	245/14	JAMMI Tad (TOOL DISSECTION/VOLCANO/ZOMBA) TOTAL STATIONS: 26	172/15
THE MISSING FRAME AFI (TRY EVIL/INTERSCOPE) TOTAL STATIONS: 29	234/66	THE RIVER Goad Charlotte Featuring M. Shadows And Stryker Gates (DAYLIGHT/EPIC) TOTAL STATIONS: 13	144/11
SAY THIS SOONER (NO ONE WILL SEE THINGS THE WAY I DO) The Almost (TOOTH & NAIL/VIRGIN) TOTAL STATIONS: 26	221/21	PUNKROCKER Taddeus Featuring Iggy Pop (BIG BEAT/ATLANTIC) TOTAL STATIONS: 15	148/11
TELL ME Dropping Daylight (OCTONE) TOTAL STATIONS: 16	184/4	FALLS APART Hart (CAPITOL) TOTAL STATIONS: 9	132/11

MOST INCREASED PLAYS

INCREASE IN PLAYS	TITLE ARTIST / LABEL
+697	☆ SURVIVALISM MINE INCH WALMS (Nothing/Interscope) KXIX -23, KUCI -22, KRZ -23, WYLL -24, WYLL -23, KXIX -22, WBZ -22, KXTE -20, WYLL -20, WYLL -19
+94	☆ FOREVER Papa Roach (El Tonal/Geffen) KXTE -18, WJZZ -18, KXIX -18, WSWD -18, KRZ -18, WYLL -18, WYLL -18, WYLL -18, WYLL -18, WYLL -18
+93	☆ LAZY EYE Silverman Pickups (Dangerbros) WYLL -13, WJZZ -12, KXIX -12, WYLL -12, WYLL -12, WYLL -12, WYLL -12, WYLL -12, WYLL -12, WYLL -12
+88	☆ IT'S NOT OVER Daughtery (Recarbing) WYLL -15, WJZZ -14, WYLL -14, WYLL -14, WYLL -14, WYLL -14, WYLL -14, WYLL -14, WYLL -14
+69	☆ PHANTOM LIMB The Shins (Sub Pop) KXIX -20, KXIX -12, KXIX -11, WYLL -11, WYLL -11, WYLL -11, WYLL -11, WYLL -11, WYLL -11

ADDED AT...
KBZT
San Diego, CA
PD: Carey Michaels
MD: Mike Halloran
Albert Hammond Jr., 101, 10
The Strokes, My Ima Of Fun, 1
The Arcade Fire, Keep The Car Running, 0
Mastodon, Colony Of Suckers, 0

FOR MORE STATIONS GO TO:
www.RadioandRecords.com

FOR WEEK ENDING FEBRUARY 25, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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WITH "PARALYZER"
(25 WKS)



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Systems

WEEKS ON CHART	TITLE	ARTIST	NIELSEN BDS CERTIFICATIONS	IMPRINT / PROMOTION LABEL	PLAYS	WEEKS	AUDIENCE MILLIONS	RANK
1	18	LADIES & GENTLEMEN	NO. 1 (3 WKS)	ISLAND/UMG	1573	-34	5.766	2
2	23	PAIN		JIVE/ZOMBA	1517	-80	6.735	1
3	8	BREATH		HOLLYWOOD	1427	+82	5.132	3
4	15	SALLYWORLD		ROADRUNNER	1237	+51	4.489	4
5	18	THE ENEMY		UNIVERSAL REPUBLIC	1230	+21	4.326	6
6	12	TEN THOUSAND FISTS		REPRISE	1173	+19	4.241	5
7	13	IT'S NOT OVER		RCR/IMG	1065	+60	4.055	7
8	7	FOREVER		EL TONAL/CEFFEN	1050	+36	3.008	10
9	4	WELL ENOUGH ALONE		EPIC	1032	+22	3.076	9
10	17	SHOW (THEY OH)		WARNER BROS.	980	-134	3.794	8
11	13	FROM YESTERDAY		IMMORTAL/VEGEM	893	+36	2.381	14
12	6	JAMM		TOOL/DISSECTIONAL/VOLCANO/ZOMBA	789	+24	2.407	13
13	7	EVERYTHING		ELEVEN SEVEN/ATLANTIC/LAWA	748	+61	1.975	15
14	17	7	ALL THESE THINGS I HATE (REVOLVE AROUND ME)	AIRPOWER	739	+71	1.451	20
15	32	THE POT		TOOL/DISSECTIONAL/VOLCANO/ZOMBA	657	-47	2.657	11
16	17	MY CURSE		ROADRUNNER	646	-44	1.571	19
17	6	DRIVEN		7BROS/SYSLUM	570	+47	1.171	26
18	24	4	FREAK ON A LEASH (UNPLUGGED)	AIRPOWER	561	+99	1.871	16
19	39	THROUGH GLASS		ROADRUNNER	560	-17	2.447	12
20	6	PARALYZER		WIND-UP	540	+56	1.441	21
21	4	DIG		IMMORTAL/EPIC	507	+98	1.303	23
22	20	HOW LONG		UNIVERSAL REPUBLIC	496	-131	1.693	18
23	11	STAND UP		ATLANTIC	487	-2	1.639	22
24	38	2	SURVIVALISM	MOST INCREASED PLAYS/MOST ADDED	486	+299	1.811	17
25	2	YOU WOULDN'T KNOW		EPIC	466	+201	1.225	25
26	3	BETTER THAN ME		UNIVERSAL REPUBLIC	407	+49	0.992	27
27	4	FAMOUS LAST WORDS		REPRISE	383	+64	0.956	28
28	12	TELL ME		OCTONE	398	+25	0.555	32
29	11	THE ECSTASY OF GOLD		SONY CLASSICAL	272	+120	1.272	24
30	11	BLOOD IS THICKER THAN WATER		ROADRUNNER	271	-28	0.702	30
31	10	DESTROYER		REPRISE	259	+149	0.820	29
32	10	COLONY OF BIRCHMEN		RELEASE/REPRISE	241	-36	0.370	-
33	3	THE RISING		ROADRUNNER	229	-4	0.406	40
34	NEW	BREATHE INTO ME		ESSENTIAL/RED	205	+62	0.350	-
35	4	LITHIUM		WIND-UP	185	-17	0.439	39
36	NEW	THE OLDER I GET		ARDENT/ATLANTIC/LAWA	164	+23	0.246	-
37	12	THE WHITE UNICORN		MODULAR/INTERSCOPE	164	-54	0.520	35
38	5	FACE DOWN		VEGEM	159	-7	0.535	33
39	NEW	DIFFERENT THAN YOU		ELEVEN SEVEN	148	+59	0.240	-
40	NEW	PRAYER OF THE REFUGEE		CEFFEN	148	+9	0.513	37

MOST ADDED

TITLE	ARTIST / LABEL	NEW STATIONS
SURVIVALISM	Nine Inch Nails (Nothing/Interscope)	16
YOU WOULDN'T KNOW	Hellyeah (Epic)	7
FATHER FIGURE	Army Of Anyone (FBI)	7
THE ECSTASY OF GOLD	Metallica (Sony Classical)	6
RAIN WIZARD	Black Stone Cherry (Roadrunner)	6
BETTER THAN ME	Minder (Universal Republic)	4
DESTROYER	Static-X (Reprise)	4
BREATHE INTO ME	Red (Essential/Red)	4
DIFFERENT THAN YOU	The Exies (Eleven Seven)	4
SWEET SACRIFICE	Evanesence (Wind-Up)	4

NEW AND ACTIVE

TITLE	ARTIST / LABEL	PLAYS /WK	TITLE	ARTIST / LABEL	PLAYS /WK
ELECTRIC WORRY	Clutch (Sasachardort)	147/41	SAVE ME	Audius (Outlook)	59/9
THE FIGHT	The Classic Crime (Tooth & Nail/Ear)	111/0	HOMECOMING QUEEN	Minder (Universal Republic)	57/2
SIDE OF A BULLET	Nickelback (Roadrunner)	106/35	FIGHT LIKE THIS	Dreyfus Owen (Sire/Interscope)	50/5
FUNERAL FOR YESTERDAY	Killswitch Engage (Mercury/Nonesuch)	101/2	30/30-150	Stone Sour (Roadrunner)	42/0
HEAR ME NOW	Five Finger Death Planet (Silent Majority)	64/12	BETTER	Casey Brown (Interscope)	39/39

MOST INCREASED PLAYS

+299	SURVIVALISM Nine Inch Nails (Nothing/Interscope) KRAB +28, SOC +9, WBSX +5, KRZL +5, WRZK +5, KRLD +5, KSPN +5, KXPR +4, KRZQ +3, KRZT +3
+201	YOU WOULDN'T KNOW Hellyeah (Epic) KZQZ +21, KRZC +4, KLFD +4, KRZD +4, WCHZ +4, WYBB +4, WJLD +3, WBEZ +3, WEEG +3, KXCN +3
+149	DESTROYER Static-X (Reprise) WZDR +5, SOC +2, WRZK +2, WYBB +1, KRZL +1, WYBB +1, KRLD +1, WJLD +1, KRZQ +1, KRZT +1
+120	THE ECSTASY OF GOLD Metallica (Sony Classical) KRAB +23, KRZL +4, WRZK +4, KRZT +4, SOC +13, KRZQ +13, KRZT +12, WRAT +9, WYBB +8, WABR +5
+99	FREAK ON A LEASH (UNPLUGGED) Korn Featuring Amy Lee (Virgin) KRAB +21, WRZK +21, WYBB +21, WJLD +21, KRZT +21, WEEG +5, WRAT +4, WYBB +4, WYSP +4, KRZL +3

ADDED AT...
WJJO
Madison, WI
PD: Randy Manke
MD: Blake Patton
Nine Inch Nails, Survivalism, 9
Army Of Anyone, Father Figure, 0
Evanesence, Sweet Sacrifice, 0
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FOR WEEK ENDING FEBRUARY 25, 2007
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ROCK

▶ BREAKING BENJAMIN

GRABS #1 ON MOST W.X.M.M. STATIONS
 19 PLAYS, BREAKING BENJAMIN'S
 #9 AND LARGEST MOST INCREASED
 PLAYS HONORS (UP 3X)



R&R

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RANK	WEEKS ON CHART	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW	W ⁺	AUDIENCE MILLIONS	RANK	WEEKS ON CHART	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW	W ⁺	AUDIENCE MILLIONS	RANK
1	18	RAIN THREE DAYS GACE	JIVE/ZOMBA	382	+8	1.150	2	1	BREATH BREAKING BENJAMIN	HOLLYWOOD	213	+39	0.708	9
2	3	SNOW (THEY OMT) RED HOT CHILI PEPPERS	WARNER BROS.	325	+19	1.130	3	10	ANIMAL I HAVE BECOME THREE DAYS GACE	JIVE/ZOMBA	212	-1	1.008	5
3	15	LADIES & GENTLEMEN SALVA	ISLAND/JMG	290	-12	1.200	7	9	ROCKSTAR MICKELBACK	ROADRUNNER	199	-20	0.618	12
4	7	THE ENEMY GODSMACK	UNIVERSAL REPUBLIC	287	+25	1.010	4	11	THE POT TOOL	TOOL/DISSECTIONAL/VOLCANO/ZOMBA	194	+6	0.647	11
5	12	SILLYWORLD STONE SOUR	ROADRUNNER	285	+13	0.904	6	12	HOW LONG HINDER	UNIVERSAL REPUBLIC	191	-2	0.503	15
6	34	LAND OF CONFUSION DISTURBED	REPRISE	264	-2	1.208	1	15	EVERYTHING BUCKCHERRY	ELEVEN SEVEN/ATLANTICA/LAVA	185	-2	0.613	13
7	33	HIDROES SHREDOWN	ATLANTIC	256	-11	0.704	10	16	THROUGH GLASS STONE SOUR	ROADRUNNER	184	-22	0.564	14
8	11	IT'S NOT OVER DAUGHTY	SONY CLASSICAL	236	+5	0.713	8	16	FOREVER PINK PONY	EL TONAL/GEFFEN	156	+1	0.438	17
9	14	BREATH BREAKING BENJAMIN	HOLLYWOOD	213	+39	0.708	9	17	ANNA-MOLLY INCUBUS	IMMORTAL/EPIC	140	+9	0.305	19
10	47	ANIMAL I HAVE BECOME THREE DAYS GACE	JIVE/ZOMBA	212	-1	1.008	5	18	WELL ENOUGH ALONE CHEVELLE	EPIC	139	+24	0.415	18
11	33	ROCKSTAR MICKELBACK	ROADRUNNER	199	-20	0.618	12	17	GOODBYE ARMY OF MYONE	FRIM	127	-21	0.252	21
12	30	THE POT TOOL	TOOL/DISSECTIONAL/VOLCANO/ZOMBA	194	+6	0.647	11	20	STAND UP JET	ATLANTIC	121	+10	0.199	25
13	16	HOW LONG HINDER	UNIVERSAL REPUBLIC	191	-2	0.503	15	21	IF EVERYONE CARED MICKELBACK	ROADRUNNER	105	+31	0.486	16
14	15	EVERYTHING BUCKCHERRY	ELEVEN SEVEN/ATLANTICA/LAVA	185	-2	0.613	13	21	TEN THOUSAND FISTS DISTURBED	REPRISE	103	-4	0.232	23
15	38	THROUGH GLASS STONE SOUR	ROADRUNNER	184	-22	0.564	14	22	REVELATIONS AUDIOSLAVE	INTERSCOPE/EPIC	82	-19	0.158	28
16	16	FOREVER PINK PONY	EL TONAL/GEFFEN	156	+1	0.438	17	24	DIG INCUBUS	IMMORTAL/EPIC	68	-12	0.278	20
17	13	ANNA-MOLLY INCUBUS	IMMORTAL/EPIC	140	+9	0.305	19	25	BETTER THAN ME HINDER	UNIVERSAL REPUBLIC	67	+3	0.249	22
18	4	WELL ENOUGH ALONE CHEVELLE	EPIC	139	+24	0.415	18	26	FREAK ON A LEASH (UNPLUGGED) KORN FEATURING AMY LEE	VIRGIN	60	+3	0.175	26
19	4	GOODBYE ARMY OF MYONE	FRIM	127	-21	0.252	21	27	SIDE OF A BULLET MICKELBACK	ROADRUNNER	58	-12	0.221	24
20	7	IF EVERYONE CARED MICKELBACK	ROADRUNNER	105	+31	0.486	16	28	PARALYZER FRIGER ELEVEN	WIND-UP	56	-2	0.062	-
21	9	TEN THOUSAND FISTS DISTURBED	REPRISE	103	-4	0.232	23	29	THE ECSTASY OF GOLD METALLICA	SONY CLASSICAL	56	-1	0.121	-
22	20	REVELATIONS AUDIOSLAVE	INTERSCOPE/EPIC	82	-19	0.158	28	30	HILL AND HIGH WATER BLACK STONE CHERY	IN DE GOOD/ROADRUNNER	49	-10	0.046	-
23	5	DIG INCUBUS	IMMORTAL/EPIC	68	-12	0.278	20	31						
24	3	BETTER THAN ME HINDER	UNIVERSAL REPUBLIC	67	+3	0.249	22	32						
25	3	FREAK ON A LEASH (UNPLUGGED) KORN FEATURING AMY LEE	VIRGIN	60	+3	0.175	26	33						
26	3	SIDE OF A BULLET MICKELBACK	ROADRUNNER	58	-12	0.221	24	34						
27	2	PARALYZER FRIGER ELEVEN	WIND-UP	56	-2	0.062	-	35						
28	2	THE ECSTASY OF GOLD METALLICA	SONY CLASSICAL	56	-1	0.121	-	36						
29	2	HILL AND HIGH WATER BLACK STONE CHERY	IN DE GOOD/ROADRUNNER	49	-10	0.046	-	37						

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
RAIN Three Days Gace JIVE/ZOMBA	2
BREATH Breaking Benjamin (HOLLYWOOD) KIDD, WAQX	2
IT'S NOT OVER Daughty (SONY CLASSICAL) WRKC, WYOM	2
WELL ENOUGH ALONE Chevelle (EPIC) KIDD, WRKC	2
THE ECSTASY OF GOLD Metallica (SONY CLASSICAL) WGR, WJLY	2
SNOW (THEY OMT) Red Hot Chili Peppers (WARNER BROS.) KIDD	1
THE ENEMY Godsmack (UNIVERSAL REPUBLIC) KIDD	1
LADIES & GENTLEMEN Salva (ISLAND/JMG) KIDD	1
SILLYWORLD Stone Sour (ROADRUNNER) KIDD	1

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NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
JAMBI Toof (TOOL/DISSECTIONAL/VOLCANO/ZOMBA) TOTAL STATIONS: 8	47/5	ALL THESE THINGS I HATE Bullet For My Valentine (JIVE/ZOMBA) TOTAL STATIONS: 8	37/6
THE OLDER I GET Saliva (ARDENT/LANTICA/LAVA) TOTAL STATIONS: 7	48/2	THE KILL (BURY ME) 30 Seconds To Mars (IMMORTAL/VIRGIN) TOTAL STATIONS: 2	32/2
LOVE REIGN O'ER ME Pearl Jam (TEN CLUB) TOTAL STATIONS: 7	43/7	YOU WOULDN'T KNOW Hellyeah (EPIC) TOTAL STATIONS: 7	29/22

MOST INCREASED PLAYS

+39	BREATH Breaking Benjamin (Hollywood) KAZR-48, WVRX-45, WRKC-45, WYOM-45, WJHA-44, WERN-43, KMCD-42, WMLC-42, WRKC-42, WYOM-41
+31	IF EVERYONE CARED Nickelback (Roadrunner) KMCD-48, KAZR-40, WGR-45, KSHZ-43, WONE-42
+25	THE ENEMY Godsmack (Universal Republic) WGR-45, WERN-45, WYOM-44, KTUX-43, KLFD-43, WJLY-42, WRKC-42, KIDD-42, WYOM-41, KBER-41
+24	WELL ENOUGH ALONE Chevelle (Epic) WRKC-43, KLFD-44, WMLC-44, KIDD-42, WVRX-42, KMCD-41, WYOM-41
+22	YOU WOULDN'T KNOW Hellyeah (Epic) KLFD-48, WERN-44, KAZR-43, KBER-41, WYOM-41

RECURRENTS

TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS TW	LIV	TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS TW	LIV
CRAZY BITCH BUCKCHERRY (ELEVEN SEVEN/ATLANTICA/LAVA)	180	196	TOM SAWYER RUSH (MERCURY/RYME)	115	109
COMING UNDONE KORN (VIRGIN)	162	141	BACK IN BLACK AC/DC (ATCO/ATLANTIC)	109	101
CALL ME WHEN YOU'RE SOBER LIVIN' ON A PRAYER (WIND-UP)	145	138	SWEET EMOTION AEROSMITH (COLUMBIA)	106	92
THE DIARY OF JANE BREAKING BENJAMIN (HOLLYWOOD)	121	139	REMEDY SEETHER (WIND-UP)	105	97
ANOTHER BRICK IN THE WALL (PART II) PINK FLOYD (COLUMBIA)	116	99	BLACK DOG LED ZEPPELIN (ATLANTIC)	104	90

FOR WEEK ENDING FEBRUARY 25, 2007
 LEGEND: See legend to charts in charts section for rules and symbol explanations.
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ROCK REPORTERS

- | | | | | | |
|---|--|--|--|---|--|
| WONE/Akron, OH*
OM: Nick Anthony
PD: TK O'Grady
APD/MD: Tim Daugherty | KIOC/Beaumont, TX*
OM: Joey Armstrong
PD/MD: Mike Davis | WECB/Cincinnati, OH*
OM/MD: Scott Reinhart
MD: Dave Fritz | WRVC/Huntington, WV
PD: Reeves Kirtner
MD: Rick Kline | KCLB/Palm Springs, CA
PD: Anthony "Antdog" Quoz
MD: Jenn Brawski | WVRX/Rockford, IL
PD: Jim Stone
MD: Jon Schultz |
| KZRR/Albuquerque, NM*
OM: Bill May
PD: Phil Mahoney
MD: Rob Brothers | WPTQ/Bowling Green, KY
OM/MD: Alex "Ace" Parocal
APD/MD: Monty Foster | WNMS/Cleveland, OH*
PD: Bo Matthews | WGR/Manchester, NH*
APD: Beckie Stroh | WRKZ/Pittsburgh, PA*
OM: Keith Clark
PD: Ryan Mill | KBER/Salt Lake City, UT*
PD: Kelly Hammer
APD/MD: Darby Wilcox |
| WZZO/Allentown, PA*
PD: Lori Thomas
MD: Keith Moyes | WROK/Canton, OH*
PD: Keith Hamilton | WVRK/Columbus, GA*
OM: Brian Waters
PD: Michael Steele | WFXR/Montgomery, AL*
PD: Rick Hendrick | KUPD/Portland, OR*
PD: Mike Terrey
APD/MD: Dan Boyrk | KZOZ/San Luis Obispo, CA
PD: John Boyle |
| KWHL/Anchorage, AK
PD: Jen Shevlin
APD/MD: Brad Stennett | WPXC/Cape Cod, MA
OM: Steve McVie
PD: Suzanne Tonare
APD/MD: James Gallagher | KAZR/Dallas, TX*
OM: Jim Schaefer
PD: Ryan Patrick
MD: Andy Hall | WDHA/Morrisstown, NJ*
PD: Tony Paige
APD/MD: Curtis Kay | WHLJ/Providence, RI*
PD: Scott Laudani
MD: Mike Brangiforte | KTUX/Silverdale, LA*
PD: Ragen King
MD: Flynn Stone |
| WTOG/Augusta, ME
OM/MD: Steve Smith
APD: Chris Rush | WKLC/Charleston, WV*
OM: Bill Knight
PD: Jay Nunley
APD: Brian Thompson
MD: Chris Cox | WQCM/Hagerstown, MD
OM: Rick Alexander
PD/MD: Mike Holder | WNDR/Norfolk, VA*
PD: Harvey Kojan
APD/MD: Tim Parker | KCAL/Riverside, CA*
PD: Steve Hoffman
APD/MD: Daryl Norsell | KSHZ/St. Louis, MO*
OM: Rick Balls
APD: Katy Kruze
MD: Guy Favazza |

* Monitored Reporters

ROCK

ALTERNATIVE & ACTIVE REPORTERS

ALTERNATIVE

WQXQ/Albany, NY*
PD: Wilkobe
MD: Nikki Alexander

WHRL/Albany, NY*
OM: John Cooper
PD: Capone
APD/MD: Gabby

WNRX/Asheville, CA*
OM: Rob Roberts
PD: Leslie Fram
APD: Steve Craig

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

WAEQ/Augusta, CA
OM: Ron Thomas
PD: J.D. Kunes

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

KMXX/Baton Rouge, LA*
OM/MD: Dave Daraway
APD: Phillip Kish
MD: Darren Gauthier

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

WFXN/Boston, MA*
OM/MD: Max Toloff
APD: Keith Dakin
MD: Paul Dirscoll

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

WAVF/Charlotte, SC*
PD: Bryan Taylor
MD: Wendy Rollins

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

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

WKQX/Chicago, IL*
APD: Brett "Spike" Eskin

WWSW/Cincinnati, OH*
OM: Patti Marshall
PD: Tommy Bodan
APD: Julie Evans

WKRK/Cleveland, OH*
PD: Dominic Nardella

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

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

KDGE/Dallas, TX*
PD: Duane Doherty
APD: Chris Ryan
MD: Josh Verable

WKEC/Dayton, OH*
OM: Tony Tiford
PD: Steve Kramer
APD/MD: Boomer

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

CMX/Detroit, MI*
PD: Vince Cannova

KONA/Fayetteville, AR
PD/MD: Dave Jackson

WJWX/Fl. Myers, FL*
PD: John Rozz
APD: Anthony "Roach" Proffitt
MD: Jeff Zito

WGRD/Grand Rapids, MI*
PD: Jerry Tarants

WXRW/Greenville, NC*
OM: Bruce Simeel
APD/MD: Greg Brady

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

KTBB/Houston, TX*
PD: Vince Richards
MD: Don Janzten

WRXZ/Indianapolis, IN*
PD: Lenzy Diana

WTZJ/Johnson City, TN*
OM/MD: Bruce Clark
APD: Lori

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

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

KFYE/Lafayette, LA*
PD: Scott Perrin
APD/MD: Roger Pride

KXTE/Las Vegas, NV*
PD: Chris Ripley
MD: Honnie Possier

KROQ/Los Angeles, CA*
PD: Kevin Weatherly
APD: Gene Sandboden
MD: Lisa Woodrum

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

WRFZ/Memphis, TN*
OM/MD: Rob Cressman
MD: Sydney Nabors

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

WGVX/Minneapolis, MN*
OM: Dave Hamilton
PD: Chris Rahm

WHTG/Monmouth, NJ*
PD: Terrie Carr
APD/MD: Brian Phillips

WRCZ/Morristown, VA*
OM: Jay Michaels
PD: Michele Diamond
MD: Mike Powers

KQRX/Odessa, TX
PD: Michael Todd
APD: Dre

KHBB/Oklahoma City, OK*
OM: Tom Travis
MD: Crystal Clements

WRRR/Ontario, FL*
PD: Rick Everett
MD: Brian Dickerman

WDDL/Ontario, FL*
PD: Bobby Smith

KMRJ/Palm Springs, CA
OM/MD: Thomas Mitchell
APD/MD: Dwight Arnold

KNRK/Portland, OR*
PD: Mark Hamilton
APD: Jaime Cooley

WBRU/Providence, RI*
PD: Chris Novello
APD: Zach Harrett
MD: Noah Chevalier

KRZZ/Reno, NV*
OM: Rob Brooks
PD: Melanie Flores
MD: Chris Payne

WDYL/Richmond, VA*
PD: Eric Kristensen
MD: Jessica Lee

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

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

WZNE/Rochester, NY*
OM/MD: Stan Main

KWOOD/Sacramento, CA*
OM/MD: Curtiss Johnson
MD: Hill Jordan

KURK/Salt Lake City, UT*
OM: Alan Hague
PD: Todd Noker
APD: Corey O'Brien
MD: Arlie Fullan

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

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

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

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

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

Sirius Air Nation/Satellite*
OM: Gary Schoenwetter
PD: Rich McLaughlin
APD: Khaled Elzebei
MD: Zach Brooks

KM EBH/Satellite*
PD: Steve Kingston
MD: Erik Range

WYXN/Savannah, GA*
OM: Susan Gores
PD: Dustin Matthews
MD: Leslie Scott

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

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

KPHYS/Louis, MO*
PD: Tommy Mattern
APD: Kyle Guderian
MD: Scott Rizzuto

WRFB/Syracuse, NY*
PD: Scott Petibone
APD: Tim Noble
MD: Ty

WSPN/Tampa, FL*
PD: Shark

WRWK/Tokyo, OH*
PD: Bruce St. James
APD/MD: Carolyn Stone

WVDC/Washington, DC*
PD: Chris Cruze
APD/MD: Donielle Flynn

WPBZ/West Palm Beach, FL*
PD: John O'Connell
MD: Nik Rivers

WFSM/Wilmington, NC
OM: Mike Kennedy

KEYI/Wablers, TX
OM: Randy Jones
PD/MD: Frank Pain

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

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

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

KRAB/Bakersfield, CA*
OM: Steve King
PD/MD: Danny Spanks
APD: Jared Mann

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

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

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

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

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

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

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

WIL/Chicago, IL*
OM/MD: John Perry
APD: Tom Kief
MD: Sam Martin

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

KILO/Colorado Springs, CO*
PD: Ross Ford

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

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

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

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

KRBR/Duluth, MN
OM/MD: Mark Fleischer

KLAQ/Dallas, TX*
OM/MD: Courtney Nelson
APD/MD: Glenn Garza

WGBF/Dayton, OH
OM/MD: Mike Sanders
APD/MD: Sick Nick

WBBN/Flint, MI*
OM: Jay Patrick
PD: Brian Beddow
APD/MD: Tony LaBrie

KRZR/Fresno, CA*
OM/MD: Paul Wilson
APD/MD: The Rev

WYXX/Fresno, CA*
OM: John Griffin
MD: Carlot

WYXX/Panama City, FL
PD: Jo Valentine
MD: Stroke

WYXX/Panama City, FL
PD: Jo Valentine
MD: Stroke

WYXX/Panama City, FL
PD: Jo Valentine
MD: Stroke

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MD: Stroke

WYXX/Panama City, FL
PD: Jo Valentine
MD: Stroke

CANADA ROCK

TITLE	ARTIST	IMPRINT / PROMOTION LABEL	PLAYS
11	PARALYZER FINGER ELEVEN	WIND UP	630 -10
17	FALLEN LEAVES BILLY TALENT	ATLANTIC/WARNER	405 -4
20	SNOW (HEY OH) RED HOT CHILI PEPPERS	WARNER BROS./WARNER	362 -13
21	ANNA-MOLLY INCUBUS	MMORTAL/EPIC/SONY BMG	345 -52
21	LEVEL THE RACONTEURS	THIRD MAN/V2	342 -24
14	BILLYWORLD STONE SOUR	ROADRUNNER/WARNER	323 -10
15	THE LONELY END OF THE RINK THE TRAGICALLY HIP	UNIVERSAL	321 -25
15	HOW LONG HINDER	UNIVERSAL REPUBLIC/UNIVERSAL	310 -13
5	EVERYTHING BUCKCHERRY	ELEVEN SEVEN/ATLANTIC/WARNER	299 +49
26	PAIN THREE DAYS GRACE	JIVE/SONY BMG	291 +10
5	FAMOUS LAST WORDS MY CHEMICAL ROMANCE	REPRISE/WARNER	289 +65
6	READ MY MIND THE KILLERS	UNIVERSAL	277 +13
14	THIS AIN'T A SCENE, IT'S AN ARMS RACE FALL OUT BOY	FILED BY RAMEN/SUNDR/UNIVERSAL	275 +6
23	WELCOME TO THE BLACK PARADE MY CHEMICAL ROMANCE	REPRISE/WARNER	268 -58
24	REVELATIONS AUDIOSLAVE	INTERSCOPE/EPIC/SONY BMG	255 -11
7	DASHBOARD MODEST MOUSE	EPIC/SONY BMG	219 +20
4	NEVER TOO LATE THREE DAYS GRACE	JIVE/SONY BMG	197 +37
4	IF EVERYONE CARED NICKELBACK	EMI	195 +28
19	LAY DOWN PRIESTESS	INDICA	189 -15
14	LADIES & GENTLEMEN SALVA	ISLAND/UNIVERSAL	183 +7
19	WHEN YOUR HEART STOPS BEATING (+44)	INTERSCOPE/UNIVERSAL	180 -49
16	STARLIGHT MUSE	WARNER BROS./WARNER	173 +8
11	FROM YESTERDAY 30 SECONDS TO MARS	MMORTAL/VIRGEM	171 -13
8	LAZY EYE SILVERLIN PICKUPS	DANGER/DIMAP/EMUSK	167 +6
16	WITH A BULLET SAM ROBERTS	UNIVERSAL	161 -16
24	CHASING CARS SNOW PATROL	POLYGRAM/INTERSCOPE/UNIVERSAL	146 -26
2	DNG INCUBUS	MMORTAL/EPIC/SONY BMG	140 +33
4	BREATH BREAKING BENJAMIN	HOLLYWOOD/UNIVERSAL	134 +25
7	BABY HATES ME DAVE JONES	AQUARIUS/EMI	134 0
7	THE PARTY'S NOT OVER TOM COCHRANE	UNIVERSAL	132 +8

FOR WEEK ENDING FEBRUARY 25, 2007

WBYR/Fl. Wayne, IN
MD: Stiller

WRFZ/Gainesville, FL
OM/MD: Harry Gusscott
APD: Monica King
MD: Matt Lehtola

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

WZDR/Green Bay, WI*
PD: Rousseau Steele
APD: Luttner

WXRQ/Greenville, NC*
OM: Rolf People
PD/MD: Dave Tripp

WTPR/Greenville, SC*
OM/MD: Mark Hendrix

WQXA/Harrisburg, PA*
OM/MD: Ken Carson
MD: Nison

WCCF/Hartford, CT*
PD: Michael Picazzi
APD/MD: Mike Karolyi

WAMK/Huntington, WV
PD/MD: Erik Raines
APD: Robin Wids

WRIT/Huntsville, AL*
OM: Rob Harder
PD: Clay Sanders

WRXW/Jackson, MS*
PD: Johnny Maze
APD/MD: Brad Stevens

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

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

WJXD/Lansing, MI
PD: Sheri Vegas
MD: Darcy

KZCD/Lawton, OK
PD: Don "Critee" Brown

WKZZ/Lexington, KY*
OM: Robert Lindsey
PD: Kevin King
APD: Twitch

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

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

KFMX/Lubbock, TX
OM/MD: Wes Nessmann

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

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

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

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

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

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

WCLG/Morgantown, WV
OM/MD: Jeff Miller
MD: Dave Murdock

WBUZ/Nashville, TN*
OM: Jim Patrick
PD/MD: Russ Schenck

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

WTKK/Panama, FL*
PD: Joel Sampson
APD/MD: Mark The Shark

WXRQ/Pasadena, IL
OM: Ric Morgan
PD/MD: Matt Bahan

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

WYSW/Philadelphia, PA*
PD: Gil Edwards
MD: Jeff Sotokano

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

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

KRXQ/Sacramento, CA*
OM/MD: Jim Fox
PD: Pat Martin

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

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

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

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

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

KURQ/San Luis Obispo, CA
OM/MD: Andy Winford
APD/MD: Stephanie Bell

KFTT/Santa Rosa, CA
OM: Jeff Blazy
PD/MD: Scott Rock

Sirius Octane/Satellite*
PD: Jose Manjin
MD: Tom Wilkinson

XM Spizzle/Satellite*
PD: Bozhi

KISW/Seattle, WA*
OM/MD: Dave Richards
APD: Ryan Castie

WHBZ/Sheboygan, WI
MD: Ron Simonet

WBRB/South Bend, IN
OM/MD: Ron Stryker

TRIPLE A



Joss Stone matures with 'Introducing Joss Stone'

Modern Soul Sister

John Schoenberger

JSchoenberger@RadioandRecords.com

Remember how amazed we all were with the discovery that the artist singing all that great soul music on her debut album, "The Soul Sessions," was a 16-year-old white girl from Devon, England, named Joss Stone? This young talent was channeling some heavy spirits. When she followed it up with "Mind Body and Soul," it was clear that Stone had found her natural musical calling. But as you'll discover in this conversation, she feels that, until now, she was following the lead of others and not that of her own heart.

Sure, Stone is amazed and grateful for all the encouragement and support she has received during the past three years. But with her third effort, "Introducing Joss Stone," the singer, now 19, feels she is in control of her own destiny.

With the guidance of producer Raphael Saadiq and contributions from other musicians, songwriters and guest vocalists, including Lauryn Hill and Common, Stone has created a modern soul record that pays homage to many of the great artists of the R&B genre while still planting herself firmly in today's global musical scene.

Stone has already been nominated for four Grammy Awards in her brief career, and she has sold more than 7 million albums worldwide. When she's not touring the world, she spends part of her time in the United Kingdom and the other part on the island of Barbados. "Introducing Joss Stone" was recorded in the Bahamas.

As she said just prior to the release of her new album, "I like being able to see and experience the world and various cultures. It is not something people get to often do before the age of 20. I am very lucky."

What is it like to be living your dreams?

When you dream about things, it doesn't go into complete detail, and often the specifics may turn out to be very different. Frankly, my dream was as basic as to have a job; something I could dedicate my life to, be excited about getting up in the morning for and to find fulfillment in. The fact that my "job" is turning out to be creating and performing music—and hopefully touching people's lives along the way—that is just the icing on the cake.

The last two albums, I will say, were not completely my dream. Don't get me wrong—I understand how "The Soul Sessions" served as a foundation for me and that "Mind Body and Soul" can be considered a transition to a more modern sound, but "Introducing Joss Stone" is literally that. This is the first album that is what I want, a complete expression of who I am and the kind of music I want to make. My goal is to make good, honest music popular again.

So with a certain amount of success comes more creative control?

I think I have earned the right at this point to do what I want. I don't think I will steer myself too far off course. This album has allowed me to work with people who are closer to my own generation, and I think that had a lot to do with how well the recording sessions went.

Your family must be very proud of you.

They are. When I was 14, 15, 16, my parents took a more direct role in what I was doing. But as I have matured, I wanted them to step back a little, and that has been a bit difficult—but not to the point where we are alienated from each other in any way.

I do know that they love me no matter what. I know it will always be OK with them.



▶ AMY WINEHOUSE EARN'S HER FIRST TRIPLE A CHART INK AS "YOU KNOW I'M NO GOOD" ENTERS AT NO. 26

WEEK		LAST WEEK		TITLE ARTIST	IMPRINT / PROMOTION LABEL	PLAYS TW	W/ +/-
1	2	3	4				
1	12	1	1	THINKING ABOUT YOU NORAH JONES	BLUE NOTE/BLC	618	-1
2	18	2	2	NEW SHOES PAOLO NUTINI	ATLANTIC	535	-30
3	4	3	3	PHANTOM LIMB THE SHINS	SUB POP	446	+30
4	10	5	4	DASHBOARD MODEST MOUSE	EPIC	433	+61
5	6	6	5	ARE YOU ALRIGHT? LUCIANA WILLIAMS	LOST HIGHWAY	431	+22
6	3	21	6	SEE THE WORLD COMEZ	ATORED	419	-30
7	13	13	7	THINK I'M IN LOVE BEEK	INTERSCOPE	409	-7
8	13	6	8	YOU'RE ALL I HAVE SHOW PATROL	POLYDOR/AMAWINTERSCOPE	388	+50
9	7	9	9	SILY THE CAT EMPIRE	VELGUR	387	-10
10	15	3	10	TELL ME 'BOUT IT JOSS STONE	VIRGIN	379	-71
11	12	5	11	LOOK AFTER YOU THE FRAY	EPIC	375	+22
12	8	13	12	WINDOW IN THE SKIES LU2	ISLANDWINTERSCOPE	370	-33
13	7	14	13	SNOW ((HEY O)) RED HOT CHILI PEPPERS	WARNER BROS.	365	-40
14	11	5	14	ANGER J.J. CALE & ERIC CLAPTON	REPRISE	354	-11
15	16	3	15	YOU CAN BRING ME FLOWERS RAY LA MONTAGNE	REARVIN	332	+40
16	14	20	16	SATELLITE CUSTER	REPRISE	329	+13
17	17	13	17	NOTHING IN MY WAY KEANE	INTERSCOPE	295	-10
18	22	3	18	GRAVITY JOHN MAYER	AWAR/COLUMBIA	293	+45
19	20	5	19	HEAVENLY DAY PATTY GRIFIN	ATORED	280	+27
20	NEW		20	BETTER THAN THE JOHN BUTLER TRIO	ATLANTICA/VA	266	+189
21	28	2	21	CAN'T STOP COOMATU	CONCORD	257	+42
22	23	3	22	BROTHER LIE CITIZEN COPE	REARVIN	257	+17
23	19	15	23	O VALENCIA! THE DECEMBERISTS	CAPTOL	253	-7
24	21	5	24	AIN'T NOTHING WRONG WITH THAT ROBERT RANDOLPH & THE FAMILY BAND	WARNER BROS.	250	0
25	25	2	25	READ MY MIND THE KILLERS	ISLANDWIND	249	-19
26	27	3	26	FALLING UP NICOLE LEE JONES	NEW WEST	248	+19
27	26	2	27	NAIVE THE KOOKS	ASTRALWERKS	222	-8
28	NEW		28	YOU KNOW I'M NO GOOD AMY WINEHOUSE	UNIVERSAL REPUBLIC	213	+68
29	29	2	29	FIDELITY REGINA SPEKTR	SIRE/WARNER BROS.	211	0
30	18	9	30	TUFF KID SHAWN COLVIN	NONESUCH/REPRISE	204	-68

FOR WEEK ENDING FEBRUARY 25, 2007

'This is the first album that is what I want, that is a complete expression of who I am and the kind of music I want to make.'

—Joss Stone



I can't say that about anyone else, except maybe my brothers and sisters. I will always be able to go home.

Your growth has also been nurtured by many veterans along the way.

I have been so lucky; it seems that just about everyone has taken me under their wing one way or another to help me along. For some reason so many of them have decided to help and be so nice to me, and I am grateful for that: Raphael Saadiq, Betty Wright, James Brown, Patti LaBelle, Debbie Harry, Mick Jagger and so many more.

Then there was Elton John, who chose me to perform at his

Oscar party a few years back. He could have given that spot to anyone, but somehow he wanted to offer it to me.

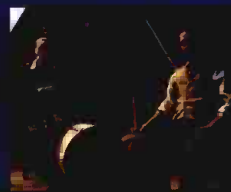
Who are your most important influences?

Lyrical, Melissa Etheridge—I have listened to her since I was really young—and Lauryn Hill are my two favorite artists. They have probably influenced me the most. I was honored to have Lauryn appear on this record, and I was lucky to have performed with Melissa during the Grammys for that Janis Joplin tribute. To sing with Melissa made me feel beyond honored. Plus, it was her first performance after her cancer treatment, and it was such a woman-empowerment moment. And honoring a great woman artist like Janis, no less. Her mark, her influence is as strong today as it ever was. I hope someday I can make that kind of mark. *R/R*

TRIPLE A

TRIPLE A

▶ THE JOHN BUTLER TRIO (A) THE CHART'S SOLE DEBUT AS "BETTER THAN" ENTERS AT NO. 27 WITH MOST INCREASED PLAYS AND MOST ADDED HONORS.



R&R

POWERED BY
NIELSEN
BROADCAST DATA
SYSTEMS

THIS WEEK	LAST WEEK	TITLES ON CHART	TITLE ARTIST	W. NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	17	NEW	NEW NOIES PHOLO NUNO	MDL 1(3 WKS) ATLANTIC	471 +16	1.859	1
2	14		THINKING ABOUT YOU NORAH JONES	BLUE NOTE/BLG	401 -7	1.468	4
3	18		THINK I'M IN LOVE BECK	INTERSCOPE	392 -6	1.595	3
4	22		SEE THE WORLD GOMEZ	AT&T/RED	388 +18	1.780	2
5	24		SATELLITE CLUSTER	REPRISE	327 -19	1.166	8
6	11		PHANTOM LIMB THE SHINS	SUB POP	303 +4	1.083	11
7	10		YOU'RE ALL I HAVE SNOW PATROL	POLYDOR/A&M/INTERSCOPE	293 0	1.466	5
8	15		NOTHING IN MY WAY KEANE	INTERSCOPE	276 +5	1.062	12
9	7		SNOW (HEY OH!) RED HOT CHILI PEPPERS	WARNER BROS.	269 -39	1.298	9
10	15		WINDOW IN THE SKIES U2	ISLAND/INTERSCOPE	258 -67	1.321	6
11	22		OTHER SIDE OF THE WORLD KT TURSTALL	RELENTLESS/VIRGIN	251 -18	0.880	14
12	27		I WILL FOLLOW YOU INTO THE DARK DEATH CAB FOR CUTIE	ATLANTIC	231 -19	1.173	7
13	6		DANGER J.J. CALE & ERIC CLAPTON	DUCK/REPRISE	230 +4	0.627	20
14	14		BELIEF JOHN MAYER	AWARE/COLUMBIA	223 +6	1.086	10
15	7		DASHBOARD MODEST MOUSE	EPIC	219 -23	0.750	17
16	17		O VALENCIA! THE DECEMBERISTS	CAPITOL	202 +4	0.538	24
17	6		LOOK AFTER YOU THE FRAY	EPIC	201 +20	0.798	16
18	7		READ MY MIND THE KILLERS	ISLAND/JMG	195 -13	0.992	13
19	4		TELL ME 'BOUT IT JOSS STONE	VIRGIN	180 +17	0.451	27
20	5		FIDELITY REGINA SPEKTOR	SIRE/WARNER BROS.	163 -22	0.622	21
21	25		GRACE KELLY MIRA	CASABLANCA/UNIVERSAL REPUBLIC	151 +35	0.379	30
22	24		TAMACUN RODRIGO Y GABRIELA	AT&T/RED	140 +19	0.636	19
23	21		AIN'T NOTHING WRONG WITH THAT ROBERT RANDOLPH & THE FAMILY BAND	WARNER BROS.	140 +1	0.318	-
24	4		GRAVITY JOHN MAYER	AWARE/COLUMBIA	139 +25	0.671	18
25	8		SLY THE CAT EMPIRE	VELOUR	136 +8	0.339	-
26	23		MY WAY LOS LONELY BOYS	ONE HAVEN/EPIC	128 +3	0.491	26
27	NEW		BETTER THAN THE JOHN BUTLER TRIO	MOST INCREASED PLAYS/MOST ADDED ATLANTIC/LAWA	120 -67	0.552	23
28	2		SOMEDAY JOHN MELLENCAMP	UNIVERSAL REPUBLIC/AME	120 +15	0.806	15
29	4		HEAVENLY DAY PATTY GRIFFIN	AT&T/RED	120 +14	0.307	-
30	9		THUNDER ON THE MOUNTAIN BOB DYLAN	COLUMBIA	106 +1	0.340	-

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
BETTER THAN The John Butler Trio (ATLANTIC/LAWA) KTCC, WCLZ, WRNR, WXPV, WZEW	5
READ MY MIND The Killers (ISLAND/JMG) KWMY, WRNR	2
THE STORY Brandi Carlile (COLUMBIA) WCLZ, WXPV	2
YOU'RE ALL I HAVE Snow Patrol (POLYDOR/A&M/INTERSCOPE) WZEW	1
LOOK AFTER YOU The Fray (EPIC) WOOD	1
FIDELITY Regina Spektor (SIRE/WARNER BROS.) KTCC	1
TAMACUN Rodrigo Y Gabriela (AT&T/RED) WZEW	1
STARS AND BOULEVARDS Augustana (EPIC) KWMY	1
ARE YOU ALRIGHT? Lucinda Williams (LOST HIGHWAY) WBOB	1

ADDED AT... WXPV
Boston, MA
PD: Ron Bowen
MD: Celia Weber
Brandi Carlile, The Story, O
The John Butler Trio, Better Than, O

FOR MORE STATIONS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
THE STORY Brandi Carlile (COLUMBIA) TOTAL STATIONS: 11	105/18	9 CRIMES Damien Rice (HEPTA/VECTOR/WARNER BROS.) TOTAL STATIONS: 8	73/13
YOU GIVE ME SOMETHING James Morrison (POLYDOR/INTERSCOPE) TOTAL STATIONS: 12	104/14	TINA MARIE Kenny Wayne Shepherd (REPRISE) TOTAL STATIONS: 7	71/12
ARE YOU ALRIGHT? Lucinda Williams (LOST HIGHWAY) TOTAL STATIONS: 13	104/12	NAIVE The Kooks (ASTRALWERKS) TOTAL STATIONS: 10	67/2
STARS AND BOULEVARDS Augustana (EPIC) TOTAL STATIONS: 11	87/12	LIFE IS BEAUTIFUL Vega\$ (ORIGINAL SIGNAL/EPIC) TOTAL STATIONS: 9	59/6
PRESSURE SUIT Augustana (COLUMBIA) TOTAL STATIONS: 12	83/2	SHE'S MINE Brett Dennen (DUALTONE) TOTAL STATIONS: 9	59/3

MOST INCREASED PLAYS

- +67
- +35
- +25
- +22
- +21

BETTER THAN The John Butler Trio (Atlantic/Lawa) CDR +3, KTCC +8, KTYM +9, KPRI +8, WRNR +6, WBOB +5, WOOD +5, WRLT +4, WHCS +4, WZEW +3
GRACE KELLY Mira (Casablanca/Universal Republic) WBOB +1, WXPV +2, WRLT +3, KPRI +3, KENZ +2, WZEW +2, KMM +2, CDR +1, WZEW +1, KTCC +1
GRAVITY John Mayer (A&M/Columbia) WOOD +8, KMYT +8, WZEW +4, WCLZ +3, WBOB +2, WXPV +2, KBCD +1, KPCC +1, WAAA +1
FIDELITY Regina Spektor (Sire/Warner Bros.) KMM +5, KENZ +4, WRLT +3, WXPV +3, WXPV +2, KMYT +2, KTCC +2, CDR +2, WRNR +1, WHCS +1
SOMEONE TO LOVE Fountains Of Wayne (Virgin) WXPV +3, KBCD +5, SEP +4, KPCC +2, WRNR +1, KESH +1, KMYT +1, WOOD +1

RECURRENTS

TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS TW	LW
HOW TO SAVE A LIFE THE FRAY (EPIC)	170	146
CHASING CARS SNOW PATROL (POLYDOR/A&M/INTERSCOPE)	160	164
WAITING ON THE WORLD TO CHANGE JOHN MAYER (AWARE/COLUMBIA)	152	171
WHEN YOU WERE YOUNG THE KILLERS (ISLAND/JMG)	139	132
THREE MORE DAYS RAY LAHONTAGNE (RE/A&M)	137	145

TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS TW	LW
NOTHING LEFT TO LOSE MAT KEARNEY (AWARE/COLUMBIA)	109	108
PUT YOUR RECORDS ON CORINNE BAILEY RAE (CAPITOL)	104	119
CRAZY CHARLS BARKLEY (DOWNTOWN/ATLANTIC/LAWA)	99	106
IS IT ANY WONDER? KEANE (INTERSCOPE)	96	95
TALK COLOPLAY (CAPITOL)	96	96

FOR WEEK ENDING FEBRUARY 25, 2007
LBGEND: See legend to charts in charts section for rules and symbol explanations.
25 triple A stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Indicator chart comprised of 32 reporters.
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AMERICANA

TRIPLE A

LAST WEEK	THIS WEEK	TITLE ARTIST	IMPRINT / PROMOTION LABEL	PLAYS		
				TW	W*	CHANGES
2	1	WEST LUCINDA WILLIAMS	LOST HIGHWAY	511	+24	2177
3	2	ENDLESS HIGHWAY THE MUSIC OF THE BAND VARIOUS	4295LE	467	-20	2670
4	4	VRIBIAN GREENGLASS	DUALTONE	324	-4	1322
5	3	STATE OF GRACE THE HOLMES BROTHERS	ALLIGATOR	321	+4	2098
5	5	HAMMER OF THE HONKY TONK GODS BILL KIRCHEN	PROPER AMERICAN	278	+2	1850
9	6	CHILDREN RUNNING THROUGH JIMTY CORN	ATONED	274	+37	1043
9	7	BLIND MAN WALKING CADILLAC SKY	SKAGGS FAMILY	241	+12	1148
9	8	HORSESHOES AND HAND GRENADES TRENT SCHARM AND THE NEW IRON MOB	PALO DURO	237	-16	4245
6	6	PRETTY LITTLE STRANGER JOHN COSBONE	VANGUARD	234	-31	5083
17	17	QUARTET PETER ROWAN & TONY RICE	ROUNDER	232	+35	805
11	11	NASHVILLE SCORCH BURE	SHOUT FACTORY	226	-6	8449
14	14	THE SHOE BOX JAY BOY ADAMS	ROCKIN' HEARTSMITH	226	+9	1246
8	8	HEARTBREAKERS HALL OF FAME SLANNY SWEDNEY	BIG MACHINE	223	-22	3537
15	15	THE ROAD TO ESCONDIDO J.J. CALL & THE CLAPTON	BUCKUPRISE	211	-1	3325
13	13	NOT TOO LATE NORAH JONES	BLUE NOTE/BLG	210	-8	1353
22	22	DIVISADERO TED RUSSELL CAMP	POETRY OF THE MOMENT	203	+28	878
10	10	SONGBIRD WILLIE NELSON	LOST HIGHWAY	198	-34	4732
18	18	LONG ISLAND SHORES MINY SMITH	VANGUARD	187	-11	5553
16	16	PUSH COMES TO SHOVE JOHN HAMMOND	BACK PORCH/BLG	187	-10	821
19	19	THINK BEEN TONY FURZALO	FURZALO	181	-1	2506
24	24	THE WEST WAS BURNING MARTHA SCAMLAN	SUGAR HILL	175	+18	528
20	20	THE PHENOMENAL RUTHIE FOSTER RUTHIE FOSTER	BLUCORN	171	-10	622
26	26	ELANA JAMES ELANA JAMES	SHARF	163	+20	426
26	26	HAPPY SONGS FROM RATTLESNAKE GULCH JEE LEE	RACK 'EM	163	+94	235
61	61	BIG IRON WORLD OLD IRON MEDICAL SHOW	NETWERK	158	-18	8920
25	25	SPREAD IT ALL BOW THAYER	HOOKED ROOT	152	-7	699
31	31	THE SERMON ON EXPOSITION BOULEVARD BECKE LEE JONES	NEW WEST	147	+21	575
43	43	COUNTRY GRETTO JIMMY & MONROE	ALLIGATOR	146	+37	294
81	81	COUNTRY POLITAN FAVORITES SOUTHERN CULTURE ON THE SKIDS	YEP ROCK	146	+91	206
23	23	RUBY'S TORCH NANCI GRIFFITH	ROUNDER	142	-29	2594

TRIPLE A REPORTERS

WAPS/Akron, OH OM/ PD: Andrew James APD/ MD: Bill Gruber	WWOOD/Chattanooga, TN* OM/ PD: Danny Howard MD: Brad Steiner	KTCZ/Minneapolis, MN* PD: Lauren MacLesh MD: Thon	KPNB/Sandpoint, ID OM/ PD: Dylan Benefield APD/ MD: Diane Michaels
KNBA/Anchorage, AK OM/ PD: Loren Dixon MD: Danny Preston	WXRZ/Chicago, IL* PD: Norm Winer OM/ MD: John Farneda	WZEV/Mobile, AL* OM: Tim Camp PD: Gene Murrell MD: Lee Ann Konik-Camp	KBAC/Santa Fe, NM PD/ MD: Ira Gordon
WOKL/Ann Arbor, MI PD: Chris Ammel MD: Mark Copeland	WCBE/Columbus, OH OM: Tammy Allen PD: Dan Mushalko MD: Maggie Brennan	WBUN/Mannmouth, NJ OM: Tom Brennan PD: Rich Robinson APD: Leo Zaccari MD: Jeff Raspe	KRSH/Santa Rosa, CA PD/ MD: Pam Long
KSPN/Aspen, CO PD: Sara Guttman	WHWV/Conway, NH PD/ MD: Mark Johnson	KPGC/Monterey, CA OM: Frank Caprista PD/ MD: Laura Ellen Hopper APD: Aileen MacNeary	DMX Folk Rock/Satellite OM: Leanne Vance MD: Dave Sloan
WZCC/Atlanta, GA* PD: Michelle Engel APD: Chris Brannen MD: Margot Smith	KBCO/Denver, CO* PD: Scott Arbough MD: Mark Abuzzahab	WRLT/Nashville, TN* OM/ PD: David Hall APD/ MD: Rev. Keith Coes	Music Choice Adult Alternative/Satellite PD: Justin Prager MD: Tiffany Sinder
KGSR/Austin, TX* OM: Chase PD: Jody Denberg APD: Jyl Hershman-Ross MD: Susan Castle	CDR/Detroit, MI* PD: Matt Franklin	WFLV/New York, NY PD: Chuck Singleton MD: Rita Houston	Sinus Spectrum/Satellite* PD: Gary Schoenwetter MD: Sean Mascoll
KUT/Austin, TX PD: Hawk Mendenhall MD: Jeff McCord	KHUM/Eureka, CA OM: Cliff Behrman PD/ MD: Mike Drinkers APD: Larry Task	KRIV/Fargo, ND PD: Ryan Kelly	XM Cafe/Satellite PD: Bill Evans MD: Brian Chamberlain
WRNR/Baltimore, MD* OM/ PD: Bob Waugh APD: Alex Cortright	WFIV/Farrago, TN OM: Brian Tatum PD/ MD: Todd Ethridge	KDBB/Park Hills, MO OM/ PD: Greg Camp APD: Glenn Berry	KEXN/Seattle, WA OM: Tom Mara PD: Kevin Cole APD: John Richards MD: Don Yates
WTMD/Baltimore, MD PD/ MD: Mike "Matthews" Vasiliuk	KOZT/Ft. Bragg, CA PD: Tom Yates APD/ MD: Kate Hayes	WPKN/Philadelphia, PA PD: Bruce Warren OM/ MD: Dan Reed	KMTT/Seattle, WA* PD: Shawn Stewart APD/ MD: Haley Jones
KLRN/Bend, OR OM/ PD: Doug Donoho APD: Dori Donoho	WEHM/Hongtoms, NY PD: Brian Cosgrove MD: Lauren Stone	WYEP/Pittsburgh, PA PD: Rosemary Wetsch MD: Mike Sauter	WKZE/Sharon, CT OM: Will Stanley PD: Tim Schaefer MD: Will Bailes
KRVB/Boise, ID OM/ PD: Dan McColly MD: Tim Johnstone	KSUT/Ignacio, CO PD: Steve Rawworth MD: Stasia Lanier	WELZ/Portland, ME* PD: Herb Ivy MD: Brian James	WNCW/Spindale, NC APD/ MD: Martin Anderson
WBOS/Boston, MA* PD: David Ginsburg MD: Dana Marshall	WTTS/Indianapolis, IN* PD: Brad Holtz APD/ MD: Laura Duncan	KINX/Portland, OR* PD: Dennis Constantine APD/ MD: Kevin Welch	KCLCS/Louis, MO PD: Rich Reagher MD: Will Baker
WXRW/Boston, MA* OM: Ron Bowen APD: Katie Wilber	KMTN/Jackson, WY PD/ MD: Mark "Fish" Fishman	WDSY/Poughkeepsie, NY OM: Greg Gattine PD: Jimmy Buff MD: Dave Doud	KFMU/Steamboat Springs, CO PD/ MD: John Johnston
KMM5/Bozeman, MT OM/ PD: Michelle Wolfe	KYSL/Breckinridge, CO PD: Tom Fricke MD: TJ Sanders	WBGC/Punta Gorda, FL PD/ MD: C. Michael Keating	KTAO/Toos, NM OM: Dave Noll PD/ MD: Brad Hockmeyer
WNCN/Burlington, VT* PD: Zeb Norris APD/ MD: Jamie Carfield	WEBK/Wilmington, VT PD: Dave "Uncle Dave" Tibbs APD/ MD: James Emmons	KSQY/Rapid City, SD PD/ MD: Chad Carlson	KWMT/Tucson, AZ* PD: Chris Herrmann APD/ MD: Rob Lipshutz
WNYV/Cape Cod, MA PD: PJ Finn	KOHQ/Leavenworth, WA PD: Sue Meyers MD: Carl Widing	KTHX/Reno, NV* PD: Mark Keele APD/ MD: Dave Herald	WYOD/Wanchese, NC PD: Matt Cooper
WCOO/Charleston, SC* OM: Mike Allen MD: Joel Frank	KROK/Leesville, LA OM: Rick Bannickel PD/ MD: Sandy Blackwell	KENZ/Sak Lake City, UT* PD: Mike Peer MD: Kari Bushman	WXPX/White Plains, NY APD/ MD: Rob Lipshutz
WNRN/Charlottesville, VA OM: Jeff Reynolds PD: Michael Friend MD: Jaz Tupelo	WFPK/Louisville, KY OM: Brian Conn PD: Stacy Owen APD: Laura Shine	KPRI/San Diego, CA* OM: Bob Burch APD: Sean Smith	WTYD/Williamsburg, VA PD/ MD: Amy Miller
WMMB/Madison, WI* PD: Pat Gallagher MD: Gabby Parsons	KFOG/San Francisco, CA* PD: David Benson MD: Kelly Ransford		

* Monitored Reporter

MOST ADDED

COUNTRY POLITAN FAVORITES 12
Southern Culture On The Skids (YEP ROCK)

HAPPY SONGS FROM RATTLESNAKE GULCH 9
Joe Ely (RACK 'EM)

COUNTRY GRETTO 11
Jimmy & Monroe (ALLIGATOR)

THERE I SAID IT 8
Tommy Wornick (CEDAR CREEK)

VIKTOR KRAUSS II 8
Viktor Krauss (BACK PORCH/BLG)

ANYTIME 6
Elizabeth Jones And The Countrypolitans (ULTRAPOLITAN)

THE SERMON ON EXPOSITION BOULEVARD 6
Becke Lee Jones (NEW WEST)

FOR WEEK ENDING FEBRUARY 25, 2007

The Americana chart represents the reported play of terrestrial radio stations, nationally syndicated radio shows, satellite radio and internet stations that have agreed to submit weekly spin counts. For more information please visit www.americana.music.org. © 2007 Americana Music Association.



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LATIN



Isabel González on Exa/San Diego and the brand's U.S. expansion

The Exa Factor

Jackie Madrigal

JMadrigal@RadioandRecords.com

The outlook for the Latin pop format has been dim during the last several years, due not to a lack of great music but a shortage of stations. However, Mexico's popular Exa format has recently been making inroads in the United States.

Exa, which reigns supreme in the pop world south of the border, is now heard stateside on three stations: MVS Radio's XGLX/San Diego and XHPX/El Paso and Wolfhouse Radio's KEXA/Monterey-Salinas. KEXA has an agreement with MVS to use the Exa name and broadcast some of the network's shows.

Exa is poised to fill the Latin pop gap in the U.S. Hispanic market and extend the brand in this country. XGLX is the latest torchbearer. Previously programmed for the Tijuana market, the Mexican station recently shifted its main target to San Diego. According to XGLX PD Isabel González, building a strong position in the San Diego market is part of the company's goal to grow its presence in the States. In an interview with R&R, González shares more of her strategy for the Exa format.

Since Latin pop stations in the United States tend to be much more AC than in Mexico, is the U.S. version of the Exa format different from the one in Mexico?

Exa/San Diego is part of a great radio chain in Mexico, which is in the process of expanding to the U.S. The format in San Diego is more adult than that of Mexico's Exa. I'd say it's more of a young adult contemporary format. Our programming is a mix of pop, ballads, some rock and even a bit of reggaeton.

We're going after first-, second- and third-generation Latinos that enjoy listening to music in Spanish, although, if I had to define our target, I'd say it's women 18-34. We give our audience the music they want to hear with less interruptions. We have young, creative DJs that totally identify with the listeners, and our image is young, fun, upbeat and even playful.

You're programming for the San Diego and the Tijuana audiences, which do not necessarily have the same tastes. How do you handle that?

We are currently focused on the San Diego audience. All our promotions and events are done in San Diego. Our studios are in National City. Although you can hear the station in both markets, at this point San Diego is the company's priority, so we program with it in mind.

What is Exa's impact on the competitive San Diego market, which, in addition to its own stations, receives many signals from Tijuana?

Exa/San Diego arrived in the market with a different vision. I'm not saying that we're going to revolutionize the market or anything like that, but I can guarantee you that we're trying to innovate. Musically our programming and that of the other stations can be similar if we're sharing a format, but as far as image, ideas, personality and promotions are concerned, we are totally different.

Does Exa take risks with new music?

Of course, all within the programming parameters and respecting the format. We have much more liberty to support new music than other stations. And that is



▶ XTREME'S "SHORTY SHORTY" HAS A STRONG WEEK AS IT TOPS THE RECORD POOL LIST, REBOUNDS 3-2 AT TROPICAL (WHERE IT REACHED NO. 1) AND MOVES 6-3 AT LATIN RHYTHM.

THIS WEEK		LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	IMPRINT / PROMOTION LABEL
1	1	4	1	MARCISISTA POR EXCELENCIA	PANDA	WARNER LATINA
2	2	18	1	COMPLEMENTO	ATERCIOPELADOS	NACIONAL
3	3	9	1	A LA MODE	LOS ABANDONED	VAPOR/SANCTUARY
4	4	20	1	LA EXCEPCION	GUSTAVO CERATI	SONY BMG NORTE
5	5	3	1	DON'T LET GO	PACHA MASSIVE	NACIONAL
6	6	23	1	A DONDE VAN LOS MUERTOS	KORBY	NETTWERK
7	7	11	1	AHORA QUE NO ESTAS	LOS BUNKERS	NACIONAL
8	8	17	1	STRAIGHT LINE	LOS BURBANKS	INFIDEL/V&J
9	9	2	1	EL MUNDO	EL TRI	FONOVISA
10	10	4	1	MI FRELDO NI TU MAMA	BELENDA	EMI TELEVISION
11	11	15	1	FRAGIL	ALLISON	SONY BMG NORTE
12	12	2	1	BESAME	NOVEL	FONOVISA
13	13	23	1	UNA FAMILIA	DHRA	UNIVERSAL LATINO
14	14	18	1	SNAKE	LOS BURBANKS	INFIDEL/V&J
15	15	12	1	NO DELASONICA		DAK MUSIC/V&J
16	NEW			QUERIDO	ALEJANDRA ALBERTI	SONY BMG NORTE
17	17	10	1	SISMO	DIVISION MUSCULA	UNIVERSAL LATINO
18	NEW			VAQUERO	TANGO 36	INDEPENDENTE
19	NEW			INVIERNO	REK	SONY BMG NORTE
20	20	3	1	LA LLAVE DE LA PUERTA	SECRETYA RATA BLANCA	DELANUKA

THIS WEEK		LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	IMPRINT / PROMOTION LABEL
1	3	7	1	SHORTY SHORTY	XTREME	LA CALLE/UNIVISION
2	4	5	1	TOMA MEDA (MANOPLASO)	BABY RASTA	CELA/UNIVERSAL LATINO
3	1	10	1	MUYETE	DON DIMENIO FEAT. NADJE	UNIVERSAL LATINO
4	2	12	1	VALE LA PENA	YOSKAR SARANTE	J&M
5	5	9	1	MONEY MONEY	REB	VRGIN
6	6	13	1	NO HAY MANERA	EL GRAN COMBO DE PUERTO RICO	DISCOS 605/SONY BMG NORTE
7	8	16	1	EN EL AMOR	JOE VERAS	J&M
8	7	8	1	VUELVO A CALI	SONDRA CARRUSELES	FUENTES/MAMM
9	9	4	1	BIAGNATE	CALLEGO	MACHETE
10	10	3	1	SE TRABO	DAVID CEDENO	HF
11	11	2	1	MI MUJER ES UN POLICIA	PUERTO RICAN POWER	J&M
12	NEW			LA LLAVE DE MI CORAZON	JUAN LUIS GUERRA Y 440	EMI TELEVISION
13	12	17	1	HAZME EL AMOR	OTM FEAT. MAQUETO GUZMAN	SILVA
14	NEW			DON'T CRY	TOBY LOVE	SONY BMG NORTE
15	13	16	1	LA OTRA	LEGALES FEAT. MONKEY & ALEXANDRA	UNIVERSAL LATINO
16	14	16	1	LAS SOLTERAS	MACH & DADDY	UNIVERSAL LATINO
17	NEW			EN BUSQUEDA	EL GRINCO DE LA BACHATA	MOCK & ROLL
18	RE-ENTRY			ELLA VOLVIO	NYLABE	SONY BMG NORTE
19	15	5	1	SOLA	HECTOR "EL FATHER"	VIVAMACHETE
20	16	8	1	QUEREN LO HANRA	POR TI ALEX BUENO	J&M

FOR WEEK ENDING FEBRUARY 25, 2007



González

precisely one of the characteristics that defines Exa and makes the difference.

Because border stations usually pick up on the latest trends coming from Mexico first, what new musical trends are you noticing? What should other U.S. Latin pop stations be watching for?

What I'm noticing is that the listeners want upbeat music—much more danceable and fun. We do get really good ballads, but generally speaking, I feel that the danceable tunes are much more exciting. Another trend, which I find very interesting, is that some of the big artists are going back to an organic style of music. It's clearly visible in Ricky Martin's, Alejandro Sanz's and Paulina Rubio's latest albums, for example.

And in Mexico the latest thing is a very strong rock comeback, which now tends to lean more toward what some call "happy punk." Exa/Mexico City recently did a concert called Rock en Exa at Palacio de los Deportes, and it was completely sold out. It'll be very interesting to see how far that trend will catch on in the States, although it has already started, with the success of bands like Motel and Allison.

R&R

REGIONAL MEXICAN

THE LATEST
VALENTIN ELIZALDE
REACHES THE TOP
FIVE FOR THE FIRST
TIME AS "LOBO
DOMESTICADO"
CLIMBS 8-5



R&R

POWERED BY

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Systems

THIS WEEK	LAST WEEK	TITLE ARTIST	W NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW	W+	AUDIENCE MILLIONS	RANK	
1	1	ESSE CONJUNTO PRIMAVERA	NOV. 1 (5 WKS)	FONOVISA	1404	-7	11.23	1
2	24	DAME QUIEN ES LOS REFLEXOS DEL NORTE		FONOVISA	1285	+5	10.474	2
3	16	LA NOCHE PERFECTA EL CHAPO DE SINALOA		DISA	1209	-35	9.533	3
4	7	CADA VEZ QUE PIENSO EN TI LOS CREADORES DEL PASTO DURANGUENSE DE ALFREDO RAMIREZ		DISA/EDMUNDA	1204	+116	9.221	4
5	7	LOBO DOMESTICADO VALENTIN ELIZALDE		UNIVISION	969	+61	7.553	5
6	11	CUANDO BAJA LA MARIEA DIANA REYES		MUSAMEX/UNIVERSAL LATINO	963	+34	5.807	11
7	14	TUS PALABRAS BANDAS RECORD		FONOVISA	890	-32	5.629	9
8	6	Y SI VOLVERIA A HACER ALEGRES DE LA SIERRA		EDM/LATINA	871	+46	5.814	10
9	23	POR TU AMOR ALCARAMES MUSICAL		UNIVISION	838	-34	4.523	17
10	37	DE ROÑILLAS TE PIDO ALEGRES DE LA SIERRA		WVA	813	-55	6.957	6
11	6	LE COMPRE LA MUERTE A MI HIJO LOS TIGRES DEL NORTE		FONOVISA	788	-37	6.478	7
12	18	TAL VEZ LOS PRIMOS DE DURANGO		MAR INTERNACIONAL	736	+07	5.308	13
13	14	MAS ALLA DEL SOL JOAN SEBASTIAN		MUSARITBALDO	704	-32	6.262	8
14	17	EL HOMBRE DE NEGRO LOS MURCADES DEL NORTE	AIRPOWER	UNIVISION	661	+42	4.280	20
15	22	Y AQUI ESTOY EL PEZ DE LA SIERRA	AIRPOWER	DISA/EDMUNDA	659	+10	4.672	15
16	21	UN IDIOTA COMO YO DUALO	AIRPOWER	UNIVISION	651	+101	5.673	12
17	57	ALIADO DEL TIEMPO MARIANO BARRA		THREE SOUND	644	-36	4.421	18
18	32	ANTES DE QUE TE VAYAS MARIO ANTONIO SOLIS		FONOVISA	643	-7	3.323	26
19	11	ME ENCONTRE CON LA BANDA PEQUEÑOS MUSICAL		FONOVISA	623	-8	4.252	21
20	9	PARA IMPRESIONARTE EL COYOTE Y SU BANDA TIERRA SANTA		UNIVISION	580	+3	3.645	24
21	34	LA MAESTRA SOFIA VILA		SONY BMG NORTE	544	+77	4.733	14
22	17	SE TERMINO EL AMOR BETO Y SUS CANARIOS		DISA/EDMUNDA	513	-61	3.107	27
23	25	CHICHULLA A.B. QUINTANILLA @ PRESENTES KUMBIA ALL STARS		EMI TELEVISION	511	+27	4.712	15
24	4	DAME UN BESO VICTORIE		EMI TELEVISION	506	+67	4.349	19
25	3	BEO Y MAS JOAN SEBASTIAN		MUSARITBALDO	486	+63	3.607	25
26	5	EL PAPA DE LOS POLLITOS LOS TUCANES DE TLAJAMA		UNIVISION	476	+62	3.993	23
27	6	TE ME VAS LA AUTORIDAD DE LA SIERRA		DISA	463	+13	1.621	-
28	3	COMO TE VA MI AMOR LOS HOROSCOPOS DE DURANGO		DISA	458	+90	2.828	38
29	NEW	DETALLES LOS TIGRES DEL NORTE	MOST INCREASED PLAYS/MOST ADDED	FONOVISA	448	+272	2.538	31
30	28	ME DUELE ESCUCHAR TU NOMBRE GRUPO MONTES DE DURANGO		DISA	420	+46	2.674	29
31	6	SOBREVIVIRE LA ARROLLADORA BANDA EL LIMON		DISA/EDMUNDA	357	0	1.276	-
32	34	COMO ENTENDER JENNIFER PEÑA		UNIVISION	353	+57	1.707	40
33	13	QUISIALA CONJUNTO ATADOCCER		MUSAMEX/UNIVERSAL LATINO	343	-4	1.561	-
34	18	LEJOS DE MI TIERRA VICENTE FERNANDEZ		SONY BMG NORTE	326	+39	1.302	-
35	32	ENTRECAMBE COSTARRIENSE		FONOVISA	310	-41	1.283	-
36	10	LA CHICA DEL ESTE GRUPO BRYKOS		DISA	305	+45	1.803	39
37	2	AMANTE DE LO BUENO LOS TUCANES DE TLAJAMA		UNIVISION	293	+14	2.014	36
38	NEW	SI YO FUERA VARON MAGDALENA BARRON		BALBOA	276	+36	0.866	-
39	15	QUE NO DARIA CARDENALES DE NUEVO LEON		DISA	268	-23	1.515	-
40	NEW	AMIGO MIO GRUPO LIBERACION Y LALO MORA		DISA	267	+25	0.882	-

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
DETALLES Los Tigres Del Norte (Fonovisa) KCMT, KESZ, KHOT, KLAX, KLBH, KMGA, KRAY, KSAN, KSOL, KSTN, KXLA, KXSB, KYQQ, WLEY, WOJD	15
Y AQUI ESTOY Igora De La Sierra (Disa/Edmunda) KBLK, KCMY, KDUT, KLBH, KMGA, KHOT	6
LA SOPA DEL BEBE Joan Rivera (Fonovisa) KBLK, KCMY, KDUT, KLBH, KMGA, KHOT	6
AMIGOS CON DERECHOS Andrés Montoya El Mielero (Disa) KLBH, KMYY, KDQQ, KRZZ, KSEA, KTTA	6
ES COSA DE EL Graciela Balboa (Univision) KHPL, KLEY, KOQQ, KTTA, WOJD	5
UN IDIOTA COMO YO Dualo (Univision) KPSN, KLEY, KOQQ, KTTA, WOJD	4
DAME UN BESO Victorie (EMI Televisión) KCMY, KLBH, KYQQ, WZEY	4
TAL VEZ Los Primeros De Durango (Mar Internacional) KHOT, KSOL, KTTA	3
AMANTE DE LO BUENO Los Tucanes De Tlajama (Univision) KESZ, KSOL, KTTA	3
EL HOMBRE QUE YO AMO Wendelo Perez (Fonovisa) KBLA, KLBH, KSAN	3

ADDED AT...
KSTN
Stockton, CA
PD: Kent Rodriguez
Los Tigres Del Norte, Detalles, El
Los Horoscopo De Durango, Obcecacion, 7

FOR MORE STATIONS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS GAIN	TITLE ARTIST / LABEL	PLAYS GAIN
EL HOMBRE QUE YO AMO Wendelo Perez (Fonovisa) TOTAL STATIONS: 17	262/39	CHUY Y MAURICIO El Pato De Sinaloa (Machette) TOTAL STATIONS: 15	239/77
CON ESTA PENA Zahon (Fonovisa) TOTAL STATIONS: 14	289/14	PARA CONQUISTARTE Banda San Jose De Meallitas (La Sierra) TOTAL STATIONS: 19	227/58
ACTO SUCIDIA Banda Autentica De Jerez (WVA) TOTAL STATIONS: 14	257/48	TE QUERO MUCHO Gringo Anaterogo (Disa) TOTAL STATIONS: 11	218/17
EN LA INTIMID Rafaelangel Del Norte (Platin) TOTAL STATIONS: 25	248/22	DONDE QUIERA QUE ESTES Tiarra Call (Discos Ciudad) TOTAL STATIONS: 10	215/5
LA SOPA DEL BEBE Joan Rivera (Fonovisa) TOTAL STATIONS: 19	242/101	MURILLATE Pascual (Warner Latina) TOTAL STATIONS: 12	197/71

↑

MOST INCREASED PLAYS

+272	DETALLES Los Tigres Del Norte (Fonovisa) KLBH -26, KCMY -20, KESZ -18, KXLA -12, WLEY +15, KHOT -14, KDUT -14, KLEY -13, KRAY -13, KYQQ -13
+116	CADA VEZ QUE PIENSO EN TI LOS CREADORES DEL PASTO DURANGUENSE DE ALFREDO RAMIREZ (Disa/Edmunda) WZEY -24, HOZO +15, WLEY +13, KLEY +12, KTTA -11, KYQQ +11, KHOT -11, KXLA -11, KRZZ -11, KXSB -11
+110	Y AQUI ESTOY Igora De La Sierra (Disa/Edmunda) KCMY -28, KSTN -22, KYQQ -15, KLBH -14, KHOT -12, KLAX -12, KXLA -12, KRZZ -12, KXSB -12, WZEY -12, WLEY -12
+107	TAL VEZ Los Primeros De Durango (Mar Internacional) KCMY -25, KTTA -19, KRAY -14, KSOL -12, WLEY -11, KHOT -11, KLAX -11, KRZZ -11, KXSB -11, KXLA -11
+101	UN IDIOTA COMO YO Dualo (Univision) KSAN -21, KLBH -15, KRAY -13, WLEY -13, KXSB -13, KHOT -11, KDUT -11, KRZZ -11, KXLA -11, KXSB -11

FOR WEEK ENDING FEBRUARY 23, 2007
LBOBIDB See legend to charts in charts section for rules and symbol explanations.
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MARCH 2, 2007

LATIN POP

► CHAYANNE BEGINS HIS QUEST FOR AN EIGHTH NO. 1, AS "SI NOS QUEDARA POCO TIEMPO" BLASTS IN AT NO. 21 WITH MOST INCREASED PLAYS AND MOST ADDED HONORS



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Systems

WEEK	WEEKS ON CHART	TITLE ARTIST	NIelsen BOS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	14	COMO YO MADRE VE HA AMADO YURBANA	NO. 1 (5 WKS) SONY BMG NORTE	871 -57	7.987	6
2	16	ME BUJERO LA SA ESTACION	SONY BMG NORTE	839 +10	10.032	2
3	6	TE LO AGRADEZCO, PERO NO ALEJANDRO SANZ FEATURING SHAKIRA	WARNER LATINA	803 +91	12.405	1
4	22	TU RECuerdo RICKY MARTIN FEATURING LA MARI	SONY BMG NORTE	797 -34	9.348	3
5	6	MANDA UNA SENAL MAMA	WARNER LATINA	+72	9.080	5
6	16	INVIERNO REK	SONY BMG NORTE	699 -68	7.063	8
7	19	BENDITA TU LUZ MANA	WARNER LATINA	670 -5	9.385	4
8	7	NADA PUEDE CAMBIARME PAULINA RUBIO	UNIVERSAL LATINO	641 -19	6.601	10
9	6	QUE NICISTE JENNIFER LOPEZ	EPIC/SONY BMG NORTE	535 +23	7.463	7
10	10	SI TU NO ESTAS SHIBDARA	SONY BMG NORTE	523 -83	6.394	12
11	6	DAME RBD	EMI TELEVISION	502 +19	4.645	16
12	14	TU AMOR LUIS FONSÍ	UNIVERSAL LATINO	467 -91	6.438	11
13	21	SIN O PARDECER RBD	EMI TELEVISION	427 -30	3.002	25
14	6	AMAR ES LO QUE QUIERO DAVID BISBAL	UNIVERSAL LATINO	416 +62	5.962	13
15	4	LUZ SIN GRAVEDAD BELINDA	EMI TELEVISION	399 +58	2.821	29
16	10	PIGATE RICKY MARTIN	SONY BMG NORTE	398 +18	6.777	9
17	4	BRES PARA MI JULIETA VENEGAS	SONY BMG NORTE	397 +23	2.353	35
18	33	LAMBOS COMPARTIDOS MAMA	WARNER LATINA	389 -18	3.362	21
19	24	HOY TENGO GANAS DE TI RICARDO MONTANER	AIRPOWER EMI TELEVISION	343 +53	3.774	18
20	29	NI UNA SOLA PALABRA PAULINA RUBIO	UNIVERSAL LATINO	338 -9	2.702	30
21	NEW	SI NOS QUEDARA POCO TIEMPO CHAYANNE	MOST INCREASED PLAYS/MOST ADDED SONY BMG NORTE	336 +170	4.350	17
22	8	SI FUERA FACIL OBE BERNARDEZ	EMI TELEVISION	304 +3	2.965	26
23	11	TODO DE DERRUMBO FEFE AGUILAR	EMI TELEVISION	303 +30	5.768	14
24	8	NINO BELANDIA	UNIVERSAL LATINO	257 +12	1.291	-
25	7	IRREEMPLAZABLE BEYONCE	COLUMBIA	255 +14	3.077	24
26	2	COMO ENTENDER JENNIFER PENA	UNIVISION	246 +65	4.908	15
27	20	ROSA PASTEL BELANDIA	UNIVERSAL LATINO	241 -82	1.466	-
28	3	LA LLAVE DE MI CORAZON JUANLUIS GUERRA 440	EMI TELEVISION	208 +24	3.888	19
29	4	SI TU ME QUIERAS LI	WARNER LATINA	198 -17	2.536	32
30	6	FLACA O GORDITA OLGA TANON	UNIVISION	197 +11	3.282	22
31	2	ENAMORADO CUSTAVO LAUREANO	UNIVERSAL LATINO	194 +16	2.930	27
32	9	HACE TIEMPO FONSECA	EMI TELEVISION	179 -18	2.367	34
33	11	NO DIGAS OZE	MELODY/FONOVISA	177 -36	1.409	-
34	RE-ENTRY	TU AMOR RBD	VIRGEM TELEVISION	175 +2	1.340	-
35	NEW	MAS ALLA DEL SOL JOAN SEBASTIAN	MUSART/BALBOA	165 +54	2.547	31
36	8	DE VIEZ EN VIEZ RICARDO ARONA	SONY BMG NORTE	165 -60	2.516	33
37	RE-ENTRY	LAS DE LA INTUICION SHAKIRA	EPIC/SONY BMG NORTE	159 -9	0.409	-
38	NEW	ME GUSTAS TU S SEÑOR VENEZUELA	VENEZUELA	157 +36	2.302	37
39	21	DESILUSIONAME OLGA TANON	UNIVISION	150 -42	3.552	20
40	20	A LA PRIMERA PERSONA ALEJANDRO SANZ	WARNER LATINA	142 -59	2.249	39

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
SI NOS QUEDARA POCO TIEMPO Chayanne (SONY BMG NORTE) KEZA, KUUMA, RQDQ, KSSE, KTCY, WQIA, WPAT, XHFG, XLTN	9
AMAR ES LO QUE QUIERO David Bisbal (UNIVERSAL LATINO) KEZA, KLVE, KQVQ, WYVA	4
COMO ENTENDER Jennifer Pena (Univision) KTCY, KWIZ, WKAQ	3
MANDA UNA SENAL MAMA (WARNER LATINA) KEZA, KUUMA	2
LUZ SIN GRAVEDAD Belinda (EMI TELEVISION) RQDQ, WKAQ	2
PIGATE Ricky Martin (SONY BMG NORTE) RQDQ, KTCY	2
NINO Belandia (UNIVERSAL LATINO) KSSE, KVVA	2
TODO CAMBIO Camila (SONY BMG NORTE) WYVA, XLTN	2
LOS INFIELES Aventura (PREMIUM LATIN) RQDQ, KPFL	2
ME GUSTAS COMO QUIERAS Milla Torres Y El Tercer Planeta (TRIBAL VIBES) WYVA, WQIA	2

ADDED AT WKAQ
San Juan, PR
PD: Carlos Gonzalez
APD: Natalia Cuevas
Beyonce feat. Shakira, Beautiful Liar, 22 Julia Tymonovich, What Goes Around Comes Around, 17 The Roots feat. Common, 17 The Roots feat. Common, 9
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NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
TE QUIERO ASI Betts (MELODY) TOTAL STATIONS: 6	125/0	ME QUIERE QUERERTE Servando Y Florentino (VENEZUELA) TOTAL STATIONS: 3	94/9
TODO CAMBIO Camila (SONY BMG NORTE) TOTAL STATIONS: 1	124/42	NO TE PIDO FLORES Fanny Lu (UNIVERSAL LATINO) TOTAL STATIONS: 1	90/75
TU AMOR NO ES GARANTIA Anelis (UNIVISION) TOTAL STATIONS: 5	102/12	LOS INFIELES Aventura (PREMIUM LATIN) TOTAL STATIONS: 5	89/16
ESE Conjunto Primavera (FONOVISA) TOTAL STATIONS: 6	100/38	RUTINAS Chayanne (UNIVERSAL LATINO) TOTAL STATIONS: 3	85/5
UNO NUNCA SABE Alcañiz (DISCOS 605/SONY BMG NORTE) TOTAL STATIONS: 3	100/22	ME GUSTAS COMO QUIERAS Milla Torres Y El Tercer Planeta (TRIBAL VIBES) TOTAL STATIONS: 4	82/8

MOST INCREASED PLAYS

+170	SI NOS QUEDARA POCO TIEMPO Chayanne (Sony BMG Norte) WYVA +22, WKAQ +13, KUUMA +9, KSSE +7, WYVA +4, KTCY +3, XHFG +3, XLTN +3, WQIA +3, XHFG +7
+91	TE LO AGRADEZCO, PERO NO Alejandro Sanz feat. Shakira (Warner Latina) KUUMA +9, KLVE +5, XLTN +5, WYVA +4, WYVA +3, KVVA +2, KSSE +2, KTCY +2, WYVA +2, KQVQ +2
+72	MANDA UNA SENAL MAMA (Warner Latina) RQDQ +39, KUUMA +22, WKAQ +14, XLTN +12, KTCY +10, KEZA +7, WYVA +5, WQIA +5, WYVA +4, WYVA +3
+65	COMO ENTENDER Jennifer Pena (Univision) KUUMA +14, KTCY +13, KWIZ +9, WYVA +9, WYVA +8, KEZA +7, RQDQ +6, RQDQ +6, WYVA +3, KLVE +2
+63	DIME (TELL ME) Pitbull feat. Ken-Y (Famous Artists/TVT) KQVQ +34, RQDQ +29

FOR WEEK ENDING FEBRUARY 23, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
 27 Latin pop, 12 tropical and 13 Latin rhythm stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2007 Nielsen Business Media, Inc. All rights reserved.

- WWVA/Atlanta, GA
OM: Clay Hunnicutt
PD/MD: Robbie Ramirez
- KXXS/Austin, TX
OM/PD: Romeo Herrera
MD: Julieta Jil
- KPSL/Bakersfield, CA
PD: Isidro Roman
- KTCY/Dallas, TX
OM: Dean James
PD: Javier Casanova
- XHPX/EI Paso, TX
PD: Eduardo Zamora
APD: Victor Acosta
- KMMM/Fresno, CA
PD/MD: Jose Berumen
- KQKQ/Houston, TX
PD: Ezequiel Gonzalez
MD: Raquel Villareal
- KLVE/Los Angeles, CA
PD: Jose Santos
- KSSE/Los Angeles, CA
OM: Elias Autran
PD: Nestor Rocha
APD: Andrea Becerra

LATIN POP MONITORED REPORTERS

- KWIZ/Los Angeles, CA
PD: Eddie Leon
- KNVO/McAllen, TX
PD: Robert Montalvo
MD: Mando San Roman
- XAVO/McAllen, TX
OM: Jeff Koch
PD: Juan Facundo
- WAMR/Miami, FL
PD: Pedro Javier Gonzalez
- WRMA/Miami, FL
PD: Rogelio Alfonso
- KEXA/Monterey, CA
PD: Vicente Romero
- WPAT/New York, NY
PD: Tony Luna
- KVVA/Phoenix, AZ
PD: Edgar Pineda
- WFID/Puerto Rico
PD: Lucy-Ann Ramos
- WIAC/Puerto Rico
PD: Valerie Mejia
- WIOA/Puerto Rico
PD: Fernando De Hostos
- WKAQ/Puerto Rico
PD: Carlos Gonzalez
APD: Natalia Cuevas
- WXYX/Puerto Rico
PD/MD: Herman Davila
- KBMG/Salt Lake City, UT
OM: Carlos Martin Valdez
PD: Ana Perez
- KRIO/San Antonio, TX
OM: Robin Flores
PD/MD: Manny Herrera
- XHFG/San Diego, CA
PD: Elvis Valle
- XLTN/San Diego, CA
PD: Libia Sauza
- KCNL/San Jose, CA
OM: Michael Erickson
PD: Manuel Moran
APD: Rob Ayala

WEEK
ENDS
ON
SATURDAY

LATIN

JUAN GUERRA
440 RETURNS TO NO. 1 ON
LATIN TROPICAL WITH "LA
LLAVE DE MI CORAZON."
GUERRA LAST TOPPED THE
LIST WITH "PAPA TI" IN
FEBRUARY 2005.



THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW	W+	AUDIENCE MILLIONS	RANK
1	4	4	LA LLAVE DE MI CORAZON JUAN LUIS GUERRA 440	NO. 1 (1 WK) EMI TELEVISION	240	+26	4,369	2
2	3	13	SHORTY SHORTY XTREME	LA CALLE/UNIVISION	233	+17	6,061	1
3	1	14	SOLA HECTOR "EL FATHER"	WYMAXETE	223	+2	1,797	13
4	6	23	NO VUELVO CONTIGO FRANKIE NEDICO	LA CALLE/UNIVISION	195	+4	1,625	15
5	2	16	PIRGAO WISN & YANDEL FEATURING LOS VAQUEROS	WYMAXETE	194	-25	1,498	17
6	9	15	LA OTRA LEGALLES FEATURING MONCHY Y ALEXANDRA	UNIVERSAL LATINO	193	+8	2,108	10
7	10	24	NOCHE DE ENTIERRO (NUESTRO AMOR) LOS REBELDES FEATURING WISN, DADDY YANKEE, HECTOR "EL FATHER" & JON	MAGLO/WMACETE	170	+2	1,109	25
8	15	13	TU RECUERDO REY MADRID FEATURING LA MARI	SONY BMG NORTE	165	-19	1,263	20
9	7	38	QUE PRECISO TIENE EL CIELO MARK ANTHONY	SONY BMG NORTE	163	-23	2,594	5
10	22	3	ARRIBA CON MARCHULELA ARRIPEY/MOST INCREASED PLAYS/MOST ADDED EL GRAN CONDO DE PUERTO RICO	DISCOS 605/SONY BMG NORTE	158	+56	2,379	6
11	12	20	LOS HOMBRES TIENEN LA CULPA JON OMAR, CARRETO SANTA ROSA	CMC/SIC/UNIVERSAL MOTOWN	155	-4	0,954	29
12	11	32	LOS INFIELES AVENTURA	PREMIUM LATIN	149	-11	1,466	18
13	5	22	ELLA VOLVIO NYLAD	SONY BMG NORTE	144	-48	1,285	19
14	16	6	TU AMOR LUIS FONSI	UNIVERSAL LATINO	140	+2	0,936	30
15	15	16	BENDITA TU LUZ MANA	WARNER LATINA	126	-6	0,802	32
16	5	16	MI CORAZONCITO AVENTURA	PREMIUM LATIN	124	-5	3,768	3
17	30	3	NUMCA HABIA LLORADO ASI VICTOR MANUEL FEATURING DON OMAR	SONY BMG NORTE	123	+47	1,124	23
18	17	10	DON'T CRY TOBY LOVE	SONY BMG NORTE	118	0	0,745	36
19	13	19	NO HAY MAMERA EL GRAN CONDO DE PUERTO RICO	DISCOS 605/SONY BMG NORTE	112	-47	0,718	38
20	8	20	HACE TIEMPO FORSECA	EMI TELEVISION	111	+5	0,971	28
21	23	4	FLACA O GORDITA OLGA TANON	UNIVISION	109	+17	1,109	24
22	27	3	MAS QUE TU AMIGO TITO MEYES	LA CALLE/UNIVISION	103	+19	2,346	7
23	28	6	IGUAL QUE AYER RAMON & KEN-Y	PHIA/UNIVERSAL LATINO	98	+5	2,158	9
24	21	18	ECHEATE PA' CA ELVIS CRESPO & GAIPO MANA	OLE	85	-20	0,449	-
25	18	8	IRREMPLAZABLE BEYONCE	COLUMBIA	85	-30	0,433	-
26	19	16	MIRA TITO "EL BAMBINO" FEATURING DADDY YANKEE	EMI TELEVISION	84	-27	0,834	31
27	24	6	MIRA FLAVIJO	CUTTING	83	-6	1,263	21
28	26	37	PAM PAM WISN & YANDEL	MACHETE	74	-13	1,894	11
29	3	3	AMAR ES LO QUE QUERO DAVID BISBAL	UNIVERSAL LATINO	72	+29	1,588	16
30	NEW		ME VOY HECTOR ACOSTA	D.A.M.	70	+43	1,161	22
31	NEW		TE LO AGRADECIO, PERO NO ALEXANDRO SANCZ FEATURING SHAKIRA	WARNER LATINA	66	+39	3,523	4
32	39	5	EN EL AMOR JOE VERAS	J & N	65	+19	2,343	8
33	34	5	NADA PUEDE CAMBIARME PILLA PARABO	UNIVERSAL LATINO	64	+8	0,347	-
34	29	11	VAMOS A TO'PA LMB-T 21	LA CALLE/UNIVISION	63	-19	0,311	-
35	36	2	QUE LLOREN VY QUEEN	UNIVISION	61	+10	1,885	12
36	31	17	FANTASMA ZION	BABY	60	-13	0,510	-
37	32	4	QUE HICISTE JENNIFER LOPEZ	EPIC/SONY BMG NORTE	59	-10	0,251	-
38	33	9	NO ME PERDONES NG2	SONY BMG NORTE	57	-5	0,313	-
39	38	10	CHORRILLA A.B. QUINTERO LA B PRESENTS KUMBIA ALL STARS	EMI TELEVISION	52	+2	0,276	-
40	25	15	A QUEN MARLON	UNIVISION	50	-39	0,344	-

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW	W+	AUDIENCE MILLIONS	RANK
1	1	15	SOLA HECTOR "EL FATHER"	NO. 1 (6 WKS) WYMAXETE	760	+6	11,834	1
2	48	1	PAM PAM WISN & YANDEL	MACHETE	371	+4	9,360	2
3	15	15	SHORTY SHORTY XTREME	LA CALLE/UNIVISION	524	+60	7,848	4
4	30	15	LOS INFIELES AVENTURA	PREMIUM LATIN	506	+13	6,022	8
5	10	18	PIRGAO WISN & YANDEL FEATURING LOS VAQUEROS	WYMAXETE	472	+72	8,351	3
6	22	1	OMRE (TELL ME) PITRULL FEATURING REN-Y	FAMOUS ARTISTS/TVT	459	-12	6,681	5
7	16	16	DON'T CRY TOBY LOVE	SONY BMG NORTE	459	-45	5,796	10
8	20	1	I WANNA LUV U ARON FEATURING SNOOP DOGG	KONYCTA/PFRONT/SIC/UNIVERSAL MOTOWN	407	-22	5,707	11
9	12	12	IRREMPLAZABLE BEYONCE	COLUMBIA	394	-62	4,758	14
10	6	37	ME MATAS RAMON & KEN-Y	PHIA/UNIVERSAL LATINO	369	-64	4,650	15
11	8	3	QUE LLOREN VY QUEEN	UNIVISION	337	-14	5,458	12
12	9	9	NO SE DE ELLA (MY SPACE) DON OMAR FEATURING WISN & YANDEL	WYMAXETE	336	-12	6,675	6
13	10	10	IGUAL QUE AYER RAMON & KEN-Y	PHIA/UNIVERSAL LATINO	321	-25	6,571	7
14	24	24	NOCHE DE ENTIERRO (NUESTRO AMOR) LOS REBELDES FEATURING WISN, DADDY YANKEE, HECTOR "EL FATHER" & JON	MAGLO/WMACETE	298	-7	4,825	13
15	27	26	ME QUERE BESAR ALEXIS & FID	SONY BMG NORTE	228	+1	5,912	9
16	7	7	WE FLY HIGH AM JONES	KOCH	218	+1	2,287	29
17	15	18	MIRA TITO "EL BAMBINO" FEATURING DADDY YANKEE	EMI TELEVISION	216	-52	2,042	34
18	20	8	LA OTRA LEGALLES FEATURING MONCHY Y ALEXANDRA	UNIVERSAL LATINO	207	+2	2,595	25
19	22	17	ANDA SOLA DON OMAR	ALLSTAR/MACHETE	205	+7	2,772	22
20	23	18	ATREVESE WISN & YANDEL FEATURING FRANKIE EL GORILLA	OTEA/ARMAN BOX OFFICE	202	+9	1,919	37
21	19	16	SMACK THAT ARON FEATURING EMINEM	KONYCTA/PFRONT/SIC/UNIVERSAL MOTOWN	202	-5	2,422	27
22	26	20	AY CHICO (LENGUA AFUERA) PITRULL	FAMOUS ARTISTS/TVT	192	-2	2,204	31
23	28	4	FUGIO PITRULL	FAMOUS ARTISTS/TVT	191	+15	1,238	-
24	29	3	CHICA VIRTUAL ARCANGEL	FLOW/UNIVERSAL LATINO	180	+36	4,604	16
25	28	2	TE LO AGRADECIO, PERO NO ALEXANDRO SANCZ FEATURING SHAKIRA	WARNER LATINA	179	+26	2,077	33
26	24	27	FANTASMA ZION	BABY	175	-17	3,791	17
27	27	15	YA NO KURY	MACHETE	171	+1	1,449	-
28	30	2	SERETE EL BODON TITO "EL BAMBINO" FEATURING RANBY	OTEA/ARMAN BOX OFFICE	149	+14	2,665	24
29	31	3	TU AMOR LUIS FONSI	UNIVERSAL LATINO	145	-54	1,381	-
30	NEW		QUEZAS TONY DIZ	WYMAXETE	141	+39	2,931	21
31	34	8	SAY IT RIGHT HELLY FURTADO	MOSLEY/GREEN	140	+23	1,469	-
32	37	2	SHE'S LIKE THE WIND LILIANEE FEATURING TONY SUAREZ	TYT	126	+13	1,062	-
33	RE ENTRY		THIS IS WHY I'M HOT MUSIC	CAPITOL	121	+16	0,848	-
34	38	2	LA MANERA ADASSA	UNIVERSAL LATINO	119	+14	1,854	38
35	NEW		MI CORAZONCITO AVENTURA	PREMIUM LATIN	114	+50	3,140	18
36	36	8	BENDITA TU LUZ MANA	WARNER LATINA	112	-3	1,146	-
37	40	2	PASARELA DJ NELSON Y DALMATA	FLOW/UNIVERSAL LATINO	111	+6	1,831	39
38	NEW		IMAGINATE GALLEGO	MACHETE	106	+29	1,429	-
39	NEW		PLEASE DON'T GO ROBIN DY	STREET HOZZE/AME	105	+30	2,258	30
40	RE ENTRY		TU AMOR ROD	VERBUM/EMI TELEVISION	104	-3	0,621	-

TROPICAL & LATIN RHYTHM MONITORED REPORTERS

TROPICAL	WRUM/Orlando, FL PD: Raymond Torres	WZNT/Puerto Rico PD: Pedro Arroyo	KFZO/Dallas, TX OM: Andy Lockridge PD: Chayan Ortuno APD: Alejandro Covarrubias	KLOL/Houston, TX PD: Bobby Ramos	KVIB/Phoenix, AZ AM/PD: Josh Villa APD: Mark Garcia
WLAT/Hartford, CT PD/MD: Nelson Brudys	WEMG/Philadelphia, PA PD: DJ Frankie	WYUU/Tampa, FL DM: Mike Culotta PD: Ricardo Blanco MD: Carlos Jose Peralta	KZZA/Dallas, TX PD: Domino	KXOL/Los Angeles, CA OM: Pio Ferro PD: Jerry Pulles	WODA/Puerto Rico DM: Jose Nelson PD/MD: Rogie Callart
WXDJ/Miami, FL PD: Ruddy Hernandez	WKKB/Providence, RI PD: Juan D. Gonzalez APD: Darvin Garcia	WLZL/Washington, DC PD: Aracely Rivera	KLLE/Fresno, CA PD: Tony Santos MD: Ramona Rivera	WMGE/Miami, FL DM: Rod Phillips PD: Frank Walsh MD: Raymond Hernandez	WVOZ/Puerto Rico
WSKQ/New York, NY PD: Jorge Mier	WPMZ/Providence, RI PD: Zolito Garcia MD: Dion Mendez, Jr.	LATIN RHYTHM	WTLO/Ft. Myers, FL PD: Al Sanchez	WCAA/New York, NY PD: Alix Quintero APD: Bryant Pino MD: DJ Kazanova	KVVZ/San Francisco, CA PD: Bismarck Espinoza
WNUE/Orlando, FL PD: Rafael Gullon MD: Jose Martinez	WPRM/Puerto Rico PD: Jorge Pabon	WVIV/Chicago, IL OM/PD: Cesar Canales APD: Lucy Herrera MD: Armando Reyes			

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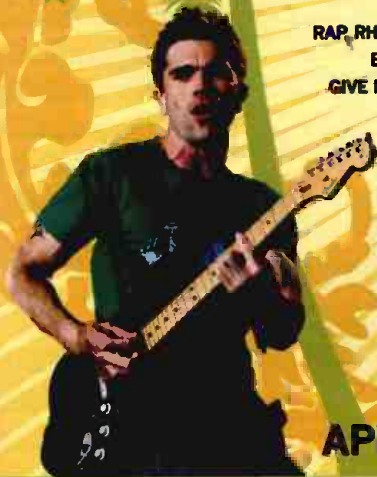
HIGHLIGHTS

WE HEAR THE FUTURE NEW ARTIST COMPETITION
BILLBOARD BASH
LATIN MUSIC AWARDS
AWARDS AFTER PARTY

SUPERSTAR Q&A
WITH
JUANES

INDUSTRY LEADERS WILL DISCUSS:

- SURFING FOR PROFIT:** Utilizing the Internet as a marketing and revenue generating tool.
- MOBILE FOR MUSIC:** How Mobile has become the biggest revenue growth area for Latin music in the U.S. and beyond.
- BREAKING THE DIGITAL FRONTIER:** Following years of slow growth, Latin digital sales finally begin to take off.
- RADIO:** Top programmers discuss the changing relationship between labels and radio.
- TEENS:** Latin teens discuss their musical preferences and buying habits with our attendees.
- RAP, RHYTHM & REGGAETON ALL-STAR PANEL:** It's artists-only in this inside look at the growing urban sound of Latin music.
- BIG SCREEN, LITTLE SCREEN:** Top Music Supervisors reveal how to get your music on film, ads and television.
- GIVE ME THE COVER:** Journalists, TV producers and publicists give the inside scoop on what gets ink and what gets heat.
- ASCAP PRESENTS: MAKING THE DEAL**
- THE ART OF THE TOUR:** Manager, promoter, sponsor and venue say it all.
- MAXIMIZING YOUR ENDORSEMENTS AND PARTNERSHIPS WITH HISPANIC CELEBRITIES:**
Hispanic star power drives revenue and increases market share.
- DIFFERENTIATING HISPANIC CONSUMERS FROM THE GENERAL MARKET: THE LATINO FILTER:**
Lucia and Gonzalo present the inside story on the launch of MTV Tr3s and their successes and milestones.
- HISPANIC CONSUMERS IN THE MULTICULTURAL MARKETING EQUATION:**
Discover how the Hispanic population compares with African Americans, Asians and non-Hispanic Whites.
- AGENCY CREATIVE PANEL:**
Leading creative directors present ad campaigns involving sports, fast food, cars, grooming and beverages.



APRIL 23-26, 2007 • INTERCONTINENTAL MIAMI

NOW IN ITS 18TH YEAR! The Billboard Latin Music Conference & Awards is the biggest gathering of Latin music execs worldwide. Join Billboard for the hottest parties, educational sessions, superstar interviews, live artist showcases, cocktail receptions, networking events and the Billboard Bash. The week culminates with the longest-running, most prestigious awards show honoring the best artists of the year across all genres of Latin Music — The Billboard Latin Music Awards! Produced and broadcast by TELEMUNDO

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Billboard TOP ALBUMS

Table with columns: Rank, Artist, Album Title, Label, Weeks on Chart, Peak Position. Top entries include Norah Jones' 'Not Too Late' at #1, Daughtry's 'Daughtry' at #2, and Fall Out Boy's 'Infinity On High' at #3.

VIDEO CHANNELS

Table listing video channels: MTV, VH1, AOL, BET, CMT. Includes artist names, album titles, and chart positions.

STREAMS

Table showing streaming data for various artists and albums, including tracks like 'Justiz' and 'Street Corner'.

82

Billboard HOT DIGITAL SONGS

Table with columns: Rank, Title, Artist, Label, Weeks on Chart, Peak Position. Top entries include 'This Is Why I'm Hot' by Justin Bieber, 'Don't Matter' by T.I., and 'Cupid's Chokehold' by Dr. Dre.

Great American Country

Table listing Great American Country songs and artists, including 'I'ma Be' by Justin Bieber.

FUSE

Table listing FUSE songs and artists, including 'I'ma Be' by Justin Bieber.

MTV2

Table listing MTV2 songs and artists, including 'I'ma Be' by Justin Bieber.

CMT Canada

Table listing CMT Canada songs and artists, including 'I'ma Be' by Justin Bieber.

AOL TOTAL STREAMS

Table showing AOL Total Streams for various artists and albums, including Justin Bieber's 'I'ma Be'.

OPPORTUNITIES

MIDWEST

Promotions Director - Chicago

There must be someone in promotions who is tired of working in the corporate world, but not tired of working in the radio world. We are one of the last independently-owned companies, owned by a real person. We're Nine-FM, Chicago's, "We Play Anything" station and WCPT, "Chicago's Progressive Talk". If you love to get in front of listeners, love to get your hands dirty with the part-timers and interns...even drive the station van if needed and are filled with great ideas, than we should talk. We are interested in serving listeners and advertisers on Main Street - not stockholders and investment bankers on Wall Street.

Rush resume and salary history to:

Harvey Wells, Newsweb Radio Company, 6012 S. Pulaski Road, Chicago, IL 60629 or e-mail to hwells@9chicago.com.

No phone calls please.

Newsweb Radio Company is an Equal Opportunity Employer

SOUTH

Rock 92

HEY, BIG MOUTH!

Got something to say but nowhere to say it? Rock 92 (Greensboro, NC, #45) is looking for the next night talker (think Jimmy Kimmel or Adam Corolla). If you can relate to adult men who like Skynyrd and Zeppelin - but want something different from 7-mid. - send us your stuff. If you've got the attitude, we've got the time.

Air check and resumé to: WKRR, 192 E. Lewis St., Greensboro, NC 27406.

No phone calls. Women & minorities encouraged. EOE.

Deadline

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

WEST

Sacramento Program Director

Are you a talented programmer capable of doing more, better, faster? Do you have a proven track record that demonstrates your capability of leadership, talent development and ratings growth? Do you have a plan to grow the absolute number of listeners on your station? Do you know the world of web, podcasting and streaming? KGBY, Y92.5, a heritage A/C market leader in sunny Sacramento, is looking for an innovative, original PD capable of making tough decisions yet creative in the approach to developing an A/C station in a rapidly changing environment. Web, stream, database and HD2 are all part of the expectation for the person who can take the station to a new level. Is it you?

For consideration, send resume and salary requirements to Kelly Kalemba: 1440 Ethan Way #200, Sacramento, CA 95825 or via email to kellykalemba@clearchannel.com, FAX 916-646-9409.



Mapleton Communications, one of the fastest growing radio operators in the West, is expanding and has immediate openings for experienced **Sales Managers and Account Executives**.

Hiring sales professionals in these markets: San Francisco - **Bay Area**, Monterey and San Luis Obispo on **California Coast**, Merced/Visalia in **Central California**, Chico and Redding in **Northern California** and Medford in **Southern Oregon**.

If you have 5+ years experience in Radio, Newspaper, Cable and or TV advertising sales in mid-sized markets, developed client relationships, and are passionate about creating value for clients, please send resume to hr@mapletoncommunications.com or fax resume to: 310-209-7239.

We offer a generous commission, multiple health care benefits, 401K, and are an EOE. Read more at www.mapletoncomm.com.

Cuesta College.

Broadcast Communications Instructor. Master's required. DEADLINE: 03/26/07 <http://www.cuesta.edu>. San Luis Obispo, CA.

INTERNATIONAL



Q92 A Corus Entertainment Company Program Director Montreal

Montreal Canada is known as the most European city in North America and an exciting place to work and live.

Q92 FM has an exciting opportunity for a Program Director Position in our Montreal office.

Responsibilities, Required skills and qualifications:

- Operate and grow the Q-92 audience and manage people.
- Manage the expense budgets of the programming department.
- Experience in managing radio station programming.
- The ability to work with and develop on air talent as well as support for the on air product.
- The ability to work closely with the sales, Internet and promotion department.
- Good communication skills, bilingual (English & French if possible).
- Strong knowledge of music.

Please send a resume to:

Brian Kenemy
General Manager, Q92
Fax: (514) 787-7979
brian.kenemy@q92fm.com

*Please include Position Name in the subject line of your email.

*No phone calls please.

POSITIONS SOUGHT

Traffic Manager with 12 years exp seeks position in Radio/TV/Entertainment Industry in NY Area only Summer200626@yahoo.com

Major Market PD wants to come back to West Coast. Team player with solid track record of increasing ratings - Email west.coast.pd@hotmail.com

Looking to get back to radio. Will consider any shift. IA/IL Quad City preferred; but will consider a move. 20+ years experience. Steve Gunner, 563-343-6950 gunnersmusiconwheels@yahoo.com

Narrowly missed San Francisco opening. but still seeking NorCal/Pac Northwest gig. Contact FRANK at (510) 223-1534

CHR/TOP 40		NIELSEN BDS CERTIFICATIONS		HITPREDICTOR STATUS	
WEEK	LAST WEEK	TITLE	ARTIST	IMPRINT / PROMOTION LABEL	IMPRINT / PROMOTION LABEL
1	15	SAY IT RIGHT	NELLY FURTAO	NO. 1 (3 WKS)	MOSLEY/GEFFEN
2	12	WHAT GOES AROUND...COMES AROUND	JAY-Z/ZIONA		JIVE/ZIONA
3	12	IT'S NOT OVER	DALGOTRY		REARVIEW
4	17	IRREPLACEABLE	BEYONCÉ		COLUMBIA
5	9	THE SWEET ESCAPE	OWEN STEFANI FEATURING AKON		INTERSCOPE
6	18	WALK AWAY (REMEMBER ME)	MILLI Q MARTIN FEATURING THE DEE		ARISTARQUE
7	17	BREAK IT OFF	ROHAMA & SEAN PAUL		SPYDEF JAM/JD&G
8	9	RUNAWAY LOVE	LUDACRIS FEATURING MARY J. BLIGE		OTIYDEF JAM/JD&G
9	6	GLAMOROUS	TYNEE FEATURING LUDACRIS		HILL-LAMAR/AM/INTERSCOPE
10	7	CUPID'S CHOK'N' HOLD	CHYGASS/HEROES FEAT. PATRICK STUMP	AIPOPPER	DECA/DAWNS/FILED BY NIMEN/ATLANTIC/LA

RHYTHMIC		NIELSEN BDS CERTIFICATIONS		HITPREDICTOR STATUS	
WEEK	LAST WEEK	TITLE	ARTIST	IMPRINT / PROMOTION LABEL	IMPRINT / PROMOTION LABEL
1	15	YOU	LOYD FEATURING LIL WAYNE	NO. 1 (4 WKS)	THE INC./UNIVERSAL MOTOWN
2	3	THIS IS WHY I'M HOT	MIMS		CAPITOL
3	2	RUNAWAY LOVE	LUDACRIS FEATURING MARY J. BLIGE		OTIYDEF JAM/JD&G
4	5	DON'T MATTER	ALON	MOST INCREASED PLAYS	NONVCT/AFRONT/RSR/UNIVERSAL MOTOWN
5	4	ON THE HOTLINE	PRETTY RICKY		BLUESTARI/ATLANTIC
6	15	ICE BOX	OMARION		TALC/COLUMBIA
7	6	WE FLY HIGH	JIM JONES		KOCH
8	11	SAY IT RIGHT	NELLY FURTAO		MOSLEY/GEFFEN/INTERSCOPE
9	7	IRREPLACEABLE	BEYONCÉ		COLUMBIA
10	11	MAKE IT RAIN	FAT JOE FEATURING LIL WAYNE		TERROR SQUAD/IMP/PERAL/VIRGIN

URBAN		NIELSEN BDS CERTIFICATIONS		HITPREDICTOR STATUS	
WEEK	LAST WEEK	TITLE	ARTIST	IMPRINT / PROMOTION LABEL	IMPRINT / PROMOTION LABEL
1	18	YOU	LOYD FEATURING LIL WAYNE	NO. 1 (5 WKS)	THE INC./UNIVERSAL MOTOWN
2	15	ON THE HOTLINE	PRETTY RICKY		BLUESTARI/ATLANTIC
3	16	RUNAWAY LOVE	LUDACRIS FEATURING MARY J. BLIGE		OTIYDEF JAM/JD&G
4	12	LOST WITHOUT U	STAR TRAK		STAR TRAK/INTERSCOPE
5	15	THROW SOME O'S	RICH BOY FEATURING POLOW DA DON		ZONE 4/INTERSCOPE
6	15	POPPIN'	CHRIS BROWN FEATURING JAY BZ		JIVE/ZIONA
7	8	THIS IS WHY I'M HOT	MIMS		CAPITOL
8	14	ICE BOX	OMARION		TALC/COLUMBIA
9	18	PROMISE	GARIN		LAFAEC/ZIONA
10	16	TOP BACK	TA		GRAND HUSTLE/ATLANTIC

#1 MOST ADDED
THIS IS WHY I'M HOT MIMS (CAPITOL)

#1 MOST INCREASED PLAYS
DON'T MATTER ALON (NONVCT/AFRONT/RSR/UNIVERSAL MOTOWN)

TOP 5 NEW AND ACTIVE
INTO THE OCEAN Blue October (UNIVERSAL MOTOWN)
WITH LOVE Hilary Duff (HOLLYWOOD)
THE WAY I LIVE Baby Boy Da Prince Feat. Lil Boosie (TAKE FO'AM/UNIVERSAL REPUBLIC)
READ MY MIND The Killers (ISLAND/JMG)
BECAUSE OF YOU Ne-Yo (DEF JAM/JD&G)

COMPLETE CHR/TOP 40 CHART ON PAGE 47

#1 MOST ADDED
I TRIED Bone Thugs-N-Harmony Feat. Alon (FULL SURFACE/INTERSCOPE)

#1 MOST INCREASED PLAYS
DON'T MATTER ALON (NONVCT/AFRONT/RSR/UNIVERSAL MOTOWN)

TOP 5 NEW AND ACTIVE
MAGIC CITY 2XL (TOMMY BOY)
2 STEP Clyde Carson (CAPITOL)
A MAN THAT GOES Selu (STREET CRED/KOCH)
OH YEAH (WORK) Lil Scrappy Feat. Sean P. & E-40 (BMG/REPRISE/WARNER BROS.)
BREAK 'EM OFF Paul Wall Feat. Lil' Keke (SWISH-HOUSE/ASYLUM/ATLANTIC)

COMPLETE RHYTHMIC CHART ON PAGE 50

#1 MOST ADDED
WHEN I SEE YOU Fantasia (JRMG)

#1 MOST INCREASED PLAYS
LIKE A BOY Clara (LAFAEC/ZIONA)

TOP 5 NEW AND ACTIVE
DON'T MATTER ALON (NONVCT/AFRONT/RSR/UNIVERSAL MOTOWN)
MR. JONES Mila Joss (SWISH-HOUSE/ASYLUM/WARNER BROS.)
LIKE A BOY Clara (LAFAEC/ZIONA)
GET BUCK Young Buck (G-UNIT/INTERSCOPE)
THE WAY I LIVE Baby Boy Da Prince Feat. Lil Boosie (TAKE FO'AM/UNIVERSAL REPUBLIC)

COMPLETE URBAN CHART ON PAGE 53

URBAN AC		NIELSEN BDS CERTIFICATIONS		HITPREDICTOR STATUS	
WEEK	LAST WEEK	TITLE	ARTIST	IMPRINT / PROMOTION LABEL	IMPRINT / PROMOTION LABEL
1	19	LOST WITHOUT U	STAR TRAK	NO. 1 (6 WKS)	STAR TRAK/INTERSCOPE
2	28	TAKE ME AS I AM	MARY J. BLIGE		MATRARCH/GEFFEN/INTERSCOPE
3	8	IN MY SONGS	CERALE LEVERT		ATLANTIC
4	7	AND I AM TELLING YOU I'M NOT GOING	EMERIT HILSON		MUSIC WORLD/COLUMBIA
5	31	CHANGE ME	RUBEN STUDDARD		JRMG
6	15	IRREPLACEABLE	BEYONCÉ		COLUMBIA
7	25	USED TO BE MY GIRL	BRAHE/MORRIS		WARNER BROS.
8	11	PLEASE DON'T GO	TANK	MOST INCREASED PLAYS	GOOD GAME/BLACKGROUND/UNIVERSAL MOTOWN
9	21	BE WITH YOU	ELIZABETH WITHERS		BLUE NOTE/VIRGIN
10	8	BUDDY	MUSQ/SOULCHILD		ATLANTIC

COUNTRY		NIELSEN BDS CERTIFICATIONS		HITPREDICTOR STATUS	
WEEK	LAST WEEK	TITLE	ARTIST	IMPRINT / PROMOTION LABEL	IMPRINT / PROMOTION LABEL
1	3	LADIES LOVE COUNTRY BOYS	TRICK AUBRY	NO. 1 (1 WK)	CAPITOL NASHVILLE
2	24	WATCHING YOU	RODNEY ATKINS		CLUB
3	15	STUPID BOY	KETH/URBAN		CAPITOL NASHVILLE
4	1	IT JUST COMES NATURAL	GEORGE STRAIT		MCA NASHVILLE
5	11	BEER IN MEXICO	KERRY CHESNEY		BNA
6	23	ALYSSA LIES	JASON MICHAEL CARROLL		ARISTA NASHVILLE
7	9	LAST DOLLAR (FLY AWAY)	TIM MCCRAW		CLUB
8	10	WASTED	CARRIE UNDERWOOD		ARISTA/ARISTA NASHVILLE
9	16	ANYWAY	MARTINA MCBRIDE		ARC
10	30	LITTLE BIT OF LIFE	CHUCK MORGAN		BROKEN BOW

AC		NIELSEN BDS CERTIFICATIONS		HITPREDICTOR STATUS	
WEEK	LAST WEEK	TITLE	ARTIST	IMPRINT / PROMOTION LABEL	IMPRINT / PROMOTION LABEL
1	26	WAITING ON THE WORLD TO CHANGE	THE FRAY	NO. 1 (2 WKS)	REPUBLIC
2	44	WHAT HURTS THE MOST	RASCAL FLATTS		LYRIC STREET/HOLLYWOOD
3	52	UNWRITTEN	NATASHA BEDINGFIELD		EPIC
4	19	HOW TO SAVE A LIFE	THE FRAY	MOST ADDED	REPUBLIC
5	41	THE BODILE	FIVE FOR FIGHTING		INWARR/COLUMBIA
6	20	CHASING CARS	SHOW PATROL		POLYGRAM/AM/INTERSCOPE
7	61	BAD DAY	DANIEL POWERS		WARNER BROS.
8	36	PUT YOUR RECORDS ON	CORINNE BAILEY RAE		CAPITOL
9	27	HAVE YOU EVER SEEN THE RAIN	ROD STEWART	MOST INCREASED PLAYS	JRMG
10	43	BLACK HORSE & THE CHERRY TREE	BT WINSTAL		RELENTLESS/VIRGIN

#1 MOST ADDED
SHOO BE DOO (NO WORDS) Macy Gray (WILLIAMS/GEFFEN)

#1 MOST INCREASED PLAYS
PLEASE DON'T GO Tank (GOOD GAME/BLACKGROUND/UNIVERSAL MOTOWN)

TOP 5 NEW AND ACTIVE
I'M JUST A FOOL FOR YOU J. Blackfoot (RIGHT NOW)
WHEN I SEE YOU Fantasia (JRMG)
YOU Lloyd Featuring Lil' Wayne (THE INC./UNIVERSAL MOTOWN)
TURN IT AROUND Israel & New Breed (INTEGRITY GOSPEL/COLUMBIA/SUM)
RUNAWAY LOVE Ludacris Feat. Mary J. Blige (OTIYDEF JAM/JD&G)

COMPLETE URBAN AC CHART ON PAGE 54

#1 MOST ADDED
LOST IN THIS MOMENT Big & Rich (WARNER BROS./VIRG)

#1 MOST INCREASED AUDIENCE
STAND Rascal Flatts (LYRIC STREET)

TOP 5 NEW AND ACTIVE
SEPARATE WAYS Rick Trevino (WARNER BROS./VIRG)
I LOVE WOMEN (MY MOMMA CAN'T STAND) Jerrad Niemann (CATEGORY 5)
A WOMAN KNOWS John Anderson (RAYBAM/WARNER BROS./VIRG)
YOU'RE GONNA LOVE ME Chris Young (RCA)
BUILT TO LAST Heartland (LONDON CREEK)

COMPLETE COUNTRY CHART ON PAGE 61

#1 MOST ADDED
HOW TO SAVE A LIFE The Fray (EPIC)

#1 MOST INCREASED PLAYS
HAVE YOU EVER SEEN THE RAIN Rod Stewart (JRMG)

TOP 5 NEW AND ACTIVE
YOU DON'T KNOW ME Eddie Money (BIG DEAL/WARRIOR)
A THOUSAND DAYS Clay Aiken (REARJMG)
NEVER ALONE Jim Brickman Feat. Lady Antebellum (SLI)
A LOVE SONG Kenny Loggins (ONE EIGHTY)
THERE'S ALWAYS TOMORROW Alton Ray (OHME)

COMPLETE AC CHART ON PAGE 64



THE BACK PAGES



POWERED BY
 Nielsen
 Broadcast Data
 Systems

HOT AC			NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS
THIS WEEK	LAST WEEK	TITLE ARTIST	IMPRINT / PROMOTION LABEL	
1	13	IT'S NOT OVER DALCHYTHY	NO. 1 (2 WKS)	RC/A/RMG
2	38	CHASING CARS SHOW PATROL	POLYDOR/AS&M/INTERSCOPE	N ²
3	37	HOW TO SAVE A LIFE THE FRAY	N ²	EPIC
4	36	WAITING ON THE WORLD TO CHANGE JOHN MAYER	AWARE/COLUMBIA	N ²
5	28	SUDDENLY I SEE KT TUNSTALL	RELENTLESS/VIRGIN	
6	14	KEEP HOLDING ON AVRIL LAVIGNE	FOX/RC/A/RMG	
7	16	IT ENDS TONIGHT THE ALL-AMERICAN REJECTS	DOORHOUSE/INTERSCOPE	
8	11	SAY IT RIGHT NELLY FURTADO	MOSLEY/GEFFEN	
9	31	LIPS OF AN ANGEL HINDER	UNIVERSAL REPUBLIC	
10	38	FAR AWAY		

SMOOTH JAZZ			NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS
THIS WEEK	LAST WEEK	TITLE ARTIST	IMPRINT / PROMOTION LABEL	
1	2	GIVE ME THE REASON KIRK WHALLUM	NO. 1 (5 WKS)	RENDEZVOUS
2	19	BLOOM MINI AGAR		GRVYERVE
3	27	GIRL IN THE RED DRESS GREGG KARUKAS		TRIPPIN' R RHYTHM
4	21	WAY UP! WAYMAN T'SDALE		RENDEZVOUS
5	14	MISTER MAGIC PETER WYTE		LEGACY/COLUMBIA
6	14	YOU'RE BEAUTIFUL KENNY G		ARISTA/RMG
7	14	THINKING ABOUT YOU NORAH JONES		BLUE NOTE/BLC
8	26	MORNING GEORGE BENSON & AL JARREAU		MONSTER/CONCORD
9	35	DRESSED TO CHILL MARRON MEADOWS		HEADS UP
10	17	SAVE ROOM JOHN LEOPARD	MOST INCREASED PLAYS	GOOD/COLUMBIA

ALTERNATIVE			NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS
THIS WEEK	LAST WEEK	TITLE ARTIST	IMPRINT / PROMOTION LABEL	
1	18	PAIN THREE DAYS GRACE	NO. 1 (2 WKS)	JIVE/ZOMBA
2	18	STARLIGHT MUSE		WARNER BROS.
3	18	SNOW ((HEY OH)) RED HOT CHILI PEPPERS		WARNER BROS.
4	19	FROM YESTERDAY 30 SECONDS TO MARS		BM&RTAL/VIRGIN
5	12	FAMOUS LAST WORDS MY CHEMICAL ROMANCE		REPRISE
6	32	FACE DOWN THE RED JUMP SUIT APPARATUS		VIRGIN
7	8	DASHBOARD MIDWEST MOUSE		EPIC
8	14	THIS AIN'T A SCENE, IT'S AN ARMS RACE FUELLED BY RAMEN/ISLAND/IDJAG		ISLAND/IDJAG
9	8	READ MY MIND THE KALLERS		ISLAND/IDJAG
10	28	SURVIVALISM NINE INCH NAILS	IMPROVED/MOST INCREASED PLAYS/MOST ADDED	NOTHING/INTERSCOPE

#1 MOST ADDED
GRAVITY John Mayer (AWARE/COLUMBIA)

#1 MOST INCREASED PLAYS
LITTLE WONDERS Rob Thomas (MELISSA/ATLANTIC)

TOP 5 NEW AND ACTIVE
OVER IT Katharine McPhee (RC/A/RMG)
YOU GIVE ME SOMETHING James Morrison (POLYDOR/INTERSCOPE)
THE KILL (BURY ME) 30 Seconds To Mars (BM&RTAL/VIRGIN)
CUPID'S CHOKERHOLD Gym Class Heroes Feat. Patrick Stump (DEJAY/DANCE FUELED BY RAMEN/ATLANTIC/AM)

#1 MOST ADDED
RHYTHM METHOD Paul Brown (PEAK/CONCORD)

#1 MOST INCREASED PLAYS
SAVE ROOM John Legend (G.O.O.D./COLUMBIA)

TOP 5 NEW AND ACTIVE
LUCKY Ken Navarro (POSITIVE)
JUST FEELIN' IT Michael Manson With Brian Culbertson (Z75 ENTERTAINMENT)
KALIDOSCOPE Chris Standring (A TRAIN)
TAKE ME Steve Cole (NARADA JAZZ/BLC)
OUT OF MY HEAD Lionel Richie (ISLAND/IDJAG)

#1 MOST ADDED
SURVIVALISM Nine Inch Nails (NOTHING/INTERSCOPE)

#1 MOST INCREASED PLAYS
SURVIVALISM Nine Inch Nails (NOTHING/INTERSCOPE)

TOP 5 NEW AND ACTIVE
FIDELITY Regina Spektor (SIRE/WARNER BROS.)
BETTER THAN ME HINDER (UNIVERSAL REPUBLIC)
THE MISSING FRAME AFI (TRIVY EVL/INTERSCOPE)
SAY THIS SOONER (NO ONE WILL SEE THINGS THE WAY I DO) The Allman (TOOTH & NAIL/EMR)
TELL ME Dropping Daylight (OCTONE)

COMPLETE HOT AC CHART ON PAGE 65

COMPLETE SMOOTH JAZZ CHART ON PAGE 68

COMPLETE ALTERNATIVE CHART ON PAGE 70

ACTIVE ROCK			NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS
THIS WEEK	LAST WEEK	TITLE ARTIST	IMPRINT / PROMOTION LABEL	
1	18	LADIES & GENTLEMEN SALIVA	NO. 1 (3 WKS)	ISLAND/IDJAG
2	23	PAIN THREE DAYS GRACE		JIVE/ZOMBA
3	8	BREATH BREAKING BENJAMIN		HOLLYWOOD
4	15	SILLYWORLD STONE SOUR		ROADRUNNER
5	18	THE ENEMY GOODSACK		UNIVERSAL REPUBLIC
6	12	TEN THOUSAND FISTS DISTURBED		REPRISE
7	13	IT'S NOT OVER DALCHYTHY		RC/A/RMG
8	7	FOREVER PAPA ROACH		EL TONAL/GEFFEN
9	4	WELL ENOUGH ALONE CHEVELLE		EPIC
10	17	SNOW ((HEY OH)) RED HOT CHILI PEPPERS		WARNER BROS.

ROCK			NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS
THIS WEEK	LAST WEEK	TITLE ARTIST	IMPRINT / PROMOTION LABEL	
1	18	PAIN THREE DAYS GRACE	NO. 1 (6 WKS)/MOST ADDED	JIVE/ZOMBA
2	17	SNOW ((HEY OH)) RED HOT CHILI PEPPERS		WARNER BROS.
3	15	LADIES & GENTLEMEN SALIVA		ISLAND/IDJAG
4	15	THE ENEMY GOODSACK		UNIVERSAL REPUBLIC
5	12	SILLYWORLD STONE SOUR		ROADRUNNER
6	34	LAND OF CONFUSION DISTURBED		REPRISE
7	33	HEROES SHINEDOWN		ATLANTIC
8	11	IT'S NOT OVER DALCHYTHY		RC/A/RMG
9	14	BREATH BREAKING BENJAMIN	MOST INCREASED PLAYS	HOLLYWOOD
10	47	ANIMAL I HAVE BECOME THREE DAYS GRACE		JIVE/ZOMBA

TRIPLE A			NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS
THIS WEEK	LAST WEEK	TITLE ARTIST	IMPRINT / PROMOTION LABEL	
1	17	NEW SHOES PHILOMATH	NO. 1 (3 WKS)	ATLANTIC
2	14	THINKING ABOUT YOU NORAH JONES		BLUE NOTE/BLC
3	18	THINK I'M IN LOVE BECK		INTERSCOPE
4	22	SEE THE WORLD COMET		ATO/RED
5	26	SATELLITE CUSTER		REPRISE
6	18	PHANTOM LIMB THE SHINS		SUB POP
7	10	YOU'RE ALL I HAVE SNOW PATROL		POLYDOR/AS&M/INTERSCOPE
8	13	NOTHING IN MY WAY KEANE		INTERSCOPE
9	21	SNOW ((HEY OH)) RED HOT CHILI PEPPERS		WARNER BROS.
10	16	WINDOW IN THE SKIES LIZ		ISLAND/INTERSCOPE

#1 MOST ADDED
SURVIVALISM Nine Inch Nails (NOTHING/INTERSCOPE)

#1 MOST INCREASED PLAYS
SURVIVALISM Nine Inch Nails (NOTHING/INTERSCOPE)

TOP 5 NEW AND ACTIVE
ELECTRIC WORRY Clutch (ISSAC/HARDORT)
THE FIGHT The Classic Crime (TOOTH & NAIL/EMR)
SIDE OF A BULLET Nickelback (ROADRUNNER)
FUNERAL FOR YESTERDAY Kiese (MERIDIAN/ANX OF INFAMY/CAROLINE)
HEAR ME NOW Framing Hanley (SILENT MAJORITY)

#1 MOST ADDED
PAIN Three Days Grace (JIVE/ZOMBA)

#1 MOST INCREASED PLAYS
BREATH Breaking Benjamin (HOLLYWOOD)

TOP 5 NEW AND ACTIVE
JAMIN Tool (TOOL DISSECTIONAL/VOLCANO/ZOMBA)
THE OLDER I GET Skillet (ARDENT/ATLANTIC/LAVA)
LOVE REIGN O'ER ME Pearl Jam (TEN CLUB)
ALL THESE THINGS I HATE (REVOLVE AROUND ME) Bullet For My Valentine (JIVE/ZOMBA)
THE KILL (BURY ME) 30 Seconds To Mars (BM&RTAL/VIRGIN)

#1 MOST ADDED
BETTER THAN The John Butler Trio (ATLANTIC/LAVA)

#1 MOST INCREASED PLAYS
BETTER THAN The John Butler Trio (ATLANTIC/LAVA)

TOP 5 NEW AND ACTIVE
THE STORY Brandi Carlile (COLUMBIA)
YOU GIVE ME SOMETHING James Morrison (POLYDOR/INTERSCOPE)
ARE YOU ALRIGHT? Lucinda Williams (LOST HIGHWAY)
STARS AND BOULEVARDS Augustana (EPIC)
PRESSURE SUIT Aquafang (COLUMBIA)

COMPLETE ACTIVE ROCK CHART ON PAGE 71

COMPLETE ROCK CHART ON PAGE 72

COMPLETE TRIPLE A CHART ON PAGE 75

Juggling agencies, stations and program producers is all in a day's work for Dial Global senior VP. He's a research geek, too

Charles Steinbauer

By Erica Farber

graduating from Iona College with a degree in communications, Charles Steinbauer knew he was interested in broadcast media—he just wasn't sure what role he wanted to play. Since 2001 he has worked as senior VP of operations and research for Dial Global, home to four RADAR-rated networks and provider of national ad sales representation to more than 60 independent producers and syndicators. The independent network/syndicator also reps programming from sister company MJI Interactive. An active member of the Network Radio Research Council, Steinbauer was elected chairman of the council in January.

Getting into the business: "I was working as an account executive for a business-to-business direct marketing firm and realized that wasn't what I wanted to do. I was more interested in the analytics behind broadcasting and what prompted someone to purchase media. I got a call from a family friend who knew of an opening as a research analyst at Winstar Global Media. I went for the interview, got the job and have loved it ever since. Then there was the merger. Winstar ultimately went away, as some other Web businesses did, and Excelsior Radio purchased the assets. Then in 2001 they merged the company with Dial Communications to form what is now Dial Global."

Mission of the company: "To help agency clients with their marketing and branding objectives by providing top-tier programming with a high degree of accountability."

Describe your responsibilities: "To run everything except the sales aspect of the business. To create or manage the systems and research that ultimately becomes the currency we sell to the clients. And to make sure that the systems we have in place provide the ability for airing and stewarding their schedules. There are a lot of moving parts."

Product offering: "We currently have 206 individual-selling vehicles that go to about 40 networks. We deal with about 7,000 unique radio stations."

Biggest challenge: "Holding on to the broad view. Stepping back and looking at the big picture. Focusing on delivering for our agency clients while

simultaneously dealing with thousands of radio station clients. As a network and syndicator, you are always in the middle between clients on the agency, producer and station levels. Stepping back and keeping that all in perspective is a challenge."

Explain how the Network Radio Research Council works: "The council is a membership made up of research directors from the RADAR-rated networks. The mission is to promote reliable and effective radio audience measurement for national networks."

Current focus: "The integration of the Portable People Meter into the national services that Arbitron provides is where our focus lies. We meet with Arbitron at least once a quarter and make recommendations. The dialogue is pretty open. We've been able to have a good relationship with the Network Radio Research Council



and with Arbitron and, with all the expertise in the room, we hopefully help steer the media and research in the right place."

How the PPM will affect how network radio is measured: "That is one of the issues we are tackling. The current plan only gives us the top 50 markets, and we're interested in 51-plus as well, so it is going to take a while. You're going to have dual methodologies—diaries and meters—and I don't want that to adversely affect national business. As the rollout continues, the primary question is, How do we successfully integrate that into the national services?"

State of radio: "It's fine. As we've seen in the past, innovation in technology and media force us to become more innovative. Historically radio has been a little slow to react. Previous media innovations have forced us to react and become more nimble, and I think we can do that."

State of network radio: "Very strong. We've always been an accountable industry. What we're doing with the council and other groups is furthering our systems and innovating within the operations of the networks to provide advertisers with more accountability. This is being addressed at the network level. The systems vary company by company, but we're all looking toward providing the same goal."

Career highlight: "Dial Global, after the successful integration of the two companies. The following year, being able to debut our first RADAR network and the continued success we've had in RADAR over the years. We've been able to grow that category for our company pretty well."

Career disappointment: "When I was younger I would have liked to have spent more time at a local station to see the ins and outs and how they integrate within the national media and the networks. It might have helped me do my job a little bit better today."

Most influential individual: "The current management of the company and [co-president/CEO] David Landau, who helped me understand a little bit more about the business."

Advice for broadcasters: "Treat everybody as a partner. Every business relationship should be treated as a partnership. Your goals should be aligned to build the business, both by helping your advertisers as well as helping your radio station." *RR*

'As a network and syndicator, you are always in the middle between clients on the agency, producer and station levels. Stepping back and keeping that all in perspective is a challenge. —Charles Steinbauer

Lixer Notes

Profile: Charles Steinbauer

Title: Dial Global senior VP of operations and research

Favorite radio format: Classic rock

Favorite TV show: "The Simpsons"

Favorite song: "A Day in the Life" by the Beatles

Favorite movie: "The Big Lebowski"

Favorite book: "A Confederacy of Dunces" by John Kennedy Toole

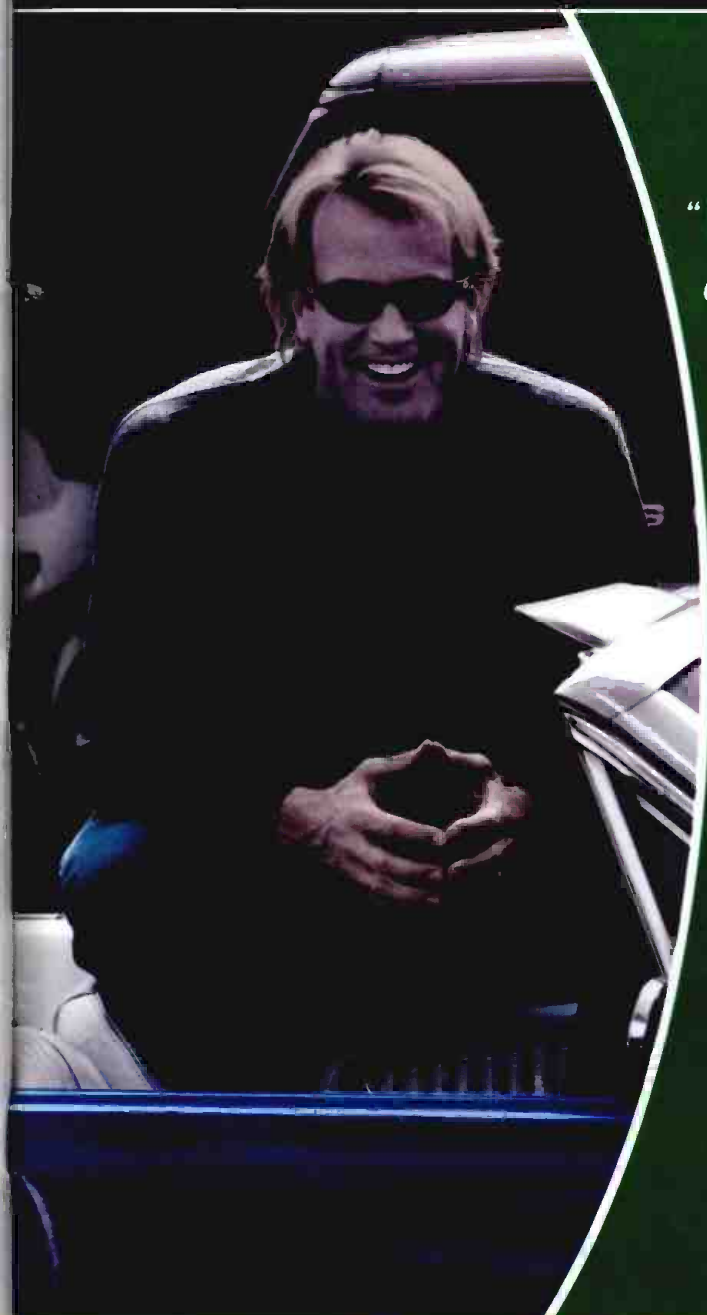
Favorite restaurant: Peter Luger Steakhouse in New York

Beverage of choice: Coffee

Hobbies: "I draw and sketch—just pencil and paper. Mainly still lifes and a lot of fruit."

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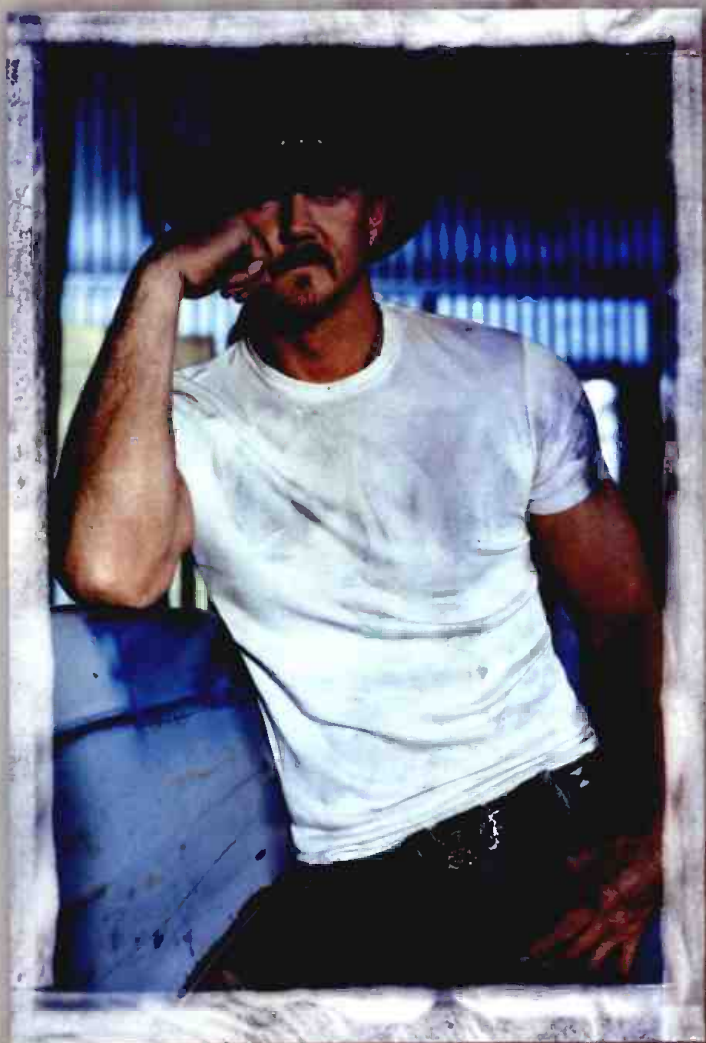
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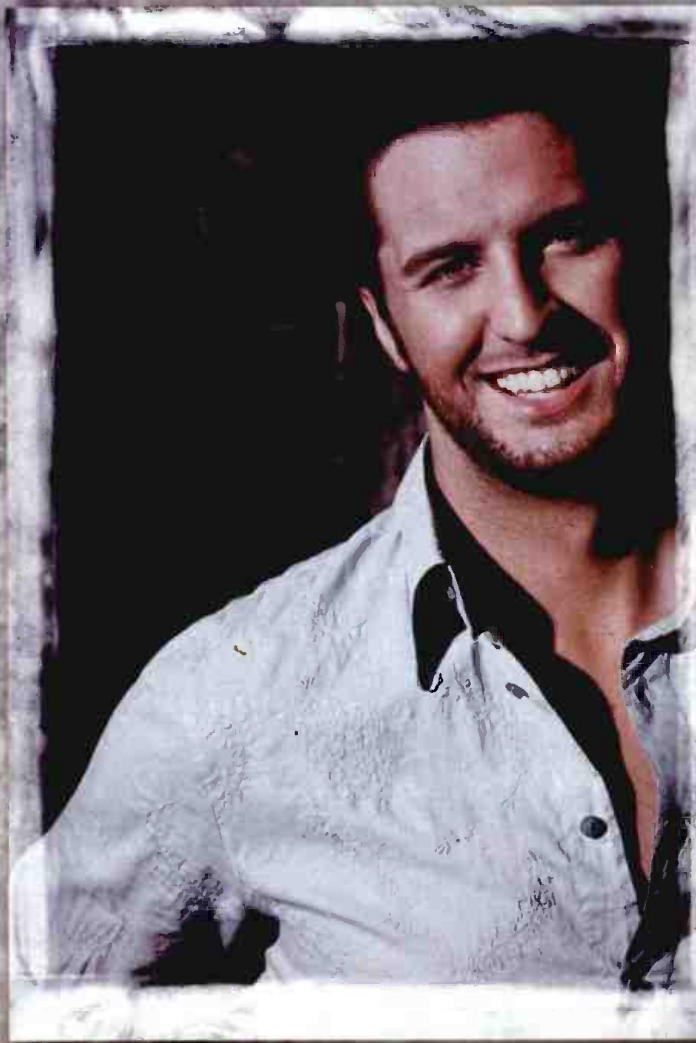
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