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R&R News Focus

Mitchem Returns To D.C.

Clear Channel/Philadelphia OM Thea Mitchem is headed back to Washington, as OM for the company's eight-station Washington-Baltimore cluster. She replaces recently departed Jeff Kapugi as PD of CHR/top 40 WIHT (Hot 99.5)/Washington.



Mitchem

Mitchem began her radio career at Infinity Broadcasting urban WPGC/Washington in the mid-'90s and eventually rose to MD. In November 2001 she earned her first PD position when she segued to Baltimore to launch co-owned urban WXYV (X105.7). Her next move was to Clear Channel/Philadelphia as director of urban programming and PD of urban WUSL (Power 99). In February 2006, she was upped to OM for the cluster. Mitchem's successor has not been named.—Darnella Dunham

Ryan Spreads Wings At Eagle/Dallas

Chris Ryan is bestowed PD stripes at Clear Channel active rock KEGL (97.1 the Eagle)/Dallas. He has been at the station since January as APD/MD/afternoon driver. Ryan, who takes over the Eagle reins from cluster OM Vince Richards, spent three-and-a-half years as APD/MD at alternative sister KDGE (102.1 the Edge) but was at the previous incarnation of the Eagle from 1994 to 2004.

"Since the Eagle launched, Chris has demonstrated leadership, passion and the dedication that is needed in today's ever-changing radio landscape," Richards says.

—Keith Berman

Bays Named CMTA Chairman

Greg Bays is named chairman of the board of directors for the Christian Music Trade Assn., a sister organization to the Gospel Music Assn. He is currently senior VP of sales and marketing for EMI Christian Music Group Distribution. Bays has been serving as chairman-elect and now takes over the role of chairman for a two-year term from former Provident-Integrity Distribution executive Don Noes, who retired from the company July 31.—Kevin Peterson



Bays

Analyst Sees 'Sense Of Denial' As Radio Rev Continues Slide

Radio revenue keeps deflating for a 15th straight month—and at least one analyst wonders if radio's leaders are prepared to right the ship. The RAB says that combined local and national spot radio advertising dropped 8% in second-quarter 2008 to \$4.6 billion and 7% in the first half of the year to \$8.4 billion. Factoring in 12% growth in off-air advertising to \$889 million and a 3% climb for network radio to \$567 million, overall radio dollars are down 5% to \$9.9 billion at midyear.

REVENUE	\$Q2 '08	% CHG	\$1st HALF '08	% CHG
LOCAL	\$ 3,792	-7%	\$ 6,978	-6%
NATIONAL	\$ 778	-11%	\$ 1,428	-11%
LOCAL & NATIONAL COMBINED	\$ 4,570	-8%	\$ 8,406	-7%
NETWORK	\$ 293	0%	\$ 567	3%
OFF-AIR	\$ 501	10%	\$ 889	12%
GRAND TOTAL	\$ 5,364	-6%	\$ 9,862	-5%

SOURCE: Miller, Kaplan, Arase & Co.
Off-Air was previously referred to as Non-Spot

The RAB's numbers for July were no better. Local revenue for all markets was down 5% from a year earlier, and national revenue was off 15%. Combined local and national revenue dropped 7%. Off-air revenue was up 6% while grand total revenue dropped 6% from July 2007.

"Radio has entered and seems stuck in a new, discouraging territory with the combined challenges of a secular slide and cyclical recessionary times," CL King & Associates senior analyst/senior VP Jim Boyle wrote in a note to investors. Pointing out that the average radio group's guidance for the third quarter is down 5%, he added, "Little good news seems in the offing."

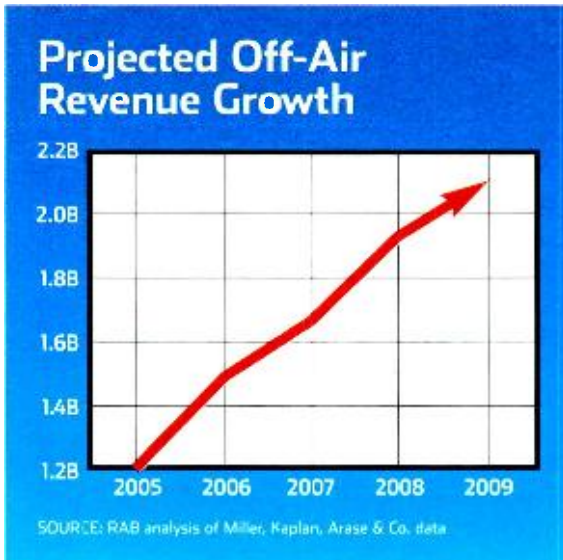
Responding to his own question, "What are radio leaders doing to change direction?" Boyle wrote, "Not much, it seems to us. The industry's larger groups do not appear ready to institute revolutionary changes in sales, programming, promotion or station clusters.

There is a notable sense of denial of how harsh the prospects have been and continue to be for radio. The classic CEO reply is that radio is not bleeding as badly as newspapers."

Meanwhile, the next six months are going to be bumpy, according to results from a new survey by the Assn. of National Advertisers. More than half of 100 advertisers (53%) surveyed expect ad budgets to be reduced in the next six months because of the tough economic climate. The survey, conducted this summer, found that advertisers are already skittish about market conditions, with 87% being challenged to identify cost savings or reductions for current marketing and advertising campaigns. Of those, more than half believe overall marketing budgets would be cut between 1% and 10%, while 10% believed cuts could reach more than 30%.

Areas survey respondents identified as most likely to be reduced are media budgets (60%), ad production budgets (63%), internal expenses and/or cost reductions (63%), travel and expenses (63%) and eliminating or delaying new projects (61%).

—Julie Gidlow, Ken Tucker & Mediaweek's Katy Bachman



ON THE WEB

Moxley, Kennedy Join Show Dog Nashville

Toby Keith's Show Dog Nashville has added two veteran executives to its staff. Rick Moxley, most recently VP of promotion at BNA Records, and Bill Kennedy, who exited Capitol Nashville in June as VP of sales amid parent EMI's corporate restructuring, will hold similar positions at Show Dog. Both will be based in the label's Nashville offices.

Keith says of the pair, "They have been instrumental in breaking the careers of most of the superstars in Nashville. Show Dog as a label is doing really well, and the addition of these two veterans makes our team even stronger."

Moxley replaces Tom Moran, who exited Show Dog in March. Kennedy succeeds Johnny Rose, who has been with the label since its 2005 inception.—Ken Tucker

Providence Diary Mystery Solved

Six diaries from a "media-related household" that caused Arbitron to reissue the Providence spring ratings came from the wife of Citadel talk WPRO-AM morning host John DePetro. A statement from Citadel/Providence says DePetro had no knowledge of his wife's actions. The diaries reported heavy listening to DePetro's morning show from listeners aged 25-34. Their removal caused the show to drop from fourth in the original spring report to No. 9 in the reissue in adults 25-54 but remained No. 1 in 12+. The reissue had WPRO No. 2 in 12+, not No. 1 as originally reported.—Mike Stern

Mack Is Atlanta's New Star

Rick Mack crosses the street in Atlanta to become VP/GM of Lincoln Financial Media CHR/top 40 WSTR (Star 94), filling the gap made when 40-year station vet Mark Kanov retired in July. Mack arrives from Citadel's Atlanta duo of country WKHX (Kicks 101.5) and oldies WYAY (True Oldies 106.7), where he's been director of sales for the past eight years. No stranger to the corner office, Mack spent six years as GM for CBS Radio's crosstown market giant WVEE (V103). He also managed Cox Radio's crosstown WFOX.—Keith Berman

NEWS UPDATES AROUND THE CLOCK:
www.RadioandRecords.com

Seacrest/Comcast: A Sher Thing

Adam Sher, one of Ryan Seacrest's longtime agents at the William Morris Agency, will join Ryan Seacrest Productions in the newly created position of CEO. In addition, Seacrest and Comcast Entertainment Group, owners of E! Entertainment, have forged a new multiyear deal that keeps Seacrest around as managing editor/anchor of "E! News" and executive producer/host of E!'s "Live From the Red Carpet" specials through early 2012. Comcast will retain "first-look" rights for all RSP projects through August 2011 and expands Seacrest's present deal to provide programming to Comcast networks. The deal also includes a new advertising relationship between E! and Seacrest's radio kingdom, including "On-Air With Ryan Seacrest" and "American Top 40." —Kevin Carter



Seacrest

CBS Radio Shifts Management Roles

Placing a larger emphasis on digital media, CBS Radio has reorganized management responsibilities for some of its top executives. David Goodman, president of digital media and integrated marketing and the executive responsible for CBS' deal with AOL Radio and development of a new online radio player, will focus on extending traditional radio to multiple digital platforms.

"Seeing that digital has become an ever-increasingly important part of our business, we're lucky to have someone with David's expertise and insight leading our efforts from a technology and revenue generating perspective," CBS Radio president/CEO Dan Mason wrote in an Aug. 25 memo to employees. "Our stations are benefiting from partnerships that are a direct result of David's passion and belief in our online capabilities."

The Altitude Group, the company's integrated marketing division formerly under Goodman, will now be overseen by president of sales Michael Weiss. Altitude Group executive VP Rich Lobel will expand responsibilities to include similar duties for the Digital Media Group, allowing Lobel to extend his role in creating campaigns for such clients as AT&T, Dodge and Comcast, to CBS' digital extensions, both local and national. Executive VP of sales Sue McNamara takes on day-to-day management responsibilities for the Altitude Group.

"The business is changing at record-setting speed, which means we must act equally quick in evolving our management structure," Mason wrote. —Katy Bachman, *Mediaweek*



Goodman

Gamble Upped To CBS/Denver Director Of Ops

After less than two years programming CBS Radio hot AC KIMN (Mix 100)/Denver, programming vet John Roberts exits as the cluster consolidates its PD positions into a single person: Bill Gamble, who annexes PD duties for Mix and is promoted to director of operations, with full programming and operations oversight of Mix and the two stations he already runs, country KWL1 (92.5 the Wolf) and oldies KXKL (Kool 105).

Roberts has been PD of Mix since January 2007, when he came from the corporate PD post at First Broadcasting. His programming résumé includes KEG1/Dallas during its first run as the Eagle, WEZB (B97) and WKZN/New Orleans, KHKS/Dallas and KHFI/Austin. He also served as VP of programming and operations for Clear Channel/Dallas. —Keith Berman

Cowie New Harvard GM

Cam Cowie is the new GM of Canadian radio operator Harvard Broadcasting, overseeing day-to-day operations, sales and marketing. Michael Olstrom will stay as group station manager, and Bruce Cowie continues to lead Harvard's expansion in Western Canada. Most recently VP/GM of Citytv in Winnipeg, Cam Cowie has also spent a large part of his career with TV broadcaster Craig Media.

—Keith Berman

Joy Returns To WFTH

WFTH-AM (Faith 1590)/Raleigh has named Janila Joy GM. She began her career at the Tri-City Christian Network-owned gospel station at age 20 as an on-air personality. Joy returns to Faith 1590 after working as an account manager at Radio One gospel WPZZ (Praise 104.7)/Richmond. "My career has come full circle," she says. "I look forward to leading the team into uncharted territory in gospel radio." —Daniella Dunham

Bob & Tom On The Tube

"The Bob & Tom Show" becomes the latest radio show to extend its brand to TV. Beginning Nov. 3, Tribune's WGN America cable channel will at midnight EDT broadcast a daily hourlong best-of of that day's Premiere-syndicated morning show. It's the first original programming created by the recently rebranded cable channel, which reaches 72 million



Bob & Tom

homes and enjoys a massive footprint in the Midwest, where Indianapolis-based Bob & Tom enjoy their greatest ratings success. The show is heard on more than 150 stations.

—Paul Heine

Radio One Introduces Accountability Program In Houston

Moving one step closer to guaranteeing ad schedules, Radio One/Houston will release AccountabilityOne, a new scheduling and ratings verification software for its clients, within 30 days. Merging weekly PPM ratings and advertising schedules, the software will allow advertisers to monitor delivery of their schedules on a weekly basis by comparing the scheduled cost per point with the negotiated cost per point by broad dayparts. Advertisers will receive a monthly accountability statement from the cluster, which includes urban KBXX (97.9 the Box), urban AC KMJQ (Majic 102.1) and gospel KROI (Praise 92.1).

With Arbitron rolling out the PPM to an additional 12 markets by the end of the year for a total of 14, several groups, such as CBS Radio and Emmis Communications, have committed to posting a practice formerly shunned by the industry that involves audience guarantees that broadcasters make to advertisers.

Arbitron has voiced support for the accountability program. President of sales and marketing Pierre Bouvard says, "Radio One has recognized that the PPM is a powerful tool for enhancing the accountability of radio by delivering timely and reliable proof of performance reports that advertisers are demanding for all their media buys."

Initial response from the advertising community has also been favorable. "I'm glad Radio One/Houston is working to create an industry standard," FKM VP of group media director Ken Bielicki says.

—Daniella Dunham & *Mediaweek's* Katy Bachman

AHAA Backs PPM-Diary Proposal

The Assn. of Hispanic Advertising Agencies has backed a proposal that the Spanish Radio Assn. made to Arbitron by requesting it release diary and PPM ratings until alleged issues related to the PPM's Hispanic sampling are resolved, says Isabella Sánchez, chairwoman of the AHAA PPM Council and VP/managing director of ad agency Tapestry. "We think it's OK since Nielsen has done that for years for TV and we are used to it," Sánchez says.

But, she says that Arbitron rejected the proposal on the grounds that providing two different ratings currencies in the market is not a viable option and wouldn't make sense. Arbitron confirmed it has denied the request. —Jackie Madrigal

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

RADIO & RECORDS 1988

Rush Limbaugh Enters Syndication

Tyler Cox, PD at KFBK/Sacramento in 1988, still remembers the meeting where he was introduced to former ABC Radio president Ed McLaughlin. "It was then we found out that KFBK's prized mid-morning talk host was heading to New York to start a new daytime syndicated talk venture." The host, Rush Limbaugh, had been working five years earlier for the Kansas City Royals and was on his way to New York to lead a revival of AM radio that grew from syndication of his show. Limbaugh's program debuted nationally Aug. 1, 1988.

John Mainelli, who became PD at WABC/New York in March 1988, says that Limbaugh "had a clause in his contract that he could leave anytime he wanted as long as he went to a top five market." McLaughlin had optioned Limbaugh but it

was up to Mainelli to sell him to the company. "A lot of people were pretty suspicious of him and the idea of syndication." The show was also different back then: "He wasn't all politics. He was funnier and had way more variety. He didn't get into the heavy-duty politics until the election of 1994," Mainelli says.

Cox and Mainelli agree that no one could have predicted Limbaugh's success. "There was no doubt he was an exceptionally talented talk host," Cox says. "But who started new national syndicated talk shows in the middle of the day back in 1988?" Mainelli knows one person was convinced of the impending success: Limbaugh. "He knew something was going to happen. I just don't know that he could have imagined the scope." —Mike Stern

Business Briefing By Jeffrey Yorke

BMI Posts \$901M In Annual Revenue

BMI kept alive its 24-year record-breaking revenue and payouts streak by posting \$901 million in revenue for the fiscal year ended June 30, a 7% increase from the prior year. What's more, BMI will disperse \$786 million to songwriters, composers and copyright owners, an 8% increase over the prior year. Of that \$901 million, \$664 million, or 74%, came from domestic license income. Breaking out BMI domestic revenue, cable and satellite radio and TV accounted for \$208 million, or 23.1%. Traditional broadcast radio and TV accounted for \$340 million, or 38%.

up its share price in a 180-day period to remain on the Nasdaq board.

The SBS executive suite has been under fire for nearly a year by Discovery Group, a Chicago-based merchant bank that owns 9.8% of SBS shares, which has accused company executives of "mismanagement, poor operating performance and excessive executive compensation." SBS will be given 180 calendar days, or until Feb. 17, 2009, to regain compliance with the \$1 rule.

Cincinnati's Regent Communications received a delisting letter Aug. 11 and is making an effort to bring shares into proper status.

SBS Latest Radio Co. To Get Nasdaq Delisting Notice

Spanish Broadcasting System revealed Aug. 22 that it had received a delisting notice from the Nasdaq stock market two days earlier. SBS is the latest in a handful of radio groups to have received such a notice. The first company to be delisted was Radio One on May 27. The form letters tell the company it is not in compliance with the Nasdaq Global Market's minimum bid price, because the bid share price for common stock has closed below \$1 for the past 30 consecutive days. Radio One reacted Aug. 18 by filing an application to transfer the listing of the company's Class A shares from Nasdaq's Global Market to its Capital Market. The company expects to win approval to make the move within several weeks and to push

WWI, NBC Still A Couple

Westwood One and NBC News announced a new multiyear agreement, continuing the distribution of NBC News Radio and "Meet the Press" through WW1. The parties will also work to launch new NBC News products on radio. WW1 declined to provide R&R with financial details regarding the deal.

NBC was the first radio company, formed in October 1919 when General Electric's parent company established RCA—or the Radio Corp. of America—and later formed the NBC Radio Network in 1926. The company grew into a large collection of radio station properties in a slew of major markets that were peeled off to various buyers in the '80s. The news network was sold in 1988 to WW1 founder Norm Pattiz for \$50 million.

Transactions at a Glance

Metropolitan Radio Group's KORI-FM/Mansfield, La., to Houston Christian Broadcasters for \$150,000 . . . Aloha Station Trust's KDFO-FM/Delano, Calif., to Clear Channel. (Compliance with the FCC's multiple ownership rules no longer requires the divestiture of this station.) . . . Aloha Station Trust's WQOL-FM/Vero Beach, Fla., to Clear Channel. (Compliance with the FCC's multiple ownership rules no longer requires the divestiture of this station.) . . . Bruton Broadcasting's KVAN-FM/Pilot Rock, Ore., to Charles R. Nelson for debt relief in an amount equal to the senior note held by the assignee.

Deal of the Week

WFMH-AM and WMCJ-AM/Cullman, Ala.

PRICE: \$375,000 **TERMS:** Asset sale for cash

BUYER: Jimmy Dale Media, headed by member Jimmy Dale. Phone: 256-734-3271. It owns no other stations. This represents its entry into this market.

SELLER: Williams, Walton III, headed by owner Walton E. Williams III. Phone: 256-236-1880

FORMAT: Sports/news/talk; gospel

COMMENT: Walton E. Williams III's WFMH-AM and WMCJ-AM/Cullman, Ala., to Jimmy Dale Media for \$375,000.

2008 Deals to Date

Dollars to Date:	\$630,666,447	(Last Year: \$2,770,851,678)
Dollars This Quarter:	\$74,990,355	(Last Year: \$1,502,005,320)
Stations Traded This Year:	523	(Last Year: 1,367)
Stations Traded This Quarter:	141	(Last Year: 479)

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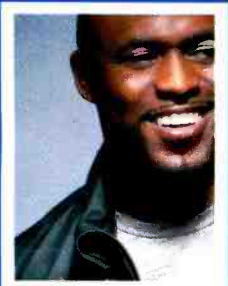
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THURSDAY, SEPTEMBER 18 AT 10:30PM

SNEAK PREVIEW OF THE MOVIE SOUL MEN!

R&R is pleased to present this special preview of the new movie, Soul Men, courtesy of Concord Music Group and Dimension Films. This film - directed by Malcolm Lee and starring Samuel L. Jackson, Bernie Mac, Isaac Hayes, Sharon Leal, Affion Crocket and John Legend - is an exclusive presentation for R&R Convention and NAB attendees. Soul Men opens nationwide on November 14.

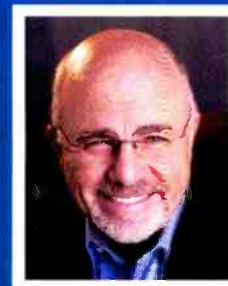


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WAYNE BRADY



Wednesday, September 17 @ 8:00 pm

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R&R NO.1

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LUIS FONSI TOPS LATIN POP FOR A SECOND WEEK WITH "NO ME DOY POR VENCIDO." HE'S PART OF AN ALL-STAR LINEUP SET FOR WKAQ/SAN JUAN'S KQ LIVE CONCERT SEPT. 27, WHICH ALSO INCLUDES VICTOR MANLELLE, TOMMY TORRES AND WISIN & YANDEL.



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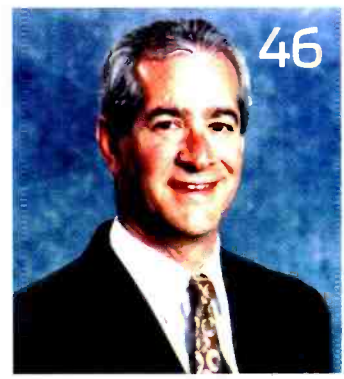
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FOR 35 YEARS

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What's New This Week Online

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|---|--|---|--|--|
| Sept. 1
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▶ Click on Charts | Sept. 3
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Connect yourself with the whole industry: Get listed in the R&R Directory.
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Put the magic back in your station

10 Secrets To Winning Big



Beau Phillips

bphillips@dial-global.com

'The key is to have stationality—a consistent message that weaves through your music mix, personalities, production and promotion.'

—Beau Phillips

We've all read about what's lacking in radio, but not much has been said about how to fix it. After years of relentless budget cuts, stations have been stripped of resources and are eagerly looking for solutions. ■ To quote Albert Einstein, "We can't solve problems with the same thinking we used to create them." Moving forward, I'm convinced that the key to creating great radio is more innovation, more engaging content, more entertaining DJs, more production value and more imaginative promotion. ■ With that in mind, here are 10 suggestions guaranteed to pump life back into your station.

1. Sound real. Reality shows dominate TV ratings. Real-life Web sites like YouTube rule the Internet. Yet radio has missed the reality trend. Stations often sound too slick, overproduced and predictable. Radio is the only consistently live medium. But we've lost spontaneity and the element of surprise. Hire personalities who can relate, even if their voice isn't ballsy. Reproduce those synthesized jingles with real instruments. Rethink your cliché "10th caller" contests. Re-evaluate your formulaized playlist from a listener's perspective.

2. Do what an iPod can't. Five years ago, playing "10 in a row" was a recipe for success. Today it just can't compete against the 3,000 songs on my iPod. And if your listeners don't own MP3 players yet, it's only a matter of time before they do. I recently heard a station boast that it plays "40 minutes of music every hour." Ouch. Clearly, we've taken "more music" as far as we can. Now let's inject personality, creativity and imagination, our strongest advantage over the iPod.

3. Create a shared experience. A recent Edison Media Research study notes the importance of finding common ground with your listeners. Whether you target the generation of Elvis, Woodstock or Bonnaroo, they share a bond. Winning stations know that radio is at its best when it hits listeners' hot buttons, be it Batman, "American Idol," Harry Potter, NASCAR or "Guitar Hero." Take ownership of popular trends and weave them into your DJ breaks, promotions and production.

4. Put on a show. Why must the fun stop at 10 a.m.? It seems that Geico commercials are more entertaining than most radio programming. If they

can breathe life into the boring insurance business, imagine what you can do with a station. Years ago, KISW/Seattle's competitors were all doing big cash giveaways. We trumped the station with our \$20 million giveaway, a goof promotion that offered \$1 per year for 20 million years. It cost us virtually nothing and made other stations sound boring. Listeners want to be entertained—and music is just one tool. Be timely and topical. Sell new songs with enthusiasm. Embrace new technologies. Encourage better DJ show prep than browsing USA Today.

5. Context is king. Some believe that content is king. But listeners now get music whenever and wherever they want, usually for free. When I was the head of marketing at VHI, Joint Communications' John Parikh gave us the secret to attracting viewers: context the music. By that I mean to package the music and present it in a clever way. Ever wonder why you don't see videos on MTV anymore? Because the ratings tanked. But when songs were packaged in such shows as "Pop-Up Video," "Behind the Music" or "I Love the '80s," ratings soared. Radio can learn a lesson here. To build listener loyalty, context the music with brief vignettes, wrapped with artist info and trivia. A great example is syndicated show "The Deep End With Nick Michaels," a four-hour-long program devoted to seminal rock music from the '60s through the '80s that is largely absent from today's airwaves.

6. Build a memorable brand. Arbitron's diary system is a popularity contest. The most memorable brands

win. That said, "Light & Contemporary" isn't a brand. It's just a tired, hollow slogan. The key is to have stationality—a consistent message that weaves through your music mix, personalities, production and promotion. But remember, everything that goes on-air is an investment in your brand, including car dealer remotes, uninspired DJ breaks and lame sales promotions. So craft your brand wisely.

7. Inject magic between songs. Winning stations go beyond formatics to engage listeners. When there were only CDs and radio to choose from, we were in control. Now we compete against 125 million iPods, 17 million satellite radios and 36,000 Internet radio channels. Want to increase your station's cume and TSL? Give listeners interesting and fun reasons to tune in. KTCL/Denver spotlights new songs with a New Music Grenade, a highly produced piece that explodes on-air to introduce upcoming bands.

8. Win on the streets. Rather than make listeners come to your appearances and van stops, go to them. Here's one example: veteran Seattle morning host Bob Rivers, now with KZOK/Seattle, developed a tremendous campaign called Meet Every Listener. He asked listeners to send him an invitation to visit their office. Then he showed up with swag, doughnuts and client giveaways. Sometimes he met four guys in a machine shop—or 500 people at Microsoft. He took pictures with everyone, even people who weren't fans. He recorded the group doing a station ID and played it on-air, making the listeners feel like stars. And all those letters became leads for the sales department.

9. Rethink your slogan. Google is one of America's top brands, yet it doesn't have a slogan. Same with Apple, Starbucks and dozens of other top brands. No slogan. The best tag lines are benefit-driven, genuine and often whimsical like WaMu's "We don't nickel-and-dime you." Stations love slogans, especially those contrived in focus groups. Does "Today's hits and yesterday's favorites" really differentiate your station from others? Or does it slide by listeners like "whiter whites" and "We won't be undersold"? Ask yourself, Is your station's slogan relevant anymore? And do you even need one?

10. Create appointment listening. TV has mastered the art of promoting benchmark shows and driving them into our psyche. Tuesdays and Wednesdays at 8 p.m. means "American Idol" on Fox. Want to create true appointment listening? Start by renaming well-worn features. Call your request hour "Show Us Your Hits." The rate-a-record show becomes "Smash or Trash." Your countdown feature might be "Rack 'Em & Stack 'Em." Then, produce promos with the anticipation of a movie trailer. **R&R**

Beau Phillips is executive VP of programming at Dial-Global Radio Networks. He is a former VP of KISW/Seattle and has held executive positions at MJI, VHI and Rainmaker Media.

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Denver

With Denver playing host to the Democratic National Convention, which began Aug. 25, Americans may never look at the market or region the same way. Denver's local media plan to pull out all the stops to showcase their western pride.

The event portends to amplify an increasingly tight TV news race. While KUSA, Gannett's NBC affiliate, has been the perennial news leader, No. 2-ranked KCNC, CBS' owned-and-operated station, home to the Denver Broncos, is closing in. KMGH, McGraw-Hill Broadcasting's ABC affiliate, is the No. 3 contender. KUSA also produces a 9 p.m. newscast on its duopoly partner, KTVD, the MyNetworkTV affiliate.

Tribune's CW affiliate KWGN last month launched a 5:30 p.m. newscast. Its virtual duopoly partner, KDVR-TV, the Fox affiliate recently acquired by LocalTV and the news leader at 9 p.m., also launched a 5:30 p.m. newscast. Both stations will be managed by Tribune's and LocalTV's broadcast management company.

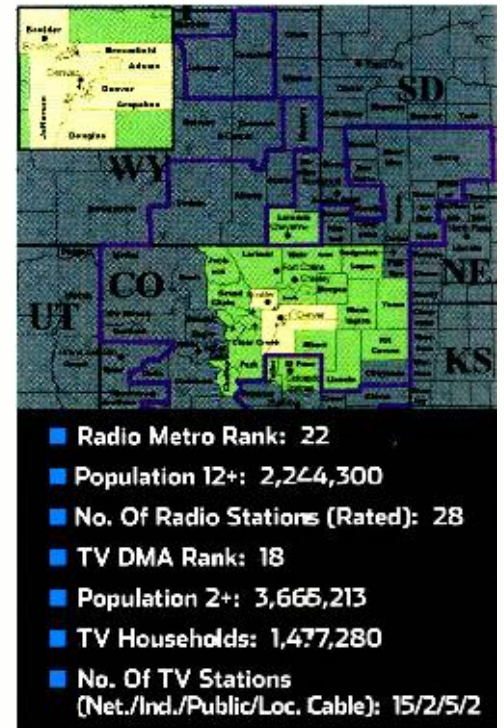
The Denver Newspaper Agency, the publishing partnership between Denver's two major newspapers, Rocky Mountain News, owned by E.W. Scripps, and the Denver Post, private-

ly owned by MediaNews Group, is also stepping up convention coverage. Though circulation is hurting, their Web sites are the most popular in the market.

CBS Outdoor dominates out-of-home media in the market and has prime inventory around the convention sites, the Pepsi Center and Invesco Field, as well as street furniture and bus shelter contracts. Clear Channel controls the ad rights for Denver International Airport, the fifth largest in the United States, as well as the rail system.

A large Hispanic population (18%) supports four Spanish-language network TV affiliates and five radio stations. Entravision Communications operates the Univision affiliate and three stations including regional Mexican KXPK-FM, the second-highest-rated station in the market.

—Katy Bachman, *MediaWeek*

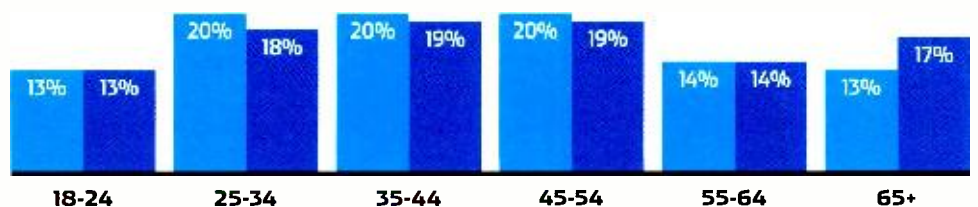


WHO THEY ARE

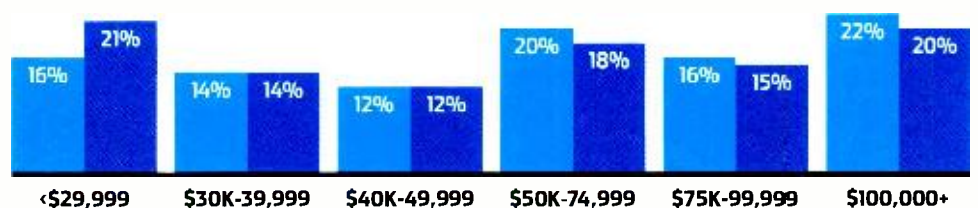
	Denver DMA %	US %
Men	50%	49%
Women	50%	51%
Married	59%	57%
Never Married (Single)	25%	25%
Widowed/Legally Separated/Divorced	16%	18%
White	91%	83%
Black/African-American	4%	12%
Hispanic	18%	13%
Other	--	3%
Employed Full-Time (35 Hours Or More)	55%	50%
Employed Part-Time (Less Than 35 Hours)	17%	15%
Not Employed	29%	35%
No Children In Household (Under 18)	56%	59%
One Or More Children	44%	41%
Two Or More Children	27%	25%
Three Or More Children	11%	10%

SOURCE: SCARBOROUGH USA+, RELEASE 2 2007

Market Demographics (vs. US)



Market Household Income (vs. US)



SOURCE: SCARBOROUGH USA+, RELEASE 2 2007, DMA

MARKETPLACE

Local Ad Revenue (Mil)

	2006	2007	% CHANGE 2006 TO 2007
Newspaper	\$526.0M	\$447.6M	-15%
Spot Television	378.7M	330.3M	-13%
Radio	90.6M	95.4M	5%
Outdoor	35.2M	37.0M	5%
Local Magazine	7.1M	8.1M	14%
Total	1,037.6M	918.3M	-12%

SOURCE: Nielsen Monitor-Plus, DMA

Local Online Ad Revenue (Mil)

	LOCAL	NATIONAL	TOTAL	SHARE
Pure Play	\$109.6M	\$290.0M	\$399.6M	66.5%
Newspapers	35.1M	28.1M	63.2M	10.5%
Television	13.3M	36.8M	50.0M	8.3%
Magazines	1.3M	44.4M	45.6M	7.6%
Directories	14.5M	19.9M	34.4M	5.7%
Radio	3.1M	2.1M	5.1M	0.9%
Other Print	2.6M	0.2M	2.8M	0.5%
Total	\$179.4M	\$421.4M	\$600.8M	100%

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

SQAD Cost Per Point TV Monitor

TELEVISION P25-54	EARLY AM	EARLY NEWS	PRIME	LATE NEWS
July '08	▲\$275	▼\$366	▲\$564	▲\$403
June '08	▲266	▲372	▲563	▲401
March '08	▼225	▼276	▼471	▼351
December '07	290	366	566	393

SOURCE: SQAD Q2 2008, DMA

SQAD Cost Per Point Radio Monitor

RADIO P18-49	AM DRIVE	MIDDAY	PM DRIVE
July '08	▲\$217	▲\$202	▲\$234
June '08	▲204	▲185	230
March '08	▼203	▼180	▼230
December '07	212	192	246

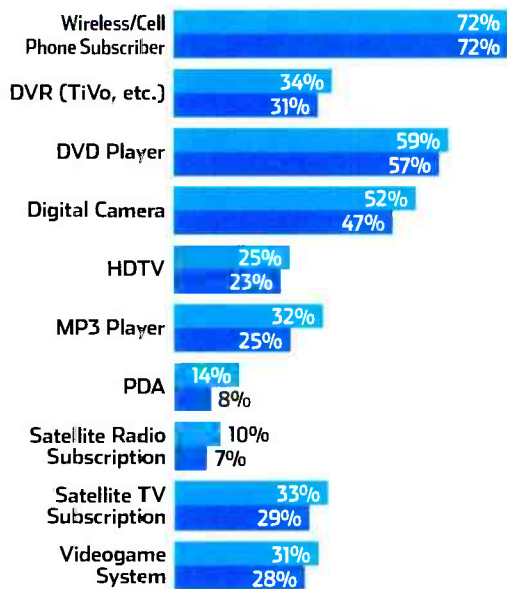
SOURCE: SQAD Q2 2008, METRO

COLOR KEY:

- ▲ Trending Upward
- ▼ Trending Downward

MEDIA

Items In Household (vs. US)



Newspaper Readers

Any Daily (Cume)	42%
Any Sunday (Average)	49%
Online (Past 30 Days)	19%

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

< 10 Minutes	22%
10-19 Minutes	27%
20-29 Minutes	19%
30-59 Minutes	20%
60+ Minutes	--
Don't Commute	7%

MODE OF TRAVEL

Carpool	6%
Drive (Not Carpool)	96%
Public Transportation (Combination of bus, light rail, taxi or other)	15%

Web Connection (HHLTD)

Cable Modem	24%
Dial-Up	15%
DSL	33%
Other Connection	6%
None	24%

Cable Penetration

Cable, Non ADS	55%
Alternate Delivery Sys.	32%
Digital Cable	34%
Cable With Pay	31%

Television Usage

Early AM (5-9a)	26%
Early Fringe (3-5p)	35%
Early News (5-5:30p)	43%
Prime Access (6-7p)	52%
Prime	61%
Late News (10-10:30p)	53%

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SOURCE: Scarborough USA+, Release 2 2007, DMA

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

Audio/Video Stores Shopped Past 12 Months (HHLTD)

Best Buy	28%	Sam's Club	11%	Wolf Camera	4%
Circuit City	16%	Sears	9%	Other Store	15%
Costco	10%	Target	18%	Did Not Shop For Audio/Video Items	39%
Kmart	6%	Ultimate Electronics	5%	Any Audio/Video Store Shopped	61%
Radio Shack	7%	Wal-Mart	27%		

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

RADIO

Radio Spending, Past Five Months

All amounts are in \$(000's)

ADVERTISER	08-JUL	08-JUN	08-MAY	08-APR	08-MAR
Kroger	127	127	135	216	149
Western Stone & Metal	135	131	143	138	123
Berkshire Hathaway	13	92	110	122	95
Verizon	104	82	116	89	110
Car Toys	119	149	110	100	93
Comcast	61	68	108	78	119
Safeway	67	83	70	63	51
U.S. Government	76	69	81	84	87
Ibiquity Digital	87	88	94	94	55
Colorado State	114	119	51	47	20

SOURCE: Nielsen SpotScan, Metro

Radio Ownership

OWNER	NO. OF STATIONS	RATINGS SHARE
Clear Channel	5 FM, 3 AM	27.2
Entercom	3 FM, 1 AM	14.0
Lincoln Financial	3 FM	12.0

SOURCE: Arbitron Spring 2008, Metro

Radio Usage

AM Drive (6a-10a)	79%	PM Drive (3p-7p)	79%
Midday (10a-3p)	68%	Evening (7p-Mid)	42%

SOURCE: Arbitron Spring 2008, Persons 12+, Metro

Ratings

PERSONS 12+, WINTER 08-SPRING 08 (RANK)		PERSONS 18-34 SPRING 08 (RANK)		PERSONS 25-54 SPRING 08 (RANK)	
KOA-AM	5.2-6.2 (1)	KXPK-FM	(1)	KBCO-FM	(1)
KXPK-FM	5.2-6.0 (2)	KQKS-FM	(2)	KALC-FM	(2)
KQKS-FM	5.5-5.6 (3)	KALC-FM	(3)	KYGO-FM	(3)
KYGO-FM	6.5-5.2 (4)	KBPI-FM	(4)	KOSI-FM	(3)
KOSI-FM	4.6-4.8 (5)	KPTT-FM	(5)	KXPK-FM	(5)

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

Top-Selling Albums

ARTIST	TITLE	ARTIST	TITLE
1 JONAS BROTHERS	LITTLE BIT LONGER	6 KEITH ANDERSON	C'MON!
2 SOUNDTRACK	MAMMA MIA!	7 SUGARLAND	LOVE ON THE INSIDE
3 KID ROCK	ROCK N ROLL JESUS	8 3OH!3	WANT
4 COLDPLAY	VIVA LA VIDA OR DEATH AND ALL HIS FRIENDS	9 LIL WAYNE	THA CARTER III
5 MILEY CYRUS	BREAKOUT	10 SOUNDTRACK	CAMP ROCK

SOURCE: Nielsen SoundScan, for week ending: 08/17/2008.



TIMELINE

7 YEARS AGO William Graber ascends to president/CEO of Radiosophy.

■ Aaron Spielberg promoted to PD of WEPN/New York. ■ Raffy Contigo named PD of KLOL/Houston.



Contigo

5 YEARS AGO Joe Bevilacqua becomes OM

of WWDC-FM/Washington. ■ Lisa Worden lands PD gig at WHFS/Washington. ■ Steve Peck tapped as PD of WSNE/Providence.

10 YEARS AGO Dick Williams hired as VP/GM for SEAStar/Nashville. ■ Jon Peterson picked as PD of WRNR-FM/

Baltimore. ■ PD Scott Reinhart goes from WYNF/Sarasota to WEBN and WOFX/Cincinnati.

15 YEARS AGO Val Azzoli advances to executive VP/

GM of Atlantic Records. ■ David Hall recruited to be PD of KIRO/Seattle. ■ Sean Ross named PD of WGCI-AM/Chicago.



Hall

20 YEARS AGO Al Teller set as president/COO of MCA Records, as Myron Roth becomes senior VP at MCA Music

Entertainment Group. ■ Fred Holler hired as PD of WIOQ/Philadelphia. ■ Gary James named OM of WDRC-AM & FM/Hartford.



Teller

25 YEARS AGO Don Jenner appointed VP of promotion

for Arista Records. ■ Jim Pewter picked to be PD of KRLA/Los Angeles. ■ PD Cary Pahigian goes from WGAN/Portland, Maine, to WIP/Philadelphia.

30 YEARS AGO Bobby Christian set as PD of WMET/Chicago. ■ Kevin Metheny named PD of WXXK (96KX)/Pittsburgh. ■

Dick Bartley joins WFYR/Chicago as APD/midday host.

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

Quick Hits

■ Clear Channel urban **WWPR (Power 105.1)/New York** ups five-year weekend personality **Malikha Mallette** to afternoons, replacing **Steph Lova**. The newly dubbed “Malikha Mallette Movement” rolls 2 p.m.-6 p.m. “I’m honored **Cadillac Jack** would see me fit for the role,” Mallette says. “This is a great opportunity, and I’m looking forward to stepping into this time slot.” Mallette’s previous stops include **WVEE (V-103)/Atlanta**, the late **WXYV/Baltimore** and **WPGC/Washington**. She’s also voiced national spots for McDonald’s, Pantene, Cover Girl, Hot Pockets, Downy, Jergens, Verizon and Burger King; has worked as an actress on ABC’s “One Life to Live”; and will appear in the forthcoming Sony BMG feature film “Cadillac Records.”



Mallette: more than a show, it's a 'Movement.'

■ **Atom Smasher** exits afternoons on Clear Channel CHR/top 40 **KHKS (106.1 Kiss FM)/Dallas** after two years. The shift has now been taken over by **Jackson Blue**, who has been doing nights on sister **WXKS (Kiss 108)/Boston**. Blue will voice-track the shift for the next few weeks until he moves to Dallas permanently. Smasher, who’s also known in the state of Texas for his eight years at **KRBE/Houston**, is on the hunt for his next gig: Reach him at 214-724-1936 or atomsasher@mac.com.



Jackson ... during his famous 'Blue' period.

■ **Nicole Sandler** exits mornings at Clear Channel progressive talker **WINZ/Miami**. Sandler joined the station in July 2006 as executive producer of a new morning show starring **Jim DeFede**, former Miami Herald columnist and a commentator on the local CBS-TV affiliate. She soon added promotion director duties and became DeFede’s news anchor/sidekick. When he left a year ago, Sandler replaced him in the big chair. Sandler’s multiformat résumé includes stops at triple A **WXRV/Boston**, **XTRA-FM (91X)/San Diego**, **KLOS/Los Angeles**, the late **KSCA/Los Angeles**, the former **KACD** and **KBCD (Channel 103.1)/Los Angeles** and other equally impressive stations. Ms. Sandler is now looking for her next opportunity and can be reached at 305-653-1159 or nicolesandler@yahoo.com. Meanwhile, she’s been replaced at WINZ by **Don Imus**.

■ **Lazlo, Afentra** and **Slimfast** (the people, not the dietary supplements) have made their in-person radio return to their former home, Entercom alternative **KRBZ (96.5 the Buzz)/Kansas City**. For the past two years, they had been based at sister **KNDD (107.7 the End)/Seattle** and beaming the show back to K.C. This time, however, the dynamic will be decidedly different: Former partners Lazlo and Afentra are splitting

up—in an on-air sense only, as Afentra slides into mornings under the banner of “Afentra’s Big Fat Morning Show,” while Lazlo and Slimfast reconvene “The Church of Lazlo” in afternoons. Lazlo also adds content director duties.

■ **Elliott Garstin** is the new midday guy at Emmis alternative **KROX (101X)/Austin** (home of R&R ’08). The shift has been open since PD **Lynn Barstow** took himself off the air and picked up bonus programming duties at triple A sister **KGSR**. Garstin was last seen at **WNNX (99X)/Atlanta**, where he was MD/specialty show host.

■ **Brent Michaels** (not to be confused with “Rock of Love” star **Bret Michaels**) has left mornings at Buckley AC **KSMJ (97.7 the Breeze)/Bakersfield** after three years. Find him at brentmichaels@rocketmail.com.

■ The McVay family expands even more as **James Thomas** joins McVay New Media, the interactive arm of McVay Media Consultants, as an interactive consultant. Thomas most recently served as interactive sales manager at Regent Communications. That last sentence was added to squeeze the word “interactive” in this bit one more time.

■ As if there wasn’t enough **Ryan Seacrest™** news floating around, now comes word that his syndicated “On-Air With Ryan Seacrest” takes over afternoons at Clear Channel CHR/top 40 **WZKF (98.9 Kiss FM)/Louisville**. Exultant PD **Matt Ryan** now gets to scale back his monster 9 a.m.-4 p.m. shift so that it ends at 1 p.m.

■ After 18 years as promo goddess for Saga AC **WSNY (Sunny 95)/Columbus, Ohio**, **Michelle Hurley** is leaving the station—and the industry—to join an event marketing company. Hurley’s departure creates a fairly huge chasm, especially since she was also overseeing promotions at oldies **WODB** and smooth jazz twins **WJZA** and **WJZK**.

■ **Jackie** will depart middays on the R&R Award-nominated Journal alternative **KQXR (100.3 the X)/Boise, Idaho**, Sept. 1, leaving PD **Jeremy “Nic” Nicolato** with a gaping, well, gap in his lineup. Ever harbored a secret love of potato products that might disturb the average American? Then get with Nicolato immediately if not sooner.

■ After inheriting his awesome new PD powers at Morris hot AC **KMXS (Mix 103.1)/Anchorage, Alaska**, the first thing that **Devan Mitchell** did—besides organize a posse of unquestioning minions to do his bidding—was promote afternoon princess **Amber O’Neill** to APD/MD.

■ **Rob Christie** and **Audie Lynds**, beloved in Edmonton (yes, the one in Canada) for their many years at **CHED** and **CKNG (Power 92)**, will soon be reunited in mornings on Newcap classic hits **CKRA (96.3 Capital FM)**. The news on Rob & Audie, who will reappear Sept. 2, came via an interestingly worded press release that involved Christie commenting that he likes peanut butter, followed by Lynds parroting **Steve Carell’s** immortal line as dim-bulb weatherman **Brick Tamland** in “Anchorman”: “I love lamp.”

The Programming Department



■ Virgin Radio International establishes its first North American beachhead as Astral Media changes hot AC CKFM (99.9 Mix FM)/Toronto to "Virgin Radio 999 FM." While Virgin says the music format won't change, Chris Biggs and Taylor Kaye take over afternoons under the banner "The Rush," while some dude named Ryan Seacrest™ continues to conquer the world as his "On-Air With Ryan Seacrest" is installed from 7 p.m. to 10 p.m. Morning duo Mad Dog & Billie remain in their shift.

■ After more than three years running what Rolling Stone called "America's best radio station," station manager Dawn Girocco has left Entravision alterna-twins KDLD and KDLE (Indie 103.1)/Los Angeles and is expected to announce her new destination at any moment. Girocco, who's been operating in the Indie Aeron chair since April 2005, was previously sales manager of KIIS and KHHT/Los Angeles.

■ The budget buzz saw has taken a PD-sized chunk out of Albany Broadcasting active rocker WZMR (104.9 the Edge)/Albany, N.Y., as PD Nik Rivers exits after a year in the chair. Regional VP of programming Kevin Callahan,

already having tons o' fun overseeing 16 stations and programming hot AC WKBE, now annexes Edge PD duties and realigns the rest of the Edge staff: Mike the Enforcer moves from nights to APD/afternoons, morning dude Darwin adds MD stripes, and Boomer is upped from weekends to nights. "Nik has a great deal of experience in various rock formats, and surely someone must need a capable guy like him on their team," Callahan says. "I don't expect him to sit idle very long." Neither do we, so we suggest you beat your competition and e-mail Rivers at nixbuzzed@yahoo.com, or call Callahan, who gives him a strong recommendation.

■ It's a gala Grand Rapids homecoming for Kelly Iris, the new PD of Clear Channel AC WOOD (Star 105.7). Ms. Iris is headed north from middays at Cumulus hot AC WNNK (Wink 104)/Harrisburg and will be musically assisted by Tom Cook, PD of Clear Channel sister WRVF (101.5 the River)/Toledo, who will continue doing Star's music by remote. No stranger to the Grand Rapids cluster, Iris used to program former country WCUZ.

■ Derek Jurand scores a transfer within URBan Radio, making the move from his PD gig at urban WMXV/Florence-Muscle Shoals, Ala., to take command of the company's cluster in Meridian, Miss.: urban WHTU

(Hot 97.9), urban AC WZKS (Kiss 104.1) and gospel WYHL-AM (Joy 1450). He replaces Parish Brown, who exits. URBan regional director of programming Brian Rickman will oversee WMXV until a replacement is named.

■ "Free cake" was the phrase that pays in the hallways of Morris rhythmic KKUU (U92.7)/Palm Springs, Calif., as MD/night jock Ron T is rewarded with the bonus APD stripes recently relinquished by Erin DeVeaux. "And with that promotion comes an office with a window," PD Antdog says. "OK, so it's still technically the men's room . . . but it has a window."

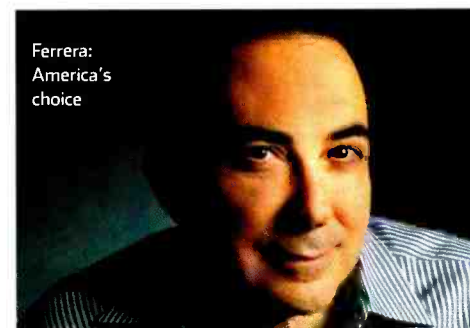
■ Night jock Ron Banks is upped to PD/MD at Clear Channel urban AC WSBY (Magic 98.9 Jamz)/Salisbury-Ocean City, Md. The station needs some serious label service; send your stuff to Mr. Banks at 351 Tilghman Rd., Salisbury, MD 21804 or ronbanks@wsby.com.

■ Mike Davis gets back to where he once belonged: the PD chair at Clear Channel rocker KIOC (Big Dog 106)/Beaumont, Texas. He replaces Joey Armstrong, who left Aug. 1 after a 14-month stint. It's a homecoming for Davis, who used to program Big Dog from 2001 to March 2007. Since, he's been working for local concert promoter Coondog Productions.

Label Love

Stephen Ferrera is crossing the street from RCA Music Group to Island Def Jam in the newly created position of executive VP of A&R for Island and Mercury Records. While at RCA, where he had been senior VP of A&R/staff producer since 2000, Ferrera helped spearhead the multiplatinum successes of Leona Lewis, Kelly Clarkson and Carrie Underwood and was instrumental in bringing the "American Idol" franchise to RCA Music Group. He will

report directly to Mercury Records president David Massey. "David Massey and I are kindred spirits, and our musical paths have crossed many times over the years," Ferrera says. "I intend to invest all of my heart into the pursuit of realizing our artists' musical potential and dreams. I'm grateful to David and to [Island Def Jam Music Group chairman] L.A. Reid for allowing me to bring my passion, ideas and experience into this new position."



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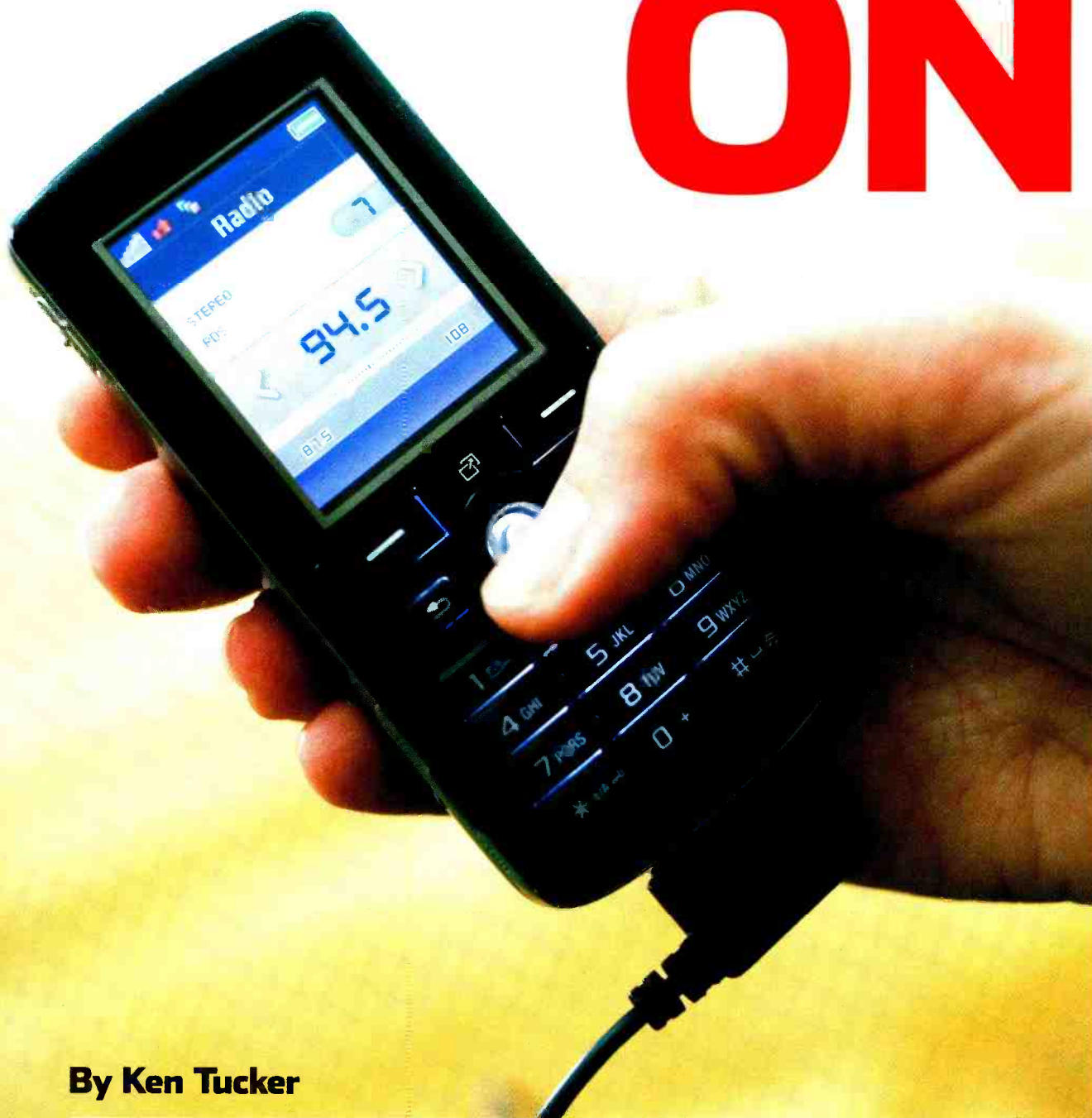


Contact Phil Strider or Adam Wilbur
at 920-271-1000. oasispreview.com



Mobile phones are one more place to deliver radio—and it's happening now

STREAM ON



By Ken Tucker

Portable radios are becoming a thing of the past—when was the last time you saw someone carrying a transistor radio or a boombox?—and smart operators are working hard to figure out how to get their station streams on mobile phones. ■ Why? Because 146 million mobile handsets were sold in 2007, according to NPD Group. And Apple's iPhone 3G sold 1 million units the first weekend it was available, according to the company. ■ CBS Radio, Entercom and Greater Media are among the broadcasters that have succeeded in making it possible for iPhone aficionados to listen to at least some of their favorite local stations. (Meanwhile, 100 Clear Channel stations have been available on a number of music-enabled phones via a partnership with mobile innovator mSpot since 2007. See sidebar).

All CBS stations are available on the newest iPhone via the company's partnership with AOL Radio. Meanwhile, Entercom, which is making stations available on the iPhone 3G in Seattle, San Francisco and Portland, Ore., has partnered with FlyTunes to gain access to iPhone users. Greater Media can thank Billy Clanton, an enterprising Internet director at its New Jersey cluster, for its ability to stream stations in New Jersey, Charlotte and Detroit on iPhone 3Gs. Entercom and Greater Media say they will roll out additional stations soon and make streams available on additional platforms, including BlackBerry devices.

Tom Bender, the Detroit-based senior VP/GM of Greater Media Interactive, rues the day that radio loses its place on the dashboard. "Not only is the Internet losing its tether to a cable or a desktop, the next evolution will be wireless Internet to cars," he says.

"Radio has lost a lot of its portability gift."

Bender says. "We need to make ourselves available on as many wireless devices as possible as a way to plant the flag and not lose any more portability function."

"We don't control the marketplace," Bender continues. "We don't control what people decide to put on their person or in their pocket. The cell phone clearly is winning the gadget race. It's turning into the Swiss Army knife of the 21st century."

Enter Greater Media/New Jersey Internet director Clanton, "an iPhone geek," according to Bender, who wanted to listen to radio on his device. He wrote a code to keep the company's streams stable when listening on an iPhone. "It was Billy's hard work that gave us the piece of code and the technology to be able to put the streams up," Bender says. While the numbers are not "gargantuan," Bender says people are listening.

Service The Core

Streaming content to iPhones and other mobile devices isn't, at least initially, about advertising opportunities or monetization, Bender says, although he does point out that "listeners to the stream count against the streamed spots, so it does generally increase the utility in the pie."

The real goal, he says, is to "service the core customers of the radio stations in new and different ways. If we don't get across to them that we understand what their demands are and what their lifestyle is like, they'll find somebody that does. It's really that simple."

That said, and given the myriad of audio choices available to consumers, Greater Media is making a conscious effort to make sure stations' Internet streams, which are pitted against Internet-only stations with little or no spotloads, are competitive. "[There are] radio stations out there that are running commercial loads of four units an hour on the Web," Bender says. "We have to view the consumer as a little more informed." Sooner or later they're going to find those stations. The solution includes creative approaches to replacing terrestrial commercials—which, because of AFTRA and Screen Actors Guild agreements, can run on over-the-air radio but not on Internet streams—with something other than public service announcements. "We're trying to balance the amount of inventory and cover with additional songs and entertainment content," Bender says.

Entercom has a similar approach. "A lot of our stations are creating unique content in their stopsets," Entercom senior VP of digital Sandy Smallens says. "They're playing new music, they're creating special promotions and contests that you can only hear via stream. There's actually an additional value to listening online. We reward people that spend time with us."

While the iPhone stream availability has been promoted on stations' Web sites and airwaves, Bender says the marketing hasn't gone overboard. "We haven't made it sound like the second coming, because it's really not," he says. "This is just to say, 'We're going to be where you need us to be. You don't have to come to us, we'll

Clear Channel's mSpot Alliance Gets Formats On Phones

While Entercom, CBS Radio, Greater Media and other groups are relatively new to the mobile space, Clear Channel has had 100 stations available on mobile phones since March 2007, when the company partnered with mobile innovator mSpot. Carriers include Sprint, Metro PCS and US Cellular.

The service is available on each carrier's deck, which means it's easier to access for those with music-enabled phones.

In choosing the streams it would make available, Clear

Channel executive VP of distribution development Jeff Littlejohn says the company tried to be demographically and geographically diverse. There are top 40, urban, country and rock stations from Los Angeles, New York, Houston, Miami, Dallas and Chicago, among other markets. The company also leaned on its biggest stations, like CHR/top 40s WHTZ (Z100)/New York and KIIS/Los Angeles. Latin pop WMGE (Mega)/Miami was just added to the lineup.

"We looked at it as, 'What would be the most likely to have success?'" Littlejohn says.

There are also a few talk stations on the service. "The challenge with talk stations is that there's sometimes syndicated content that we can't clear. We try to provide stations where we have 24/7 access." Fox Sports Radio is also available via an agreement with Clear Channel's Premiere Radio Networks. There are also streams from the company's format lab.—KT



'We're trying to give our listeners as many options as possible. In choosing streams, we asked, "What would be the most likely to have success?"'

—Jeff Littlejohn

Oakland, Calif., for example. "The bulk of our sales success is still locally based," Smallens says.

Which is not to say there won't be the opportunity to earn additional dollars. Entercom will have the ability to generate new revenue by selling pre-roll advertising, for example, on the iPhone screen.

Streaming is primarily about extending the brands, according to Bender. "If you have great brands they start to pick up interest and followers in many places, but it's a longer-term effect," he says. "Will it ever be a significant number? I don't know, I'm not that much of a prophet."

Littlejohn says that in the case of Clear Channel CHR/top 40 powerhouse WHTZ (Z100)/New York, which is available on the Internet and on mobile phones, listening is mostly local. "The vast majority, over 90%, are people that live in New York proper," he says. "We have people that listen to Z100 in Hungary, in L.A. and in Mexico, all around the world, but it's the local information that we're delivering that's appealing to the people that live [in New York]."

As for those listening outside the New York metro, "we find that they typically used to live in New York and have a connection to Z100," Littlejohn says, adding that most of the company's overseas listening comes from U.S. military bases.

Littlejohn says listeners to radio via mobile phones don't tend to listen for a long time—a practice known as "snacking."

"They listen for 15-30 minutes at a time," he says, "when they're not in a position to listen to radio another way." **R&R**

come to you. We're providing this as another level of service."

Clear Channel executive VP of distribution development Jeff Littlejohn offers a similar take: "We want to take great content and make it available to listeners however they want to get it," he says, citing over-the-air delivery, Internet streams and podcasting as examples. "We're trying to give our listeners as many options as possible."

Smallens says, "We're reaching all those people

that you hear about that are spending more time with their iPhones or iPods. It's a way to get back on the grade with those guys."

Like AM clear channel signals of old, streaming a station on the Web or on a mobile device can obviously take programming to environs well outside of its home locale. But the bottom line is the bottom line, and local advertisers in Poughkeepsie, N.Y., don't care—or more importantly don't want to pay for—listeners in

FlyTunes: Delivering Content In A New Way, Today

FlyTunes CEO Sam Abadir says his company, launched in 2006, addresses issues he's been thinking about for years. An early adopter of XM Satellite Radio and a self-described member of the TiVo generation, Abadir wondered why radio didn't have time-shifting capabilities. "There's got to be more that can be done with the medium," Abadir says he recalls thinking.

Along with other technological advancements, the iPhone, for which his company initially developed FlyTunes, has "proven that there's a compelling, different way to deliver media," Abadir says. "The networks are better, the experience, the screens, the Web browsers, the development environment have all come together where you can develop a truly interactive concept around radio and, we believe, wireless video in the future."

Entercom became the first terrestrial broadcasting company to partner on a

group basis when it recently signed a nonexclusive deal with FlyTunes. Entercom senior VP of digital Sandy Smallens says one of FlyTunes' best assets is that "it's simple and it works, which is the way the rest of the iPhone is."



FlyTunes also counts AccuRadio, Radio Paradise and 1.fm among its clients.

"We really help enable the broadcasters to develop their unique voice in an interactive medium," Abadir says. "We handle all the technical aspects of making that easier. The switch for a terrestrial

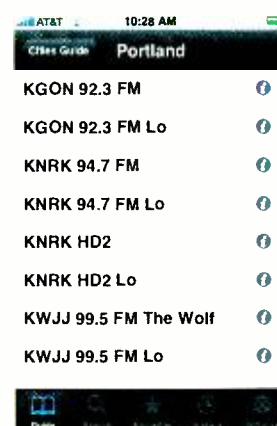
broadcaster from terrestrial to mobile delivery is a big one.

"It's about looking at the best aspects of your content and asking, 'How do we deliver it best in an interactive way?'" Abadir says.

"The market is just starting to grow and it's growing incredibly fast," he adds, noting that the iPhone 3G is the fastest-selling electronics device in history.

"There's going to be a major transition over the next five to 10 years," he says, citing Google chairman/CEO Eric Schmidt's contention that the mobile Web is the advertising opportunity of the future.

In various media reports, Schmidt credits the iPhone's browser for taking mobile advertising to the next level. "The iPhone was the first mobile device with a good Web browser, and more such devices will follow," he has said. "Advertising will then become very personal. In a few years, mobile advertising will generate more revenue



than advertising on the normal Web."

Among other things, the service can provide a listening history and the ability to purchase music. It will also be able to provide customized traffic reports and demographically appropriate, targeted advertising. "If you're a 20-year-old girl, should you ever hear a Viagra ad?" Abadir asks with a

laugh. "If you tell us what your demographics are, we'll try our best to customize the content to you."

FlyTunes hopes to be BlackBerry-compatible in the near future and, Abadir says, "we'll be on almost every major platform by the end of the year."

As for the time-shifting, it's not currently available from his company, but it will be. "Perhaps in the near future, you'll be able to restart a talk radio show at the top of the hour," he says.

Abadir believes that this all represents the platform of the future, "and the future is happening now."—KT





Media Audit draws a picture through fact-based indexing

Talk Listeners By The Numbers

Mike Stern

MStern@RadioandRecords.com

Let's call him Audie. His full name is Audie Ence, and he is the idealized vision of a listener that everyone working at a station has formed over time. He's been created from an amalgam of anecdotal evidence, cocktail-party discussion and possibly a hint of actual fact. He is someone different in the mind of every station employee, with the widest disparities coming from programming and sales department visions. This difference of perception can lead to discussion and frequently disagreement, without either side employing any data.

A worthwhile exercise for most stations involves getting sales and programming personnel into a room to develop a composite image of Audie that everyone can agree on and to use it as a reference point for station decisions. With the help of Media Audit, whose database includes information from nearly 120,000 respondents—more than 25,000 of which listen to talk radio—the following statistics can provide a basis from which to start building your station's vision of Audie.

Methodology And Terminology

The Media Audit surveys adults ages 18-plus in 88 markets across the country. The purpose of the survey is to develop "statistically reliable information about audience levels and characteristics of radio stations, local TV news programs, cable TV channels, daily newspapers and other selected local and regional print publications," according to the company's Web site.

The data is most easily interpreted using a metric called an index. The average of all 120,000

Talk listeners have plenty of spending potential, indexing at nearly 70% above normal for liquid assets of \$250,000 or more.

The Media Audit

TheMediaAudit.com

respondents' answers to a question is an index of 100. If a group of people—talk listeners, for example—has a higher propensity to something, like being Republican, the index will be a number more than 100. If talk listeners are less likely to do something than the average, the index number will be less than 100. For reference, talk radio listeners' index at 150 for being Republicans. That means talk listeners are 50% more likely than the average to lean to the right politically.

Talk Listeners: Smart And Affluent

Media Audit paints an attractive picture of the talk audience as upscale, intelligent consumers who are 46% more likely than average to have one or more college-level degrees and 61% more likely to have an advanced degree beyond a bachelor's.

The benefits of higher education are evident as talk fans index highly for upper-level income, they are 48% more likely than average to earn more than \$100,000 and 47% more likely to make \$150,000-plus annually.

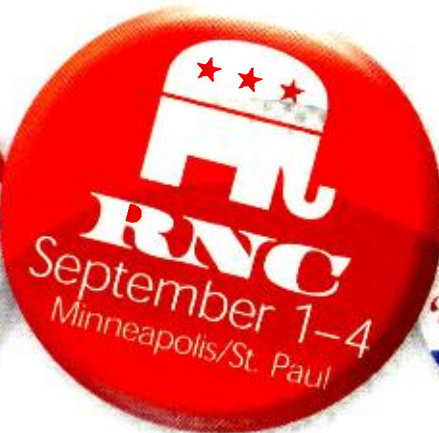
Those benefits also manifest in the types of jobs held by talk listeners with an index of 157 for business owners with similarly high likelihood of being proprietors, managers or working in a pro-

What Do They Listen To?

In the spirit of cluster cross-marketing opportunities as well as bumper music and parody song selection, following is a list of music formats and the likelihood of talk listeners to come each. An index in excess of 100 represents a higher likelihood to come that format than average, while less than 100 means they are less likely than average to tune in to that format.

Format	Index	Format	Index	Format	Index
Jazz	171	Soft AC	104	Alternative	83
Triple A	156	Modern AC	92	CHR/top 40	55
Oldies	127	Hot AC	89	Urban AC	47
Classic rock	114	Country	86	Urban	32
		Rock	86		

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fessional or technical capacity of some sort.

Similar results are shown in the area of home ownership, with talk listeners indexing at 151 for owning a house valued at \$500,000-plus and 171 for owning a house worth more than \$1 million.

Financial security is clearly a priority for talk fans with an index of 162 for having traded some sort of stocks, bonds or securities in the last six months. Likewise, there is a 47% higher likelihood talk listeners will have an IRA or Keogh account and 35% greater chance of having CDs as part of their savings profile.

The good news for the sales department is that despite the propensity toward investment, talk listeners also have plenty of spending potential, indexing at nearly 70% above normal for having liquid assets of \$250,000 or more available.

Where Are They?

Of the 88 markets where Media Audit collects data through extensive phone interviews, below are markets where talk listeners are most likely to be found. Also listed is the top-rated spoken-word station in each city, based on the most recent Arbitron ratings for the market.

1. Minneapolis, CBS Radio talk WCCO
2. St. Louis, CBS Radio talk KMOX
3. Boston, CBS Radio news WBZ
4. Ann Arbor, Mich., Citadel talk WJR/Detroit
5. Milwaukee, Journal talk WTMJ
6. Portland, Ore., Clear Channel talk KEX
7. San Francisco, Citadel talk KGO
8. San Jose, Citadel talk KGO
- 9T. Boise, Idaho, Peak talk KIDO
- 9T. Salt Lake City, Bonneville talk KSL-AM & FM
- 9T. Seattle, Fisher news KOMO

The five lowest-indexing talk markets are:

1. Oklahoma City
2. Greenville-Spartanburg, S.C.
3. Ocala, Fla.
4. Norfolk-Virginia Beach
5. Birmingham

It's a good thing talk listeners are making a good living, because they also tend to have expensive tastes. European cars dominate their garages with the most popular choices being Volvo at a 152 index, Audi at 141, Lexus, Porsche and Saab all at a 134, Infiniti at 133 and Jaguar at 132. Not surprisingly, talk listeners are less likely than average to own such brands as Daewoo, Mitsubishi, Suzuki and Kia.

While indexing right at the average for drinking beer and going to bars or nightclubs, talk listeners index high for drinking wine three or more times during a two-week period at 156 and for restaurant dining at 125. They are also 55% more likely than average to own a sailboat and 43% more likely to have attended an opera, symphony or theater presentation.

Younger Talk Listeners: Smarter, Active

Currently indexing at one-third more likely to be retired than the average, Media Audit shows the talk format clearly leaning toward older listeners, with only 15% of the audience falling between ages 18 and 34. There are, however, some notable trends among this younger group.

For starters, it's no surprise that talk listeners tend to be Republican. What is surprising is that younger talk listeners are more likely to vote, indexing at 242—or 142% more likely than average—while 35- to 64-year-old talk listeners index at 159, which is above average but not nearly as likely as the younger part of the audience. This holds true for state and local elections, with younger listeners indexing at 175 for having voted while 35- to 64-year-old listeners are at 125.

Some Democrats have even started creeping into the audience disguised as younger talk listeners, with an index of 140. Older talk listeners index at 95 for likelihood of being Democrats.

Both younger and older groups consider themselves to be opinion leaders, but again younger listeners index much higher at 256 than their 35- to 64-year-old counterparts at 145. Talk listeners over the age of 65 index at 158 for being opinion leaders.

The priority of a good education is spread across the format's listeners, but 18- to 34-year-old talk fans are significantly more likely than 35- to 64-year-olds to have one or more college degrees, indexing at 189 compared with 136.

In some categories, younger talk listeners index higher

more as a function of their age and life stage than of any particular trait of the group. They are likely to have a home equity loan (161) and a car loan (145) and the market value of their home is almost as likely to be worth between \$200,000 and \$400,000 as it is to be worth \$500,000-plus.

Younger talk fans are more likely to have made repairs to their home (309) or shopped at a hardware store (136) or Ikea (145) than most. They are also likely to have played golf recently (159) and show an increased interest in Lasik eye surgery (125). *R&R*

America's Newly Affluent

The Nielsen Consumer Insight report "A Wealth Market in a Downturn Economy" shows 19% of all Americans, equal to 22 million households, earn more than \$100,000 per year, an increase of nearly 25% from 10 years ago.

Data from Media Audit shows that these households are nearly 50% more likely than average to contain talk radio listeners, giving the format a great opportunity to capture the spending potential of these households for advertisers.

Those results are borne out by Citadel talk WLS/Chicago PD Kipper McGee, who shares Arbitron PPM pre-currency data showing that the station ranked 16th 25-54, measured Monday-Friday 6 a.m.-7 p.m. When the same report is run for households with an income of \$75,000-plus, WLS jumps nine spots to seventh place.

Noting similar results for Citadel talk WABC/New York, the station's VP of news/talk programming Phil Boyce says, "The PPM shows that affluent, educated, slightly older demos with full-time jobs love this format."

Nielsen delves into the spending habits of these "New Mass Affluent" households, which show an affinity for "value and variety found at both mass merchandise retailers and warehouse club stores." In fact, it's these very people who are driving sales growth, increasing their spending last year at mass merchandise retailers by 21%, with similar but smaller increases at convenience/gas chains, drug retailers, warehouse clubs and grocery chains.—MS



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The Graduates

Dan Vallie, director of Appalachian State University's second annual Kellar Radio Farm System Institute, celebrated the graduation of 18 talented and well-dressed students with a group photo. From left are Brittaney Weiveris, Gretchen Rosenberger, Tyler Sloan, Christina Asbill, Will Robl, Nathan Ramsey, Cabel Adkins, Brandon Dickson, Zachary Ollis, Vallie, Jon Wood, Bryce Johnson, Chris Kroeger, Daneil Earney, Matthew Jennings, Courtney Huffman, Jessica Bakane, Amelia Davis and Jesse Davis.



Fresh Air

While on tour with Jesse McCartney in Denver, Jive singer/songwriter Jordin Sparks dropped by Dial Global's offices to chat with hot AC assistant OM Chad Blake.

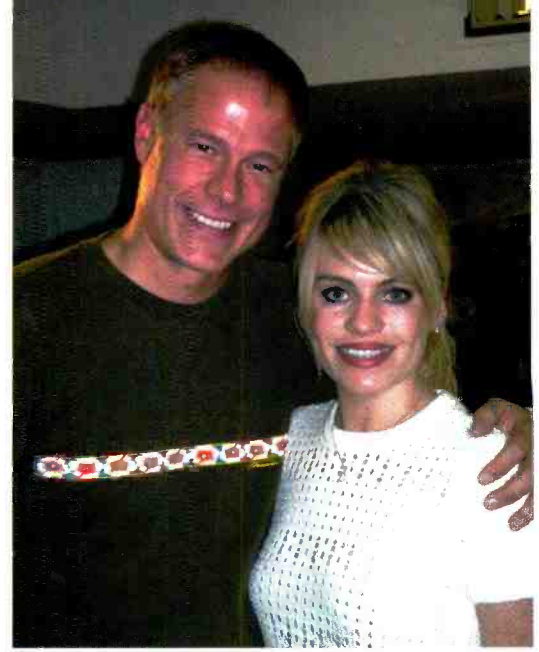
An American Band

American General Media rock KZOZ's "Jeff & Jeremy in the Morning" caught up with Grand Funk Railroad before its first set at the recent 2008 California Mid-State Fair in Paso Robles, Calif. From left are Grand Funk Railroad vocalist Max Carl, KZOZ's Jeff, keyboardist Tim Cashion, KZOZ's Jeremy, drummer Don Brewer and bassist Mel Schacher.



Rhythm Nation

Concord Jazz artist Kenny G dropped by Taxi Productions urban AC KJLH-FM/Los Angeles to promote his album "Rhythm & Romance." He and Peak Records vocalist Will Downing were in town for the L.A. Jazz & Music Festival at the Greek Theatre. Stevie Wonder surprised the audience by joining Kenny G onstage during his set. From left are KJLH PD Aundrae Russell, Kenny G, Wonder, Downing and KJLH morning host Guy Black.



Voices Carry

Welsh chanteuse Duffy and Voice of America Music Mix DJ Larry London enjoyed the festivities at Baltimore's V-Fest. Duffy's Mercury Records debut, "Rockferry," dropped May 13 in the United States.

Bringing Down The House

Martyr Records rapper and former House of Pain frontman Everlast, center, filmed a segment for Music Choice's "Rocktober" special. He also happily posed for photos with director of rock and pop programming Justin Prager, left, and manager of rock programming Gary Susalis.



Dog Days Of Summer

Epic/Columbia Nashville artist Jessica Simpson performed songs from her debut country album, "Do You Know," at the Indiana State Fair in Indianapolis and met with Cumulus country WFMS staffers. The singer told WFMS MD JD Cannon and PD Bob Richards that her favorite fairground treat was a corndog before hitting the stage. From left are Columbia Nashville Midwest regional Bo Martinovich, Richards, Simpson and Cannon. Photo courtesy of Sony BMG Nashville/Columbia Nashville



Formats

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



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

R&R SPIN SPOTLIGHT

THE SPIN



Metallica

Northern Rock

Metallica becomes the first act this decade to notch a pair of top five Rock debuts and just the

second—joining Van Halen—to do so since the Nielsen BDS-based chart premiered in June 1997. This decade, just nine titles have started in the tally's top sector.

Artist, Title, Debut Position, Date

Metallica, "The Day That Never Comes," No. 4, Aug. 29, 2008
 Red Hot Chili Peppers, "Dani California," No. 4, April 14, 2006
 Pearl Jam, "World Wide Suicide," No. 4, March 17, 2006
 Van Halen, "It's About Time," No. 3, June 4, 2004
 Metallica, "St. Anger," No. 5, June 6, 2003
 Creed, "My Sacrifice," No. 5, Oct. 19, 2001
 Ozzy Osbourne, "Gets Me Through," No. 3, Sept. 7, 2001
 Aerosmith, "Jaded," No. 3, Jan. 19, 2001
 AC/DC, "Stiff Upper Lip," No. 4, Feb. 11, 2000

Maiden Voyages

Jazmine Sullivan ends a four-year drought for rookie females atop Urban. Since 2000, seven female artists have reigned with introductory efforts as a lead vocalist, with a majority going on to post subsequent chart-toppers (Ashanti, Beyoncé, Ciara and Alicia Keys).



Jazmine Sullivan

Artist, Title, Date Reached No. 1

Jazmine Sullivan, "Need U Bad," Aug. 29, 2008
 Ciara Featuring Petey Pablo, "Goodies," Sept. 10, 2004
 Beyoncé Featuring Jay-Z, "Crazy in Love," July 18, 2003
 Truth Hurts Featuring Rakim, "Addictive," May 31, 2002
 Ashanti, "Foolish," March 29, 2002
 Tweet, "Oops (Oh My)," Feb. 22, 2002
 Alicia Keys, "Fallin'," Aug. 10, 2001
 Sunshine Anderson, "Heard It All Before," April 6, 2001

Urban, Keith, Kid Conquer Country



Keith Urban snares his first Country No. 1 in almost three years, and eighth overall, as "You Look Good in My Shirt" (Capitol Nashville) advances 2-1. He last led with "Better Life" in fall 2005. The new No. 1 first appeared on Urban's "Golden Road" set and spent one week on the chart's lower end from

unsolicited airplay on the July 2, 2004, chart. The updated version is found on his current "Greatest Hits" package.

Toby Keith, meanwhile, lands his 35th top 10 with "She Never Cried in Front of Me" (Show Dog Nashville), which pushes him into sole possession of fifth place for most top 10s since the dawn of the Nielsen BDS era in January 1990. He passes Garth Brooks' 34 top 10s and trails only George Strait (54), Alan Jackson (48), Tim McGraw (41) and Brooks & Dunn (40). Also noteworthy is Kid Rock's first Country top 10, "All Summer Long" (Top Dog/Atlantic/COS), which climbs 14-10.

MercyMe Reigns At Christian AC

MercyMe takes over the lead for most chart-toppers in the five-year history of the Nielsen BDS-based Christian AC chart, as "You Reign" (INO) becomes its eighth (2-1). Doubly affected by MercyMe's rise is Third Day, which cedes not only its 11-week hold atop the list with its seventh No. 1, "Call My Name" (PLG), but also its co-share of the all-time format No. 1 record.

Hot Pink

Pink blasts onto CHR/Top 40 at No. 26, earning Most Increased Plays (up 1,054), and Hot AC at No. 31 with "So What" (Zomba), the lead track from her fifth album, "Funhouse," due Oct. 28. On the former chart, she equals her best solo debut, matching the lofty launch of 2003's "Trouble" ("Lady Marmalade" with Christina Aguilera, Lil' Kim and Mya debuted at No. 21 in 2001). On the latter list, "What" passes Pink's previous best bow, a No. 33 debut for "Stupid Girls" in 2006.

Metallica's 'Day' Arrives; Weezer Doubles Up

Metallica's "The Day That Never Comes" (Warner Bros.) becomes the first top five debut at Rock (No. 4) in more than two years (see Spin Spotlight, left) while entering Active Rock at No. 8 and Alternative at No. 25, claiming Most Increased Plays honors at all three formats. The track, which previews Sept. 12 release "Death Magnetic," marks the group's fifth top 10 debut at Active and first since "St. Anger" opened in the pole position in June 2003.

Weezer, meanwhile, becomes the fourth act this year to score a pair of simultaneous top 10s at Alternative as "Troublemaker" jumps 16-10, joining "Pork and Beans" (No. 4). The quartet follows Foo Fighters, Linkin Park and Seether in landing synchronized top 10s in 2008, the most in a calendar year since the chart's 1988 inception.

Daughtry Makes Hot AC History

Daughtry becomes the first act to send five singles from its debut album into the Hot AC top 10, as "What About Now" (RMG) rises 11-9. The track from the band's self-titled set follows No. 1s "It's Not Over," "Home" and "Feels Like Tonight" and No. 3 "Over You." Since the Nielsen BDS-based chart premiered in March 1996, Daughtry's album is one of only three releases to feature five top 10 hits, joining Kelly Clarkson's "Breakaway" (2005-06) and Nickelback's "All the Right Reasons" (2005-07).

First-Timers In First Place At Urban, Rhythmic

Rising starlet Jazmine Sullivan is the eighth female this decade, and the first since Ciara in 2004, to reign with a debut single as "Need U Bad" (RMG) advances 2-1 (see Spin Spotlight, left). The song also bounces 32-30 at Rhythmic, where another newcomer, Canadian rapper Kardinal Offishall, shuffles 3-1 in his 18th week on the list with "Dangerous" (Interscope). The song is the first rookie Rhythmic No. 1 of 2008, compared with six all of last year.

The track's ascension is also the longest since Cassie took 18 frames with her debut, "Me & U," in July 2006.

Lil Wayne's World

Lil Wayne adds to his list of chart accomplishments as he claims the new benchmark for most simultaneous appearances on the Rhythmic and Urban charts. With seven titles on the former listing, including a debut of the Game's "My Life" (Interscope), on which he guests, Wayne topples the previous mark of six he held with one of his frequent collaborators, T-Pain. Lil Wayne also boasts eight titles on Urban, including bows on Mike Jones' "Cuddy Buddy" (Asylum) at No. 34 and his own "Mr. Carter" (Universal Motown) at No. 39, outshining the record of six concurrent entries he shared with 50 Cent and T-Pain.



'Put a Redneck in the White House' gains traction at country radio

Singer-Turned-Jock Brock Marks Return To Music

Ken Tucker

KTucker@RadioandRecords.com

Country-artist-turned-air-personality Chad Brock—who topped the airplay tally with “Ordinary Life” and “Yes!” in 1999 and 2000, respectively—is singing on the radio again. Mind you, he’s been on the air in between: doing mornings for Asterisk Communications’ WTRS/Ocala, Fla., and then CBS Radio’s WQYK/Tampa. And get this: He’s running for president.

With “Put a Redneck in the White House” as his platform, Brock says he hopes to make a difference in the upcoming elections. “I don’t like politicians, period,” he says. “They don’t have our best interest at heart. Whoever’s putting money in their back pocket, that’s who they care about.”

Apparently others agree. On his associated Web site, redneckinthewhitehouse.com, hundreds have signed a virtual petition. “It’s kind of a grass-roots deal,” he says. “People want to hear the song and then they understand what I’m talking about.”

While the track is tongue in cheek, Brock, who shares mornings with Rita Ciccarello, Steve Austin and Kevin Ebel, says the message is serious. “People are tired of what’s going on in this country. We need to think about the people that live in this country first and foremost.”

As of Aug. 22, the song has been played more than 3,000 times on Brock’s MySpace page.

“Redneck,” which was written by Michael Huffman, Dean Scallan and Frank Jeffus, has gotten airplay not only on WQYK, but also on sister WIRK/West Palm Beach; Pamal’s WXBM/

Pensacola, Fla.; and WBAM/Montgomery, Ala., among roughly a dozen other stations, according to Nielsen BDS.

Brock is quick to point out that in his mind, “redneck” is not a derogatory term. “When I say ‘redneck,’ I mean hard-working middle-class people who get up every day and work hard for their families.

“I can do this kind of stuff now,” Brock says, noting that he’s not worried about repercussions like he would be if he were still an active recording artist. (During a concert in July 2000 in Greeley, Colo., Brock suggested immigrants learn to speak English, which angered members of the area’s large Hispanic community.)

Meanwhile, don’t look for Brock to give up radio anytime soon. “I miss performing,” he says, before adding, “But they’re going to have to kick me out of here. I love it.”

Proceeds from the song, which is for sale on the Web site, go to charity, including St. Jude Children’s Research Hospital in Memphis.



Joe

‘I focus a lot on lyrics and subject matters. I took my time with the recording and came up with something I call “today’s R&B.”’ —Joe

‘Man’ Of The Hour

After parting ways with longtime label Jive earlier this year, R&B singer/songwriter/producer Joe returns with a new album. The fittingly titled “New

Man” arrives Sept. 23 via Kedar Entertainment/563 Records—a joint venture between manager Kedar Massenburg and Joe’s own imprint, with Universal/Fontana distributing.

“It’s a modern, classic R&B album,” 35-year-old Joe says. “I focus a lot on lyrics and subject matters. I took my time with the recording and came up with something I call ‘today’s R&B.’”

Bryan-Michael Cox, the Stereotypes, Phatz and D. Mile are among the set’s producers. D. Mile helms first single “E.R. (Emergency Room),” which moves 11-10 and is Most Increased this issue at Urban AC.

Other tracks on “New Man” include the acoustic “Heart Behind My Eyes,” “Man in Your Life,” club ballad “We Need to Roll,” the midtempo “Sex Girl,” the live-band-assisted “Friends Don’t Let Friends Sleep Alone” and “Why Just Be Friends?”

Asked about his label switch, Joe says, “I put in a long time at Jive. I was very loyal and they made me a great deal of income. But I felt it was time to own my own catalog.”

Kedar Entertainment is making Joe its top priority, according to the company’s Kierstan Tucker. The artist is scheduled to appear on BET’s “106 & Park”; do sessions for AOL, iTunes and BET J; and tour Europe and Japan. A branding partnership with Patron Tequila is in the works.

In addition, an as-yet-untitled EP will be released next month, featuring guest appearances by Mario, Trey Songz, Nas, Diddy, Busta Rhymes, the Game and Snoop Dogg on remixes for tracks from the new album. And because Joe cut enough tracks for two full-lengths while recording “New Man,” he is releasing a follow-up album, “Joe’s Signature,” Feb. 10.

“This is a really exciting, groundbreaking and unprecedented time for me,” Joe says. “It’s basically a new situation, and I approached the recording on this album like a new man . . . something different and new.”

—Mariel Concepcion, *Billboard*



Brock

A New Destiny

Often overlooked and commonly perceived as the quiet, shy member of one-time group Destiny’s Child, Michelle Williams has shed her soft-spoken image and proved to be

lively and full of energy with an infectious personality.

Her first solo success came as a gospel artist, where her debut effort, 2002’s “Heart to Yours,” hit No. 1 on Billboard’s gospel chart and became the biggest-selling gospel album of the year,

shifting 220,000 copies, according to Nielsen SoundScan.

Nonetheless, Williams declines to be pigeonholed, branching out into the mainstream with her latest endeavor, “Unexpected” (Music World/Columbia, Oct. 7). It’s her first solo effort since 2004’s “Do You Know.”

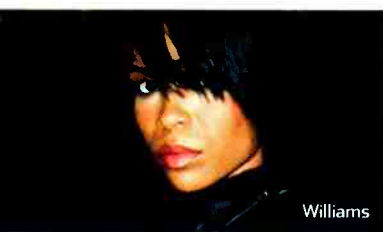
“I didn’t want to just follow the trends with these songs,” Williams says. “I wanted to create new ones.”

Breakout single “We Break the Dawn” clinched her new-fashioned sound with an electric, high-energy pop beat that explicitly establishes a new fan base. Produced by Wayne Wilkins (Keri Hilson’s “Energy”) and Andrew Frampton (Natasha Bedingfield’s “Pocketful of Sunshine”), and co-written by Solange, the song topped Billboard’s Hot Dance

Airplay chart. It generated seven remixes, even capturing urban with a popular version featuring Flo Rida. “What I love about the experience of making this album is that there were no limitations,” Williams says.

Latest single “The Greatest,” which showcases Williams’ collaboration with Jim Jonsin (Damity Kane, Lil Wayne), has received a positive reception at Clear Channel urban WZHT (Hot 105.7)/Montgomery, Ala., and Malkan rhythmic KZFM (Hot Z95)/Corpus Christi, Texas.

The surprising direction of Williams’ album has unearthed her hidden self-confidence and willingness to stray from normal expectations. Never again to be overshadowed, she’s not going anywhere until she’s good and ready. —Foladé Bell



Williams



Move over, Herb Tarlek! Mad modern marketing skills now used to sell radio

The Greatest Salesman That Ever Sailed

Kevin Carter

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the scariest words a radio salesperson can hear are, "I've used radio before and it didn't work." That's the report from the front lines, direct from Dan Garfinkel, who made the transition from marketing and consulting to radio sales just three-and-a-half years ago. He's a deeply experienced radio guy who counts his decades on the marketing and consulting side as the perfect "off-Broadway rehearsal" for a successful radio sales career and shares some of his insights and lessons learned along the way.

When confronted with that age-old question, "Is sales ability a skill some people are born with, or can it be learned?" he replies, "It's a bit of both."

Garfinkel is currently selling for Sheridan Broadcasting's heritage urban WAMO/Pittsburgh, but has a deep background in rock radio, dating back to those halcyon days when he was marketing director of the legendary "Buzzard," WMMS/Cleveland, from 1975 to 1981. "I was very lucky coming into radio sales that I had spent a large chunk of my career in marketing," he says.

After leaving WMMS, Garfinkel started his own artist management firm, but he kept returning to marketing. "I kept getting calls from people asking for my help with their marketing," he says. "After a while, I was making more money consulting than I was in artist management, so I thought, 'This is stupid... I should be doing consulting for a living.'"

He subsequently spent nearly 17 years working with consultant Mike McVay and also for another nonbroadcasting consulting firm with major clients like Goodyear, New York Life and various banking institutions and telecommunication companies. He used this experience to hone his skills to sell his services as well as himself, the lifeblood of any successful salesperson.

Garfinkel's last civilian gig was working for AT&T Broadband. "I was doing public relations, media relations, community affairs and employee communications, all of which I loved very much," he says. "Then Comcast came in, bought the com-

pany, blew everyone out and brought in their own people." Gee, does that sound familiar? Anyone?

Road Back To Radio

Garfinkel's return to radio began at the suggestion of his wife, who happens to sell for the Clear Channel cluster across the street. WAMO was hiring, so he decided to give it a try. That was three-and-a-half years ago, and he quickly discovered that his marketing background was a distinct advantage.

"A good radio sales rep has to understand marketing, because you want to get results for your client, and for that, you have to have the insights of a marketer to fully understand what their goals are," he says.

Sure, the urban format, on paper, sounded like it was outside his wheelhouse, but Garfinkel quickly discovered that oft-repeated cliché was really true: "Radio is radio, and format wasn't an issue," he says. "I've been associated with radio for a long time, and I love the medium. For me, knowing the industry and understanding marketing was the easy part; the tough part for me was learning some of the internal, mechanical procedures like writing orders, the paperwork stuff."

Another immediate advantage Garfinkel enjoyed was a background with Arbitron methodology. "They had a training program here, which helped me tremendously and really got me back up to speed. The Arbitron tools have certainly advanced considerably in the last 20 years and have a lot more



Garfinkel

Career Milestones

1972: Graduates from Brandeis University with a BA in English and American literature

1973-75: Ad agency work, freelance writing and electronic ad manager for theater organization in Cleveland

1975-1981: Promotion and marketing director, WMMS/Cleveland

1981-83: CEO, General Entertainment Management

1983-99: Consultant with McVay Media and Dorsey & Co.

1999-2002: Executive director of communications, AT&T Broadband, Pittsburgh

2005-present: Account executive, Sheridan Broadcasting, Pittsburgh

things that I'm able to use, and because of my background in marketing I probably had more insight in how to use them than the average salesperson coming in, so I realized that I had a good skill set that matched up well with selling radio."

Let's return to our chilling opening sentence: "I've used radio before and it didn't work." Challenging words indeed, tossed into your lap by a potentially fleeing client. So how does a halfway decent salesperson adjust to that speed bump?

"I tell them, 'Like anything else, there are good ways to use the medium and bad ways to use it,'" Garfinkel says, "and there are only three variables in how you buy radio." One is targeting: How many commercials did you buy and on what stations? Are you actually talking to the right people, and are you talking to them often enough to make an impact? Two, the quality of the spot: Is it something that will engage people and make them listen to your pitch? And three, the quality of that pitch: Are you selling something that the people you are talking to actually want? "All those factors must be working right for the commercial to be effective."

All salespeople quickly learn that the name of the game is "trust"—as in, building it with a potential client. "I like to explain there are salespeople in radio, like in any other business, who are more concerned about getting the money out of your wallet and into their wallet; our concern is about building long-term relationships," he says. "We try and look at the lifetime value of a client and not at what they're spending on one schedule. The way you spend on multiple schedules means you will get results."

Garfinkel says he's walked away from potential clients when he felt that the relationship wasn't advantageous for either party. "I will tell them I don't think it's a good fit. I don't want them walking around saying, 'Your radio station sucks.' Because it's not a problem with the radio station; it's a problem with the match-up between the advertiser and the radio station."

Final Lesson

Garfinkel shares one final, important lesson he learned during his many years as a marketer, consultant and now, a salesperson: "Only God can make a customer. I can't create customers."

"When a client says, 'I want to grow my business,' that means you're taking existing customers away from somebody else who has been buying this service elsewhere. We're not creating new consumers," he says. "They don't spring up out of the earth; they're out there already."

"For example, if you were a car dealer: No one is sitting out there going, 'I wonder, where can I buy a car?' People drive past car dealerships and hear advertising for car dealerships every day. So what you're doing is competing with all of the other car dealers for a bigger portion of the available car-buying market. It's not like we're going to invent consumers for you. That day will come," Garfinkel says. "But it's not here yet."



Garfinkel (far right) with the WMMS staff and Bruce Springsteen (seated, center), circa 1976.

R&R CHR/TOP 40

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► **JORDIN SPARKS** RISES INTO THE TOP 10 WITH "ONE STEP AT A TIME" (11-10). SHE IS THE FIRST SOLO GRADUATE OF "AMERICAN IDOL" TO COMMENCE A CAREER WITH THREE STRAIGHT TOP 10s ON THE CHR/TOP 40 CHART. DAUGHTRY, THE BAND FORMED BY FELLOW-FINALIST CHRIS DAUGHTRY, ALSO REELED OFF AN IMMEDIATE THREE TOP 10s AT THE FORMAT.

LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	17	CHRIS BROWN FOREVER	NO. 1 (2 WKS)	11	JIVE/ZOMBA	9334 +75	54.661 1
2	22	JESSE MCCARTNEY LEAVIN'		11	HOLLYWOOD	8855 -290	50.844 2
3	12	KARDINAL OFFSHALL FEATURING AKON DANGEROUS		11	KONLIVE/GEFFEN/INTERSCOPE	7410 +660	48.608 3
4	9	NE-YO CLOSER		11	DEF JAM/IDJMG	7073 +733	46.376 4
5	14	KID ROCK ALL SUMMER LONG		11	TOP DOG/ATLANTIC	7067 +224	34.850 8
6	15	KATY PERRY I KISSED A GIRL		11	CAPITOL	6690 -1211	41.886 5
7	10	RIHANNA DISTURBIA		11	SRP/DEF JAM/IDJMG	6328 +698	39.775 6
8	21	METRO STATION SHAKE IT		11	COLUMBIA	6315 -421	30.542 10
9	10	THE PUSSYCAT DOLLS WHEN I GROW UP		11	INTERSCOPE	6042 -161	35.148 7
10	9	JORDIN SPARKS ONE STEP AT A TIME		11	19/JIVE/ZOMBA	5706 +409	32.396 9
11	11	SECONDHAND SERENADE FALL FOR YOU		11	CLASSNOTE/IG/ATLANTIC	4985 +450	26.706 15
12	22	RIHANNA TAKE A BOW		11	SRP/DEF JAM/IDJMG	4944 -466	30.129 11
13	9	JONAS BROTHERS BURNIN' UP		11	HOLLYWOOD	4732 -110	19.915 16
14	9	COLDPLAY VIVA LA VIDA		11	CAPITOL	4677 +259	27.171 13
15	12	ESTELLE FEATURING KANYE WEST AMERICAN BOY		11	HOME SCHOOL/ATLANTIC	4584 +478	28.594 12
16	6	LEONA LEWIS BETTER IN TIME		11	SYCO/J/RMG	4385 +334	27.097 14
17	20	3 DOORS DOWN IT'S NOT MY TIME		11	UNIVERSAL REPUBLIC	3406 -482	13.468 22
18	8	FLO RIDA FEATURING WILL.I.A.M IN THE AYER	AIRPOWER	11	POE BOY/ATLANTIC	3353 +384	17.227 18
19	26	NATASHA BEDINGFIELD POCKETFUL OF SUNSHINE		11	PHONOGENIC/EPIC	3315 -933	15.013 21
20	8	THREE 6 MAFIA FEAT. PROJECT PAT, YOUNG D & SUPERPOWER LOLL LOLL (POP THAT BODY)	AIRPOWER	11	HYPNOTIZE MINDS/COLUMBIA	3096 +62	16.099 19
21	9	PARAMORE THAT'S WHAT YOU GET		11	FUELED BY RAMEN/RRP	3036 +171	17.499 17
22	12	BOYS LIKE GIRLS THUNDER		11	COLUMBIA	2494 +84	10.717 27
23	19	COLBY O'DONIS FEATURING AKON WHAT YOU GOT		11	KONLIVE/GEFFEN/INTERSCOPE	2247 -335	15.784 20
24	20	LIL WAYNE FEATURING STATIC MAJOR LOLLIPOP		11	CASH MONEY/UNIVERSAL MOTOWN	2227 -303	13.111 23
25	2	M.I.A. PAPER PLANES		11	XL/INTERSCOPE	2113 +715	11.667 24
26	NEW	PINK SO WHAT	MOST INCREASED PLAYS	11	LAFACE/ZOMBA	1904 +1054	10.752 26
27	6	MARIAH CAREY I'LL BE LOVIN' U LONG TIME		11	ISLAND/IDJMG	1871 -89	7.146 34
28	6	WE THE KINGS CHECK YES JULIET (RUN BABY RUN)		11	S-CURVE/CAPITOL	1860 +188	8.835 30
29	10	DAVID COOK THE TIME OF MY LIFE		11	19/RCA/RMG	1756 +87	8.846 29
30	2	DAUGHTRY WHAT ABOUT NOW		11	RCA/RMG	1511 +406	6.469 35
31	2	DAVID ARCHULETA CRUSH		11	19/JIVE/ZOMBA	1454 +515	9.807 28
32	4	ONE BLOCK RADIUS YOU GOT ME		11	PROPERTY/MERCURY/IDJMG	1363 +204	7.417 33
33	4	SEPTEMBER CRY FOR YOU		11	ROBBINS	1352 +163	11.168 25
34	2	SAVING ABEL ADDICTED		11	SKI/DOCO/VIRGIN/CAPITOL	1155 +204	3.043 -
35	13	PLIES FEATURING NE-YO BUST IT BABY PART 2		11	BIG GATES/SLIP-N-SLIDE/ATLANTIC	1093 -334	5.128 37
36	NEW	SHONTELLE T-SHIRT		11	SRP/UNIVERSAL MOTOWN	1028 -152	3.471 -
37	NEW	KEVIN RUDOLF FEATURING LIL WAYNE LET IT ROCK		11	CASH MONEY/UNIVERSAL REPUBLIC	1001 -429	7.795 31
38	NEW	NATASHA BEDINGFIELD ANGEL		11	PHONOGENIC/EPIC	791 -432	2.246 -
39	RE-ENTRY	DAVID BANNER FEATURING CHRIS BROWN GET LIKE ME		11	B.I.G. F.A.C.E./SRP/UNIVERSAL MOTOWN	791 -108	5.271 36
40	RE-ENTRY	SAVING JANE SUPERCIRL		11	ALERT/TOUCAN COVE	781 -60	1.756 -

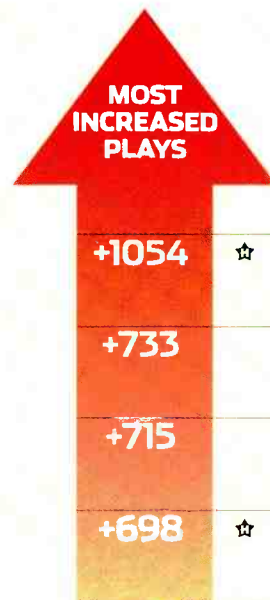
MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
PINK So What (LaFace/Zomba)	32
JESSE MCCARTNEY It's Over (Hollywood)	27
KATY PERRY Hot N' Cold (Capitol)	25
ARTIST'S STAND UP TO CANCER Just Stand Up! (Island/Def Jam/IDJMG)	20
NATASHA BEDINGFIELD Angel (Phonogenic/Epic)	18
M.I.A. Paper Planes (XL/Interscope)	17
DAVID ARCHULETA Crush (19/Jive/Zomba)	17
GAVIN ROSSDALE Love Remains The Same (Interscope)	13
ADDED AT... WHTS Grand Rapids, MI PD: Jack Spade	

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
KATY PERRY Hot N' Cold (Capitol)	757/397	GYM CLASS HEROES FEAT. THE-DREAM Coolie Jar (Decadance/Fueled By Ramen/RRP)	491/59
THE-DREAM I Luv Your Girl (Radio Killa/Def Jam/IDJMG)	684/17	O.A.R. Shattered (Turn The Car Around) (EverFine/Atlantic/RRP)	487/11
SEETHER Rise Above This (Wind-up)	670/24	SALAGE FEAT. SOULJA BOY TELL'EM Swirly (Daw 1 Raid/Universal Republic)	411/82
THE TING TINGS Shut Up And Let Me Go (Columbia)	580/66	JASON MRAZ I'm Yours (Atlantic/RRP)	390/81
GAVIN ROSSDALE Love Remains The Same (Interscope)	551/158	LAZE & ROYAL Like A Pistol (Monopoly/Warner Bros.)	378/54
		TOTAL STATIONS:	37



+1054	PINK So What (LaFace/Zomba)
+733	NE-YO Closer (Def Jam/IDJMG)
+715	M.I.A. Paper Planes (XL/Interscope)
+698	RIHANNA Disturbia (SRP/Def Jam/IDJMG)
+660	KARDINAL OFFSHALL FEAT. AKON Dangerous (KonLive/Geffen/Interscope)

FOR WEEK ENDING AUGUST 24, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
 129 CHR/Top 40 and 19 Canada CHR/Top 40 stations were electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. CHR/Top 40 indicator chart comprised of 60 reporters. © 2008 Nielsen Business Media, Inc. All rights reserved.

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▶ **RIHANNA'S "DISTURBIA" JUMPS TO NO. 1 ON THE CANADA CHR/TOP 40 CHART. IT IS HER FOURTH CHART-TOPPING SONG AND THE SECOND FROM CURRENT ALBUM "GOOD GIRL GONE BAD." "TAKE A BOW" LED FOR THREE WEEKS EARLIER THIS SUMMER.**

CHR/TOP 40 INDICATOR REPORTERS

KQID/Alexandria, LA OM: Squirrel MD: Jessica	WSTO/Evansville, IN OM: Tim Huelsing PD: Jason Addams	WSPK/Newburgh, NY PD: Scotty Mac APD: Sky Walker MD: Danny Valentino
KXSS/Amarillo, TX OM: Rick Andrews PD: Marshal Blevins MD: Tomi Hurtado	WDAY/Fargo, ND PD: Troy Dayton MD: Zander Kelly	KCRS/Odessa, TX PD/MD: Nate Rodriguez
KGOT/Anchorage, AK OM: Mark Murphy PD/MD: Bill Stewart	KMXF/Fayetteville, AR OM: Dave Ashcraft PD/MD: Jay Steele	WILN/Panama City, FL PD: Chris Alan MD: Spoon
WWBX/Bangor, ME PD: Tommy Frank	WMSR/Florence, AL PD: Jon "Fatguy" Marte	WPIA/Peoria, IL OM: Gabe Reynolds PD/MD: Don "Big D" Black
KRSQ/Billings, MT OM/PD: Kyle McCoy	WJMX/Florence, SC OM: Randy "Mudflap" Wilcox PD/MD: Fisher	KRCS/Rapid City, SD PD/MD: Spanky
WWYL/Binghamton, NY PD: Matt Johnson	KISR/Ft. Smith, AR OM: Mike "Mike at Night" Oldham PD/MD: "Big Dog" Rick Hayes	KJCK/Salina, KS PD: Robert Elfman MD: Justin Carson
WBNQ/Bloomington, IL OM: Dan Westhoff PD: Dave Adams MD: Mason Schreder	KKXL/Grand Forks, ND OM: Rick Acker PD/MD: Trevor D APD: Dave Andrews	KIXY/San Angelo, TX OM: Jay Michaels PD/MD: David Carr
KNDE/Bryan, TX OM/PD: Tucker Young	WQPO/Harrisonburg, VA PD/MD: Ryan O'Bryan	Music Choice Hit List/Satellite PD: Justin Prager MD: Michael Schwab
WRZE/Cape Cod, MA OM: Steve McVie PD: David Duran	WKKE/Huntington, WV PD: Jim Davis APD/MD: Gary Miller	WXER/Sheboygan, WI OM: Patrick Pendergast PD/MD: Ron Simonet
KTRS/Casper, WY OM/PD: Donovan Short	KSYN/Joplin, MO OM: Chad Elliot PD: Steve Kraus MD: Chris Cortez	WNDV/South Bend, IN PD: Karen Rite MD: Scotty Wyld
KZIA/Cedar Rapids, IA OM: Rob Norton PD: Greg Runyon APD: Chris Jackson MD: Ric Swann	WAZY/Lafayette, IN PD/MD: Jimmy Knight	KCLD/St. Cloud, MN OM: Matt Senne PD: JJ Holiday
WQQB/Champaign, IL OM: Morgan Kane PD: Joe McIntyre	WWSR/Lima, OH OM: Brian Steel PD: Daniel "Kennedy" Baisden	WHTF/Tallahassee, FL PD/MD: Brian O'Conner
WHTC/Charlottesville, VA OM: Vinnie Kice PD/MD: PJ Styles	KFRX/Lincoln, NE PD: Matt McKay APD/MD: JJ Ryan	WMGI/Terre Haute, IN OM/PD: Bill Cain APD/MD: Kolene Kaye
WJYY/Concord (Lakes Region), NH PD/MD: AJ Dukette	KZII/Lubbock, TX OM: Wes Nessmann PD: Ethan Dometrius	WKHQ/Traverse City, MI PD: Lunchbox
WGIC/Cookeville, TN OM: Marty McFly PD/MD: Freaky Dave	WCIL/Marion, IL PD: Jon E. Quest MD: Ivy	KUJ/Tri-Cities, WA PD: AJ Brewster
WKMX/Dothan, AL OM: Kris Van Dyke PD: Aaron Tyler	KIFS/Medford, OR PD/MD: Geminey Mayers	WWKZ/Tupelo, MS OM/PD: Rick Stevens
WBIZ/Eau Claire, WI OM: Mike Cushman PD/MD: Jare E Jordan	KNDE/Monroe, LA OM/PD: Bobby Richards	WWSK/Utica, NY PD: Shaun Andrews
WNKI/Elmira, NY OM/PD: Scott Free MD: Eric McKay	WVAQ/Morgantown, WV OM: Hoppy Kercheval PD: Lacy Neff	WIFC/Wausau, WI PD: Tony Waitkus
WRTS/Erie, PA PD: Jessica Curry APD: Danial Baxter	WWXM/Myrtle Beach, SC OM: Jimmy Fueger PD: Ron Roberts MD: Larry Knight	KFFM/Yakima, WA OM: Ron Harris PD/MD: Steve Rocha
WDKS/Evansville, IN OM: Mike Sanders PD: Ryan Lewis APD/MD: Rob Hirschbuhl	WQGN/New London, CT PD: Matt Girard	

THIS WEEK	LAST WEEK	WEEKS ON CHART	CHR/TOP 40 INDICATOR		PLAYS		
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	TW	+/-	
1	1	17	CHRIS BROWN	FOREVER	JIVE/ZOMBA	3672	+25
2	2	22	JESSE MCCARTNEY	LEAVIN'	HOLLYWOOD	3384	-91
3	5	14	KID ROCK	ALL SUMMER LONG	TOP DOG/ATLANTIC	3227	+235
4	7	9	KARDINAL OFFISHALL FEAT. AKON	DANGEROUS	KONLIVE/GEFFEN/INTERSCOPE	2929	+306
5	6	11	THE PUSSYCAT DOLLS	WHEN I GROW UP	INTERSCOPE	2848	+93
6	4	20	METRO STATION	SHAKE IT	COLUMBIA	2784	-310
7	3	14	KATY PERRY	I KISSED A GIRL	CAPITOL	2717	-593
8	8	7	NE-YO	CLOSER	DEF JAM/IDJMG	2619	+303
9	10	10	RIHANNA	DISTURBIA	SRP/DEF JAM/IDJMG	2532	+330
10	12	10	JORDIN SPARKS	ONE STEP AT A TIME	19/JIVE/ZOMBA	2337	+177
11	11	8	JONAS BROTHERS	BURNIN' UP	HOLLYWOOD	2329	+130
12	15	9	COLDPLAY	VIVA LA VIDA	CAPITOL	2123	+129
13	13	11	SECONDHAND SERENADE	FALL FOR YOU	GLASSNOTE/ILG/ATLANTIC	2100	+85
14	9	22	RIHANNA	TAKE A BOW	SRP/DEF JAM/IDJMG	1963	-261
15	16	6	LEONA LEWIS	BETTER IN TIME	SYCO/J/RMG	1844	+196
16	14	27	NATASHA BEDINGFIELD	POCKETFUL OF SUNSHINE	PHONOGENIC/EPIC	1668	-336
17	20	10	ESTELLE FEAT. KANYE WEST	AMERICAN BOY	HOME SCHOOL/ATLANTIC	1662	+246
18	19	8	THREE 6 MAFIA FEAT. PROJECT PAT, YOUNG D & SUPERPOWER	LOLLI LOLL (POP THAT BODY)	HYPNOTIZE MINDS/COLUMBIA	1483	+63
19	17	19	3 DOORS DOWN	IT'S NOT MY TIME	UNIVERSAL REPUBLIC	1346	-266
20	21	7	PARAMORE	THAT'S WHAT YOU GET	FUELED BY RAMEN/RRP	1259	+52
21	22	9	BOYS LIKE GIRLS	THUNDER	COLUMBIA	1257	+89
22	24	6	FLO RIDA FEAT. WILL.I.AM	IN THE AYER	POE BOY/ATLANTIC	1241	+187
23	23	20	LIL WAYNE FEAT. STATIC MAJOR	LOLLIPOP	CASH MONEY/UNIVERSAL MOTOWN	948	-139
24	26	5	MARIAH CAREY	I'LL BE LOVIN' U LONG TIME	ISLAND/IDJMG	869	0
25	27	12	DAVID COOK	THE TIME OF MY LIFE	19/RCA/RMG	852	+60
26	30	2	DAUGHTRY	WHAT ABOUT NOW	RCA/RMG	790	+180
27	28	3	WE THE KINGS	CHECK YES JULIET (RUN BABY RUN)	S-CURVE/CAPITOL	786	+74
28	35	2	M.I.A.	PAPER PLANES	XL/INTERSCOPE	748	+287
29	29	4	SEPTEMBER	CRY FOR YOU	ROBBINS	731	+96
30	25	12	FLOBOTS	HANDLEBARS	UNIVERSAL REPUBLIC	684	-202
31	32	2	SAVING ABEL	ADDICTED	SKIDDOW/VIRGIN/CAPITOL	566	+58
32	NEW		PINK	SO WHAT	LAFACE/ZOMBA	551	+420
33	38	2	ONE BLOCK RADIUS	YOU GOT ME	PROPERTY/MERCURY/IDJMG	521	+96
34	36	5	JASON MRAZ	I'M YOURS	ATLANTIC/RRP	508	+47
35	34	18	DAVID BANNER FEAT. CHRIS BROWN	GET LIKE ME	B.I.G.F.A.C.E./SRC/UNIVERSAL MOTOWN	486	+6
36	NEW		DAVID ARCHULETA	CRUSH	19/JIVE/ZOMBA	446	+264
37	NEW		SHONTELLE	T-SHIRT	SRC/UNIVERSAL MOTOWN	391	+63
38	31	13	MILEY CYRUS	7 THINGS	HOLLYWOOD	389	-195
39	33	13	PLIES FEAT. NE-YO	BUST IT BABY PART 2	BIG GATES/SLIP-N-SLIDE/ATLANTIC	387	-115
40	NEW		KEVIN RUDOLF FEAT. LIL WAYNE	LET IT ROCK	CASH MONEY/UNIVERSAL REPUBLIC	374	+229

THIS WEEK	LAST WEEK	WEEKS ON CHART	CANADA CHR/TOP 40		PLAYS		
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	TW	+/-	
1	2	10	RIHANNA	DISTURBIA	SRP/DEF JAM/UNIVERSAL	825	+57
2	1	13	LADY GAGA FEAT. COLBY O'DONIS	JUST DANCE	STREAMLINE/KONLIVE/INTERSCOPE/UNIVERSAL	804	+25
3	3	17	CHRIS BROWN	FOREVER	JIVE/SONY BMG	757	+11
4	6	9	THE PUSSYCAT DOLLS	WHEN I GROW UP	INTERSCOPE/UNIVERSAL	715	+20
5	5	21	KARDINAL OFFISHALL FEATURING AKON	DANGEROUS	KONLIVE/GEFFEN/UNIVERSAL	692	-11
6	4	14	KATY PERRY	I KISSED A GIRL	CAPITOL/EMI	659	-60
7	7	11	KID ROCK	ALL SUMMER LONG	TOP DOG/ATLANTIC/WARNER	603	+9
8	8	18	JESSE MCCARTNEY	LEAVIN'	HOLLYWOOD/UNIVERSAL	542	-51
9	9	9	THEORY OF A DEADMAN	ALL OR NOTHING	604/UNIVERSAL	519	-15
10	13	21	NE-YO	CLOSER	DEF JAM/UNIVERSAL	502	+64
11	12	16	ESTELLE FEATURING KANYE WEST	AMERICAN BOY	HOME SCHOOL/ATLANTIC/WARNER	472	+22
12	11	9	LIGHTS	DRIVE MY SOUL	LIGHTS MUSIC	467	+4
13	14	9	COLDPLAY	VIVA LA VIDA	PARLOPHONE/EMI	425	+6
14	16	7	JORDIN SPARKS	ONE STEP AT A TIME	19/JIVE/SONY BMG	417	+28
15	10	18	METRO STATION	SHAKE IT	COLUMBIA/SONY BMG	406	-64
16	17	10	DANNY FERNANDES	PRIVATE DANCER	CP	401	+27
17	15	7	JONAS BROTHERS	BURNIN' UP	HOLLYWOOD/UNIVERSAL	394	-14
18	22	5	HEDLEY	OLD SCHOOL	UNIVERSAL	319	+22
19	20	11	STATE OF SHOCK	BEST I EVER HAD	CORDOVA BAY	316	-15
20	21	23	ADDICTIV	TONITE	URBAN HEAT	293	-35
21	18	16	COLBY O'DONIS FEATURING AKON	WHAT YOU GOT	KONLIVE/GEFFEN/UNIVERSAL	279	-68
22	19	19	KREESHA TURNER	DON'T CALL ME BABY	EMI	271	-72
23	28	4	FLO RIDA FEATURING WILL.I.AM	IN THE AYER	POE BOY/ATLANTIC/WARNER	265	+37
24	31	4	MARIAH CAREY	I'LL BE LOVIN' U LONG TIME	ISLAND/UNIVERSAL	254	+38
25	23	6	SEPTEMBER	CRY FOR YOU	AWESOME/EMI	253	-5
26	27	4	LEONA LEWIS	BETTER IN TIME	SYCO/J/SONY BMG	250	+19
27	35	6	MADONNA	GIVE IT 2 ME	WARNER BROS./WARNER	223	+30
28	25	20	HEDLEY	NEVER TOO LATE	UNIVERSAL	222	-22
29	NEW		PINK	SO WHAT	LAFACE/SONY BMG	221	+125
30	29	27	USHER FEATURING YOUNG JEEZY	LOVE IN THIS CLUB	LAFACE/SONY BMG	209	-14

FOR WEEK ENDING AUGUST 24, 2008

♦ indicates CanCon



Wong integrates media for Clear Channel/San Francisco-San Jose

Bringing Promotional Sensibility To Sales

Darnella Dunham

DDunham@RadioandRecords.com

Ray Wong joined KYLD (Wild 94.9)/San Francisco in 1995 and worked his way up the promotions department ranks to become promotion director of Wild and hot AC sister KIOI (Star 101.3). While he enjoyed the job, there wasn't much room for growth. Wong's career took a new but logical turn May 1, 2007, when he was named integrated media account manager for Clear Channel's entire San Francisco-San Jose cluster.

The position is a unique one in sales in that it allows Wong to use his extensive promotions background and understanding of programming and sales to create solutions for advertisers. Brainstorming still plays a vital role on the job, only this time he receives a commission when he conceives an idea that leads to a sale.

"When you're used to doing a job and not getting paid on a commission basis for it, that makes it that much more rewarding," Wong says, "because you're just taking the same ideas you used to have and applying them for sponsors and clients that you've already worked with."

Initially, the thought of working in sales didn't appeal to Wong, but eventually he realized he could move up to a higher-paying position by applying his promotional experience to that area. "So we just kind of melded the two ideas to bring sales and promotions together. It sounded like a pretty natural move where I didn't feel like I was completely selling out the promotions side. That's why a lot

of people don't make the move, because there's always that weird feeling between sales and promotions or sales and programming."

Wong says his experience with and understanding of promotions and programming have given him a respect for the two departments that sales staffers without similar experience may not have.

Balancing Act

To succeed in his new role, Wong must balance the needs of programming and sales. "You don't want to sell out your promotions or programming department and make them feel like you're bastardizing them by putting sponsors on that don't make sense. I won't do it, even if someone throws the money toward me."

Today's clients want more than just spots on the air or banners on the station site. A major component of Wong's job is finding the most effective marketing angle for current and prospective clients.

"The days of making a client happy by putting up

'They don't want something that client A did a month ago or last year. They want something new that only they have done or that they can put their name on and own.'

—Ray Wong

a few banners [at a remote] and running a few commercials with their name in it are long gone," he says. "They want to see numbers, they want to see returns on their investments, they want to see people coming through the doors of their stores or visiting their Web sites"—all measurable behavior. "They don't want something that client A did a month ago or last year. They want something new that only they have done or that they can put their name on and own."

One of the biggest challenges of Wong's new job is having to rely solely on himself for motivation. After all, in his previous role as promotions director, he had a team of 20-30 staffers to inspire—and who also kept him inspired. Promotions is a team effort, whereas sales is more like an individual sport.

"Before, it was constantly keeping other people motivated, and that's what kept you motivated," he says. "In this position, at least for right now, I'm the only seller. I don't have competition other than other people at other stations. I'm really on my own."

Paving The Way

The transition from promotions to sales was made easier by a pair of colleagues who helped pave the way: Clear Channel/San Francisco integrated media director of sales Val Cline and account manager Chris DeCruse are former promotions directors. "They set the path and opened the doors, so a lot of training has come from them."

Wong says acclimating to his new job wasn't all that difficult since the main task at hand—conceiving and executing creative promotions that offer a benefit to programming and sales—hasn't changed all that much. "It's actually better in a way because now you get to work hands-on with the sponsors and clients. When you're in promotions, a lot of times you have to work through an account executive, and they would get in the way or just not care as much."

Wong says the job of integrated media account manager essentially cuts out the middle man and allows him to work directly with the account and the promotions department. "If you're good at what you do and respect the place where you came from, you still have those relationships. And those people trust you too, because they know you won't take advantage and run something on-air or bring out a 60-foot inflatable when you know you weren't supposed to. So there's that respect level that you have to have on both sides." **R&R**

PPM Insight From Programmers

One of the stations experiencing ratings success using Arbitron's PPM service is Beasley's WRDW (Wired 96.5)/Philadelphia. PD Leo Baldwin will talk about his experience with electronic audience measurement during the "PPM Prep School" session, set for 10:15-11:45 a.m. Sept. 17 at the 2008 R&R Convention at the Austin Hilton Hotel. Joining Baldwin will be other programmers from PPM

markets, including Cox Radio/Houston KKBQ/KTHT/KHPT/KHTC OM Johnny Chiang, Greater Media WMMR/Philadelphia PD Bill Weston and Emmis WKQX (Q101)/Chicago PD Marc Young. Arbitron VP of programming services and development Gary Marince and Media Monitors VP of marketing Dwight Douglas will also participate. For more information, go to radioandrecords.com.—DD



All smiles during an office spirit day, from left, are Clear Channel/San Francisco-San Jose's integrated media account manager Ray Wong, former KYLD PD Jazzy Jim Archer, director of integrated media Val Klein and director of integrated sales Krista Coutts.



▶ WITH HIS THIRD CD, "LAX," NOW AT RETAIL, **THE GAME** EARNS HIS 10TH DEBUT SINCE 2004 AS "MY LIFE," FEATURING LIL WAYNE, BOWS AT NO. 36.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	3	18	KARDINAL OFFISHALL FEAT. AKON DANGEROUS	NO. 1 (1 WK)	11 ☆	4662 -137	32.263	3
2	1	13	LIL WAYNE A MILLI	CASH MONEY/UNIVERSAL MOTOWN	11 ☆	4375 -523	28.894	5
3	4	20	DAVID BANNER FEATURING CHRIS BROWN GET LIKE ME	B.I.G. F.A.C.E./SRC/UNIVERSAL MOTOWN	11 ☆	4361 -124	32.415	2
4	2	17	THE-DREAM I LUV YOUR GIRL	RADIO KILLA/DEF JAM/IDJMG	11 ☆	4305 -528	27.619	7
5	5	15	CHRIS BROWN FOREVER	JIVE/ZOMBA	11 ☆	4253 +144	30.369	4
6	6	14	LIL WAYNE FEATURING T-PAIN GOT MONEY	CASH MONEY/UNIVERSAL MOTOWN	11 ☆	4209 +358	34.936	1
7	7	19	NE-YO CLOSER	DEF JAM/IDJMG	11 ☆	3885 +222	28.076	6
10	13		YUNG BERG FEATURING CASHA THE BUSINESS	YUNG BOSS/EPIC/KOCH	11 ☆	3218 +252	18.022	10
9	22		PLIES FEATURING NE-YO BUST IT BABY PART 2	BIG GATES/SLIP-N-SLIDE/ATLANTIC	11 ☆	2948 -202	19.910	9
11	12		YOUNG JEEZY FEATURING KANYE WEST PUT ON	CTE/DEF JAM/IDJMG	11 ☆	2936 +208	22.469	8
8	18		THREE 6 MAFIA FEAT. PROJECT PAT, YOUNG D & SUPERPOWER LOLLI LOLLI (POP) THAT BODY	HYPNOTIZE MINDS/COLUMBIA	11 ☆	2802 -462	16.108	12
15	10		RICK ROSS FEATURING NELLY & AVERY STORM HERE I AM	SLIP-N-SLIDE/DEF JAM/IDJMG	11 ☆	2448 +181	17.507	11
14	12		FLO RIDA FEATURING WILL.I.AM IN THE AYER	PDE BOY/ATLANTIC	11 ☆	2333 -63	12.793	18
20	4		T-PAIN FEATURING LIL WAYNE CAN'T BELIEVE IT	NAPPY BOY/KONVICT/JIVE/ZOMBA	11 ☆	2301 +495	15.795	13
15	19	10	NELLY FEATURING ASHANTI & AKON BODY ON ME	DERRTY/UNIVERSAL MOTOWN	11 ☆	2239 +300	14.012	15
16	7		MARIAH CAREY I'LL BE LOVIN' U LONG TIME	ISLAND/IDJMG	11 ☆	2178 -45	12.352	19
17	18	8	SAVAGE FEATURING SOULJA BOY TELL'EM SWING	DAWN RAID/UNIVERSAL REPUBLIC	11 ☆	2148 +168	8.480	26
12	23		LIL WAYNE FEATURING STATIC MAJOR LOLLIPOP	CASH MONEY/UNIVERSAL MOTOWN	11 ☆	2147 -497	14.172	14
19	13	19	RIHANNA TAKE A BOW	SRP/DEF JAM/IDJMG	11 ☆	2002 -429	13.965	16
17	9		KATY PERRY I KISSED A GIRL	CAPITOL	11 ☆	1955 -46	10.280	23
21	5		MIKE JONES FEAT. TREY SONGZ, LIL WAYNE & TWISTA CUDDY BUDDY	ICE AGE/ASYLUM	11 ☆	1854 +91	8.277	27
22	5		LL COOL J FEATURING THE-DREAM BABY	DEF JAM/IDJMG	11 ☆	1681 +133	13.201	17
23	26	3	T.I. WHATEVER YOU LIKE	GRAND HUSTLE/ATLANTIC	11 ☆	1627 +504	12.022	20
24	23	13	JESSE MCCARTNEY I LEAVIN'	HOLLYWOOD	11 ☆	1366 +2	9.114	25
25	5		SLIM FEATURING YUNG JOC SO FLY	M3/ASYLUM	11 ☆	1287 +160	6.846	34
26	7		RIHANNA DISTURBIA	SRP/DEF JAM/IDJMG	11 ☆	1175 +125	7.864	28
27	24	19	ESTELLE FEATURING KANYE WEST AMERICAN BOY	HOME SCHOOL/ATLANTIC	11 ☆	1120 -54	7.736	31
28	6		THE PUSSYCAT DOLLS WHEN I GROW UP	INTERSCOPE	11 ☆	967 +68	4.444	36
29	38	2	PLIES FEATURING JAMIE FOXX & THE-DREAM PLEASE EXCUSE MY HANDS	BIG GATES/SLIP-N-SLIDE/ATLANTIC	11 ☆	901 +196	4.341	38
30	32	4	JAZMINE SULLIVAN NEED U BAD	J/RMG	11 ☆	890 +97	3.225	-
31	34	6	ICE CUBE DO YOUR THANG	FIRM/LENCH MOB	11 ☆	882 +120	3.802	39
32	33	3	E-40 FEATURING AKON WAKE IT UP	SICK WID IT/BME/REPRISE/WARNER BROS.	11 ☆	873 +109	3.709	40
33	31	12	KEYSHIA COLE HEAVEN SENT	IMANI/GEFFEN/INTERSCOPE	11 ☆	816 +22	6.941	33
34	29	15	THE GAME FEATURING KEYSHIA COLE GAME'S PAIN	GEFFEN/INTERSCOPE	11 ☆	812 -62	9.241	24
35	37	4	KERI HILSON ENERGY	MOSLEY/ZONE 4/INTERSCOPE	11 ☆	750 +39	4.356	37
36	NEW		THE GAME FEATURING LIL WAYNE MY LIFE	GEFFEN/INTERSCOPE	11 ☆	715 +331	10.508	21
30	7		ONE BLOCK RADIUS YOU GOT ME	PROPERTY/MERCURY/IDJMG	11 ☆	711 -88	2.180	-
35	14		LLOYD FEATURING LIL WAYNE GIRLS AROUND THE WORLD	THE INC./UNIVERSAL MOTOWN	11 ☆	676 -72	10.367	22
36	NEW		LEONA LEWIS BETTER IN TIME	SYCO/J/RMG	11 ☆	624 +116	2.738	-
40	5		SHAWTY PUTT FEATURING TOO SHORT & LIL JON DAT BABY	BME/RAZOR & TIE	11 ☆	604 -28	2.037	-

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
NE-YO Miss Independent (Def Jam/IDJMG)	25
BRANDY Right Here (Departed) (Epic/Koch)	25
THE GAME FEAT. LIL WAYNE My Life (Geffen/Interscope)	14
ALFAMEGA Uh Huh (Grand Hustle/Capitol)	11
M.I.A. Paper Planes (XL/Interscope)	10
USHER FEAT. WILL.I.AM What's Your Name (LaFace/Zomba)	10
T-PAIN FEAT. LIL WAYNE Can't Believe It (Nappy Boy/Konvict/Jive/Zomba)	9
JAZMINE SULLIVAN Need U Bad (J/RMG)	5
LUDACRIS CO-STARRING CHRIS BROWN & SEAN GARRETT What Them Girls Like (DTP/Def Jam/IDJMG)	5
ARTISTS STAND UP TO CANCER Just Stand Up! (Island/Def Jam/IDJMG)	5

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
M.I.A. Paper Planes (XL/Interscope)	579/236	NE-YO Miss Independent (Def Jam/IDJMG)	495/142
LUDACRIS CO-STARRING CHRIS BROWN & SEAN GARRETT What Them Girls Like (DTP/Def Jam/IDJMG)	573/310	COLBY O'DONIS Don't Turn Back (KonLive/Geffen/Interscope)	427/31
DJ KHALED FEAT. AKON, PLIES, YOUNG JEEZY, RICK ROSS, ACE HOOD, TRICK DADDY & LIL' BOOSIE Out Here Grindin' (Terror Squad/Koch)	539/75	JORDIN SPARKS One Step At A Time (Jive/Zomba)	372/53
JAY-Z Jockin' Jay-Z (Roc-A-Fella/Def Jam/IDJMG)	535/190	ALICIA KEYS Superwoman (MBK/J/RMG)	290/8
DAVID BANNER FEAT. LIL WAYNE Shawty Say (B.I.G. f.a.c.e./SRC/Universal Motown)	504/204	BIG GEMINI My Shawty (Big Gun/Upstairs)	289/40
ALFAMEGA Uh Huh (Grand Hustle/Capitol)	504/204	DAVID BANNER FEAT. LIL WAYNE Shawty Say (B.I.G. f.a.c.e./SRC/Universal Motown)	15

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
M.I.A. Paper Planes (XL/Interscope)	52	TOTAL STATIONS:	46
LUDACRIS CO-STARRING CHRIS BROWN & SEAN GARRETT What Them Girls Like (DTP/Def Jam/IDJMG)	59	TOTAL STATIONS:	36
DJ KHALED FEAT. AKON, PLIES, YOUNG JEEZY, RICK ROSS, ACE HOOD, TRICK DADDY & LIL' BOOSIE Out Here Grindin' (Terror Squad/Koch)	47	TOTAL STATIONS:	28
JAY-Z Jockin' Jay-Z (Roc-A-Fella/Def Jam/IDJMG)	50	TOTAL STATIONS:	15
DAVID BANNER FEAT. LIL WAYNE Shawty Say (B.I.G. f.a.c.e./SRC/Universal Motown)	47	TOTAL STATIONS:	47

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
M.I.A. Paper Planes (XL/Interscope)	10	TOTAL STATIONS:	46
USHER FEAT. WILL.I.AM What's Your Name (LaFace/Zomba)	10	TOTAL STATIONS:	36
T-PAIN FEAT. LIL WAYNE Can't Believe It (Nappy Boy/Konvict/Jive/Zomba)	9	TOTAL STATIONS:	28
JAZMINE SULLIVAN Need U Bad (J/RMG)	5	TOTAL STATIONS:	15
LUDACRIS CO-STARRING CHRIS BROWN & SEAN GARRETT What Them Girls Like (DTP/Def Jam/IDJMG)	5	TOTAL STATIONS:	47
ARTISTS STAND UP TO CANCER Just Stand Up! (Island/Def Jam/IDJMG)	5	TOTAL STATIONS:	47

ADDED AT... WJQM
Madison, WI
PD: JD Garfield
MD: Brandon Marshall
M.I.A., Paper Planes, 5
Game Feat. Lil Wayne, My Life, 4
Brandy, Right Here (Departed), 0
Usher Feat. will.i.am, What's Your Name, 0

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
M.I.A. Paper Planes (XL/Interscope)	52	TOTAL STATIONS:	46
LUDACRIS CO-STARRING CHRIS BROWN & SEAN GARRETT What Them Girls Like (DTP/Def Jam/IDJMG)	59	TOTAL STATIONS:	36
DJ KHALED FEAT. AKON, PLIES, YOUNG JEEZY, RICK ROSS, ACE HOOD, TRICK DADDY & LIL' BOOSIE Out Here Grindin' (Terror Squad/Koch)	47	TOTAL STATIONS:	28
JAY-Z Jockin' Jay-Z (Roc-A-Fella/Def Jam/IDJMG)	50	TOTAL STATIONS:	15
DAVID BANNER FEAT. LIL WAYNE Shawty Say (B.I.G. f.a.c.e./SRC/Universal Motown)	47	TOTAL STATIONS:	47

MOST INCREASED PLAYS

+504	☆	T.I. Whatever You Like (Grand Hustle/Atlantic) WHTZ +48, WXIS +37, KSEQ +30, KPWT +26, KBOS +25, KYZZ +20, KXBT +20, WRDW +19, WKHT +19, KKSS +19
+495	☆	T-PAIN FEAT. LIL WAYNE Can't Believe It (Nappy Boy/Konvict/Jive/Zomba) WLLD +32, WJMN +26, KPWT +26, KQKS +26, KBFM +23, KKFR +22, KZFM +21, KBOS +20, WMBX +19, KUBE +19
+358		LIL WAYNE FEAT. T-PAIN Got Money (Cash Money/Universal Motown) WRDW +47, WPYO +46, KHNT +42, KSFM +42, WHZT +35, KBOS +35, KPWR +27, WNVZ +27, KDON +20, WRDZ +19
+331		THE GAME FEAT. LIL WAYNE My Life (Geffen/Interscope) WJMN +45, WQHT +42, KBOS +19, WZMX +18, WRDW +18, KUUL +16, KBMB +14, WLLD +14, KDHT +13, KOHT +13
+318		LUDACRIS CO-STARRING CHRIS BROWN & SEAN GARRETT What Them Girls Like (DTP/Def Jam/IDJMG) WXIS +28, KKWD +26, WVKX +20, WRCL +20, KXBT +19, KZFM +16, WAJZ +12, KISV +11, WJQM +10, KBOS +10

FOR WEEK ENDING AUGUST 24, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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CO-LOCATED WITH THE NEW RADIO SHOW



How Zomba Gospel's Jazzy Jordan and B. Jeffrey Grant-Clark drive its roster to record-breaking heights

Gospel Goes For The Gold

Darnella Dunham
 DDunham@RadioandRecords.com

This was a historic year for gospel music as Marvin Sapp's "Never Would Have Made It" shattered records for its lengthy run at No. 1 on R&R's Gospel chart. At 46 weeks, it stands as the longest-running chart-topper on any singles tally in Nielsen BDS history. The song also solidified Zomba Gospel as a powerhouse in the format. ■ In addition to Sapp, the label is home to some of gospel's most influential acts, including Dorinda Clark-Cole, Kirk Franklin, Byron Cage, J Moss, Deitrick Haddon, Fred Hammond, Richard Smallwood, 7 Sons of Soul and Dave Hollister.

Promoting its projects as assertively as its secular counterparts has helped the label reach unparalleled heights. VP/GM Jazzy Jordan and VP of radio promotions/artist relations B. Jeffrey Grant-Clark reveal how they keep the Zomba Gospel brand flourishing.

Does the long-term strength of the Zomba Gospel brand mean that radio automatically gives your artists a shot?

B. Jeffrey Grant-Clark: We have a pretty steadfast brand, but it's a job—every record is a job. To get the brand, we worked hard. We have earned respect over the years because of the quality of the product that radio knows we're going to send out.

Jazzy and I both came from urban. I had a different mentality when I came over here. It wasn't in the gospel idiom: "Praise God, here's the new Fred Hammond. Can you bless the people?" I was like, "This is Fred Hammond, the No. 1 artist in the genre. Explain to me why you can't play that?" That was the same mentality I had at Warner Bros. It's still hard because there are so

many different types of music coming from independent labels and they sound good, so we have to struggle for our piece of pie.

Jazzy, what is your perspective?

Jazzy Jordan: Everything he said is absolutely correct—but I'm going to add a sports analogy. Take the Los Angeles Lakers. Prior to Phil Jackson getting there they had [Shaquille O'Neal], they had Kobe [Bryant], they had a lot of great players, and they didn't win anything. Phil Jackson got there and put together a great staff, and they went on to win three consecutive championships. Phil Jackson goes away, and they don't make the playoffs. He comes back, and they win the rest of the Western Conference and go on to the finals again.

So you can have all the wonderful artists in the world. They can provide all the great songs in the world, but if you don't have a Phil Jackson and his staff to work them—if you don't have people providing the right kind of leadership and direction—it doesn't matter. This team came together and I think that it was ordained.

Jeff has a different story than mine because he

'It's still hard because there are so many different types of music coming from independent labels and they sound good, so we have to struggle for our piece of pie.'

—B. Jeffrey Grant-Clark



wanted to leave secular and just work gospel. I came to this company to work secular and just happened to fall into this. Once I did, secular music became what it is now, and I really didn't want to do that anymore. So this was perfect for me. Nobody sat there except for the man upstairs; there was no human that said, "I'm going to put this person in place, I'm going to put that person in place," because when we had the opportunity to do this, it didn't come with a book. It was what we brought into play here. We're blessed to have these great, great artists, because we could not do it without them, there's no question. When you have something to work with and you put the right team behind those artists, then you have a chance to win.

Many of the artists on Zomba Gospel are now superstars. Does radio still have access to them?

Jordan: Absolutely. You have no idea how much time our biggest star, Kirk Franklin, spends trying to make sure that he's accessible to everyone. And people know that it's important to him. Unlike secular artists, this is not just about recording music; this is actually a ministry for all of us.

Grant-Clark: It's a lifestyle.

Jordan: Another thing that they all know—including myself—is that this could all be taken away from you in a matter of seconds.



Is that what keeps you so motivated?

Jordan: Honestly, what keeps me motivated now is that I have the greatest job in the world. I'm blessed because, in my opinion, we have the greatest artists in the world, the greatest staff in the world and most importantly, I get a chance to work something I honestly believe in.

In my career I've worked a lot of releases. And I can tell you there were a ton of them I didn't personally believe in. But there is not one release that comes out of here, whether from a new developing artist or whomever, that I don't believe in wholeheartedly.

I know that some releases—like a Marvin Sapp—are going to be bigger than others, but that doesn't mean we don't believe in them. You have no idea how great it is to come to work every day and believe in everything you do.

Grant-Clark: This music is life.

R&R

KJLH/Los Angeles' gospel according to radio

Radio Pulpit 'Spreads The Word'

By Foladé Bell

Radio is singing the praises of gospel programming, which is attracting a wide swath of loyal listeners. ■ One station reaping the benefits is Taxi Productions' KJLH (Radio Free 102.3)/Los Angeles. Instead of investing only a few Sunday morning hours in the genre, the station made the commitment to extended 24-hour gospel programming on the Sabbath. ■ Independently owned by Stevie Wonder under the umbrella of Taxi Productions, the urban AC station has freer rein to take risks and "step out on faith." A more concentrated focus on Sunday gospel has proved to be a blessing, bringing in dramatically higher Sunday ratings and increased advertising and revenue growth.

Gospel's 24-Hour Position

The move toward gospel-centric Sunday programming began 11 years ago as a conversation between Wonder and KJLH PD Aundrae Russell—then an on-air talent—about the lack of gospel music being played in the L.A. market. Wonder suggested that the station create a gospel show, "Spread the Word," hosted by Russell. With that discussion, the program launched one week later, on Sunday from noon to 2 p.m.

Catching on like wildfire with listeners, the time slot for the show kept expanding, from noon to 3 p.m., then to 6 p.m. until finally, it expanded to the fullest: It now occupies a 24-hour Sunday slot, from midnight to midnight.

"When the ratings came out after we started, you could just look at them and tell. They were the highest numbers at the station, outdoing any of our programming during the rest of the week," Russell says of "Spread the Word." "We had huge numbers, and in some demographics we were No. 1. When the ratings and the money start coming, it was a no-brainer to grow it from there. Then it just took on a life of its own."

According to Arbitron data from the spring 2008 survey, KJLH's Sunday, 6 a.m.-midnight share of women 25-54 (4.7) is more than triple its Monday-Friday, 6 a.m.-7 p.m. share (1.5) and more than double its total week share of 2.0.

KJLH expanded Sunday programming to include "Love in the Spirit" with Kevin Nash, air-

ing 6 p.m.-10 p.m. During this segment, the focus shifts as the evening hours begin to softer, mel-lower music. Topics are also discussed with listeners, ranging from homosexuality in the church to whether hell exists. Listeners are encouraged to call in and voice opinions regarding issues in the church community and in the gospel world that aren't necessarily discussed from the pulpit or traditionally remain behind closed doors.

"Once again we got all of this response. People were calling and asking for a copy of the show and asking if it could be replayed," Russell says. "People love to talk. If it's controversial, they want to talk about it."

Distinct Programming Philosophy

With no prescheduled programming on Sundays, PD/host Russell prefers a less structured sound, approaching each show with little forethought about what will be played, relying instead on instinct and emotion—a rarity in the nation's richest radio market. "I've never used a playlist," Russell says. "It's straight from the heart. We go by what people want to hear, what they're calling for and what the buzz is."

In another break from modern radio conventions, "Spread the Word" is broadcast live without pre-recorded calls, delay or scheduled music, which, according to Russell, is "part of the allure. Everything is live and spontaneous. I think that has a lot to do with what makes it work so well. I don't think you can get that same impact just being canned."

Having been brought up with strong ties to

church, Russell surrounds himself with people of similar mind-sets and backgrounds. He believes this adds to the success of the show and its ability to reach people with sincerity and on a more personal level. The approach is validated by listeners: During a Dr. Martin Luther King Jr. parade a couple of years ago, Russell recalls an incident where a young male listener approached him and revealed, "I don't go to church, but I listen to you every Sunday. You're my minister."

"Spread the Word" is uptempo, it's praise and worship, it's as if you're in church. Mixing traditional with contemporary is an art of balance and a key driver for Russell, who aims to play a bit of everything. "If I play Tye Tribbett, I may follow that with Aretha Franklin's 'Amazing Grace' and then come back with Kirk Franklin and follow that with the Mighty Clouds of Joy."

In addition to playing Franklin, Tribbett, Trini-tee 5:7, Mary Mary and other contemporary acts, Russell has found that infusing generous amounts of choir gospel music has contributed to the show's success. With listeners ranging in age from 8 to 80, choirs strike a chord with the audience, which he says appreciates a "churchy" sound on Sundays. "It's hard to get away from some of these songs that were popular three or four years ago," Russell says. Such popular hits as "I Won't Complain" by Reverend Paul Jones, "Let the Glory" by Hezekiah Walker, "We Fall Down" by Donnie McClurkin and the massive gospel crossover "Never Would Have Made It" by Marvin Sapp are examples of songs that listeners appear to never tire of.

Since the launch of KJLH's Sunday gospel programming, audience response has resounded throughout the station. "Listeners were going crazy, calling the station and writing letters—not just on Sunday when I was on the air, but all during the week," Russell says.

Often with a prayer before the start of each show, Russell asks the Lord to give him the knowledge to play the right songs at the right time to come to the rescue for any given listener. "I'll get a call from somebody saying that a song we decided to play at the last second saved their life."

Sundays have become a lot more than merely being on the radio and measuring success in terms of ratings and revenue for Russell and KJLH. "Spread the Word," "Love in the Spirit" and the rest of the station's Sunday programming aim to connect with the listener. More than a decade later, it continues to transcend conventional programming through the ministry of music. **R&R**

Unconventional Sundays

KJLH/Los Angeles PD Aundrae Russell offers his stance on the urban AC station's Sunday midnight-to-midnight gospel programming:

"My programming philosophy on Sunday is different than how I think during the week—there are two totally different thought processes. We'll play a 10- or 15-minute record on Sunday, which we wouldn't do during the week. We play a lot of songs without interruption, sometimes 15-20 minutes with nothing but music.

"The Praise Patrol is sent out on Sundays to reach out to the community and churches rather than the normal street team. There really aren't any rules on Sunday."—FB



Go Ye DJs bridge future with a new youth-oriented gospel genre

Holy Hip-Hop!

By Foladé Bell

Traditional gospel music can be broken down into a number of subgenres, based on varying styles. Spirituals, mass choirs and praise and worship are used to express the significance of living a Christian life. Contemporary gospel is a subgenre of the genre that can further be broken down to include “holy hip-hop.” ■ The blending of faith and rap dates back to the mid-’80s, creating a movement of Christian artists ministering through hip-hop with moral and spiritual lyrics expressing their faith. Largely unexplored on radio, these songs and artists connect with younger listeners that are attracted to catchier, faster beats while appreciative of the positive lyrical content of the music, which is saturated with personal testimony, praise, worship and the uplifting of Christ.

Taking Gospel To The Streets

Ten years ago as holy hip-hop was developing beyond its early stages, a street ministry appeared on the Atlanta scene that evolved into Go Ye DJs. Inspired by the Bible’s Mark 16:15 (“Go ye into all the world and preach the gospel to all creation”), the ministry originated with Bernard Youmans and Vernon Adamson, who were moved to enter the inner city of Atlanta and win souls.

“We would play music, grill and give out free food and minister to the people. We didn’t DJ; it just happened,” Youmans says. From that point the group started remixing hip-hop beats with gospel music “so we could make it faster and have a little more punch to the music,” he adds.

This new style of remix led Go Ye DJs to

become highly sought-after. In the process, the group expanded to some 20 DJs. From weddings to family reunions, they solidified their presence in the Atlanta party scene with the goal of assisting Christians in celebration of Jesus. Most important, the last 15 minutes of the party are especially uplifting: “At the end of every party we show them how to worship. That’s like our benediction. We worship through the music and then we give people the invitation of Christ.”

The New Sound Of Gospel

Three years ago at the annual Sweet Auburn Heritage Festival in Atlanta, Go Ye DJs volunteered their services for the city’s Radio One

Extending The Brand

Now heard on 10 local stations, Go Ye DJs have lofty syndication goals: to minister their God-conscious music to young generations by signing affiliates in every major city within five years. The DJs provide customized mixes to the following affiliates, which vary in length depending on the needs and wants of the station or network:

WPZE (Praise 97.5)/Atlanta

WPRS (Praise 104.1)/Washington

WPZS (Praise 100.9)/Charlotte

WTLC-AM (AM 1310 the Light)/Indianapolis

WNNL (the Light 103.9)/Raleigh

KHLR (Hallelujah 94.9)/Little Rock

WHLH (Hallelujah 95.5)/Jackson, Miss.

WMBM-AM/Miami

WIMG-AM/Trenton, N.J.

WXOK-AM (Heaven AM 1460)/Baton Rouge

Rejoice Network

Sirius Satellite Radio

gospel WPZE (Praise 97.5) during the event. A relationship developed from that experience, enabling Go Ye DJs to become part of the station’s street team. As a result, beginning last year, the station began airing daily on-air mixes by the DJs.

Intent on changing the sound of gospel music and its output, the mixers are determined to serve as bridges between the traditional and future sound of gospel.

Youmans says, “Holy hip-hop should just be hip-hop, because some artists talk about Christ without saying the word ‘Christ.’ That’s the art of hip-hop—to be real creative and clever with what you’re saying.”

Changing Landscape

The changing landscape of Christian music has experienced growth and regeneration within its genres, including Christian rock and country music. Such a level of evolution has been less apparent in the gospel format, where musically the focus is largely programmed toward traditional Christians used to hearing “Christ” or “Jesus” heavily referred to in songs. Many Christians associate holy hip-hop with secular hip-hop culture, which they view as contrary to Christian life.

Filling the gap between the traditional and new school of gospel listeners is what Go Ye DJs aim for with their remixes on the radio. Using hip-hop beats from such popular secular artists as Jay-Z and mixing them atop a Fred Hammond or Yolanda Adams song allows them to reach hip-hop fans who are familiar with the beat along with the traditional listener who recognizes the lyrics.

Cognizant of this widespread void, Go Ye DJs have resolved to build their bridge into the future: that is, to the kids of today. To accomplish this feat, they utilize their airtime to gradually introduce new music sandwiched in between established hits with mixes and blends until it breaks, optimistic about opening up the door for hip-hop culture within gospel. “What’s happening now is that there’s a new wave of music and that old generation of music has really died out,” Youmans says. “That’s why the young folks of today are so caught up in this hip-hop world, because traditional music is pushing young people away from the church.”

“What we have to do is build a generation of new Christians and let this holy hip-hop be played, so that we can bring the young folks back to the church. And that’s the message that we have to send out to these radio stations—if we want to save the kids.”

R&R



R&R GOSPEL

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▶ **JAMES FORTUNE & FIYA** HOOK MOST INCREASED PLAYS (UP 47) WITH "I TRUST YOU," WHICH SPENDS A SECOND WEEK AT THE SUMMIT. THE ENSEMBLE'S PREVIOUS HIGH WAS NO. 4 WITH "YOU SURVIVED" IN JUNE 2005.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	28	JAMES FORTUNE & FIYA I TRUST YOU	NO. 1 (2 WKS)/MOST INCREASED PLAYS BLACK SMOKE/WORLDWIDE	1165 +47	4.722 1
2	2	66	MARVIN SAPP NEVER WOULD HAVE MADE IT	VERITY/ZOMBA	994 -114	4.469 2
3	3	38	TROY SNEED PRESENTS BONAFIDE PRAISERS WORK IT OUT	EMTRO GOSPEL	948 -31	3.737 3
4	4	25	REGINA BELLE GOD IS GOOD	PENDULUM	835 -66	2.445 8
5	5	32	DORINDA CLARK-COLE TAKE IT BACK	GOSPO CENTRIC/ZOMBA	733 -51	3.281 4
6	6	40	SHEKINAH GLORY MINISTRY JESUS	KINGDOM	699 -18	2.866 6
7	7	18	KIRK FRANKLIN JESUS	FO YO S OUL/GOSPO CENTRIC/ZOMBA	698 -8	3.212 5
8	8	16	JASON CHAMPION ALWAYS	BROOKS/EMI GOSPEL	611 +4	2.781 7
9	9	50	BEVERLY CRAWFORD HE'S DONE ENOUGH	JDI	561 -4	2.070 10
10	11	11	21:03 WITH FRED HAMMOND, SMOKIE NORFUL & J MOSS COVER ME	PAJAM/GOSPO CENTRIC/ZOMBA	484 +8	2.092 9
11	10	33	JONATHAN NELSON FEATURING PURPOSE MY NAME IS VICTORY	INTEGRITY	480 -37	1.850 13
12	13	25	CECE WINANS WAGING WAR	PURES SPRINGS GOSPEL	463 +25	1.859 12
13	14	22	BYRON CAGE ROYALTY (LIVE AT THE APOLLO)	GOSPO CENTRIC/ZOMBA	427 +3	1.475 15
14	12	44	RICKY DILLARD & "NEW G" (NEW GENERATION CHORALE) THE LIGHT	NUS SPRING	424 -39	1.706 14
15	15	19	THE WEST ANGELES COGIC MASS CHOIR LORD PREPARE ME	EMI GOSPEL	398 -23	2.035 11
16	16	8	PASTOR GREGG PATRICK & THE BRIDGE PROJECT I AM A WITNESS	CROSSOVER/TYSCOT	380 +30	1.043 18
17	17	9	DAMITA NO LOOKING BACK	TYSCOT	323 -4	1.221 17
18	18	10	DESTINY PRAISE HIS WILL	DESTINY STYLE	291 -23	1.347 16
19	21	5	ARKANSAS GOSPEL MASS CHOIR I LIFT MY HANDS	TE/EMTRO GOSPEL	273 +27	0.509 -
20	19	13	NATHANIEL & NECY SERVE NOBODY BUT YOU	WOGG	266 0	0.499 -
21	22	21	ISRAEL & NEW BREED IF NOT FOR YOUR GRACE	COLUMBIA/INTEGRITY	260 +19	0.870 20
22	20	9	RICKY DILLARD & "NEW G" (NEW GENERATION CHORALE) ONE MORE CHANCE	NUS SPRING/EMI GOSPEL	251 0	0.564 30
23	25	14	NORMAN HUTCHINS IT'S YOUR SEASON	IR	230 +9	0.816 21
24	24	15	JEFF MAJORS GLORY GLORY	MUSIC ONE	230 -3	0.974 19
25	23	17	J MOSS ABUNDANTLY	PAJAM/GOSPO CENTRIC/ZOMBA	230 -8	0.777 22
26	26	4	DOUG WILLIAMS & PASTOR TIM ROGERS THE LOVE OF JESUS	BLACKBERRY/MALACO	219 -1	0.482 -
27	27	3	KIERRA KIKI SHEARD PRAISE HIM NOW	EMI GOSPEL	215 +1	0.614 26
28	8	8	TYE TRIBBETT & G.A. HOLD ON	COLUMBIA/INTEGRITY	211 +5	0.664 24
29	30	4	DAVE HOLLISTER STRIVING	GOSPO CENTRIC/ZOMBA	210 +20	0.586 28
30	NEW		MARY MARY GET UP	COLUMBIA	203 +26	0.574 29

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
PAUL PORTER What Did You Do? (Light) KOKA, WHLH, WTBE, WUFO	4
CANDI STATION Just Jesus (Emtro Gospel) WOAD, WTBE, WXEZ, WXOK	4
CANTON JONES Nobody Cared (Arrow) WOAD, WTBE, WXOK	3
DAVE HOLLISTER Striving (Gospo Centric/Zomba) KOKA, WPZS	2
DEITRICK HADDON I'm Alive (Verity/Zomba) Sirius Praise, WHLH	2
TED WINN God Believes In You (Teddy Jamz) KOKA, WPRS	2
SHEKINAH GLORY MINISTRY Stomp (Kingdom) WTBE, WXVI	2
TRIN-I-TEE 5:7 Get Away (Spirit Rising/Music World) KOKA, WJMI	2
KENNY LEWIS & ONE VOICE I Am (ICEE) WUFO, WXTC	2

ADDED AT...
KHVN-AM
Dallas, TX
PD/MD: Antonio Johnson
Lejeune Thompson, Reach Me, O
Sherronne Wells, I Wont Forget Medley, O

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
NIYOKI Joy (D2G-Executive) TOTAL STATIONS: 23	203/24	JOHN TILLERY PROJECT Look At Me (Danbla) TOTAL STATIONS: 9	116/36
DOTTIE PEOPLES Do It! (DP) TOTAL STATIONS: 29	203/6	EUCLID GRAY Let Me Praise Him (Malaco) TOTAL STATIONS: 10	109/8
KEVIN JARIDO & NU VIRTUE Sunday Morning (Emtro Gospel) TOTAL STATIONS: 15	138/16	TRIN-I-TEE 5:7 I Will Lift (Spirit Rising/Music World) TOTAL STATIONS: 10	102/1
WILLIAM MURPHY I Will Rejoice (M3M) TOTAL STATIONS: 11	123/8	SPENSHA BAKER Hallelujah (Geffen/Interscope) TOTAL STATIONS: 10	91/0
KEITH WONDERBOY JOHNSON I'm Ready (Blackberry/Malaco) TOTAL STATIONS: 13	118/26	STAN JONES FEAT. TARRALYN RAMSEY Where Would I Be (Blackberry/Malaco) TOTAL STATIONS: 7	80/2

MOST INCREASED PLAYS

+47	JAMES FORTUNE & FIYA I Trust You (Black Smoke/WorldWide) WPRS +25, WYLD +11, KATZ +7, WHLW +4, WXEZ +4, WUFO +4, WFLT +4, WSOK +3, KROI +3, KHLR +3
+37	JAI REED There's Joy In Serving God (TLR) WYLD +33, WTBE +3, WDJL +1
+36	JOHN TILLERY PROJECT Look At Me (Danbla) WYLD +34, WLBB +2, WHLH +1, WDJL +1
+30	PASTOR GREGG PATRICK & THE BRIDGE PROJECT I Am A Witness (CrossOver/Tyscot) WHLW +22, WTBE +7, XSRT +5, WJMI +3, WWIN +4, WXOK +2, KROI +2, KHVN +2, WNNL +1, WCAO +1
+27	ARKANSAS GOSPEL MASS CHOIR I Lift My Hands (T/Emtro Gospel) WHLW +12, WXVI +7, WLOU +7, WFMI +5, WWIN +4, WXOK +4, WOAD +3, SIPP +3, XSRT +3, KHLR +2

FOR WEEK ENDING AUGUST 24, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW LW
1	JOSHUA'S TROOP EVERYBODY CLAP YOUR HANDS (NEW HAVEN)		547 558
2	HEZEKIAH WALKER & LFC GRATEFUL (EMTRO/ZOMBA)		505 538
3	J MOSS PRAISE ON THE INSIDE (PAJAM/GOSPO CENTRIC/ZOMBA)		438 446
4	BISHOP NOEL JONES PRESENTS THE CITY OF REFUGE SANCTUARY CHOIR NOT ABOUT JS (ALPHA JCG/TYSCOT)		431 428
5	THE CLARK SISTERS LIVIN' (EMI GOSPEL)		420 454

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW LW
6	MAURETTE BROWN CLARK ONE GOD (ATLANTA INTERNATIONAL/MALACO)		398 403
7	DONALD LAWRENCE PRESENTS THE TRI-CITY SINGERS ENCOURAGE YOURSELF (EMI GOSPEL)		394 388
	THE NEW LIFE COMMUNITY CHOIR FEAT. JOHN P. KEE RIGHT NOW PRAISE (TYSCOT/IN SW LIFE/VERITY/ZOMBA)		337 356
	RUBEN STUDDARD, DEITRICK HADDON & MARY MARY LOVE HIM LIKE I DO (VERITY/ZOMBA)		308 339
	DEWAYNE WOODS & WHEN SINGERS MEET LET GO (QUIET WATER/VERITY/ZOMBA)		294 312

GOSPEL REPORTERS

WPZE/Atlanta, CA*
OM: Steve Hegwood
PD/MD: Derek Harzer

WTHB/Augusta, GA*
OM/PD: Terry Morclay
APD: Jay Tek

WCAC/Baltimore, MD*
PD: Lea Michaels
APD/MD: Danielle Brown

WWIN/Baltimore, MD*
PD: Mike Roberts

WXCK/Baton Rouge, LA*
OM: LeBron "LBJ" Joseph
PD/MD: J'Michael Francois

WUFO/Buffalo, NY*
MD: Duane Price

WJMI/Charleston, SC*
OM: Michael Baynard
PD: Belinda Parker
MD: Anthony Baxter

WXTC/Charleston, SC*
PD: Michael Tee
APD: Edwin "Chef" Wright

WPZS/Charlotte, NC*
PD: Alvin Stowe
MD: Tonya Rivens

WNOO/Chattanooga, TN*
OM: Lee Clear
PD/MD: Sam Terry

WGRB/Chicago, IL*
PD: Sonya M. Blakey
APD/MD: Effie Rolfe

WJMO/Cleveland, OH*
PD/MD: Kim Johnson

WFMV/Columbia, SC*
PD: Tony "Gee" Green
APD/MD: Monica Washington

WEAM/Columbus, GA
OM: Carl Conner, Jr.
PD: Pam Dixon

WAJV/Columbus, MS
OM: GQ Riley
PD: Sebastian Riley

WJYD/Columbus, OH*
OM: Jerry Smith
PD: Dawn Mosby

KHVN/Dallas, TX*
PD: Antonio Johnson

WCHB/Detroit, MI*
OM/PD: Bo Money

WFLT/Flint, MI*
OM/PD: Sammie L. Jordan, Jr.

WEAL/Greensboro, NC*
PD/MD: Joseph Level

KROI/Houston, TX*
OM/PD: Terri Thomas

WJLH/Huntsville, AL*
PD/MD: Walter Peavy

WEUP/Huntsville, AL*
OM: Hundley Batts
PD: Steve Murry
MD: Ricky Sykes

WTLC/Indianapolis, IN*
OM: Brian Wallace
PD: The First Lady Raye

WHLH/Jackson, MS*
OM: Steve Kelly
PD: Torrez Harris
MD: Lance Fuller

WOAD/Jackson, MS*
OM: Stan Branson
PD/MD: Percy Davis

KPRT/Kansas City, MO
OM: Andre Carison
PD: Myron Fears
APD: Freddie Bell
MD: Debbie Dee Johnson

KHLR/Little Rock, AR*
OM: Sonny Victory
PD: JC Loves

KPZK/Little Rock, AR
OM: Mark Dylan
PD/MD: Billy St. James

WLOU/Louisville, KY*
PD: Bill Price

WBBP/Memphis, TN
MD: Doreen Graves

WHAL/Memphis, TN*
PD: Eileen Collier
APD/MD: Tracy Bethea

WLOK/Memphis, TN*
PD: Mike Chandler

WMBM/Miami, FL
PD/MD: Greg Cooper

WHLW/Montgomery, AL*
OM: Michael Long
PD/MD: Connye Bryant

WXVI/Montgomery, AL*
PD: Glinda Perkins

WTBE/Nassau, NY*
MD: Clara Mack

Rejoice! Musical Soulfood/Network
PD: Willie Mae McIver

Rejoy Radio/Network
OM: Franice Hemphill
PD: RaShaun Green
MD: Samuel Priester

WPRF/New Orleans, LA
PD/MD: Lolo Walker

WYLD/New Orleans, LA*
PD: Derrick Corbett
APD/MD: Loretta Petit

WLBB/New York, NY*
PD: Denise Hill

WFMI/Norfolk, VA*
OM: Neal Williams
PD: Mike Chandler

WXEZ/Norfolk, VA*
OM: John Shomby
PD: Dale Murray

WPPZ/Philadelphia, PA*
OM/PD: Eloy Smith
APD/MD: CeCe McGhee

WNNL/Raleigh, NC*
OM/PD: Jerry Smith
MD: Melissa Wade

WPZZ/Richmond, VA*
OM: Jeff Anderson
APD/MD: Morgan Dukes
MD: Ace Alexander

Sheridan Gospel Network/Satellite
PD: Michael Gamble
APD: Morgan Dukes
MD: Ace Alexander

Sirius Praise/Satellite*
OM: B.J. Stone
PD: Pat McKay

XM The Spirit/Satellite*
PD/MD: Jay Bryant

WSOK/Savannah, GA*
PD: E. Larry McDuffie

KOKA/Shreveport, LA*
PD: Eddie Giles
APD/MD: Sharon Flournoy

KATZ/St. Louis, MO*
MD: Dwight Stone

WIMG/Trenton, NJ
OM/PD: Felicia Brannon
APD/MD: Robyn McCollum

WTSK/Tuscaloosa, AL
OM: Greg Tomascello
PD/MD: Charles Anthony

WPRS/Washington, DC*
PD: Matt Anderson

WFBI/Wilmington, DE
OM: Melvin Brittingham
PD/MD: Manuel Mena

* Monitored Reporters



▶ AFTER SEVERING TIES WITH INTERSCOPE, **AVANT** MAKES HIS CAPITOL RECORDS DEBUT WITH "WHEN IT HURTS" AT NO. 40. HIS FIFTH ALBUM ARRIVES AT RETAIL OCT. 28.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	2	13	JAZMINE SULLIVAN NEED U BAD	NO. 1 (1 WK)	☆ J/RMG	4054 +39	36.121 2
2	1	14	YOUNG JEEZY FEATURING KANYE WEST PUT ON		☆ CTE/DEF JAM/DJMG	3927 -372	34.097 3
3	5	13	YUNG BERG FEATURING CASHA THE BUSINESS		☆ YUNG BOSS/EPIC/KOCH	3711 +399	29.742 5
4	3	15	LIL WAYNE A MILLI		☆ CASH MONEY/UNIVERSAL MOTOWN	3419 -298	36.427 1
5	6	20	DAVID BANNER FEATURING CHRIS BROWN GET LIKE ME		☆ B.I.G. F.A.C.E./SRC/UNIVERSAL MOTOWN	3348 +50	27.899 6
6	4	16	RIHANNA TAKE A BOW		☆ SRP/DEF JAM/DJMG	3255 -322	33.662 4
7	11	5	T.I. WHATEVER YOU LIKE	MOST INCREASED PLAYS	☆ GRAND HUSTLE/ATLANTIC	3145 +580	27.726 7
8	12	12	RICK ROSS FEATURING NELLY & AVERY STORM HERE I AM		☆ SLIP-N-SLIDE/DEF JAM/DJMG	3114 -72	25.163 8
9	10	10	PLIES FEATURING JAMIE FOXX & THE-DREAM PLEASE EXCUSE MY HANDS		☆ BIC GATES/SLIP-N-SLIDE/ATLANTIC	2775 +137	20.759 14
10	13	5	T-PAIN FEATURING LIL WAYNE CAN'T BELIEVE IT		☆ NAPPY BOY/KONVICT/JIVE/ZOMBA	2533 +415	21.037 13
11	8	20	THE-DREAM I LUV YOUR GIRL		☆ RADIO KILLA/DEF JAM/DJMG	2527 -526	21.344 12
12	10	19	KEYSHIA COLE HEAVEN SENT		☆ IMANI/GEFFEN/INTERSCOPE	2385 -183	22.917 10
13	14	12	LIL WAYNE FEATURING T-PAIN GOT MONEY		☆ CASH MONEY/UNIVERSAL MOTOWN	2329 +303	21.598 11
14	12	20	CHRIS BROWN TAKE YOU DOWN		☆ JIVE/ZOMBA	2149 -219	25.115 9
15	15	10	ROBIN THICKE MAGIC		☆ STAR TRAK/INTERSCOPE	2086 +183	13.422 16
16	21	5	KERI HILSON ENERGY		☆ MDSLEY/ZONE 4/INTERSCOPE	1657 +148	9.513 24
17	16	8	MARIAH CAREY I'LL BE LOVIN' U LONG TIME		☆ ISLAND/DJMG	1625 -109	7.736 30
18	19	9	SLIM FEATURING YUNG JOC SO FLY		☆ M3/ASYLUM	1623 +26	11.009 20
19	18	9	LUKHALED FEAT. AKON, PLIES, YOUNG JEEZY, RICK ROSS, ACE HOOD, TRICK DADDY & LIL' BOOSIE OUT HERE GRINDIN		☆ TERROR SQUAD/KOCH	1602 -28	8.731 27
20	23	7	LL COOL J FEATURING THE-DREAM BABY	AIRPOWER	☆ DEF JAM/DJMG	1587 +107	11.846 17
21	30	2	NE-YO MISS INDEPENDENT		☆ DEF JAM/DJMG	1402 +384	11.712 18
22	34	2	LIL WAYNE FEATURING BOBBY VALENTINO MRS. OFFICER		☆ CASH MONEY/UNIVERSAL MOTOWN	1322 +444	15.702 15
23	24	9	JENNIFER HUDSON SPOTLIGHT		☆ ARISTA/RMG	1308 -27	10.177 21
24	20	15	LLOYD FEATURING LIL WAYNE GIRLS AROUND THE WORLD		☆ THE INC./UNIVERSAL MOTOWN	1238 -314	8.992 26
25	25	9	PLEASURE P. DID YOU WRONG		☆ ATLANTIC	1225 +124	8.240 28
26	22	15	HOT STYLZ FEATURING YUNG JOC LOOKIN BOY		☆ SWAGG TEAM/BLOCK/JIVE/ZOMBA	1140 -359	9.961 22
27	35	2	BOW WOW FEATURING SOULJA BOY TELL'EM MARCO POLO		☆ COLUMBIA	1127 +280	6.622 34
28	29	7	ASHANTI GODD GOOD		☆ THE INC./UNIVERSAL MOTOWN	1095 +71	5.175 38
29	32	3	ALICIA KEYS SUPERWOMAN		☆ MBK/J/RMG	1006 +93	7.439 32
30	28	11	SOULJA BOY TELL'EM DONK		☆ COLLIPARK/INTERSCOPE	937 -106	7.501 31
31	NEW		LUDACRIS CO-STARRING CHRIS BROWN & SEAN GARRETT WHAT THEM GIRLS LIKE		☆ DTP/DEF JAM/DJMG	822 +352	8.226 29
32	31	18	ALICIA KEYS TEENAGE LOVE AFFAIR		☆ MBK/J/RMG	815 -109	9.802 23
33	27	18	USHER FEATURING BEYONCE & LIL WAYNE LOVE IN THIS CLUB PART II		☆ LAFACE/ZOMBA	805 -238	6.021 35
34	NEW		MIKE JONES FEAT. TREY SONGZ, LIL WAYNE & TWISTA CUDDY BUDDY		☆ ICE AGE/ASYLUM	799 +231	5.347 37
35	36	3	ALFAMEGA UH HUH		☆ GRAND HUSTLE/CAPITOL	775 +1	3.466 -
36	39	10	DAY26 SINCE YOU'VE BEEN GONE		☆ BAD BOY/ATLANTIC	725 +69	3.520 -
37	37	6	MUSIQ SOULCHILD RADIO		☆ ATLANTIC	723 -45	3.960 -
38	26	8	MAINO HI HATER		☆ HUSTLE HARD/ATLANTIC	704 -352	4.307 -
39	NEW		LIL WAYNE FEATURING JAY-Z MR. CARTER		☆ CASH MONEY/UNIVERSAL MOTOWN	700 +90	11.156 19
40	NEW		AVANT WHEN IT HURTS		☆ CAPITOL	674 +122	3.901 -

MOST ADDED

BRANDY
Right Here (Departed)
(Epic/Koch)
KBTT, KIPR, KJMM, KKDA, KNDA, KOPW, KPRS, KRRQ, KVSP, Sirius Hot Jamz, WAMO, WBFA, WBLK, WBTF, WDKX, WEMX, WEUP, WFXA, WFXE, WHRK, WHXT, WJHM, WJKS, WJLB, WJMI, WJTT, WJUC, WJWZ, WJZD, WJZE, WKKV, WKYS, WQWI, WPEG, WPHI, WPRW, WPRX, WQBT, WQHH, WQUE, WRBJ, WTMG, WWWZ, WXBT, WZFX, WZHT, XM The City

USHER
Trading Places
(LaFace/Zomba)
KBTT, KIPR, KJMM, KKDA, KNDA, KOPW, KPRS, KRRQ, KVSP, WAMO, WBFA, WBLK, WBTF, WDKX, WEMX, WEUP, WFXA, WFXE, WJMI, WJTT, WJUC, WJWZ, WJZD, WJZE, WKYS, WPEG, WPRW, WQBT, WQHH, WQUE, WRBJ, WTMG, WWWZ, WXBT, WZFX, WZHT, XM The City

LLOYD FEAT. PLIES
Year Of The Lover
(The Inc./Universal Motown)
KBTT, KIPR, KJMM, KKDA, KOPW, KPRS, KRRQ, KVSP, WBFA, WBLK, WBTF, WDKX, WEMX, WEUP, WFXA, WFXE, WJMI, WJTT, WJUC, WRBJ, WTMG, WWWZ, WZHT

NOEL GOURDIN
One Love
(Epic)
KBTT, KIPR, KJMM, KOPW, KVSP, WBFA, WBLK, WBTF, WDKX, WEMX, WEUP, WFXA, WFXE, WJMI, WJTT, WJUC, WJZD, WRBJ, WTMG, WWWZ, WZHT

LUDACRIS CO-STARRING CHRIS BROWN & SEAN GARRETT
What Them Girls Like
(DTP/Def Jam/DJMG)
KATZ, WCDX, WEDR, WCGZ, WIZF, WPGC, WPHI, WQUE

LIL WAYNE FEAT. BOBBY VALENTINO
Mrs. Officer
(Cash Money/Universal Motown)
WBHJ, WCDX, WCCI, WPEG, WPGC, WPRW, WVEE, WWPR

ERIC BENET
The Hunger
(Friday/Reprise/Warner Bros.)
KIPR, KOPW, WBFA, WJMI, WJTT, WJZD, WTMG, WWWZ

NE-YO
Miss Independent
(Def Jam/DJMG)
KMEL, KMJJ, KTCX, WBLX, WEAS, WIZF, WQBT

ADDED AT... WTMG
Gainesville, FL
PD: Jamie "DJ Babyface" Pendleton
Eric Benet, The Hunger, 2
Brandy, Right Here (Departed), 0
Lloyd Feat. Plies, Year Of The Lover, 0
Myko, Late Nite Creep, 0
Noel Gourdin, One Love, 0
Usher, Trading Places, 0

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
THE GAME FEAT. LIL WAYNE My Life (Geffen/Interscope) TOTAL STATIONS: 64	585/213	KARDINAL OFFISHALL FEAT. AKON Dangerous (KonLive/Geffen/Interscope) TOTAL STATIONS: 42	478/61
SHAWTY PUTT FEAT. TOO SHORT & LIL JON Dat Baby (BME/Razor & Tie) TOTAL STATIONS: 56	556/15	TAY DIZM FEAT. T-PAIN & RICK ROSS Beam Me Up (Nappy Boy) TOTAL STATIONS: 45	458/11
JAY-Z Jockin' Jay-Z (Roc-A-Fella/Def Jam/DJMG) TOTAL STATIONS: 73	512/150	R. CITY Losin' It (KonLive/Geffen/Interscope) TOTAL STATIONS: 53	440/66
PRETTY RICKY Knockin' Boots (BlueStar/Atlantic) TOTAL STATIONS: 47	509/96	BUN-B FEAT. RICK ROSS, DAVID BANNER, S-BALL & MJG You're Everything (J Prince/Tri/Rap A-Lot 4 Life/Asylum) TOTAL STATIONS: 39	436/54
ACE HOOD FEAT. TREY SONGZ Ride (We The Best/Def Jam/DJMG) TOTAL STATIONS: 65	478/127	BIG BOI FEAT. MARY J. BLIGE Sumthin's Gotta Give (LaFace/Zomba) TOTAL STATIONS: 50	409/131



T.I.
Whatever You Like (Grand Hustle/Atlantic)
WJMI +39, SIHJ +34, WERQ +30, WJUC +28, WIZF +24, WBTF +24, KBFB +19, WCKX +19, WZFX +19, WEDR +18

LIL WAYNE FEAT. BOBBY VALENTINO
Mrs. Officer (Cash Money/Universal Motown)
WPEG +44, WBHJ +40, KVSP +28, WCDX +28, KIPR +28, WWPR +25, WKYS +24, WPRW +18, WVEE +15, WJZE +14

T-PAIN FEAT. LIL WAYNE
Can't Believe It (Nappy Boy/Konvict/Jive/Zomba)
KKDA +33, WPRW +26, WRBJ +24, KBFB +23, WJUC +23, WAMO +22, WHHH +21, WPHI +16, WTMG +16, WJLB +16

YUNG BERG FEAT. CASHA
The Business (Yung Boss/Epic/Koch)
KOPW +40, WDHT +37, WQBT +33, WHHH +27, KIPR +27, WCCI +27, WQWI +22, KHTE +22, KATZ +20, WBTJ +20

NE-YO
Miss Independent (Def Jam/DJMG)
WIZF +32, SIHJ +28, WEAS +27, WQBT +23, KMJJ +22, WTMG +19, WQHH +19, WCDX +17, WHXT +14, KTCX +14

FOR WEEK ENDING AUGUST 24, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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▶ EARNING HIS FIRST DEBUT IN 1994, **USHER** HAS ONE OF THE LONGEST-RUNNING URBAN AC CAREERS. HIS 18TH BOW IS HIS BEST SO FAR, AS "HERE I STAND" OPENS AT NO. 31.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	15	KEYSHIA COLE HEAVEN SENT	NO. 1 (4 WKS) IMANI/GEFFEN/INTERSCOPE	1906 +75	16.605	2
2	2	17	ERIC BENET YOU'RE THE ONLY ONE	FRIDAY/REPRISE/WARNER BROS.	1898 +79	15.875	3
3	4	11	ROBIN THICKE MAGIC	STAR TRAK/INTERSCOPE	1671 +130	18.093	1
4	3	26	NOEL GOURDIN THE RIVER	EPIC	1553 -167	9.788	8
5	6	11	JENNIFER HUDSON SPOTLIGHT	ARISTA/RMG	1403 +65	13.783	4
6	7	48	RAHEEM DEVAUGHN WDMAN	JIVE/ZOMBA	1258 -45	10.886	7
7	8	36	MARVIN SAPP NEVER WOULD HAVE MADE IT	VERITY/ZOMBA	1172 -91	13.432	5
8	5	18	ALICIA KEYS TEENAGE LOVE AFFAIR	MBK/J/RMG	1172 -298	11.494	6
9	9	45	JAHEIM NEVER	DIVINE MILL/ATLANTIC	986 -10	7.404	10
10	11	6	JOE E.R. (EMERGENCY ROOM)	KEDAR	976 +220	7.263	11
11	10	19	DWELE I'M CHEATIN'	RTA/KOCH	933 -56	6.977	12
12	12	46	MARY J. BLIGE JUST FINE	MATRIARCH/GEFFEN/INTERSCOPE	850 +106	7.896	9
13	14	21	JAHEIM FEATURING KEYSHIA COLE I'VE CHANGED	DIVINE MILL/ATLANTIC	732 +8	5.887	13
14	13	21	AL GREEN FEATURING JOHN LEGEND STAY WITH ME (BY THE SEA)	BLUE NOTE/CAPITOL	705 -22	5.210	16
15	15	42	KEYSHIA COLE I REMEMBER	IMANI/GEFFEN/INTERSCOPE	647 -52	5.561	15
16	16	6	MINT CONDITION NOTHING LEFT TO SAY	CAGED BIRD/IMAGE	560 +59	3.149	20
17	19	4	ALICIA KEYS SUPERWOMAN	MBK/J/RMG	526 +108	4.249	18
18	17	17	ANTHONY DAVID FEATURING INDIA.ARIE WORDS	AIRPOWER SOULBIRD/UNIVERSAL REPUBLIC	501 +32	3.872	19
19	18	16	JILL SCOTT FEATURING GEORGE DUKE WHENEVER YOU'RE AROUND	HIDDEN BEACH	483 +41	2.393	23
20	22	11	KEITH SWEAT FEATURING ATHENA CAGE BUTTERS COTCH	KEIA/ATCO/R-HINO	374 +14	1.602	30
21	21	12	JANET CAN'T BE GOOD	ISLAND/IDJMG	349 -19	2.265	26
22	20	20	LALAH HATHAWAY LET GO	STAX/CMG	333 -68	2.435	22
23	23	11	USHER MOVING MOUNTAINS	LAFACE/ZOMBA	281 -54	2.249	27
24	26	5	JON B OH SO SEXY	VIBESELECT/ARSENAL	269 +15	0.964	40
25	24	8	CHARLIE WILSON HOMELESS	JIVE/ZOMBA	268 -31	1.008	39
26	27	4	MARY MARY GET UP	COLUMBIA	265 +38	1.093	37
27	31	7	RIHANNA TAKE A BOW	SRP/DEF JAM/IEJMG	263 +54	4.759	17
28	NEW		JAZMINE SULLIVAN NEED U BAD	J/RMG	257 +129	3.007	21
29	25	14	CHANTE MOORE IT AIN'T SUPPOSED TO BE THIS WAY	PEAK/CMG	255 -19	1.355	34
30	36	2	WAYNE BRADY ORDINARY	PEAK/CMG	233 +81	0.676	-
31	NEW		USHER HERE I STAND	LAFACE/ZOMBA	220 +127	0.870	-
32	7		URBAN MYSTIC FEATURING BETTY WRIGHT LET'S DO IT AGAIN	SOBE	215 +20	0.905	-
33	29	5	LEDISI JOY	VERVE FORECAST/VERVE	215 -8	0.892	-
34	28	19	RAHSAAN PATTERSON FEELS GOOD	ARTISTRY	193 -34	1.469	33
35	30	7	CHRIS BROWN TAKE YOUR OWN	JIVE/ZOMBA	184 -27	2.324	25
36	34	3	LEIGH JONES FREE FALL	PEAK/CMG	181 -2	0.721	-
37	NEW		NE-YO MISS INDEPENDENT	DEF JAM/IDJMG	173 +68	2.183	28
38	35	14	CALVIN RICHARDSON SANG NO MORE	NU MO/SHANACHIE	148 -10	0.363	-
39	40	2	TONY RICH PROJECT PART THE WAVES	HIDDEN BEACH	146 +15	0.477	-
40	33	12	CHAZ BY MY SIDE	PRK	144 -47	0.864	-

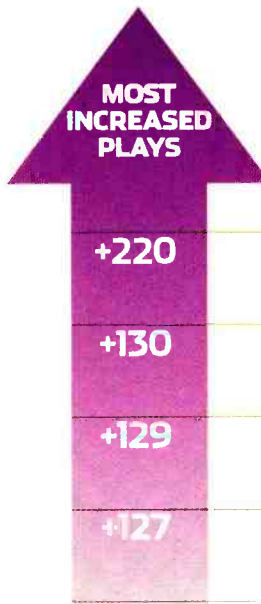
MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
DEBORAH COX Did You Ever Love Me (Image) KBLX, KDKS, KJLH, KMEZ, KNEK, KOKY, KQXL, WAGH, WAKB, WKXI, WLXC, WMGL, WMPZ, WSRB, WTLZ, WUHT, WXST	17
TRIN-I-TEE 5:7 Get Away (Spirit Rising/Music World) KDKS, KJLH, KMEZ, KOKY, KQXL, WAGH, WFLM, WLXC, WMPZ, WSRB, WXST	11
ALICIA KEYS Superwoman (MBK/J/RMG) KMJM, KVMA, WBLS, WFLM, WNEW, WVKL, WWIN	7
WAYNE BRADY Ordinary (Peak/CMG) KJLH, WNEW, WPHR, WVBE, WYLD	5
JAZMINE SULLIVAN Need U Bad (J/RMG) WAGH, WRNB, WSRB, WUHT, WWDW	5
LYFE JENNINGS Will I Ever (Columbia) KDKS, KNEK, WAKB, WBVA	4
RAHEEM DEVAUGHN Text Messages (Jive/Zomba) KNEK, WQMG, WTLZ, WVBE	4
JOE E.R. (Emergency Room) (Kedar) WFLM, WJMJ, WXMG	3
USHER Here I Stand (LaFace/Zomba) WKSP, WPHR, WWDW	3
MINT CONDITION Nothing Left To Say (Caged Bird/Image) KBLX, KJMS	2

ADDED AT...
KBLX
San Francisco, CA
PD: Kevin Brown
MD: Kimmie Taylor
Deborah Cox, Did You Ever Love Me, O
Mint Condition, Nothing Left To Say, O
Narcis Band Feat. Shante Wilson, Let Me Be Your Angel, O
FOR REPORTING STATIONS PLAYLISTS GO TO:
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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
TERRY DEXTER I'm Free (Penny's Gang) TOTAL STATIONS: 20	134/28	PHYLLISIA Fairy Tale (Sobe) TOTAL STATIONS: 13	84/2
LYFE JENNINGS Will I Ever (Columbia) TOTAL STATIONS: 23	129/111	RALPH TRESVANT It Must Be You (Xzault Media Group) TOTAL STATIONS: 11	70/12
MARIAH CAREY I'm That Chick (Island/IDJMG) TOTAL STATIONS: 31	124/93	TERRELL CARTER My Baby (Lead Role) TOTAL STATIONS: 6	41/10
EMILY BELL Messin' Around (DEG/CO5) TOTAL STATIONS: 11	113/22	21:03 WITH FRED HAMMOND, SMOKIE NORFOLK & J MOSS Cover Me (PAJAM/Gospo Centric/Zomba) TOTAL STATIONS: 26	39/15
RAHEEM DEVAUGHN Text Messages (Jive/Zomba) TOTAL STATIONS: 11	91/50	RAPHAEL SAADIQ Love That Girl (Columbia) TOTAL STATIONS: 5	38/10



JOE
E.R. (Emergency Room) (Kedar)
WVKL +7, WJMJ +16, WXMG +12, WZAK +9, WPHR +8, WKJS +8, WLXC +8, WMMJ +8, KBLX +8, KOKY +7

ROBIN THICKE
Magic (Star Trak/Interscope)
WRNB +5, WYLD +4, WQPR +1, WJMJ +1, WMIB +1, KVMA +1, WRKS +9, WAMJ +8, WJMR +8, WQZZ +7

JAZMINE SULLIVAN
Need U Bad (J/RMG)
WUHT +6, WJMJ +4, KMEZ +12, WRNB +12, KJLH +7, WVAZ +7, WTLZ +7, WAKB +6, KQXL +6, WXST +5

USHER
Here I Stand (LaFace/Zomba)
KMEZ +5, WPHR +12, SIHS +11, WKSP +9, WKXI +7, KJMS +6, WSRB +6, WYLD +6, KMJM +5, WLXC +5

LYFE JENNINGS
Will I Ever (Columbia)
WBAV +4, KMEZ +10, KNEK +8, WKXI +8, KJMS +6, WPHR +6, WTLZ +6, WYLD +6, KQXL +5, KOKY +5

FOR WEEK ENDING AUGUST 24, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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▶ SO FAR IN 2008, FOUR FEMALES HAVE INKED DEBUTS ON THE RAP CHART, INCLUDING **M.I.A.** WITH "PAPER PLANES" AT NO. 36. THIS YEAR'S PACE IS AHEAD OF 2007 AND 2006, WHICH BOTH CLAIMED FIVE DEBUTS FROM LEAD FEMALE VOCALISTS.

URBAN AC REPORTERS

- | | | |
|--|---|--|
| WMRZ/Albany, GA
PD/MD: Paul "Precious Paul" Edwards | WDZZ/Flint, MI*
OM: Jim Kennedy
PD: Trey Michaels | WVKL/Norfolk, VA*
OM/PD: Don London
MD: Theresa Brown |
| WAMJ/Atlanta, GA*
OM: Steve Hegwood
PD/MD: Derek Harper | WZTF/Florence, SC
OM: Randy "Mudflap" Wilcox
PD/MD: Denis Davis | WCFB/Orlando, FL*
OM: Kevin Gardner |
| WAKB/Augusta, GA*
OM/PD: Terry Monday
MD: Jay Tek | WFLM/Ft. Pierce, FL*
PD: Joe Fisher
MD: Joseph Jenkins | WDAS/Philadelphia, PA*
OM: Thea Mitchem
OM: Steve Holbrook
APD/MD: Jo Gamble |
| WKSP/Augusta, GA*
OM: Steve Burke
PD/MD: Tim "Fattz" Snell
APD: Cher Best | WQMG/Greensboro, NC*
PD: Shilynne Cole | WRNB/Philadelphia, PA*
OM/PD: Elroy Smith
APD/MD: MoShay LaRen |
| WWIN/Baltimore, MD*
PD: Tim Watts
MD: Keller Wynder | WJMZ/Greenville, SC*
OM/PD: Steve Crumbley
APD/MD: Kelly Mac | WFXC/Raleigh, NC*
OM/PD: Cy Young
APD/MD: Jodi Berry |
| KQXL/Baton Rouge, LA*
PD: J'Michael Francois | KMJQ/Houston, TX*
OM: Terri Thomas
PD/MD: Jeff Harrison | WKJS/Richmond, VA*
OM/PD: Jeff Anderson
MD: Freddy Foxx |
| WBHK/Birmingham, AL*
PD: Darryl Johnson
APD: Chris Coleman | WHRP/Huntsville, AL*
OM: Jim Kennedy
APD/MD: Toni Terrell | WVBE/Roanoke, VA*
OM/PD: Walt Ford |
| WUHT/Birmingham, AL*
PD: John Long | WTLC/Indianapolis, IN*
OM/PD: Brian Wallace
APD/MD: The First Lady Raye | WTLZ/Saginaw, MI*
PD/MD: Eugene Brown |
| WMGL/Charleston, SC*
OM/PD: Terry Base
MD: TK Jones | WKXI/Jackson, MS*
OM/PD: Stan Branson | KBLX/San Francisco, CA*
PD: Kevin Brown
MD: Kimmie Taylor |
| WXST/Charleston, SC*
OM/PD: Michael Tee | WSOL/Jacksonville, FL*
OM: Gail Austin
PD/MD: KJ Brooks | Music Choice R&B Soul/Satellite
OM/PD: Damon Williams
APD: Mecca Thames
MD: Lorna Williams |
| WBAV/Charlotte, NC*
PD/MD: Terri Avery | KMJK/Kansas City, MO*
OM: Jim Kennedy
PD: Jerold Jackson
MD: Yvonne Daniels | Sirius Heart & Soul/Satellite*
OM/PD: B.J. Stone |
| WQNC/Charlotte, NC*
PD: Alvin Stowe
MD: Chris James | KNEK/Lafayette, LA*
PD: D-Rock | The Touch/Satellite
PD: Ken Johnson
APD/MD: Hollywood Hernandez |
| WMPZ/Chattanooga, TN*
OM: Keith Landecker
PD: Andrea Perry
MD: Eric Foster | KZWA/Lake Charles, LA
OM: Antony Bartie
MD: Tammy Tousant | XM Suite 62/Satellite*
PD: Vic Clemons
MD: Cayman Kelly |
| WSRB/Chicago, IL*
PD/MD: Tracie Reynolds | KOKY/Little Rock, AR*
OM/PD: Mark Dylan | WLVH/Savannah, GA*
PD/MD: Gary Young |
| WVAZ/Chicago, IL*
PD/MD: Derrick Brown | KJLH/Los Angeles, CA*
PD/MD: Aundrae Russell | WTYB/Savannah, GA*
OM: Jim Kennedy
PD: Yolanda Neely |
| WMOJ/Cincinnati, OH*
PD: Phillip D. March
MD: Faith Daniels | WMJM/Louisville, KY*
PD/MD: Tim Gerard Girtan | KDKS/Shreveport, LA*
OM/PD: Quenn Echols |
| WZAK/Cleveland, OH*
OM/PD: Kim Johnson | KJMS/Memphis, TN*
PD: Eileen Collier
MD: Nikki French | KVMA/Shreveport, LA*
OM: Jim Kennedy |
| WLXC/Columbia, SC*
PD/MD: Doug Williams | WHQT/Miami, FL*
PD: Phil Michaels-Trueba
APD: Karen Vaughn | KMJM/St. Louis, MO*
PD: Darrel Eason |
| WWDW/Columbia, SC*
PD/MD: Mike Love | WMIB/Miami, FL*
PD: Nate Bell
MD: Vanessa Benedetty Jerome | WFUN/St. Louis, MO*
OM/PD: Jowol "Boogie D" Gilchrist
APD/MD: Niecy Davis |
| WAGH/Columbus, GA*
OM: Brian Waters
PD: Derrick "Lil' D" Greene
MD: Edward Lewis | WJMR/Milwaukee, WI*
PD/MD: Lauri Jones | WPHR/Syracuse, NY*
OM: Rich Lauber
PD: Butch Charles
APD/MD: Kenny Dees |
| WKZJ/Columbus, GA
OM/PD: Carl Conner, Jr.
MD: Brandon Conner | WDLT/Mobile, AL*
OM/PD: James Alexander
MD: Cathy Barlow | WIMX/Toledo, OH*
PD: Rocky Love
APD/MD: Brandi Brown |
| WXMG/Columbus, OH*
OM: J.D. Kunes
PD: Warren Stevens | KJMG/Monroe, LA
PD: Chris Collins | WTUG/Tuscaloosa, AL
OM: Greg Tomascello
PD/MD: Charles Anthony |
| KRNB/Dallas, TX*
OM: Gary Saunders
PD: Shay Moore
APD/MD: Nate Quick | WWMG/Montgomery, AL
PD/MD: Darryl Elliott | WGOV/Valdosta, GA
OM/PD: Jammin' Jammie Brooks |
| WROU/Dayton, OH*
OM: Steve Weed
PD: Garth Adams | WQK/Nashville, TN*
OM: Jim Kennedy
PD: Kenny Smoov | WHUR/Washington, DC*
PD: Dave Dickinson
MD: Traci LaTrelle |
| WGPR/Detroit, MI*
PD: Carolyn James
MD: Karen Addison | KMEZ/New Orleans, LA*
OM/PD: LeBron "LBJ" Joseph
APD/MD: Kelder Summers | WMMJ/Washington, DC*
PD: Kathy Brown
MD: Mike Chase |
| WMXD/Detroit, MI*
OM: KJ Holiday
PD: Jamillah Muhammad
APD: Oneil Stevens
MD: Krysti Birchett | WYLD/New Orleans, LA*
OM: Derrick Corbett | WNEW/West Palm Beach, FL*
OM/PD: Mark McCray
APD: Kyle Stewart
MD: Patrice Wright |
| WBBK/Dothan, AL
OM: Kris Van Dyke
PD: JJ "Big Daddy" Davis | WBLS/New York, NY*
PD: Skip Dillard
APD: Cynthia Smith | |
| WUKS/Fayetteville, NC
PD: Ray Thomas | WRKS/New York, NY*
PD: Ebro Darden
APD/MD: Julie Gustines | |
| | WKUS/Norfolk, VA*
PD: DJ Law | |

* Monitored Reporters



THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	11 NIelsen BDS CERTIFICATIONS	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	17	1	LIL WAYNE A MILLI	CASH MONEY/UNIVERSAL MOTOWN	NO. 1 (6 WKS)	7794 -821	65.321 1
2	22	1	DAVID BANNER FEATURING CHRIS BROWN GET LIKE ME	B.I.G. F.A.C.E./SRC/UNIVERSAL MOTOWN	11	7709 -74	60.314 2
3	14	4	YUNG BERG FEATURING CASHA THE BUSINESS	YUNG BOSS/EPIC/KOCH		6929 +651	47.764 5
4	16	3	YOUNG JEEZY FEATURING KANYE WEST PUT ON	CTE/DEF JAM/IDJMG		6863 -164	56.567 3
5	15	5	LIL WAYNE FEATURING T-PAIN GOT MONEY	CASH MONEY/UNIVERSAL MOTOWN		6538 +657	56.534 4
6	12	6	RICK ROSS FEATURING NELLY & AVERY STORM HERE I AM	SLIP-N-SLIDE/DEF JAM/IDJMG		5562 +108	42.670 6
7	19	7	KARDINAL OFFISHALL FEATURING AKON DANCEPOUS	KONLIVE/GEFFEN/INTERSCOPE	11	5140 -76	35.486 8
8	5	11	T.I. WHATEVER YOU LIKE	GRAND HUSTLE/ATLANTIC	MOST INCREASED PLAYS	4772 +1083	39.748 7
9	25	8	PLIES FEATURING NE-YO BUST IT BABY PART 2	BIG GATES/SLIP-N-SLIDE/ATLANTIC	11	4365 -482	32.713 9
10	11	12	PLIES FEATURING JAMIE FOXX & THE-DREAM PLEASE EXCUSE MY HANDS	BIG GATES/SLIP-N-SLIDE/ATLANTIC		3676 +333	25.100 10
11	24	10	LIL WAYNE FEATURING STATIC MAJOR LOLLIPOP	CASH MONEY/UNIVERSAL MOTOWN	11 ³	3395 -737	24.972 12
12	19	9	THREE 6 MAFIA FEAT. PROJECT PAT, YOUNG D & SUPERPOWER LOLLI LOLL (POP THAT BODY)	HYPNOTIZE MINDS/COLUMBIA		3282 -869	18.280 15
13	8	13	LL COOL J FEATURING THE-DREAM BABY	DEF JAM/IDJMG		3268 +240	25.046 11
14	11	15	NELLY FEATURING ASHANTI & AKON BODY ON ME	DERRTY/UNIVERSAL MOTOWN		2809 +335	15.813 16
15	6	16	MIKE JONES FEAT. TREY SONGZ, LIL WAYNE & TWISTA CUDDY BUDDY	ICE AGE/ASYLUM		2653 +319	13.624 19
16	13	14	FLO RIDA FEATURING WILL.I.AM IN THE AYER	POE BOY/ATLANTIC		2539 -29	13.827 18
17	9	18	SAVAGE FEATURING SOULJA BOY TELL'EM SWING	DAWN RAID/UNIVERSAL REPUBLIC		2271 +137	8.699 25
18	11	19	DJ KHALED FEAT. AKON, PLIES, YOUNG JEEZY, RICK ROSS, ACE HOOD, TRICK DADDY & LIL' BOOSIE OUT HERE GRINDIN	TERROR SQUAD/KOCH		2141 +47	12.426 21
19	16	17	HOT STYLZ FEATURING YUNG JOC LOOKIN BOY	SWAGG TEAM/BLOCK/JIVE/ZOMBA		1606 -590	12.375 22
20	4	28	LIL WAYNE FEAT. BOBBY VALENTINO MRS. OFFICER	CASH MONEY/UNIVERSAL MOTOWN	AIRPOWER	1489 +568	18.427 14
21	2	33	LUDACRIS CO-STARRING CHRIS BROWN & SEAN GARRETT WHAT THEM GIRLS LIKE	DTP/DEF JAM/IDJMG		1395 +662	10.580 24
22	4	32	THE GAME FEATURING LIL WAYNE MY LIFE	GEFFEN/INTERSCOPE		1300 +544	15.516 17
23	3	29	BOW WOW FEATURING SOULJA BOY TELL'EM MARC POLO	COLUMBIA		1184 +296	6.898 28
24	4	27	E-40 FEATURING AKON WAKE IT UP	SICK WID IT/BME/REPRISE/WARNER BROS.		1165 +210	4.919 32
25	15	23	SHAWTY PUTT FEATURING TOO SHORT & LIL JON DAT BABY	BME/RAZOR & TIE		1160 -13	5.121 31
26	8	25	ICE CUBE DO YOUR THANG	FIRM/LENCH MOB		1124 +114	4.620 36
27	18	22	THE GAME FEATURING KEYSHIA COLE GAME'S PAIN	GEFFEN/INTERSCOPE		1066 -183	10.942 23
28	2	34	JAY-Z JOCKIN' JAY-Z	ROC-A-FELLA/DEF JAM/IDJMG		1047 +340	12.758 20
29	6	26	LIL WAYNE FEATURING JAY-Z MR. CARTER	CASH MONEY/UNIVERSAL MOTOWN		1025 +58	18.935 13
30	14	24	SOULJA BOY TELL'EM DONK	COLLIPARK/INTERSCOPE		1023 -134	8.192 26
31	10	20	MAINO HATER	HUSTLE HARD/ATLANTIC		933 -519	5.894 29
32	5	30	ALFAMEGA UH HUH	GRAND HUSTLE/CAPITOL		836 0	3.886 37
33	2	37	DAVID BANNER FEATURING LIL WAYNE SHAWTY SAY	B.I.G. F.A.C.E./SRC/UNIVERSAL MOTOWN		734 +222	4.824 33
34	9	31	ONE BLOCK RADIUS YOU GOT ME	PROPERTY/MERCURY/IDJMG		711 -88	2.180 -
35	6	35	TAY DIZM FEATURING T-PAIN & RICK ROSS BEAM ME UP	NAPPY BOY		625 +49	3.436 40
36	NEW	36	M.I.A. PAPER PLANES	XL/INTERSCOPE		595 +239	5.764 30
37	3	39	ACE HOOD FEATURING TREY SONGZ RIDE	WE THE BEST/DEF JAM/IDJMG		590 +135	4.667 35
38	2	40	BUN-B FEAT. RICK ROSS, DAVID BANNER, B-BALL & MJG YOU'RE EVERYTHING	J PRINCE/TRILL/RAP-A-LOT 4/LIFE/ASYLUM		476 +53	3.675 38
39	NEW	39	BIG BOI FEATURING MARY J. BLIGE SUMTHIN'S GOTTA GIVE	LAFACE/ZOMBA		464 +178	2.379 -
40	NEW	40	DEM FRANCHIZE BOYZ FEATURING LLOYD TURN HEADS	KOCH		445 +151	1.649 -

FOR WEEK ENDING AUGUST 24, 2008

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Everything you need to know about this year's Christian event

Summit Preview: Hear It Here First

Kevin Peterson

KPeterson@RadioandRecords.com

The fourth annual R&R Christian Summit kicks off Oct. 27 in Nashville with inspiring speakers and educational and thought-provoking panels and sessions. Topics include a discussion of the Performance Rights Act, lessons that every programmer can learn from the PPM, attracting new listeners and new revenue on the Internet, turning your station into a brand, controlling your time instead of letting it control you and customer service. You'll also hear great music from new and established artists and enjoy plenty of food, lots of fun and great fellowship.

To better accommodate attendees' schedules, this year's summit was switched to Oct. 27-28. To make it more convenient and affordable, we've moved to the Sheraton Music City Hotel, just around the corner from the Nashville airport. There is free transportation to and from the airport. And the summit hotel rate has dropped to just \$139 per night this year.

Well-known radio host, best-selling author and now TV host Dave Ramsey will open the event with a breakfast keynote. His nationally syndicated radio show is now heard on 300 stations in the United States and Canada, as well as on Sirius XM. His new TV program, "The Dave Ramsey Show," airs on the Fox Business Network weekday evenings. He's also written 14 books, three of which have been best sellers.

"To Fee or Not to Fee, That Is the Question" is the title of the session that should get everyone talking. While the issue of whether terrestrial radio should pay a performance fee to artists and labels debated in Washington, it will also be discussed Oct. 28 in Nashville, when EMF Broadcasting president Mike Novak and well-known Washington broadcast attorney David Oxenford will represent radio and EMI Christian Music Group president Bill Hearn and

RIAA chairman Mitch Bainwol will represent labels and artists. Panelists will educate summit attendees on what the Performance Rights Act is about and how it would affect both camps if it passes.

Even though Arbitron has plans to roll out its PPM electronic audience measurement system in the top 50 markets by 2010, that still leaves a lot of markets that won't be using the PPM anytime soon. Recently promoted Coleman Insights president/CEO Warren Kurtzman will share tips that every programmer can learn from PPM audience data, regardless of market size.

As an example, in a recent feature in R&R ("Factoring Ups and Down of On-Air Features," Jan. 25), Coleman analysis of PPM data showed that audience levels frequently decline when music stations air nonmusic elements. However, Kurtzman noted that reducing spoken-word elements could relegate stations to nothing more than music appliances. He maintains that higher-rated stations typically have more interruptions, but that many of those nonmusic elements provide entertainment that resonates for a large portion of the audience.

With the Internet and other new technologies available to programmers today, Mass 2 One



Hearn



Novak



Johnson



Summit Highlights

- Dave Ramsey
Keynote Breakfast
- "Branding Your Radio Station" with Branding Experts founder Ed Roach
- "Quarter-Million Reasons to Pay Attention to Your Web Site" with Mass 2 One Media COO Tracy Johnson
- "Learning From PPM, No Matter What Market You're In" with Coleman Insights president/CEO Warren Kurtzman
- "To Fee or Not to Fee: That Is the Question—Performance Rights" with EMF Broadcasting president Mike Novak, Washington broadcast attorney David Oxenford, EMI Christian Music Group president Bill Hearn and RIAA chairman Mitch Bainwol

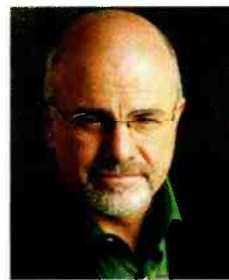


Kurtzman

Media COO (and award-winning former programmer) Tracy Johnson will share how some stations are using those tools to personalize their communication with listeners, attract more radio listening and more Web traffic and generate more nonspot revenue.

A Brand In Your Market

If you want to have more than just a station—and a brand in your market—



Ramsey

Branding Experts founder Ed Roach will share his proven methods of helping businesses discover what differentiates them, developing their brand image and how they can properly brand a Christian music station.

Customer service will also be covered at this year's summit. That might sound like an area that applies to other businesses, but if anyone should pay special attention to how well they're serving their customers (listeners), it should be Christian music radio. After all, it has a vital message to deliver every day, and how it serves communities can make a big difference. Learn how companies like Disney, Southwest Airlines and Nordstrom's have used customer service to differentiate themselves from their competitors and create customer loyalty and how radio can do the same. The "Don't Meet Your Listeners' Expectations: Exceed Their Expectations" session is not to be missed.



Roach


Try This, iPod

Personality makes the difference for successful stations, and during the "Let's See Your iPod Do This" session, attendees will learn how a station's personalities can make the difference for the outlet, too.

There's plenty of new research available regarding what it's going to take to bring the younger generation (millennials) back to radio. It means doing things a little different from what stations might be used to. Find out what they're looking for and whether radio is willing to do what it takes.

Once the sessions wrap Oct. 28, the summit will close with the R&R Christian Industry Achievement Awards dinner. Again this year's awards will be presented in 11 categories, including station of the year in three market sizes: PD, MD and personality/show of the year; two labels of the year based on size; and promotion executives in three different categories. After three weeks of compiling nominations, ballots will be e-mailed to voters Sept. 12.

Register online at radioandrecords.com to keep up with future announcements, agenda updates and hotel information.



R&R CHRISTIAN AC

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► **BRANDON HEATH** CAPTURES MOST INCREASED PLAYS (UP 175) WITH "GIVE ME YOUR EYES," WHICH ROLLS 6-5. AT 11 CHART WEEKS, HEATH'S SONG IS THE YOUNGEST TITLE WITHIN THE TOP FIVE AND IS TIED FOR THE FEWEST WEEKS IN THE TOP 10 WITH BIG DADDY WEAVE'S "WHAT LIFE WOULD BE LIKE" AT NO. 7.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	2	12	MERCYME YOU REIGN	NO. 1 (1 WK) INO	1606 +65	4.579 1
2	1	20	THIRD DAY CALL MY NAME	ESSENTIAL/PLG	1551 -15	4.303 2
3	4	10	CHRIS TOMLIN JESUS MESSIAH	SIXSTEPS/SPARROW/EMI CMG	1327 +60	3.197 5
4	3	14	FRANCESCA BATTISTELLI I'M LETTING GO	FERVENT/WORD-CURB	1308 +9	3.518 3
5	6	11	BRANDON HEATH GIVE ME YOUR EYES	MOST INCREASED PLAYS/MOST ADDED REUNION/PLG	1286 +175	3.239 4
6	5	21	NATALIE GRANT I WILL NOT BE MOVED	CURB	1155 +12	2.999 6
7	7	11	BIG DADDY WEAVE WHAT LIFE WOULD BE LIKE	FERVENT/WORD-CURB	1069 +60	1.975 11
8	9	17	MATTHEW WEST SOMETHING TO SAY	SPARROW/EMI CMG	916 +6	1.736 15
9	8	24	CHRIS SLIGH EMPTY ME	BRASH	851 -76	2.161 8
10	10	28	MATT MAHER YOUR GRACE IS ENOUGH	ESSENTIAL/PLG	839 -66	2.751 7
11	11	23	LAURA STORY MIGHTY TO SAVE	INO	808 +28	1.484 20
12	12	46	MATTHEW WEST YOU ARE EVERYTHING	SPARROW/EMI CMG	793 +17	2.025 10
13	14	29	NEEDTOBREATHE WASHED BY THE WATER	ATLANTIC/WORD-CURB	703 -34	1.907 12
14	15	35	JEREMY CAMP LET IT FADE	BEC/TOOTH & NAIL	696 -4	1.782 14
15	13	52	ROBBIE SEAY BAND SONG OF HOPE	SPARROW/EMI CMG	690 -72	1.885 13
16	16	10	ABOVE THE GOLDEN STATE SOUND OF YOUR NAME	SPARROW/EMI CMG	687 +29	2.057 9
17	20	6	DOWNHERE HERE I AM	CENTRICITY	667 +112	1.631 17
18	17	17	PLUMB IN MY ARMS	CURB	661 +4	1.232 22
19	18	8	LINCOLN BREWSTER TODAY IS THE DAY	INTEGRITY	657 +8	0.963 26
20	21	6	TOBYMAC FEAT. KIRK FRANKLIN & MANDISA LOSE MY SOUL	AIRPOWER FOREFRONT/EMI CMG	596 +50	1.608 18
21	19	20	MEREDITH ANDREWS YOU'RE NOT ALONE	WORD-CURB	529 -69	1.518 19
22	23	4	CASTING CROWNS SLOW FADE	BEACH STREET/REUNION/PLG	508 +14	1.047 25
23	24	5	33MILES ONE LIFE TO LOVE	INO	502 +50	0.653 24
24	25	2	STEVEN CURTIS CHAPMAN YOURS	SPARROW/EMI CMG	490 +91	1.081 24
25	28	5	BROOKE FRASER SHADOWFEET	WOOD AND BONE	414 +48	1.338 21
26	26	14	LIFEHOUSE WHATEVER IT TAKES	GEFFEN/INTERSCOPE	378 +6	1.666 16
27	29	2	TENTH AVENUE NORTH BY YOUR SIDE	REUNION/PLG	371 +61	1.207 23
28	27	13	SWITCHFOOT THIS IS HOME	WALDEN MEDIA/WALT DISNEY/SPARROW/EMI CMG	328 -42	0.461 -
29	30	3	SANCTUS REAL WHATEVER YOU'RE DOING (SOMETHING HEAVENLY)	SPARROW/EMI CMG	320 +28	0.935 27
30	NEW		MICHAEL W. SMITH A NEW HALLELUJAH	REUNION/PLG	286 +53	0.748 28

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
BRANDON HEATH Give Me Your Eyes (Reunion/PLG) KF5H, KG8I, WBDX, WFFH, WLFJ, WRDM	6
STEVEN CURTIS CHAPMAN Yours (Sparrow/EMI CMG) KB1Q, WDJC, WFFH, WJQK, WLPJ, WMIT	6
CASTING CROWNS Slow Fade (Beach Street/Reunion/PLG) KFIS, KTSY, WBSN	3
TOBYMAC FEAT. KIRK FRANKLIN & MANDISA Lose My Soul (ForeFront/EMI CMG) KWND, WFFH, WJIE	3
BEBO NORMAN Britney (BEC/Tooth & Nail) KFIS, KTSY, WJTL	3
DECEMBERADIO For Your Glory (Slanted/Spring Hill) KHZR, WJTL, WLPJ	3
BUILDING 429 End Of Me (INO) KHZR, KLJC, XM The Message	3
BIG DADDY WEAVE What Life Would Be Like (Fervent/Word-Curb) KF5H, WFFH	2
DOWNHERE Here I Am (Centricity) KFIS, Sirius, Spirit 66	2

ADDED AT...
WJIE-FM 88.5 WJIE
Louisville, KY
PD: Jim Calipeau
MD: Chris Crain
Matthew West, Something to Say, 27
tobyMac Feat. Kirk Franklin & Mandisa,
Lose My Soul, 24

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
RUSH OF FOOLS Wonder Of The World (Midas) TOTAL STATIONS: 19	277/31	ADDISON ROAD Hope Now (NO) TOTAL STATIONS: 13	191/41
MICHAEL ENGLISH Feels Like Redemption (Curb) TOTAL STATIONS: 13	249/4	LEELAND Opposite Way (Essential/PLG) TOTAL STATIONS: 10	178/7
KUTLESS Complete (BEC/Tooth & Nail) TOTAL STATIONS: 14	232/13	MATT MAHER As It Is In Heaven (Essential/PLG) TOTAL STATIONS: 11	138/4
MANDISA Voice Of A Savior (Sparrow/EMI CMG) TOTAL STATIONS: 12	222/16	PHIL WICKHAM True Love (Simple/INO) TOTAL STATIONS: 10	137/20
BEBO NORMAN Britney (BEC/Tooth & Nail) TOTAL STATIONS: 18	202/112	JARED ANDERSON Clarified (Integrity) TOTAL STATIONS: 5	113/2

MOST INCREASED PLAYS

+175	BRANDON HEATH Give Me Your Eyes (Reunion/PLG) WCVO +28, KSNL +21, WJLJ +20, WGT5 +18, WMHK +16, WRBS +16, WVFE +10, KG8I +9, WAEJ +8, KKFS +8
+112	DOWNHERE Here I Am (Centricity) KFIS +20, WJIE +16, WMSJ +16, KKSP +13, KPEZ +11, KKFS +10, WDJC +8, KVMV +7, WFSH +5, KBNJ +5
+112	BEBO NORMAN Britney (BEC/Tooth & Nail) KHZR +29, WAKW +25, KFIS +20, KBNJ +16, KVMV +11, WDJC +6, XMES +4, WJIE +3, WLFJ +1, WJTL +1
+91	STEVEN CURTIS CHAPMAN Yours (Sparrow/EMI CMG) WMSJ +18, KHZR +17, XMES +15, WAEJ +13, KCMS +11, WJQK +10, KVMV +9, WJIE +5, WCSG +4, KLTY +4
+65	MERCYME You Reign (INO) WMHK +20, WJQK +14, KFIS +13, KPEZ +8, KSEJ +7, WAEJ +6, KBQJ +5, WVEJ +5, KKFS +4, SIST +3

FOR WEEK ENDING AUGUST 24, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
53 Christian AC stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Christian AC Indicator chart compiled of 32 reporters, christian CHR 25, christian rock 25 and soft AC/inspirational 19. © 2008 Nielsen Business Media, Inc. All rights reserved.

RECURRENTS

ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW LW
FEE ALL BECAUSE OF JESUS (INO)		674 678
MERCYME GOD WITH US (INO)		610 617
AARON SHUST MY SAVIOR MY GOD (BRASH)		582 568
CASTING CROWNS EAST TO WEST (BEACH STREET/REUNION/PLG)		542 536
TREE63 BLESSSED BE YOUR NAME (NPO3)		522 553

ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW LW
TENTH AVENUE NORTH LOVE IS HERE (REUNION/PLG)		512 549
LINCOLN BREWSTER EVERLASTING GOD (INTEGRITY)		507 518
RUSH OF FOOLS UNDO (MIDAS)		504 491
CASTING CROWNS EVERY MAN (BEACH STREET/REUNION/PLG)		492 506
CASTING CROWNS VOICE OF TRUTH (BEACH STREET/REUNION/PLG)		478 475

SOFT AC/INSPIRATIONAL REPORTERS

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

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

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

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

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

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

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

WAGO/Greenville, NC
PD: Keith Aycock
MD: Tiffany Johnson

KAMB/Merced, CA
PD/MD: David Benton

KNLB/Phoenix, AZ
PD: Faron Eckelbarger

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

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

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

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

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

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

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

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

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

* Monitored Reporters



▶ WITH 144 PLAYS AT 11 REPORTING STATIONS, **STEVEN CURTIS CHAPMAN** TAKES THE HIGHEST BOW AT NO. 17 ON SOFT AC/INSPIRATIONAL WITH "YOURS." THE SINGLE ALSO SURGES 25-17 ON THE CHRISTIAN AC INDICATOR SCORECARD AND IMPROVES 25-24 ON THE MONITORED AC TALLY.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
2	12		BRANDON HEATH GIVE ME YOUR EYES	REUNION/PLG	960	+79
1	18		SKILLET THOSE NIGHTS	ARDENT/SRE/INO	910	+17
3	15		FRANCESCA BATTISTELLI I'M LETTING GO	FERVENT/WORD-CURB	773	-25
4	15		SWITCHFOOT THIS IS HOME	WALDEN MEDIA/WALT DISNEY/SPARROW/EMI CMG	754	-5
6	8		ADDISON ROAD STICKING WITH YOU	INO	690	+38
7	12		SUPERCHIC(K) HOLD	INPOP	662	+29
7	5	20	THIRD DAY CALL MY NAME	ESSENTIAL/PLG	659	-60
8	10		TOBYMAC FEAT. KIRK FRANKLIN & MANDISA LOSE MY SOUL	FOREFRONT/EMI CMG	627	+39
11	9		BROOKE FRASER SHADOWFRET	WOOD AND BONE	616	+46
9	5		HAWK NELSON ONE LITTLE MIRACLE	BEC/TOOTH & NAIL	601	+27
13	9		KUTLESS COMPLETE	BEC/TOOTH & NAIL	596	+53
12	10	19	SANCTUS REAL WHATEVER YOU'RE DOING (SOMETHING HEAVENLY)	SPARROW/EMI CMG	553	-18
13	14	12	KRYSTAL MEYERS SHINE	ESSENTIAL/PLG	527	-10
14	15	16	CHASEN DROWN	OMG	509	-2
16	8		JIMMY NEEDHAM A BREATH OR TWO	INPOP	506	+27
18	7		MERCYME YOU REIGN	INO	410	+44
17	17	17	BRITT NICOLE BELIEVE	SPARROW/EMI CMG	400	-70
18	20	7	THE AFTERS WE ARE THE SOUND	COLUMBIA/INO	390	+45
26	4		JAYMES REUNION FINE	BEC/TOOTH & NAIL	354	+48
20	19	4	BEBO NORMAN PULL ME OUT	BEC/TOOTH & NAIL	354	+1
21	12		MATTHEW WEST SOMETHING TO SAY	SPARROW/EMI CMG	342	0
22	25	6	REMEDY DRIVE DAYLIGHT	WORD-CURB	331	+23
23	22	7	CHRIS TOMLIN JESUS MESSIAH	SIX STEPS/SPARROW/EMI CMG	323	-1
24	23	13	NATALIE GRANT I WILL NOT BE MOVED	CURB	300	-21
25	29	2	RELIENT K I JUST WANT YOU TO KNOW	GOTEE	295	+21
26	30	3	NEVERTHELESS SLEEPING IN	FLICKER/PLG	267	+5
27	27	8	LEELAND OPPOSITE WAY	ESSENTIAL/PLG	265	-34
28	RE-ENTRY		HELLO KELLY 10 GOOD REASONS	7 SPIN	260	+7
29	RE-ENTRY		FLYLEAF ALL AROUND ME	A&M/OCTONE	241	+42
30	24	15	FALLING UP GOOD MORNING PLANETARIUM	BEC/TOOTH & NAIL	239	-78

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	12		CAPITAL LIGHTS OUT OF CONTROL	TOOTH & NAIL	289	-10
2	3	13	A ROTTERDAM NOVEMBER CRIPPLING MACHINE	ARN	282	-6
5	8		CHILDREN 18:3 ALL MY BALLOONS	TOOTH & NAIL	260	+6
2	11		IVORYLINE REMINDE ME I'M ALIVE	TOOTH & NAIL	254	-45
7	9		FALLING UP GOODNIGHT GRAVITY	BEC/TOOTH & NAIL	252	+8
6	7		SKILLET WHISPERS IN THE DARK	ARDENT/SRE/INO	248	+2
4	12		WEDDING RECEIVE	BRAVE NEW WORLD	248	-40
12	9		HAWK NELSON YOU HAVE WHAT I NEED	BEC/TOOTH & NAIL	224	+30
10	8		RELIENT K THE SCENE AND THE HERD	GOTEE	219	+13
9	7		THIS BEAUTIFUL REPUBLIC NO TURNING BACK	FOREFRONT/EMI CMG	207	-4
15	10		CLASSIC CRIME CLOSER THAN WE THINK	TOOTH & NAIL	206	+22
8	12		HOUSE OF HEROES IN THE VALLEY OF THE DYING SUN	GOTEE	204	-26
14	9		SANCTUS REAL TURN ON THE LIGHTS	SPARROW/EMI CMG	200	+14
13	7		DECYFER DOWN CRASH	INO	197	+10
16	6		FAMILY FORCE 5 FEVER	TOOTH & NAIL	187	+8
19	6		NEVERTHELESS SLEEPING IN	FLICKER/PLG	180	+18
17	13		MANAFEST SO BEAUTIFUL	BEC/TOOTH & NAIL	169	+1
20	5		P.O.D. SHINE WITH ME	COLUMBIA/INO	164	+7
21	4		DIZMAS THIS IS A WARNING	CREDENTIAL/EMI CMG	153	+11
11	15		FIREFLIGHT THE HUNGER	FLICKER/PLG	152	-49
4	4		WAVORLY FORGIVE AND FORGET	FLICKER/PLG	138	+25
25	3		THE ALMOST. STOP IT	TOOTH & NAIL	137	+25
26	4		PHILMONT I CAN'T STAND TO FALL	FOREFRONT/EMI CMG	135	+25
22	10		KUTLESS THE FEELING	BEC/TOOTH & NAIL	134	-1
NEW			ABANDON PROVIDENCE	FOREFRONT/EMI CMG	133	+63
18	12		THE FOLD BESIDE YOU NOW	TOOTH & NAIL	132	-33
17	17		SEARCH THE CITY CLOCKS AND TIME PIECES	BEC/TOOTH & NAIL	113	+16
2	2		PROJECT 86 PUT YOUR LIPS TO THE TV	TOOTH & NAIL	107	+11
28	3		SUPERCHIC(K) HEY HEY	INPOP	107	+8
NEW			I AM TERRIFIED HEAVEN KNOCKING, HELL RISING	GOTEE	90	+27

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	1	13	MERCYME YOU REIGN	INO	403	-7
2	10		CHRIS TOMLIN JESUS MESSIAH	SIX STEPS/SPARROW/EMI CMG	376	+13
3	12		BIG DADDY WEAVE WHAT LIFE WOULD BE LIKE	FERVENT/WORD-CURB	303	+18
4	14		POINT OF GRACE HEAL THE WOUND	WORD-CURB	248	-17
7	7		MOLLYE REES & JAMIE SLOCUM DIFFERENT	HOLLOW OAK	236	+9
5	13		SONFLOWERZ MY ADORATION	AVISTA	221	-28
11	9		MARK HARRIS ALL FOR THE GLORY OF YOU	INO	215	+16
13	4		RICHIE McDONALD I TURN TO YOU	LUCID	206	+36
10	5		BRETT RUSH WHEN I'M ALONE WITH YOU	CREATIVE SOUL	205	+4
12	17		FEE ALL BECAUSE OF JESUS	INO	187	+5

SOFT AC/INSPIRATIONAL

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
16	4		BART MILLARD I STAND AMAZED	INO	186	+25
8	18		MICHAEL W. SMITH FEAT. ISRAEL HOUGHTON & CHRISTY NOCKELS SO GREAT	REUNION/PLG	177	-32
9	18		SALVADOR AWARE	WORD-CURB	176	-26
6	19		MEREDITH ANDREWS YOU'RE NOT ALONE	WORD-CURB	176	-52
14	6		ASHMONT HILL SONG OF GLORY	AXIOM	168	-1
15	16		MANDISA VOICE OF A SAVIOR	SPARROW/EMI CMG	152	-13
NEW			STEVEN CURTIS CHAPMAN YOURS	SPARROW/EMI CMG	144	+45
NEW			MICHAEL W. SMITH A NEW HALLELUJAH	REUNION/PLG	130	+44
18	2		CECE WINANS THE TEST OF TIME	PURESPRINGS GOSPEL	123	+6
17	10		CURT COLLINS ANOTHER DAY	FSS	121	-3

CHRISTIAN CHR REPORTERS

KLYT/Albuquerque, NM
OM: Johann "Yo" Snyder
MD: Joey Belville

KXWA/Denver, CO
PD: Scott Veigel

WAYK/Kalamazoo, MI
PD/MD: Mike Couchman

WJ.Z/No-folk, VA*
OM/MD: Anne Verebely

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

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

KAFC/Anchorage, AK
OM/MD: Mark Guy
APD/MD: Mike Carrier

WJRF/Duluth, MN
PD/MD: Terry Michaels

WYLV/Knoxville, TN*
PD: Marshall Stewart
MD: Kris Love

KJTH/Portland, OR*
PD/MD: Tony Weir

KLFF/San Luis Obispo, CA*
PD: Matt Williams
MD: Noonie Fugler

WYSZ/Toledo, OH
PD/MD: Jeff Howe

WHMX/Bangor, ME
OM/MD: Tim Collins
APD/MD: Morgan Smith

KNMI/Farmington, MN
OM/MD: Darren Nez
MD: Kenny Montana

WAYM/Nashville, TN*
OM: Dave Senes
PD: Jeff Brown
MD: Zach Boehm

KZRI/Portland, OR*
OM: Mike Jlovak
PD: David Pierce
APD: Eric Allen

WBYO/Sellersville, PA
OM: David Baker
PD/MD: Kristine McClain

KDUV/Visalia, CA*
PD: Joe Croft
APD/MD: Shannon Steele

WONU/Chicago, IL*
PD/MD: Johnathan Eltrevoog

WSCF/Ft. Pierce, FL
PD/MD: Jon Hamilton
APD: Brian Strickland

WNAZ/Nashville, TN*
OM/MD: Dave Queen
APD: Jennifer Houchin
MD: Seth Routzahn

KTPT/Rapid City, SD
OM: Tom Schoenstedt
PD: Jennifer Walker

KADI/Springfield, MO*
PD/MD: Rod Kittleman

WCLQ/Wausau, WI
PD/MD: Matt Deane

* Monitored Reporters

CHRISTIAN AC REPORTERS

KGZ/Arlene, TX
PD/MD: Gary Hill

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

WFSH/Atlanta, GA*
PD: Mike Blakemore
MD: Mike Stoldt

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

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

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

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

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

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

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

WAYR/Brunswick, GA
PD/MD: Bart Wagner

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

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

WJKL/Chicago, IL*

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

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

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

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

KCVO/Columbia, MO
OM/PD: Jim McDermott

WMHK/Columbia, SC*
PD: Steve Sunshine

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

KBNJ/Corpus Christi, TX*
PD: Joe Fahf

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

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

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

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

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

KHPE/Eugene, OR
MD: Paul Hernandez

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

KLRC/Fayetteville, AR
PD/MD: Mark Michaels

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

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

WPER/Fredericksburg, VA
PD: Frankie Morea

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

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

WCSG/Grand Rapids, MI*
PD: Chris Lemke

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

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

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

KAIM/Honolulu, HI*
OM: Jack Waters
PD/MD: Mike Gravatt

KSBJ/Houston, TX*
PD: Jon Hull
MD: Jim Beeler

WCRJ/Jacksonville, FL*
PD: Chris Wayne
MD: Theresa Ross

WCQR/Johnson City, TN*
PD: Chalmer Harper

KOBC/Joplin, MO
OM/PD: Lisa Davis

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

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

WLGH/Lansing, MI
PD: Jenn Czelada

KKSP/Little Rock, AR*
PD: Don Burns

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

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

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

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

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

KJIL/Meade, KS
PD/MD: Michael Luskey

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

KTIS/Minneapolis, MN*
PD: Jason Sharp

KBMQ/Monroe, LA
PD/MD: Phillip Brooks

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

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

New Life Media/Network
PD/MD: Joe Buchanan

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

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

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

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

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

KSLT/Rapid City, SD
PD/MD: Dave Masters

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

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

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

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

Sirius Spirit 66/Satellite*
PD: Al Skop

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

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

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

WHPZ/South Bend, IN
PD: Gary Hegland
MD: Jay Michaels

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

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

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

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

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

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

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

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

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

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

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

* Monitored Reporters



► **MICHAEL W. SMITH** CLAIMS THE CHART'S HIGHEST BOW AT NO. 27 WITH "A NEW HALLELUJAH." THE FORMAT VETERAN ALSO STARTS AT NO. 30 ON THE MONITORED CHRISTIAN AC LIST AND NO. 18 ON SOFT AC/INSPIRATIONAL.

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THIS WEEK	LAST WEEK	WEEKS ON CHART	CHRISTIAN AC INDICATOR		PLAYS TW +/-
			ARTIST TITLE	IMPRINT / PROMOTION LABEL	
1	11	11	CHRIS TOMLIN JESUS MESSIAH	SIXSTEPS/SPARROW/EMI CMG	953 +41
2	3	13	MERCYME YOU REIGN	INO	899 +35
3	4	14	BIG DADDY WEAVE WHAT LIFE WOULD BE LIKE	FERVENT/WORD-CURB	893 +68
4	5	15	FRANCESCA BATTISTELLI I'M LETTING GO	FERVENT/WORD-CURB	885 +70
5	2	21	THIRD DAY CALL MY NAME	ESSENTIAL/PLG	883 -8
6	6	11	BRANDON HEATH GIVE ME YOUR EYES	REUNION/PLG	716 +69
7	8	8	LINCOLN BREWSTER TODAY IS THE DAY	INTEGRITY	607 +107
8	7	19	MATTHEW WEST SOMETHING TO SAY	SPARROW/EMI CMG	563 +24
9	10	8	DOWNHERE HERE I AM	INTEGRITY	506 +35
10	13	11	TOBYMAC FEAT. KIRK FRANKLIN & MANDISA LOSE MY SOUL	FOREFRONT/EMI CMG	494 +78
11	11	24	LAURA STORY MIGHTY TO SAVE	INO	488 +18
12	9	22	NATALIE GRANT I WILL NOT BE MOVED	CURB	459 -32
13	16	5	33MILES ONE LIFE TO LOVE	INO	434 +75
14	12	25	MATT MAHER YOUR GRACE IS ENOUGH	ESSENTIAL/PLG	382 -36
15	15	23	NEWSBOYS STAY STRONG	SPARROW/EMI CMG	354 -26
16	17	5	CASTING CROWNS SLOW FADE	BEACH STREET/REUNION/PLG	352 +23
17	25	2	STEVEN CURTIS CHAPMAN YOURS	SPARROW/EMI CMG	349 +122
18	19	7	ABOVE THE GOLDEN STATE SOUND OF YOUR NAME	SPARROW/EMI CMG	325 +46
19	18	15	SWITCHFOOT THIS IS HOME	WALDEN MEDIA/WALT DISNEY/SPARROW/EMI CMG	304 -20
20	30	3	NEEDTOBREATHE STREETS OF GOLD	ATLANTIC/WORD-CURB	280 +81
21	28	3	RUSH OF FOOLS WONDER OF THE WORLD	MIDAS	277 +67
22	27	5	BROOKE FRASER SHADOWFEET	WOOD AND BONE	277 +53
23	29	4	ADDISON ROAD HOPE NOW	INO	268 +66
24	21	9	KUTLESS COMPLETE	BEC/TOOTH & NAIL	265 +2
25	24	6	MICHAEL ENGLISH FEELS LIKE REDEMPTION	CURB	258 +28
26	22	14	PLUMB IN MY ARMS	CURB	232 -26
27	NEW	1	MICHAEL W. SMITH A NEW HALLELUJAH	REUNION/PLG	231 +75
28	20	20	MANDISA VOICE OF A SAVIOR	SPARROW/EMI CMG	227 -45
29	26	10	SANCTUS REAL WHATEVER YOU'RE DOING (SOMETHING HEAVENLY)	SPARROW/EMI CMG	225 0
30	23	10	LEELAND OPPOSITE WAY	ESSENTIAL/PLG	210 -25



Hit Music Research

ARTIST TITLE	IMPRINT / PROMOTION LABEL	TOTAL	FAM%	BURN%	W 18-24	W 25-34	W 18-34
BRANDON HEATH GIVE ME YOUR EYES	REUNION/PLG	4.17	91%	14%	3.99	4.07	4.02
STARFIELD REIGN IN US	SPARROW/EMI CMG	4.15	82%	11%	4.26	4.25	4.26
SKILLET THOSE NIGHTS	SRE/ARDENT/INO	4.13	92%	26%	4.25	4.01	4.15
SANCTUS REAL WHATEVER YOU'RE DOING	SPARROW/EMI CMG	4.12	95%	23%	4.11	4.10	4.11
TOBYMAC FEAT. KIRK FRANKLIN AND MANDISA LOSE MY SOUL	FOREFRONT/EMI CMG	4.09	91%	18%	3.81	4.18	3.98
SWITCHFOOT THIS IS HOME	WALDEN MEDIA/WALT DISNEY/SPARROW/EMI CMG	4.03	88%	19%	3.97	3.94	3.95
THIRD DAY CALL MY NAME	ESSENTIAL/PLG	4.02	96%	26%	3.98	4.26	4.11
MERCYME YOU REIGN	INO	4.01	86%	18%	3.73	3.98	3.85
CHASEN BROWN	OMG	3.97	80%	22%	3.87	3.82	3.86
CHRIS TOMLIN JESUS, MESSIAH	SIXSTEPS/SPARROW/EMI CMG	3.96	84%	20%	3.88	4.09	3.98
ADDISON ROAD STICKING WITH YOU	INO	3.94	89%	16%	3.87	3.93	3.89
BRITT NICOLE BELIEVE	SPARROW/EMI CMG	3.89	97%	31%	4.04	3.84	3.96
JIMMY NEEDHAM A BREATH OR TWO	INPOP	3.88	59%	14%	4.00	3.94	3.98
FALLING UP GOOD MORNING PLANE TARIUM	BEC/TOOTH & NAIL	3.87	85%	25%	3.98	3.72	3.88
BARLOWGIRL MILLION VOICES	FERVENT/WORD-CURB	3.87	90%	30%	3.84	4.19	3.96
MATTHEW WEST SOMETHING TO SAY	SPARROW/EMI CMG	3.85	74%	13%	3.68	3.70	3.69
SUPERCHIC[K] HOLD	INPOP	3.84	87%	19%	3.91	3.67	3.79
KUTLESS COMPLETE	BEC/TOOTH & NAIL	3.82	65%	22%	3.50	3.97	3.70
THE AFTERS WE ARE THE SOUND	INO	3.79	66%	25%	3.61	3.68	3.64
FRANCESCA BATTISTELLI I'M LETTING GO	FERVENT/WORD-CURB	3.78	95%	30%	3.92	3.75	3.86

This report is a cumulative sample of current online music surveys conducted by Christian CHR stations across the country. Total sample size is 691 respondents. Total average favorability estimates are based on a scale of 1-5. (1 = don't like it at all, 5 = love it). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Sample composition is based on persons 12+. Persons are screened via the internet. Once passed, they can take the music test when invited to do so by their local radio station. When comparing this data with what is happening at your station please keep in mind that number of spins, percentage of familiarity, and other factors must be considered, and that your results may vary accordingly. HitMusicResearch.com results are intended to show opinions of participants on the internet only. Hit Music Research is a registered trademark of HitMusicResearch.com. The HMR system is available exclusively for local Christian radio stations by contacting Ken Farley at (615) 331-0736 or Ken@hitmusicresearch.com



KYGO/Denver combines the essence of a traditional remote—virtually—thanks to ever-increasing Web technology

Remotely Possible

R.J. Curtis

RCurtis@RadioandRecords.com

a recent remote for Paul's Homes hosted by morning personality Mudflap from Lincoln Financial's KYGO/Denver was a huge hit. Almost 200 people showed up during the June 28 event that took place between noon and 4 p.m. The client was thrilled because no fewer than 15 KYGO listeners filled out an application for prequalification. Those listeners were happy, too. If they ended up buying, the builder promised to give them a free washer, dryer and refrigerator for their new home.

On the surface this sounds like your garden-variety remote, right? Hardly. While it was technically a remote—the operative word here being “technically”—the actual location for the KYGO event was cyberspace, minus the hot summer weather, painfully average food and all-too pushy salespeople.

The event took place online, in the comfort of KYGO listeners' homes, making the station's first virtual remote an unqualified success. The idea for combining one of radio's most traditional and effective sales tools with ever-increasing Web technology was a team effort, KYGO PD Joel Burke says. It



Burke

came from sales, programming and even the techies. “There have always been some clients who were too far out of the city, or clients that offered a service or product that really weren't a commercial business that drives traffic,” he says. The station didn't want to set itself up for failure with what Burke described as “one of those D.O.A. remotes where you take the money and run.”

Because it is located 35 miles east of Denver, the Paul's Homes location was a geographical challenge for the standard remote, but the ideal locale for experimenting with an online equivalent. Prepromotion started just inside two weeks of the event. A schedule of commercials voiced by morning co-host Mudflap along with live 10-second

announcements drove KYGO listeners to the station Web site. Once there, they clicked through to a micro-site telling them to come back June 28 between noon and 4 p.m., with the washer/dryer/ fridge incentive prominently displayed.

One week prior to the virtual remote, KYGO sent an e-mail blast to 45,000 members of its VIP club, inviting them to “stay at home and go right to your computer from noon to 4 p.m. this Saturday.” During the actual remote, Burke says all the material on the Web site had motion to it, including video of Mudflap welcoming them with audio, “which then takes them on a virtual tour. At the end, they could sign up for more information with an incentive.”

On the radio, the standard two spots per hour aired, with Mudflap describing the home location and incentive, while referring listeners to the Web even after the remote event ended. The micro-site stayed up but referred visitors to other locations where Paul's Homes is developing neighborhoods.

Quality And Quantity

One of the many benefits to executing an event like this online is the ability to more accurately quantify the response. During the week leading up to June 28, the micro-site for Paul's, which fea-

‘There have always been some clients who were too far out of the city, but I don't think we'll ever get away from doing full-blown remotes.’

—Joel Burke

Web Remotes

Prepromotion:

- Banner and skyscraper ad on KYGO Web site promoting the virtual remote that includes incentive
- Visitors click on banner and land on micro-site, which invites them to check back June 28 from noon to 4 p.m. for special offer

Two weeks ahead:

- Commercial schedule, combined with live 10-second remote promos

One week ahead:

- KYGO e-mail blast to VIP Club members

During virtual remote:

- Micro-site displays video and audio of Mudflap hosting remote
- Viewers click through to take virtual tour of new homes
- Event window includes page for viewers to apply for prequalification
- Two recorded spots per hour from Mudflap talking about event, inviting listeners to view virtual remote online

tured Mudflap, received 252 views and 221 visits. During the actual remote, 190 views and 137 visits were recorded and, as already mentioned, 15 people secured an application to qualify for purchasing a home, a much higher rate than usual at an actual remote.

Asked if this high-tech method of achieving client nirvana would eventually replace the traditional method of this radio mainstay, Burke says, “We do a ridiculous amount of remotes. I don't think we'll ever get away from doing full-blown remotes, but certain clients get excited about doing these as opposed to traditional ones.” Perhaps down the road, he says, “this could be the majority of what we do. It's an easy way for listeners to find out information in an interactive way, but they also get incentives to visit the site during that particular time.”

With the technological gap among adult listeners closing and with free time in short supply, Burke says the Paul's Homes remote is a great example of how a station “gives listeners a chance to go online and go through the process in 20% of the time it would have taken to drive out there.”

The Difference It Makes

One major difference between standard remotes and the virtual variety—at least the way Burke says KYGO prefers to do them—is the preparation time the online version requires. Who among us hasn't been told late on a Wednesday afternoon that an open remote slot has just been sold for that Saturday?

Remotes as we've known them all these years are fairly turnkey; virtual remotes necessitate a six-week turnaround, Burke says. “The process of doing these is involved. There's some important setup time; that's the one hindrance of being able to lock and load these and do more of them.” On the front end, copy needs to be turned in early to accommodate the taping of the video elements for each remote. Luckily these don't need to be outsourced, since KYGO has the capability of producing video of the jock hosting the virtual remotes on-site at the station.

Even though this was KYGO's maiden voyage into cyberspace as far as remotes are concerned, the station was able to price the event competitively. According to Burke, “The price structure for this virtual remote is a little different, but it's not significantly lower. It still carries a great deal of value.” In general, Burke says of the station's Web space, “This is the first time in all the years so far I'm seeing money being made.” With the success of this initial remote, the station now has a template to use, and with future successes, rates for virtual remotes can eventually be raised. Burke also shared an interesting side note that speaks to the issue of Web revenue: The station is no longer accepting banner ads on its site once contracts for the existing ones expire.

Burke says, “This will clean up the site and create opportunities for clients to tie into content-rich elements within the site that have a benefit to the person visiting the site.” He notes that the banners were simply taking up space and not making much money.

R&R

R&R COUNTRY

POWERED BY **nielsen** BDS

DMDS DIGITAL DOWNLOADS AVAILABLE AT DMDS.COM



► **KENNY CHESNEY'S** "EVERYBODY WANTS TO GO TO HEAVEN" MOVES 13-6 WITH MOST INCREASED AUDIENCE (UP 4.4 MILLION IMPRESSIONS) IN ITS FOURTH CHART WEEK, THE FOURTH TIME IN HIS CAREER THAT HE HAS RACED INTO THE TOP 10 IN FOUR WEEKS OR LESS, ALL SINCE OCTOBER 2005. NO OTHER ARTIST THIS DECADE HAS ACCOMPLISHED THE FEAT MORE THAN TWICE.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	HITPREDICTOR STATUS	AUDIENCE (IN MILLIONS) TW +/-	PLAYS TW RANK
1	2	14	KEITH URBAN YOU LOOK GOOD IN MY SHIRT	NO. 1 (1 WK) CAPITOL NASHVILLE	☆	31.382 +1.178	4411 1
2	3	30	KEITH ANDERSON I STILL MISS YOU	COLUMBIA	☆	29.231 +0.528	4262 2
3	5	11	BRAD PAISLEY WAITIN' ON A WOMAN	ARISTA NASHVILLE	☆	28.092 +2.689	4057 3
4	4	22	JIMMY WAYNE DO YOU BELIEVE ME NOW	VALORY	☆	27.423 +1.684	4017 4
5	1	15	TAYLOR SWIFT SHOULDN'T HAVE SAID NO	BIG MACHINE	☆	25.429 -4.866	3661 5
6	13	4	KENNY CHESNEY EVERYBODY WANTS TO GO TO HEAVEN	MOST INCREASED AUDIENCE BLUE CHAIR/BNA	☆	23.835 +4.418	3252 7
7	10	19	DARIUS RUCKER DON'T THINK I DON'T THINK ABOUT IT	CAPITOL NASHVILLE	☆	23.235 +2.953	3192 8
8	9	13	GEORGE STRAIT TROUJADOUR	MCA NASHVILLE	☆	22.951 +1.987	3457 6
9	11	9	TOBY KEITH SHE NEVER CRIED IN FRONT OF ME	SHOW DOG NASHVILLE	☆	22.049 +2.522	3173 9
10	14	15	KID ROCK ALL SUMMER LONG	TOP DOG/ATLANTIC/COS	☆	22.011 +2.960	2965 11
11	12	27	THE LOST TRAILERS HOLLER BACK	BNA	☆	21.063 +1.579	3105 10
12	8	20	ALAN JACKSON GOOD TIME	ARISTA NASHVILLE	☆	19.425 -1.618	2806 12
13	7	14	SUGARLAND ALL I WANT TO DO	MERCURY	☆	18.359 -4.776	2669 14
14	15	7	CARRIE UNDERWOOD JUST A DREAM	19/ARISTA/ARISTA NASHVILLE	☆	18.324 +2.371	2694 13
15	6	18	BROOKS & DUNN PUT A GIRL IN IT	ARISTA NASHVILLE	☆	16.615 -6.597	2510 15
16	18	21	HEIDI NEWFIELD JOHNNY & JUNE	CURB	☆	13.924 +2.291	2209 17
17	16	10	RASCAL FLATTS BOB THAT HEAD	LYRIC STREET	☆	13.816 -0.100	2348 16
18	17	25	LUKE BRYAN COUNTRY MAN	CAPITOL NASHVILLE	☆	13.764 +0.471	2163 18
19	20	19	CHUCK WICKS ALL I EVER WANTED	RCA	☆	9.898 +1.127	1821 19
20	22	18	JASON ALDEAN RELENTLESS	AIRPOWER BROKEN BOW	☆	9.479 +1.881	1813 20
21	23	18	BUCKY COVINGTON I'LL WALK	LYRIC STREET	☆	8.933 +1.370	1582 21
22	21	23	CRYSTAL SHAWANDA YOU CAN LET GO	RCA	☆	8.607 +0.590	1422 24
23	26	6	TIM MCGRAW LET IT GO	CURB	☆	8.262 +2.221	1431 23
24	19	13	JESSICA SIMPSON COME ON OVER	EPIC/COLUMBIA	☆	7.888 -2.856	1289 26
25	25	21	JAMEY JOHNSON IN COLOR	MERCURY	☆	7.737 +1.373	1400 25
26	24	16	CRAIG MORGAN LOVE REMEMBERS	BNA	☆	7.692 +0.929	1465 22
27	12	12	LADY ANTEBELLUM LOOKIN FOR A GOOD TIME	CAPITOL NASHVILLE	☆	7.344 +1.478	1213 27
28	28	14	KELLIE PICKLER DON'T YOU KNOW YOU'RE BEAUTIFUL	19/BNA	☆	6.420 +0.729	1153 28
29	34	5	MONTGOMERY GENTRY ROLL WITH ME	COLUMBIA	☆	6.318 +3.019	1093 29
30	30	10	ZAC BROWN BAND CHICKEN FRIED	LIVE NATION	☆	5.522 +1.102	948 31

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	HITPREDICTOR STATUS	AUDIENCE (IN MILLIONS) TW +/-	PLAYS TW RANK
31	29	15	ASHTON SHEPHERD SOUNDS SO GOOD	MCA NASHVILLE	☆	5.141 +0.582	999 30
32	31	11	PAT GREEN LET ME	BNA	☆	4.668 +0.835	745 34
33	32	12	RANDY HOUSER ANYTHING GOES	UNIVERSAL SOUTH	☆	4.391 +0.777	782 32
34	35	6	BILLY CURRINGTON DON'T	BREAKER MERCURY	☆	3.919 +0.934	714 35
35	33	17	ADAM GREGORY CRAZY DAYS	N5A/MIDAS/NEW REVOLUTION	☆	3.703 +0.372	766 33
36	36	3	TRACE ADKINS MUDDY WATER	BREAKER CAPITOL NASHVILLE	☆	3.566 +0.875	588 36
37	38	7	LITTLE BIG TOWN FINE LINE	CAPITOL NASHVILLE	☆	2.897 +0.596	502 37
38	39	9	JEWEL I DO	VALORY	☆	2.728 +0.537	469 40
39	40	6	PHIL VASSAR I WOULD	BREAKER UNIVERSAL SOUTH	☆	2.491 +0.435	489 39
40	48	3	BLAKE SHELTON SHE WOULDN'T BE GONE	WARNER BROS./WRN	☆	2.337 +1.227	409 44
41	37	14	CHRIS YOUNG VOICES	RCA	☆	2.221 -0.084	445 41
42	41	11	JAMES OTTO FOR YOU	BREAKER WARNER BROS./WRN	☆	2.218 +0.341	502 38
43	42	4	BILLY RAY CYRUS SOMEBODY SAID A PRAYER	WALT DISNEY/LYRIC STREET	☆	2.112 +0.314	425 42
44	43	7	LEE ANN WOMACK LAST CALL	MCA NASHVILLE	☆	1.657 -0.101	406 45
45	45	7	GRETCHEN WILSON DON'T DO ME NO GOOD	COLUMBIA	☆	1.607 +0.258	277 47
46	46	4	KRISTY LEE COOK 15 MINUTES OF SHAME	19/ARISTA NASHVILLE	☆	1.597 +0.439	313 46
47	44	10	LEE BRICE UPPER MIDDLE CLASS WHITE TRASH	CURB	☆	1.467 +0.028	415 43
48	47	19	KEVIN FOWLER BEST MISTAKE I EVER MADE	EQUITY	☆	1.445 +0.326	102 60
49	49	5	RANDY OWEN LIKE I NEVER BROKE HER HEART	BROKEN BOW	☆	1.287 +0.334	247 48
50	60	2	JAKE OWEN DON'T THINK I CAN'T LOVE YOU	MOST ADDED RCA	☆	1.150 +0.737	193 51
51	50	3	JUSTIN MOORE BACK THAT THING UP	VALORY	☆	1.144 +0.353	237 49
52	NEW		JOSH TURNER EVERYTHING IS FINE	HOT SHOT DEBUT MCA NASHVILLE	☆	0.906 +0.647	200 50
53	53	4	CAROLINA RAIN AMERICAN RADIO	EQUITY	☆	0.886 +0.191	166 54
54	NEW		MIRANDA LAMBERT MORE LIKE HER	COLUMBIA	☆	0.779 +0.550	104 59
55	54	5	ONE FLEW SOUTH MY KIND OF BEAUTIFUL	DECCA/ROUNDER	☆	0.748 +0.106	156 55
56	51	2	DIERKS BENTLEY SWEET & WILD	CAPITOL NASHVILLE	☆	0.659 -0.115	73 -
57	52	5	CARTER'S CHORD DIFFERENT BREED	SHOW DOG NASHVILLE	☆	0.639 -0.065	189 53
58	55	5	TRISHA YEARWOOD THEY CALL IT FALLING FOR A REASON	BIG MACHINE	☆	0.565 -0.047	190 52
59	56	8	THE ROAD HAMMERS GIRL ON THE BILLBOARD	MONTAGE	☆	0.531 -0.075	132 57
60	57	2	TAYLOR SWIFT CHANCE	BIG MACHINE	☆	0.504 +0.027	41 -

MOST INCREASED AUDIENCE (IN MILLIONS)
+4.418
KENNY CHESNEY

Everybody Wants To Go To Heaven (Blue Chair/BNA)
KKBQ +0.646, WLSN +0.508, KKGO +0.293, WLEE +0.171, WOOL +0.158, KEFY +0.154, WGOY +0.149, KMPS +0.143, WBEZ +0.142, WYCD +0.141

+3.019
MONTGOMERY GENTRY
Roll With Me (Columbia)
KMLE +0.236, WAMZ +0.199, KMPS +0.173, WGAR +0.169, WOOL +0.167, WFMS +0.154, WYRK +0.130, KEFY +0.115, KRM +0.105, KILT +0.098

+2.960
KID ROCK
All Summer Long (Top Dog/Atlantic/COS)
KILT +0.535, WLSN +0.461, KMLE +0.222, KKBQ +0.217, WML +0.180, KKGO +0.158, KBWF +0.158, WDSY +0.146, WDSY +0.146, KUPL +0.112, WMYZ +0.103

+2.953
DARIUS RUCKER

Don't Think I Don't Think About It (Capitol Nashville)
WYCD +0.318, KYGO +0.261, WUBL +0.184, KBWF +0.171, KCYE +0.129, KTEX +0.118, WDSY +0.108, KMPS +0.103, KWNR +0.099, WXTU +0.096

Waitin' On A Woman (Arista Nashville)
KILT +0.533, WQYK +0.360, KKBQ +0.333, KMJL +0.234, KBWF +0.200, KWJJ +0.198, KMPS +0.130, KEFY +0.121, WGAR +0.114, WEZL +0.101

NEW AND ACTIVE

ARTIST TITLE / LABEL	AUDIENCE / GAIN	ARTIST TITLE / LABEL	AUDIENCE / GAIN	ARTIST TITLE / LABEL	AUDIENCE / GAIN
CROSSIN DIXON I Love My Old Bird Dog (& I Love You) (Broken Bow)	0.466/0.096	ELI YOUNG BAND Always The Love Songs (Republic/Universal South)	0.322/0.061	CHRIS CAGLE Never Ever Gone (Capitol Nashville)	0.245/0.068
TOTAL STATIONS: 19		TOTAL STATIONS: 3		TOTAL STATIONS: 14	
DARRYL WORLEY Tequila On Ice (Stroud/Various)	0.451/0.152	SUGARLAND Already Gone (Mercury)	0.292/0.079	ASHLEY RAY Next Time I Fall In Love (Capitol Nashville)	0.237/0.078
TOTAL STATIONS: 30		TOTAL STATIONS: 8		TOTAL STATIONS: 1	

ARTIST TITLE / LABEL	AUDIENCE / GAIN	ARTIST TITLE / LABEL	AUDIENCE / GAIN
JAKE OWEN Don't Think I Can't Love You (RCA)	28	TIM MCGRAW Let It Go (Curb)	16
MONTGOMERY GENTRY Roll With Me (Columbia)	16	JOSH GRACIN Unbelievable (Ann Marie) (Lyric Street)	14
TRACE ADKINS Muddy Water (Capitol Nashville)	16		

FOR WEEK ENDING AUGUST 24, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
113 country and 28 Canada country stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Indicator chart comprised of 111 reporters.
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CHART LEGEND

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

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

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

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

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

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

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

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

MOST ADDED: A listing of songs with the total number

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

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

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

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

Urban AC, Hot AC, Christian AC, Christian CHR, Christian Rock, Gospel, Rock, Triple A and Smooth Jazz; top 10 for Soft AC/Inspirational) become recurrenents and are removed from the chart after 20 weeks. In addition, songs that have been on the chart for more than 52 weeks and rank below No. 10 become recurrenents and are removed from the chart.

Descending Country titles move to recurrent after 20 weeks if they rank below No. 10 in either audience or plays. Descending AC titles move to recurrent after 52 weeks if they rank below No. 5, after 26 weeks if they rank below No. 10, or after 20 weeks if they rank below No. 15. Songs on Latin charts move to recurrent after 20 weeks if they rank below No. 20 in

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

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

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



▶ **CRYSTAL SHAWANDA** REACHES THE TOP FIVE AT CANADA COUNTRY FOR A SECOND STRAIGHT TIME AS "WHAT DO I HAVE TO DO" DRIVES 7-5. SHE PEAKED AT NO. 5 IN MARCH WITH "YOU CAN LET GO."

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COUNTRY INDICATOR REPORTERS

- | | | | |
|---|---|--|--|
| KEAN/Abilene, TX
OM: Randy Jones
PD/MD: Rudy Fernandez
APD: Shay Hill | WAXX/Eau Claire, WI
OM/MD: George House
APD/MD: Alex Edwards | WKOA/Lafayette, IN
PD: Mark Allen
APD: Annie James
MD: Bob Vizza | KGKL/San Angelo, TX
OM/MD: Boomer Kingston |
| KRRV/Alexandria, LA
PD: Hollywood Harrison
APD/MD: Melissa Frost | WQRB/Eau Claire, WI
PD/MD: Mike McKay | WBBN/Laurel, MS
OM/MD: Stephen St. James | KUSS/San Diego, CA*
OM: Bill Pugh
PD: Mike O'Brien
APD: Geoff Alan
MD: Cindy Spicer |
| KGNC/Amarillo, TX
OM/MD: Tim Butler
APD/MD: Patrick Clark | WRSF/Elizabeth City, NC
OM: Curtis Cuervo
PD: Les Humble | KZKX/Lincoln, NE
PD: Hoss Michaels
APD/MD: Carol Turner | KKJG/San Luis Obispo, CA
OM/MD: Pepper Daniels
MD: Adam Montiel |
| KBRJ/Anchorage, AK
PD: Matt Valley
APD/MD: Eddie Maxwell | WTWF/Erie, PA
OM: Joe Lang
PD: Bob Domingo
APD: Chuck Rambaldo | KLLL/Lubbock, TX
PD: Jeff Scott
MD: Neely Yates | KRAZ/Santa Barbara, CA
PD/MD: Stefan Carpenter |
| WPUR/Atlantic City, NJ*
PD: Joe Kelly | WXTA/Erie, PA
OM/MD: Adam Reese | WWQM/Madison, WI*
PD: Brad Austin
APD/MD: Kenny Jay | KSNI/Santa Maria, CA
OM: Mark Mitchell
PD/MD: Jay Turner |
| WJLS/Beckley, WV
OM: Dave Willis
PD/MD: Fred Persinger | KKNU/Eugene, OR
PD/MD: Jim Davis | KIAI/Mason City, IA
PD: Phil O'Reilly
MD: Robin McCann | Dial Global CD Country/Satellite*
OM/MD: Jim Murphy
MD: Rick Morgan |
| KCTR/Bilings, MT
OM: Jay Brandon
PD/MD: Mark Hill | WKDQ/Evansville, IN
PD/MD: Jon Prell | KRWQ/Medford, OR
OM/MD: Larry Neal
MD: Scott Schuler | Dial Global US Country/Satellite*
OM/MD: Penny Mitchell
MD: Joani Williams |
| WZKX/Biloxi, MS*
OM/MD: Bryan Rhodes | KVOX/Fargo, ND
OM: Janice Whitmore
PD: Eric Heyer
MD: Scott Winston | KUBB/Merced, CA
OM/MD: Rene Roberts
APD: Greg Edwards
MD: Dee Kelly | Sirius New Country/Satellite*
PD: Scott Lindy |
| WHWK/Binghamton, NY
PD: Don Brake | WKML/Fayetteville, NC
PD/MD: Dean O | WOKK/Meridian, MS
PD: Todd Rupe | XM Highway 16/Satellite*
PD: Jon Anthony
MD: Jay Thomas |
| WNCB/Birmingham, AL*
OM/MD: Justin Case | KAFF/Flagstaff, AZ
PD: Shaun Holly
MD: Jenny Brown | WBAM/Montgomery, AL* | WBFM/Sheboygan, WI
PD: Eddie Ybarra
MD: Jonathan Henseler |
| WBWN/Bloomington, IL
OM/MD: Dan Westhoff
APD/MD: Buck Stevens | WXFL/Florence, AL
OM: Jeff Thomas
PD: Fletch Brown | WMDH/Muncie, IN
PD: Brian Sims
APD/MD: Shane Goad | KSUX/Sioux City, IA
PD/MD: Tony Michaels |
| WHKX/Bluefield, WV
OM: Ken Dietz
PD/MD: Joe Jarvis | WEGX/Florence, SC
OM/MD: Randy "Mudflap" Wilcox
MD: Chase Matthews | WMUS/Muskegon, MI*
OM: Dave Taft
PD: Mark Dixon | WBYT/South Bend, IN
PD: Clint Marsh
APD: Stinger
MD: Shannon Marie |
| KQFC/Boise, ID*
PD: Wes McShay
MD: Ruby Cortez | WFRE/Frederick, MD*
PD/MD: Jess Wright | WGTR/Myrtle Beach, SC
PD: Johnny Walker
MD: Korby Ray | KDRK/Spokane, WA*
OM/MD: Frank Jackson
PD: Jay Daniels |
| KAGG/Bryan, TX
APD/MD: Adam Drake | WFLS/Fredericksburg, VA*
APD: Todd Crimsted | KJCS/Nacogdoches, TX
PD/MD: Robby Lynn | WTHI/Terre Haute, IN
OM/MD: Barry Kent |
| WOKO/Burlington, VT*
OM/MD: Steve Pelkey
MD: Bill Sargent | KHGE/Fresno, CA
OM: Paul Wilson
PD: Chuck Geiger
APD/MD: Kris Daniels | WCTY/New London, CT
PD: Dave Elder
APD/MD: Jimmy Lehn | WIBW/Topeka, KS
PD: Keith Montgomery
APD/MD: Stephanie Lynn |
| WIXY/Champaign, IL
PD: Jonathan Drake
APD: Andy Roberts
MD: Nicole Beals | KUAD/Ft. Collins, CO
PD: Mark Callaghan
APD: Dave Jensen
MD: Brian Gary | KHKX/Odessa, TX
PD: Mike Lawrence
APD/MD: Kelley Peterson | WTCM/Traverse City, MI
OM/MD: Jack O'Malley
MD: Carey Carlson |
| WIWF/Charleston, SC*
PD: Brian Driver | WCKT/Ft. Myers, FL*
OM: Louis Kaplan
PD/MD: Mark Wilson
APD: Dave Logan | KPLM/Palm Springs, CA
PD: Al Gordon
MD: Kory James | WWZD/Tupelo, MS
OM/MD: Rick Stevens |
| WOGT/Chattanooga, TN*
PD: Duane Shannon | WFPAN/Panama City, FL
PD: Todd Berry
APD: David Howard
MD: Shane Collins | WFFN/Tuscaloosa, AL
OM: Greg Thomas
PD: Monk | WFRG/Utica, NY
OM/MD: Bill McAdams |
| KCCV/Colorado Springs, CO*
OM: Bob Richards
PD: Jesse Garcia
APD/MD: Chris Brooks | WYCT/Pensacola, FL
PD: Kevin King
MD: Denis "Catfish" Miller | KJUG/Visalia, CA
PD: Dave Daniels
MD: Adam Jeffries | WDEZ/Wausau, WI
APD/MD: Vanessa Ryan |
| WKCN/Columbus, GA*
PD/MD: Brian Thomas | WFYR/Peoria, IL
OM/MD: Ric Morgan | WOPR/Portland, ME*
OM: Randi Kirshbaum
PD: Matty Jeff
MD: Shelly Kincaid | WQVK/Wheeling, WV
PD/MD: Jim Elliott |
| WSTH/Columbus, GA*
OM: Brian Waters
PD: Alan Quin
APD/MD: Mike Kelly | WTRP/Gainesville, FL
OM/MD: Shane Finch
MD: Dave Tyler | WRWD/Poughkeepsie, NY
PD/MD: Aaron "Dave" McCord | KZSN/Wichita, KS*
OM/MD: Lyman James
APD: Todd Taylor
MD: Rick Regan |
| WCLT/Columbus, OH*
PD: Ron Strong
MD: Tommy Douglas | WPNR/Grand Rapids, MI*
OM: Brent Alberts
OM/MD: Steve Stewart
APD/MD: Nick Alan | WRDU/Raleigh, NC*
OM: Chris Shebel
PD: Tey Cooler
APD: Zac Davis | WILQ/Williamsport, PA
OM/MD: Ted Mimer
APD/MD: John O'Brien |
| WGSQ/Cookeville, TN
OM: Marty McFly
PD: Cator Harrison
APD: Philip Gibbons
MD: Stewart James | WYZZ/Hagerstown, MD
OM/MD: Randy Fitzsimmons
MD: Tori Anderson | KOUT/Rapid City, SD
OM: Mark Houston
MD: Dean Taylor | KXDD/Yakima, WA
OM/MD: Dewey Boynton
APD/MD: Joel Baker |
| KFTX/Corpus Christi, TX*
PD: Chuck Abel
MD: "Dr. Bruce Nelson" Stratton | WCAT/Harrisburg, PA*
PD: Will Robinson
APD/MD: Rich Creeger | KUUB/Reno, NV
OM: Jim McClain
APD: "Big" Chris Hart | WYVD/Roanoke, VA*
OM: Steve Cross
PD/MD: Kenny Shelton |
| KOUL/Corpus Christi, TX*
OM/MD: Clayton Allen | WTCR/Huntington, WV
PD: Judy Eaton
MD: Scott Hesson | WYWG/Rocky Mount, NC
OM: David Perkins
PD/MD: Rick Braswell
APD: Dave Richmond | WCEN/Saginaw, MI*
PD/MD: Joby Phillips |
| KRYS/Corpus Christi, TX*
OM: Paula Newell
PD: Frank Edwards | KIXQ/Joplin, MO
OM: Chad Elliot
PD: Cody Carlson
MD: Jack White | WVWG/Salisbury, MD
OM/MD: Dick Raymond
APD/MD: Sandra Lee | |
| KHKI/Des Moines, IA*
OM: Steve Bri
PD/MD: Andy Elliott | WNWN/Kalamazoo, MI
PD: Woody Houston
APD/MD: Scott Wagner | | |
| WTVY/Dothan, AL
OM/MD: Kris Van Dyke | KDBR/Kalispell, MT
OM/MD: John Michaels | | |
| KKCB/Duluth, MN
OM/MD: David Drew | | | |

COUNTRY INDICATOR HIGHLIGHTS

NO. 1		
ARTIST	TITLE	IMPRINT / PROMOTION LABEL
BRAD PAISLEY	WAITIN' ON A WOMAN	ARISTA NASHVILLE

MOST ADDED			
ARTIST	TITLE	IMPRINT / PROMOTION LABEL	NEW STATIONS
JOSH TURNER	EVERYTHING IS FINE	MCA NASHVILLE	17
ZAC BROWN BAND	CHICKEN FRIED	LIVE NATION	16
TRACE ADKINS	MUDDY WATER	CAPITOL NASHVILLE	15
BUCKY COVINGTON	I'LL WALK	LYRIC STREET	13
MONTGOMERY GENTRY	ROLL WITH ME	COLUMBIA	13
JOSH GRACIN	UNBELIEVABLE (ANN MARIE)	LYRIC STREET	11

MOST INCREASED PLAYS			
ARTIST	TITLE	IMPRINT / PROMOTION LABEL	GAIN
TRACE ADKINS	MUDDY WATER	CAPITOL NASHVILLE	+332
MONTGOMERY GENTRY	ROLL WITH ME	COLUMBIA	+303
JOSH TURNER	EVERYTHING IS FINE	MCA NASHVILLE	+220
TIM MCGRAW	LET IT GO	CURB	+187
DARIUS RUCKER	DON'T THINK I DON'T THINK ABOUT IT	CAPITOL NASHVILLE	+179
KID ROCK	ALL SUMMER LONG	TOP DOG/ATLANTIC/CO5	+174
JAMEY JOHNSON	IN COLOR	MERCURY	+172

INDICATOR EXCLUSIVES					
TW	LW	ARTIST	TITLE	IMPRINT / PROMOTION LABEL	TW PLAYS +/-
52	52	DARRYL WORLEY	TEQUILA ON ICE	STROUDAVARIOUS	246 +52
54	51	JEFF BATES	RIVERBANK	BLACK RIVER	204 +4
55	56	DEREK SHOLL	HERE	SALT CREEK/SPINVILLE	192 +20
56	55	TODD O'NEILL	CAN I COME OVER TONIGHT	ARIA NASHVILLE/QUARTERBACK	192 +10
57	59	BAILEY GREY	BEACH WEEKEND	LOFTON CREEK	179 +21
58	58	DARREN KOZELSKY	SHE GOT ME THERE	SPINVILLE/NINE NORTH	171 +4
59	—	MELISSA LAWSON	WHAT IF IT ALL GOES RIGHT	WARNER BROS./WRN	164 +13

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

CANADA COUNTRY						
THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-
1	1	12	KEITH URBAN	YOU LOOK GOOD IN MY SHIRT	CAPITOL NASHVILLE/EMI	760 +30
2	2	9	BRAD PAISLEY	WAITIN' ON A WOMAN	AF STA NASHVILLE/SONY BMG	741 +35
3	5	10	GEORGE STRAIT	TROUBADOUR	MCA NASHVILLE/UNIVERSAL	658 +58
4	3	17	BROOKS & DUNN	PUT A GIRL IN IT	ARISTA NASHVILLE/SONY BMG	631 -39
5	7	12	CRYSTAL SHAWANDA	WHAT DO I HAVE TO DO	RCA/SONY BMG	594 +14
6	6	13	TAYLOR SWIFT	SHOULDN'T HAVE SAID NO	BIG MACHINE/UNIVERSAL	586 -5
7	12	5	KID ROCK	ALL SUMMER LONG	TOP DOG/ATLANTIC/WARNER	579 +72
8	8	12	JOHNNY REID	OUT OF THE BLUE	OPEN ROAD/UNIVERSAL	577 +11
9	11	15	KEITH ANDERSON	I STILL MISS YOU	COLUMBIA/SONY BMG	564 +42
10	15	5	CARRIE UNDERWOOD	JUST A DREAM	19/ARISTA/ARISTA NASHVILLE/SONY BMG	562 +82
11	10	8	DOC WALKER	THAT'S ALL	OPEN ROAD/UNIVERSAL	514 -11
12	9	19	ALAN JACKSON	GOOD TIME	ARISTA NASHVILLE/SONY BMG	511 -52
13	13	10	JAYDEE BIXBY	OLD FASHIONED GIRL	HRM	504 +18
14	4	13	SUGARLAND	ALL I WANT TO DO	MERCURY/UNIVERSAL	496 -135
15	18	6	TOBY KEITH	SHE NEVER CRIED IN FRONT OF ME	SHOWDOG NASHVILLE/UNIVERSAL	493 +70
16	24	3	KENNY CHESNEY	EVERYBODY WANTS TO GO TO HEAVEN	BLUE CHAIR/BNA/SONY BMG	472 +129
17	16	8	DARIUS RUCKER	DON'T THINK I DON'T THINK ABOUT IT	CAPITOL NASHVILLE/EMI	451 +17
18	14	13	PAUL BRANDT	RISK	BRANDT/UNIVERSAL	446 -39
19	21	5	TARA ORAM	FLY GIRL	OPEN ROAD/UNIVERSAL	439 +44
20	23	5	JIMMY WAYNE	DO YOU BELIEVE ME NOW	VALORY/UNIVERSAL	405 +50
21	20	9	LISA BROKOP	BREAK IT	ELLBEA	405 -8
22	19	13	JASON BLAINE	MY FIRST CAR	KOCH	395 -26
23	17	11	AARON PRITCHETT	LET'S GET ROWDY	OPM	384 -40
24	35	3	GORD BAMFORD	POSTCARD FROM PASADENA	ROYALTY	351 +107
25	29	4	DERIC RUTTAN	LOVIN' YOU IS KILLIN' ME	ON RAMP/EMI	336 +50
26	30	3	TIM MCGRAW	LET IT GO	CURB/EMI	331 +46
27	22	15	ADAM GREGORY	CRAZY DAYS	NSA/MIDAS/KOCH	311 49
28	26	14	MIRANDA LAMBERT	GUNPOWDER & LEAD	COLUMBIA/SONY BMG	300 -32
29	27	11	JESSICA SIMPSON	COME ON OVER	EPIC/SONY BMG	281 -36
30	28	6	RASCAL FLATTS	BOB THAT HEAD	LYRIC STREET/UNIVERSAL	272 -2

FOR WEEK ENDING AUGUST 24, 2008

♦ indicates CanCon



A look at the programming and sales dance in a smaller market

How Can You Bring In The Bucks?

Keith Berman

KBerman@RadioandRecords.com

Call it what you will: an economic downturn, a slowing financial situation, a budget contraction, a recession. Either way, it's pretty obvious that people and businesses across the country are spending less and trying to conserve more in the hopes of keeping themselves financially afloat. And one of the effects of this is a decrease in the ad dollars coming in the door at radio. ■ Fredericksburg, Va., may be market No. 152, but it still has a sizable population—300,000 people living in a two-county area. It's also in the shadow of Washington, which is a help and a hindrance considering that with most D.C. sticks only 50 miles away, there's a fair amount of bleed-in. Centennial hot AC WBQB (B101.5)/Fredericksburg is getting it done in the ratings, ranked No. 2 12+ with a 12.8 share in the spring 2008 Arbitron—but how is it making it work on the sales side?

"We have to be more creative than we've had to in the past, whether it's added value or trying to tie a client into a promotion where, in the past, we would have just used our own promotional budget or gone with it on our own for that kind of giveaway but on a smaller scale." OM/night guy Chris Carmichael says.

B101.5 just finished a \$35,000 home-improvement giveaway, and Carmichael says that involving a client was beneficial to the contest since the station probably wouldn't have been able to execute it on its own due to the huge cash value of the prize. "It was all done via the on-air mentions and some commercial inventory," he says.



Carmichael

Be BFFs With Your Clients

Every fall, the station does a dollar bill contest where listeners can score as much as \$10,000 for producing bills with serial numbers that contain B101.5's frequency. Carmichael and the station involved a local bank in the giveaway, which, Carmichael says, was incredibly successful. "Before the promotion is over one year, they've already bought the next year—so we're tied into that thing whether we want to or not because they had such huge success on their end," he says. "It just works

so well for them, and it works well for us. We have those kind of relationships with clients."

Carmichael stresses that having a good relationship with clients is key to making things work. "If we've had any previous relationship with them, they almost always want to team up because they've had such great response from anything we've done with them," he says.

While Carmichael says that B101.5 makes an effort to underpromise and overdeliver, that push comes from the programming side as much as sales. When putting together a presentation or a proposal for a sales rep to take to a client, B101.5 will frequently lowball what it can deliver, sometimes offering as little as 15-20 liners per week but eventually executing as many as 80.

"That's something we're really proud of," Carmichael says. "When a client walks away from an event or promotion we've done, they've gotten more than they ever expected, and they obviously see the results."

One time is all it takes, he says, since a client will be hooked once it has seen how much you can deliver, allowing you to lock in a business to a promotion that you can execute on a regular basis. Not only that, but building a good reputation around town can help a station bring in new business without even having to go out and pound the pavement.

'We have clients who've contacted us who wanted to be a part of promotions just because they've heard what we've done for other clients, and they want to know how they can get in on it.'

—Chris Carmichael

"We have clients who've contacted us who wanted to be a part of promotions just because they've heard what we've done for other clients, and they want to know how they can get in on it, which is a great place to be," he says.

Run Stuff Up The Flagpole

One big transition that Carmichael and the station had to make in May 2007 was being purchased by Centennial Broadcasting. While the station is not part of a huge conglomerate, it's no longer family-owned. "We do have an interesting situation because we also have stations in Winchester, Va., and they've got a 275,000-watt footprint that covers the entire Northern Virginia area," Carmichael says. "Combined, there are times when we're pulling a pretty good share in D.C., so doing a cluster buy is something that we've occasionally talked about in the past."

Speaking of talking about things, the station holds a promotion meeting every week and confers on everything and anything coming through sales. While Carmichael doesn't have 100% veto power over the proposals that come out of the sales department, he's part of the discussion.

"It could be added value or just a client looking for some kind of fun contest or something we're putting together and looking for a client to tie in with," he says. "We try to make sure that programming has approved everything before we ever get anywhere close to getting anything on the air."

Looking forward, B101.5 plans to harness new digital technologies that can benefit the station and its clients without eating up as much airtime. "E-mail blasts are nothing new, but we run ads on our e-mail blasts for added value for our clients instead of running weather sponsors or something on the air," Carmichael says. "We're looking into all of it and ways we can use it for our clients." R&R



Can You Feel The Love Tonight?

Jon Peter Lewis, who recently released his debut album, "Break the Silence," and was a third-season finalist on "American Idol," stopped by Sarkes Tarzian hot AC WAJI (Majic 95.1)/Fort Wayne, Ind., specifically to give PD/midday goddess Barb Richards a big hug.



▶ THE SUPERSTAR CHARITY SINGLE "JUST STAND UP!" BY ARTISTS STAND UP TO CANCER REACHES THE NEW AND ACTIVE LIST AFTER JUST FOUR DAYS OF AIRPLAY. THE SONG, FEATURING 15 OF MUSIC'S LEADING LADIES, WILL BE AVAILABLE AT ITUNES EXCLUSIVELY AS OF SEPT. 2 AND WILL BE PERFORMED SEPT. 5 ON ABC, CBS AND NBC SIMULTANEOUSLY.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL	PLAYS TW	WEEKS +/-	AUDIENCE MILLIONS	RANK
1	2	20	LEONA LEWIS Bleeding Love	NO. 1 (2 WKS)	1 st	SYCO/J/RMG	2152	+72	18.374	1
2	1	33	SARA BAREILLES Love Song		11 th	EPIC	2145	+63	16.692	2
3	3	14	DAVID COOK The Time of My Life		11 th	19/RCA/RMG	1937	+7	15.560	3
4	4	25	JOHN MAYER Say		11	AWARE/COLUMBIA	1814	-18	13.535	4
5	6	26	DAUGHTRY Feels Like Tonight		11 th	RCA/RMG	1514	+65	12.515	5
6	5	43	TIMBALAND FEATURING ONEREPUBLIC Apologize		11 th	MOSLEY/BLACKGROUND/INTERSCOPE	1316	-157	9.146	8
7	7	35	TAYLOR SWIFT Teardrops on My Guitar		11 th	BIG MACHINE/UNIVERSAL REPUBLIC	1299	+49	5.934	10
8	9	10	NATASHA BEDINGFIELD Pocketful of Sunshine		11 th	PHONOGENIC/EPIC	1203	+164	10.207	6
9	8	34	JORDIN SPARKS Tattoo		11 th	19/JIVE/ZOMBA	1179	+34	10.093	7
10	10	16	JOURNEY After All These Years		11	NOMOTA	981	+70	3.575	15
11	13	6	COLDPLAY MOST INCREASED PLAYS/MOST ADDED Viva La Vida		11	CAPITOL	828	+183	4.950	12
12	11	17	COLBIE CAILLAT Realize		11	UNIVERSAL REPUBLIC	731	+40	5.454	11
13	12	20	LIFEHOUSE Whatever It Takes		11	GEFFEN/INTERSCOPE	717	+67	4.674	13
14	14	16	JORDIN SPARKS DUET WITH CHRIS BROWN No Air		11 th	19/JIVE/ZOMBA	612	+7	6.032	9
15	16	9	KID ROCK All Summer Long		11	TOP DOG/ATLANTIC	426	+79	3.511	16
16	15	22	MAROON 5 Won't Go Home Without You		11	A&M/OCTONE/INTERSCOPE	397	+16	4.150	14
17	18	15	ROOM FOR TWO Roots Before Branches		11	CURB/WARNER BROS.	300	-28	0.522	30
18	17	20	JOSH GROBAN Awake		11	143/REPR SE	246	-32	0.832	26
19	19	5	MICHAEL MCDONALD Enemy Within		11	UNIVERSAL MOTOWN	230	+21	0.334	-
20	20	11	ONEREPUBLIC Stop and Stare		11 th	MOSLEY/INTERSCOPE	204	+18	1.772	18
21	24	3	JASON MRAZ I'm Yours		11	ATLANTIC/RRP	166	+31	1.551	20
22	22	8	HILARY DUNN Every Day (When Will You Be Mine)		11	HEARST/CMG	145	-4	0.163	-
23	28	2	CNOTE Still		11	JHE ENT	135	+42	0.116	-
24	26	7	KARMINA The Kiss		11	CBS	128	+11	0.133	-
25	27	4	RIHANNA Take a Bow		11 th	SRP/DEF JAM/DJMG	126	+15	1.655	19
26	29	2	DAVID ARCHULETA Crush		11	19/JIVE/ZOMBA	116	+25	0.901	25
27	23	20	NELLY FURTADO FEATURING KEITH URBAN In God's Hands		11	MOSLEY/GEFFEN/INTERSCOPE	115	-23	0.474	-
28	21	18	BRYAN ADAMS I Thought I'd Seen Every Thing		11	BADMAN	115	-36	0.121	-
29	NEW	4	MISSY HIGGINS Where I Stood		11	ELEVEN/REPRISE	109	+47	1.369	22
30	25	4	JOHN ELLENBACH My Sweet Love		11	HEARST/CMG	108	-9	0.125	-

RECURRENTS

THIS WEEK	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	PLAYS TW	LW
1	COLBIE CAILLAT Bubbly (Universal Republic)	11 th	1171	1235
2	FERGIE Big Girls Don't Cry (Will.i.am/A&M/Interscope)	11 th	931	984
3	DAUGHTRY Home (RCA/RMG)	11 th	862	800
4	MICHAEL BUBLE Lost (1-3/Reprise)	11 th	838	874
5	PINK Who Knew (Lafayette/Zomba)	11 th	794	842

THIS WEEK	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	PLAYS TW	LW
6	PLUMB In My Arms (Curb/Reprise)	11 th	780	825
7	THE FRAY How to Save a Life (Epic)	11 th	669	650
8	GWEN STEFANI FEATURING AKON The Sweet Escape (Interscope)	11 th	664	645
9	NATASHA BEDINGFIELD Unwritten (Epic)	11 th	663	705
10	NICKELBACK Far Away (Roadrunner/RRP)	11 th	646	643

MOST ADDED

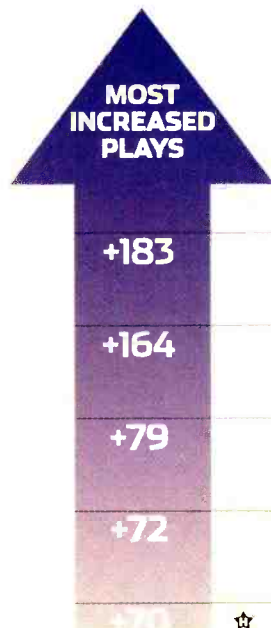
ARTIST TITLE / LABEL	NEW STATIONS
COLDPLAY Viva La Vida (Capitol) KQSI, KSSK, WARM, WJXB, WNIC, WSR5, WTFM	7
JASON MRAZ I'm Yours (Atlantic/RRP) KUDL, KUMU, WLDB, WLIT, WMGN, WRVF, WSR5	7
SIMON COLLINS Unconditional (Razor & Tie) KBEE, KQIS, KRWM, KWAV, WJXB, WSHH	6
DAVID ARCHULETA Crush (19/Jive/Zomba) KSSK, KTSM, KUMU, WALK, WCDV, WYJB	6
COLBIE CAILLAT Realize (Universal Republic) KBAY, KQIS, WLIT, WMGS, WRVR	5
MISSY HIGGINS Where I Stood (Eleven/Reprise) KBEE, KWAV, WHUD, WLIT, WMAS	5
WAYNE BRADY Ordinary (Peak/CMG) KKBA, KUMU, KWAV, WHLG, WJJK	5
JOURNEY After All These Years (Nomota) KRBB, WKJY, WMX5, WRRM	4

ADDED AT... WKJY
Nassau, NY
PD: Bill Edwards
MD: Jodi Vale
Lifehouse, Whatever It Takes, 12
Artists Stand Up To Cancer, Just Stand Up!, 10
Leona Lewis, Better In Time, 4
Daughtry, What About Now, 3
Journey, After All These Years, 0

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
MINDI ABAIR Stars (Peak/CMG) TOTAL STATIONS: 18	102/15	ARTISTS STAND UP TO CANCER Just Stand Up! (Island/Def Jam/DJMG) TOTAL STATIONS: 18	60/60
NATALIE GRANT In Better Hands (Curb/Warner Bros.) TOTAL STATIONS: 17	86/14	JOSH KELLEY To Remember (DNK) TOTAL STATIONS: 12	58/36
ADELE Chasing Pavements (XL/Columbia) TOTAL STATIONS: 11	85/31	SIMON COLLINS Unconditional (Razor & Tie) TOTAL STATIONS: 10	52/52
DONNA SUMMER Sand On My Feet (Burgundy) TOTAL STATIONS: 14	84/24	DAUGHTRY What About Now (RCA/RMG) TOTAL STATIONS: 7	50/4
CHRIS BROWN With You (Jive/Zomba) TOTAL STATIONS: 7	79/0	GAVIN ROSSDALE Love Remains The Same (Interscope) TOTAL STATIONS: 6	48/6



+183 COLDPLAY Viva La Vida (Capitol) WBEE +12, WAHR +11, WSR5 +9, KBIG +7, KUMU +7, KMCL +7, WRVR +6, WMGV +5, WLRQ +5, KVKI +5
+164 NATASHA BEDINGFIELD Pocketful Of Sunshine (Phonogenic/Epic) KKMU +13, KMCA +12, WMAS +12, WWDE +9, KBAY +9, WMX5 +8, WWFS +7, WCDV +6, WYJB +6, WLRQ +6
+79 KID ROCK All Summer Long (Top Dog/Atlantic) W-HUD +16, WMGV +14, WMGN +13, KTDY +12, WHLG +8, W-EV +6, WLDB +5, WMJY +5, KUMU +4, KSSK +4
+72 LEONA LEWIS Bleeding Love (SYCO/J/RMG) KBEE +11, KUMU +7, KUDL +6, WSNY +5, WGSY +4, WWFS +4, WBEE +4, WHUD +4, KTDY +4, WEZF +4
+70 JOURNEY After All These Years (Nomota) WARM +19, WRAL +10, WYYY +8, WFMK +6, WCDV +5, KBEE +5, KTSM +4, WLRQ +3, WHOM +3, WVAF +3

FOR WEEK ENDING AUGUST 24, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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► **JOHN MAYER** REVIVES TOM PETTY'S 1989 MULTIFORMAT SMASH "FREE FALLIN'" AT NO. 38. THE SONG, WHICH ALSO DEBUTS AT NO. 26 ON TRIPLE A, APPEARS ON HIS CD/DVD "WHERE THE LIGHT IS: JOHN MAYER LIVE IN LOS ANGELES," RECORDED DEC. 8, 2007, AT THE NOKIA THEATRE.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL	PLAYS TW	±	AUDIENCE MILLIONS	RANK
1	23	1	3 DOORS DOWN IT'S NOT MY TIME	NO. 1 (3 WKS)	11 ² ☆ UNIVERSAL REPUBLIC	3143	-23	14.243	2
2	13	2	COLDBLAY VIVA LA VIDA		11 ☆ CAPITOL	3133	-12	14.146	3
3	18	4	KID ROCK ALL SUMMER LONG		11 TOP DOG/ATLANTIC	3007	+95	16.041	1
4	19	3	NATASHA BEINGFIELD POCKETFUL OF SUNSHINE		11 ² PHONOCENIC/EPIC	2833	-90	12.901	4
5	21	5	LEONA LEWIS BLEEDING LOVE		11 ⁴ ☆ SYCO/J/RMG	2703	+4	12.822	5
6	18	6	GAVIN ROSSDALE LOVE REMAINS THE SAME		☆ INTERSCOPE	2632	+50	11.261	6
7	13	7	DAVID COOK THE TIME OF MY LIFE		☆ 19/RCA/RMG	2501	+47	10.955	7
8	22	8	JASON MRAZ I'M YOURS		☆ ATLANTIC/RRP	2479	+144	10.611	8
9	9	11	DAUGHTRY WHAT ABOUT NOW		☆ RCA/RMG	2010	+128	8.724	13
10	15	10	MAROON 5 FEATURING RIHANNA IF I NEVER SEE YOUR FACE AGAIN		☆ A&M/OCTONE/INTERSCOPE	1969	+40	8.781	11
11	32	9	ONEREPUBLIC STOP AND STARE		11 ² ☆ MOSLEY/INTERSCOPE	1929	-52	9.105	10
12	9	14	O.A.R. SHATTERED (TURN THE CAR AROUND)		☆ EVERFINE/ATLANTIC/RRP	1787	+146	7.221	14
13	33	12	DAUGHTRY FEELS LIKE TONIGHT		11 ² ☆ RCA/RMG	1705	-99	9.328	9
14	42	15	LIFEHOUSE WHATEVER IT TAKES		11 ☆ Geffen/INTERSCOPE	1620	-17	8.764	12
15	28	13	GAVIN DEGRAW IN LOVE WITH A GIRL		11 ☆ J/RMG	1459	-201	6.483	15
16	16	17	SARA BAREILLES BOTTLE IT UP		☆ EPIC	1436	+30	4.551	18
17	10	16	KATY PERRY I KISSED A GIRL		11 CAPITOL	1403	-51	5.796	16
18	10	18	METRO STATION SHAKE IT		11 COLUMBIA	1266	+121	4.541	19
19	14	19	MATT NATHANSON COME ON GET HIGHER		☆ VANGUARD	1210	+68	3.697	20
20	6	20	LIFEHOUSE BROKEN		☆ Geffen/INTERSCOPE	943	+146	3.324	21
21	3	22	COLBIE CAILLAT THE LITTLE THINGS	MOST INCREASED PLAYS	☆ UNIVERSAL REPUBLIC	874	+222	2.534	24
22	13	21	JESSE MCCARTNEY LEAVIN'		11 HOLLYWOOD	792	+67	4.792	17
23	7	23	ADELE CHASING PAVEMENTS		11 XL/COLUMBIA	662	+61	1.314	33
24	4	26	JORDIN SPARKS ONE STEP AT A TIME		11 19/JIVE/ZOMBA	632	+141	3.185	22
25	15	24	SEETHER RISE ABOVE THIS		11 WIND-UP	621	+80	2.454	25
26	12	25	DELTA GOODREM IN THIS LIFE		☆ MERCURY/DECCA	565	+29	1.149	35
27	9	28	TRISTAN PRETTYMAN MADLY		☆ VIRGIN/CAPITOL	486	+18	1.223	34
28	6	29	PUDDLE OF MUDD WE DON'T HAVE TO LOOK BACK NOW		☆ FLAWLESS/GEFFEN/INTERSCOPE	437	+28	1.372	31
29	12	27	RIHANNA TAKE A BOW		11 ² SRP/DEF JAM/DJMG	417	-60	3.078	23
30	5	30	JONAS BROTHERS BURNIN' UP		☆ HOLLYWOOD	408	+25	1.618	28
31	NEW	11	PINK SO WHAT	MOST ADDED	☆ LAFACE/ZOMBA	388	+198	1.880	26
32	4	32	JON MCLAUGHLIN BEATING MY HEART		☆ ISLAND/DJMG	385	+42	0.672	40
33	3	31	CARRIE UNDERWOOD LAST NAME		11 ☆ 19/ARISTA/ARISTA NASHVILLE/RMG	371	-2	1.851	27
34	3	33	STAINED BELIEVE		11 FLIP/ATLANTIC	350	+21	0.410	-
35	2	39	LEONA LEWIS BETTER IN TIME		☆ SYCO/J/RMG	323	+62	1.550	29
36	2	38	ESTELLE FEATURING KANYE WEST AMERICAN BOY		☆ HOME SCHOOL/ATLANTIC	314	+35	1.449	30
37	6	36	LESLEY ROY I'M GONE, I'M GOING		☆ JIVE/ZOMBA	279	-17	0.397	-
38	2	40	JOHN MAYER FREE FALLIN'		☆ COLUMBIA	256	+31	1.328	32
39	19	35	PANIC AT THE DISCO NINE IN THE AFTERNOON		☆ DECAYDANCE/FUELED BY RAMEN/RRP	254	-49	0.871	37
40	14	34	FLYLEAF ALL AROUND ME		11 A&M/OCTONE/INTERSCOPE	247	-79	0.668	-

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
PINK So What (LaFace/Zomba) KCIX, KDMX, KEZR, KLCA, KLZR, KMXX, KMXB, KPLZ, KQKQ, KUDD, KZZO, KZZU, Sirius The Pulse, WCDA, WDDV, WJLK, WMC, WPLJ, WPST, WTMX, WVMX, WXMA	22
COLBIE CAILLAT The Little Things (Universal Republic) KALZ, KAMX, KDMX, KLLC, KSRZ, WINK, WKDD, WMC	8
LIFEHOUSE Broken (Geffen/Interscope) KAMX, KSCF, KYIS, WLNK, WNNF, XM Flight 26	6
GAVIN DEGRAW Cheated On Me (J/RMG) KLZR, KOSO, KPEK, KVLY, WAYV, WTMX	6
DAUGHTRY What About Now (RCA/RMG) KIOI, KUDD, WNNK, WQLH, WZPL	5
O.A.R. Shattered (Turn The Car Around) (Everfine/Atlantic/RRP) KALC, KFBZ, KURB, WJLK, WMYX	5
LINKIN PARK Leave Out All The Rest (Warner Bros.) KRUZ, KSLI, KVLY, Sirius The Pulse, WPST	5
DELTA GOODREM In This Life (Mercury/Decca) WHBC, WPLJ, WRMF, XM Flight 26	4
JON MCLAUGHLIN Beating My Heart (Island/DJMG) KCIX, WCDA, WMEC, WVMN	4
SAFETYSUIT Someone Like You (Universal Motown) KMXX, KMXB, KPEK, WMCX	4

ADDED AT... WXMA
Louisville, KY
OM/PD: George Lindsey
MD: Tommy Lee
John Mayer, Free Fallin', 16
Pink, So What, 0
Simon Collins, Unconditional, 0

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
DAVID ARCHULETA Crush (19/Jive/Zomba) TOTAL STATIONS: 24	223/30	LENKA The Show (Epic) TOTAL STATIONS: 13	128/27
RIHANNA Disturbia (SRP/Def Jam/DJMG) TOTAL STATIONS: 10	201/40	GAVIN DEGRAW Cheated On Me (J/RMG) TOTAL STATIONS: 16	127/109
SECONDHAND SERENA Fall For You (Glassnote/ILG/Atlantic) TOTAL STATIONS: 12	176/34	ERIC HUTCHINSON Rock & Roll (L-L's Break/Warner Bros.) TOTAL STATIONS: 18	118/46
DUFFY Warwick Avenue (Mercury/DJMG) TOTAL STATIONS: 16	171/23	CHARLOTTE SOMETIMES How I Could Just Kill A Man (Geffen/Interscope) TOTAL STATIONS: 15	117/27
SAFETYSUIT Someone Like You (Universal Motown) TOTAL STATIONS: 17	170/41	THE AFTERS Never Going Back To OK (11P/Columbia) TOTAL STATIONS: 16	102/17

MOST INCREASED PLAYS

+222	☆ COLBIE CAILLAT The Little Things (Universal Republic) WRMF +20, WINK +17, KBEY +16, WPLJ +16, KALZ +15, KAMX +15, WXMA +13, KDMX +12, KPLZ +12, KUDD +11
+198	☆ PINK So What (LaFace/Zomba) KMXX +23, WVMX +21, KZZO +14, WBNB +14, KCDU +14, KSTZ +13, KDMX +13, KZZU +12, KLTC +12, WVMN +9
+146	☆ O.A.R. Shattered (Turn The Car Around) (Everfine/Atlantic/RRP) KHMV +16, FBBY +14, KQKQ +11, KLTC +11, WZPL +10, WKRQ +9, KLLC +9, WPTD +8, WHBC +6, KFVY +6
+146	☆ LIFEHOUSE Broken (Geffen/Interscope) KPEK +22, KUDD +20, KAMX +16, KLTC +13, WNNF +13, WRMF +12, FMHX +11, KLZR +11, KYIS +10, KCDA +9
+144	☆ JASON MRAZ I'm Yours (Atlantic/RRP) WVMX +13, WXMA +13, KMXB +16, WAYV +15, KFVY +15, WINK +13, WHYN +13, WJLK +13, KCDA +12, WKRQ +7

FOR WEEK ENDING AUGUST 24, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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► **KREESHA TURNER** LANDS HER FIRST NO. 1 AS "DON'T CALL ME BABY" MOVES TO THE TOP ON CANADA AC. IT IS THE SECOND STRAIGHT WEEK THAT A CANADIAN FEMALE ARTIST HAS PICKED UP HER FIRST CHART-TOPPER AT THE FORMAT AS DIVINE BROWN LED LAST FRAME WITH "LAY IT ALL ON THE LINE" (1-2).

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AC REPORTERS

- | | | | |
|--|---|--|---|
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OM: Kevin Callahan
PD: Ric Mitchell
APD/MD: Chad O'Hara | WXCC/Erie, PA
OM: Adam Reese
PD: Ron Arlen | WMGQ/Middlesex, NJ
PD: Jeff Rafter
APD/MD: Debbie Mazella | WTVR/Richmond, VA*
OM/PD: Bill Cahill
APD: Adam Stubbs
MD: Kat Simons |
| KMGA/Albuquerque, NM*
OM: Eddie Haskell
PD/MD: Justin Riley | WCRZ/Flint, MI*
OM/PD: J. Patrick
APD/MD: George McIntyre | WLDB/Milwaukee, WI*
PD/MD: Stan Atkinson | WSLQ/Roanoke, VA*
PD: Jim Murphy
MD: Dick Daniels |
| WLEV/Allentown, PA*
OM/PD: Shelly Easton
APD/MD: Jerry Padden | WDAR/Florence, SC
PD/MD: Wil Nichols | WLTE/Minneapolis, MN*
PD: John Lassman
APD/MD: Adam Sprenger | WGFB/Rockford, IL
OM: Jim Stone
PD: Timothy Crull
MD: Gail Lewis |
| KYMG/Anchorage, AK
OM: Mark Murphy
PD/MD: Dave Flavin | WAFY/Frederick, MD
PD: Marc Richards | WMXC/Mobile, AL*
OM: Steve Powers
PD: Dan Mason
MD: Mary Booth | KBEE/Salt Lake City, UT*
PD: Rusty Keys |
| WFGP/Atlantic City, NJ*
PD/MD: Gary Guida | KSOF/Fresno, CA*
OM: Paul Wilson
PD: Mike Brady
MD: Kristen Kelley | WOBM/Monmouth, NJ*
PD/MD: Steve Ardolina | KBAY/San Jose, CA*
PD: Dana Jang
MD: Steve Fox |
| KKMJ/Austin, TX*
PD: Cat Thomas
APD: Stephen Michael Kerr
MD: Terri McCormick | KTRR/Ft. Collins, CO
OM/PD: Mark Callaghan | KWAV/Monterey, CA*
PD/MD: Bernie Moody | KSTT/San Luis Obispo, CA
OM/PD: Mark Mitchell |
| WCDV/Baton Rouge, LA*
OM: LeBron "LEJ" Joseph
PD: J-Tweezy
APD: DeMarcus Jones
MD: Elizabeth Eads | WHLG/Ft. Pierce, FL*
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PD/MD: Brian Roberts | KSBL/Santa Barbara, CA
OM/PD: Keith Royer
MD: Peter Bie |
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PD: Don Rivers | WLHT/Grand Rapids, MI*
OM/PD: Jerry Tarrant
MD: Kim Carson | WALK/Nassau, NY*
PD: Patrick Shea | Music Choice
Lite Hits/Satellite
PD: Justin Prager
MD: Tiffany Sinder |
| WMJY/Biloxi, MS*
OM/PD: Walter Brown | WOOD/Grand Rapids, MI*
OM: Doug Montgomery
MD: Kelly Iris | WLTW/New York, NY*
PD: Chris Conley
APD/MD: Morgan Prue | Sirius Starlite/Satellite*
OM/PD: Kid Kelly |
| WMXW/Binghamton, NY
PD: Doug Mosher | WMGV/Greenville, NC*
PD: Colleen Jackson | WFWS/New York, NY*
PD: Brian Thomas
APD/MD: Fabi Pimentel | XM The Blend/Satellite*
OM/PD: Mike Abrams |
| KXLT/Boise, ID*
PD: Brent Carey
APD/MD: Tobin Jeffries | WSPA/Greenville, SC*
OM/PD: Mark Hamlin | WGNY/Newburgh, NY
OM/PD: Robert Maines
MD: Joerg Kiebe | KRWM/Seattle, WA*
PD: Laura Dane |
| WMJX/Boston, MA*
OM/PD: Don Kelley
APD: Candy O'Terry
MD: Mark Laurence | WRCH/Hartford, CT*
PD: Allan Camp
MD: Joe Hann | WHUD/Newburgh, NY*
OM/PD: Steven Petrone
APD/MD: Tom Furci | KVKI/Shreveport, LA*
OM/PD: Gary McCoy |
| WEBE/Bridgeport, CT*
OM/PD: Curt Hansen
MD: Danny Lyons | KSSK/Honolulu, HI*
PD: Jamie Hyatt | WVBN/Norfolk, VA*
OM: John Shomby
PD: Mike Allen | WNSN/South Bend, IN
OM/PD: Jim Roberts
APD/MD: Brad King |
| WEZF/Burlington, VT*
OM/PD: Steve Cormier
MD: Jennifer Foxx | KUMU/Honolulu, HI*
MD: Lee Kirk | WVDE/Norfolk, VA*
PD: Don London
MD: Mark McCarthy | KISC/Spokane, WA*
PD: Robert Harder |
| WVAF/Charleston, WV*
OM/PD: Rick Johnson | WAHR/Huntsville, AL*
OM/PD: Lee Reynolds | WMAF/Springfield, MA*
OM/PD: Rob Anthony
MD: Jim Raino | WMAS/Springfield, MA*
OM/PD: Rob Anthony
MD: Jim Raino |
| WDEF/Chattanooga, TN*
OM/PD: Danny Howard
APD: Patti Sanders
MD: Robin Daniels | WRSR/Huntsville, AL*
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OM/PD: Paul Kelley | KEZK/St. Louis, MO*
PD: Mark Edwards
APD: Bob London |
| WCFS/Chicago, IL*
APD/MD: Joe Epperson | WJJK/Jackson, MS*
PD/MD: John Anthony | WVWA/Springfield, MA*
OM/PD: Paul Kelley | WYYY/Syracuse, NY*
OM: Chris Kampmeier
PD: Kathy Rowe
APD/MD: Marne Mason |
| WLIT/Chicago, IL*
OM/PD: Tony Coles
APD/MD: Eric Richeke | WTFM/Johnson City, TN*
PD/MD: Mark Baker | WVDE/Norfolk, VA*
PD: Don London
MD: Mark McCarthy | WRVW/Toledo, OH*
OM: Bill Michaels
PD: Tom Cook
MD: KC Palmer |
| WRRM/Cincinnati, OH*
PD: TJ Holland
APD: Ted Morro | KCKC/Kansas City, MO*
OM: Mike Kennedy
PD: Ed Walker | WVDE/Norfolk, VA*
PD: Don London
MD: Mark McCarthy | KONA/Tri-Cities, WA
OM/PD: Doug Daniels |
| WDOO/Cleveland, OH*
PD: Dave Popovich
MD: Ted Kowalski | KUDL/Kansas City, MO*
OM/PD: Thom McGinty | WVDE/Norfolk, VA*
PD: Don London
MD: Mark McCarthy | KMZJ/Tucson, AZ*
OM: Darla Thomas
PD: Bobby Rich
APD/MD: Leslie Lois |
| WTCB/Columbia, SC*
OM/PD: Brent Johnson
APD: Jennifer Jensen | WJXB/Knoxville, TN*
PD: Jeff Jarnigan | WVDE/Norfolk, VA*
PD: Don London
MD: Mark McCarthy | KBEZ/Tulsa, OK*
PD: Dave Dallow |
| WGSY/Columbus, GA*
PD: Alan Quin | KQIS/Lafayette, LA*
PD: "Fast Eddie" Nelson
MD: Ed "Big Tuna" Perkins | WVDE/Norfolk, VA*
PD: Don London
MD: Mark McCarthy | KOOI/Tyler, TX
PD/MD: Rick Evans |
| WSNY/Columbus, OH*
PD: Tony Florentino | KTDY/Lafayette, LA*
PD: C.J. Clements
APD: Debbie Ray
MD: Steve Wiley | WVDE/Norfolk, VA*
PD: Don London
MD: Mark McCarthy | WLZW/Utica, NY
PD: Eric Miller
MD: Mark Richards |
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OM: Ed Ocanas
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OM: Brent Alberts | WVDE/Norfolk, VA*
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OM: Thea Mitchem |
| WLQT/Dayton, OH*
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OM/PD: Lyman James
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| KOSI/Denver, CO*
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MD: Mark McCarthy | WMGS/Wilkes Barre, PA*
PD: Stan Phillips
APD: Fran Pantuso
MD: Brian Hughes |
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PD: Don London
MD: Mark McCarthy | WJBR/Wilmington, DE*
OM: Michael Waite
PD: Mike Sommers
MD: Catey Hill |
| WNIC/Detroit, MI*
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PD/MD: Stella Prado | WVDE/Norfolk, VA*
PD: Don London
MD: Mark McCarthy | WSRS/Worcester, MA*
PD/MD: Tom Holt |
| WOOF/Dothan, AL
PD/MD: Leigh Simpson | WMGN/Madison, WI*
PD: Pat O'Neill
APD: Amy Ziebell
MD: Amy Abbott | WVDE/Norfolk, VA*
PD: Don London
MD: Mark McCarthy | WARM/York, PA*
PD: Dave Russell
MD: Melanie Gardner |
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PD/MD: Bill Tole
APD: Sam Cassiano | WZID/Manchester, NH*
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MD: Mark McCarthy | |
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PD: Don London
MD: Mark McCarthy | |
| | WRVR/Memphis, TN*
OM/PD: Jerry Dean
MD: Scott Miller | WVDE/Norfolk, VA*
PD: Don London
MD: Mark McCarthy | |

* Monitored Reporters

CANADA AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	3	13	KREESHA TURNER DON'T CALL ME BABY ▲	EMI	369	+30
2	1	12	DIVINE BROWN LAY IT ON THE LINE ▲	WARNER	354	-8
3	2	25	LEONA LEWIS BLEEDING LOVE	SYCO/J/SONY BMG	350	-2
4	5	24	JOHN MAYER SAY	AWARE/COLUMBIA/SONY BMG	337	+16
5	4	29	SARA BAREILLES LOVE SONG	EPIC/SONY BMG	328	-1
6	6	26	NELLY FURTADO FEATURING KEITH URBAN IN GOD'S HANDS ▲	MOSLEY/BLACKGROUND/INTERSCOPE/UNIVERSAL	285	+5
7	9	22	CELINE DION ALONE	COLUMBIA/SONY BMG	261	-1
8	8	29	BRYAN ADAMS I THOUGHT I'D SEEN EVERYTHING ▲	BADMAN/UNIVERSAL	258	-8
9	10	41	TIMBALAND FEAT. ONEREPUBLIC APOLOGIZE	MOSLEY/BLACKGROUND/INTERSCOPE/UNIVERSAL	238	0
10	11	50	MICHAEL BUBLE LOST ▲	143/REPRISE/WARNER	235	+1
11	7	33	ALICIA KEYS NO ONE	MBK/J/SONY BMG	234	-35
12	12	12	NATASHA BEDINGFIELD POCKETFUL OF SUNSHINE	PHONOGENIC/EPIC/SONY BMG	231	+6
13	13	48	COLBIE CAILLAT BUBBLY	UNIVERSAL REPUBLIC/UNIVERSAL	230	+15
14	14	46	FEIST 1234 ▲	ARTS & CRAFTS	209	+1
15	15	17	JULLY BLACK UNTIL I STAY ▲	UNIVERSAL	197	-10
16	16	28	HEDLEY FOR THE NIGHTS I CAN'T REMEMBER ▲	UNIVERSAL	186	-20
17	18	59	FERGIE BIG GIRLS DON'T CRY	WILL.I.AM/A&M/INTERSCOPE/UNIVERSAL	181	+6
18	17	23	SARAH SLEAN GET HOME ▲	WARNER	181	-15
19	21	11	MAROON 5 WON'T GO HOME WITHOUT YOU	A&M/OCTONE/INTERSCOPE/UNIVERSAL	179	+31
20	23	13	GAROU HEAVEN'S TABLE ▲	SONY BMG	162	+19
21	20	16	DAUGHTRY FEELS LIKE TONIGHT	RCA/SONY BMG	149	0
22	38	2	SARAH MCLACHLAN U WANT ME 2 ▲	NETTWERK	139	+71
23	22	22	DUFFY MERCY	MERCURY/UNIVERSAL	139	-5
24	25	7	KID ROCK ALL SUMMER LONG	TOP DOG/ATLANTIC/WARNER	136	+23
25	24	13	INGRID MICHAELSON THE WAY I AM	CABIN 24	128	+1
26	26	7	DAVID COOK THE TIME OF MY LIFE	19/RCA/SONY BMG	123	+24
27	34	4	LIGHTS DRIVE MY SOUL ▲	LIGHTS MUSIC	98	+26
28	33	3	OLIVIA NEWTON-JOHN AND JANN ARDEN ANGEL IN THE WINGS ▲	EMI	85	+10
29	30	4	CARLY RAE JEPSEN SUNSHINE ON MY SHOULDERS ▲	MAPLEMUSIC	84	-1
30	27	13	BLUE RODEO 3 HOURS AWAY (WHERE I WAS BEFORE) ▲	WEA/WARNER	84	-13

CANADA HOT AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	1	12	KATY PERRY I KISSED A GIRL	CAPITOL/EMI	931	+4
2	2	11	KID ROCK ALL SUMMER LONG	TOP DOG/ATLANTIC/WARNER	813	+30
3	3	10	COLDPLAY VIVA LA VIDA	PARLOPHONE/EMI	776	+34
4	4	14	CHRIS BROWN FOREVER	JIVE/SONY BMG	670	+13
5	6	17	3 DOORS DOWN IT'S NOT MY TIME	UNIVERSAL REPUBLIC/UNIVERSAL	658	+25
6	5	13	KARDINAL OFFISHALL FEATURING AKON DANGEROUS ▲	KONLIVE/GEFFEN/UNIVERSAL	616	-26
7	7	17	METRO STATION SHAKE IT	COLUMBIA/SONY BMG	573	-22
8	8	13	LIGHTS DRIVE MY SOUL ▲	LIGHTS MUSIC	549	+15
9	10	10	JESSE MCCARTNEY LEAVIN'	HOLLYWOOD/UNIVERSAL	532	+17
10	9	9	JORDIN SPARKS ONE STEP AT A TIME	19/JIVE/SONY BMG	512	+11
11	19	8	LADY GAGA FEAT. COLBY O'DONIS JUST DANCE	STREAMLINE/KONLIVE/INTERSCOPE/UNIVERSAL	501	+73
12	18	5	HEDLEY OLD SCHOOL ▲	UNIVERSAL	497	+62
13	13	23	NATASHA BEDINGFIELD POCKETFUL OF SUNSHINE	PHONOGENIC/EPIC/SONY BMG	487	-37
14	13	15	MAROON 5 FEATURING RIHANNA IF I NEVER SEE YOUR FACE AGAIN	A&M/OCTONE/UNIVERSAL	486	-3
15	14	7	THEORY OF A DEADMAN ALL OR NOTHING ▲	604/UNIVERSAL	483	+44
16	16	25	SIMPLE PLAN YOUR LOVE IS A LIE ▲	LAVA/ATLANTIC/WARNER	476	+16
17	12	19	KREESHA TURNER DON'T CALL ME BABY ▲	EMI	449	-50
18	15	23	GAVIN DEGRAW IN LOVE WITH A GIRL	J/SONY BMG	423	-41
19	23	5	RIHANNA DISTURBIA	SRP/DEF JAM/UNIVERSAL	422	+101
20	25	5	THE PUSSYCAT DOLLS WHEN I GROW UP	INTERSCOPE/UNIVERSAL	383	+47
21	23	10	DIVINE BROWN LAY IT ON THE LINE ▲	WARNER	378	+30
22	19	20	RIHANNA TAKE A BOW	SRP/DEF JAM/UNIVERSAL	374	-104
23	21	13	ADICITIV TONITE ▲	URBAN HEAT	353	-8
24	24	8	MADONNA GIVE IT 2 ME	WARNER BROS./WARNER	346	+4
25	26	7	LEONA LEWIS BETTER IN TIME	SYCO/J/SONY BMG	337	+15
26	22	6	STATE OF SHOCK BEST I EVER HAD ▲	CORDOVA BAY	333	+49
27	29	8	ESTELLE FEATURING KANYE WEST AMERICAN BOY	HOME SCHOOL/ATLANTIC/WARNER	332	+19
28	20	15	NEW KIDS ON THE BLOCK SUMMERTIME	INTERSCOPE/UNIVERSAL	332	-61
29	31	12	DAVID COOK THE TIME OF MY LIFE	19/RCA/SONY BMG	301	+16
30	22	21	HEOLEY NEVER TOO LATE ▲	UNIVERSAL	284	-69

▲ indicates CanCon



Creativity, ingenuity and critical thinking drive revenue

The PPM Heralds A New Era In Sales

Carol Archer

CArcher@RadioandRecords.com

Radio stations in New York, Los Angeles, Chicago, San Francisco and four other suburban markets are awash in a torrent of new ratings data, as Arbitron's rollout of its new PPM audience measurement methodology proceeds apace. The eight markets' official PPM currency period kicks off in September. With the loss of smooth jazz outlets in New York and Houston, which converted to the PPM last year, the transition from diaries to electronic detection of listening exposure is a hot topic among the format's programming and sales departments. This week and next, further discussion of the PPM continues with a focus on sales, in which a trio of big guns weigh in: KTWV (the Wave) and KIRTH/Los Angeles general sales manager Pat Amsbry, WJJZ/Philadelphia OM/head of sales Jim Brown and longtime KTWV account executive Jamie Young-Eke.

The relationship between clients and stations will remain fundamentally unchanged—and potentially enhanced—under Arbitron's new methodology, according to Amsbry. "If I measure a couch with a yardstick and you use a metric ruler, the couch is still the same size. PPM may actually bring our relationships closer when we have more granular data and more access to real specifics of the listening audience," he says.

"Absolutely phenomenal cume growth for stations like the Wave proves what we've been saying for a long time: Radio reaches far more people than the diary method gave it credit for."

He understates the case. KTWV's metro 12+ cume registered 942,000 in the spring '08 book; in the station's pre-currency PPM "test" (July–August) cume climbed to 1.7 million—a 75% gain.

Amsbry is convinced that effective sales utilizing PPM data is less about format and more about programming. "We're delivering programming that meets a need in the marketplace. There is a real appetite for the lifestyle brand we represent, however it's measured. PPM will show that our audience is younger and broader than diary methodology reflected."

He notes "thrilling" gains, relative to the diary, in "The Brian McKnight Morning Show With Pat

Prescott." The PPM also validates the strength of the midday show and how powerfully the midday audience drives the station in tandem with a strong afternoon show.

"Our air talent is tremendously consistent; few radio stations can claim big-name personalities of such long standing. The Wave has a unique foothold in the L.A. marketplace in delivering adults 25–54 and mature adults 35–64," he adds.



Amsbry

Quality Ideas = Success

In Philadelphia, Arbitron's first PPM market, Brown advocates selling a combo of PPM ratings in conjunction with psychographics of the audience, because smooth jazz listeners have a

worldview that's "spectacular" and their attitudes span socio-economic lines. "PPM demonstrates that there are huge numbers of people listening. Cume numbers have grown substantially and put us into competition with TV. We must bring that awareness to the advertising community."

Brown adds that WJJZ's billing is pacing ahead of '07. Because WJJZ relaunched on a new frequency, some heavy lifting is required to engrave its new address within the market. "Greater Media owns an AM and four FM properties in Philadelphia. The other three FMs are top-tier radio stations. My

'Cume numbers have grown substantially and put us into competition with TV. We must bring that awareness to the advertising community.'

—Jim Brown

Cume Counts

A total-week 12+ cume comparison of diary results from spring 2008, with July 2008 pre-currency PPM scores for KTWV (the Wave)/Los Angeles, WNUA/Chicago and KKSF/San Francisco. Fall 2006 diary results are compared with July 2008 PPM ratings for WJJZ/Philadelphia.

Calls/diary cume/PPM cume/increase

KTWV/4,701/8,610/
69.9%

WNUA/3,350/6,251/
81.2%

KKSF/1,952/4,004/
68.8%

WJJZ/2,508/4,441/
77.1%

Source: Arbitron

expectation is that WJJZ will join them before the year is out," he says.

Amsbry's optimism is palpable. "Smart broadcasters and successful operators will continue to distinguish themselves as they always have: based on the quality of the audience and how they uniquely fulfill a need versus the competition. More important than the quantitative and qualitative aspects of our audience, it's the quality of sellers' ideas and what kind of programs they bring to help marketers and advertisers be more successful with their campaigns."

The PPM will certainly make the industry more accountable, and in the medium and long term, the methodology may attract even more advertisers. "Advertisers will determine the success of a campaign, as always: by the cash register ringing," Amsbry says. "As we get more information about how the audience responds, if there's a new way to engage listeners that is not only compelling programming but also a successful way to sell a client's product or service, we'll always look at that as long as it's consistent with the brand of the station and client and it adds to the experience."

Learn, Grow, Improve

Young-Eke, a 14-year KTWV account executive and architect of the Wave's Sunday brunches, which contribute \$1 million annually to the bottom line, observes that, historically, buyers don't buy on cume but AQH, adding that agencies are slow to change. "But you have to look at raw numbers—and we're a high-cuming station—plus they have to consider what drove our numbers before. Buyers are creatures of habit, and they'll slowly figure out a way to buy your cume rating. Until that happens and PPM is global and everyone uses it, they'll still focus on dayparts."

Her fundamental strategy—selling the Wave's value in a fragmented marketplace—won't change, although she intends to optimize new data revealed by the PPM. Once the PPM is currency in the market, Young-Eke may shift her focus to hour-to-hour comparisons, for example, as the practice of selling wider dayparts grows increasingly obsolete. She will look for peaks that command higher rates. "If it's one hour, I'll charge more for that hour."

She says, "We have to be savvier by the day and gain new knowledge to remain competitive. I can't do things the same way, whatever it is, I'm forced to change and become better."

R&R

Convention Countdown

R&R Industry Achievement

Awards will be announced at the

beginning of the three

luncheons scheduled

during the R&R

Convention, Sept. 17-19

in Austin.

Sept. 17 (52 awards)

■ National radio awards

■ Stations by market size for all formats

Sept. 18 (44 awards)

■ PDs for all formats

■ MDs for all formats

■ Local air personalities

for all formats

Sept. 19 (35 awards)

■ National music awards

■ Labels for all formats

■ Promotion executives for all formats



R&R SMOOTH JAZZ

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▶ "REHAB," THE FIRST CUT FROM **JEFF LORBER'S** PEAK/CMG DEBUT, "HEARD THAT," DUE SEPT. 30, IS NEW AT NO. 29 AND THRD ON THE MOST INCREASED PLAYS TALLY (UP 28).

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	26	THE SAX PACK Fallin' For You	SHANACHIE	449 -8	5.004	1
2	3	22	BRIAN CULBERTSON Always Remember	GRP/VERVE	375 -7	3.087	6
3	2	29	NORMA V BROWN Pop's Cool Groove	PEAK/CMG	359 -24	3.139	5
4	7	19	EARL KLUGH Driftin'	KOCH	316 +57	3.069	7
5	9	23	JESSE COOK Cafe Mocha	COACH HOUSE/KOCH	283 +33	2.426	9
6	6	15	ERIC DARIUS Goin' All Out	BLUE NOTE/CAPITOL	280 +12	3.324	2
7	8	20	WAYMAN TISDALE Throwin' It Down	RENDEZVOUS	279 +26	2.990	8
8	10	6	DAVE KOZ Life In The Fast Lane	CAPITOL	269 +21	3.300	3
9	4	39	CHUCK LOEB Window Of The Soul	HEADS UP	264 -64	1.911	14
10	11	10	PAUL HARDCASTLE Marimba	TRIPPIN' N' RHYTHM	244 +3	3.285	4
11	5	32	JESSY J Tequila MCDN	PEAK/CMG	241 -37	1.913	13
12	12	29	MARCUS MILLER FEATURING CORINNE BAILEY RAE Free	3 DEUCE'S/CMG	215 -11	2.011	12
13	15	12	MICK HUCKNALL Farther Up The Road	SIMPLYRED.COM/ATCO/RHINO	206 +6	1.895	15
14	14	25	MINDI ABAIR Smile	PEAK/CMG	195 -7	1.556	18
15	13	31	CHRIS STANDRING Love & Paraglyphs	ULTIMATE VIBE	193 -28	1.525	19
16	16	7	TIM BOWMAN Sweet Sun Days	TRIPPIN' N' RHYTHM	182 +12	2.200	10
17	7	7	KENNY G Tango	STARBUCKS/CONCORD/CMG	169 +10	2.036	11
18	19	8	WARREN HILL La Dolce Vita	EVOLUTION/KOCH	165 +22	1.873	16
19	18	11	BONEY JAMES The Way She Walks	CONCORD/CMG	131 -24	1.756	17
20	20	9	AL GREEN FEATURING JOHN LEGEND Stay With Me (By The Sea)	BLUE NOTE/CAPITOL	126 -3	1.432	20
21	7	7	NAJEE Out Of A Dream	HEADS UP	115 +1	0.867	24
22	22	17	JAY SOTO Stay Awhile	NUGROOVE	90 -3	0.909	23
23	23	15	DAVID EENOIT Human Nature	PEAK/CMG	84 -9	1.083	21
24	24	20	BOB BARDWIN Third Wind	NUGROOVE	76 -7	1.018	22
25	26	2	NICK COLIONNE No Limits	ON THE EDGE/KOCH	67 -6	0.566	25
26	25	7	MELODY GARDOT Worriesom Heart	VERVE	64 -12	0.314	-
27	27	16	CANDY JULFER Back To Ju-Ju	HEADS UP	59 0	0.379	29
28	NEW		WAYNE BRADY Ordinary	PEAK/CMG	57 +5	0.405	28
29	NEW		JEFF LORBER Rehab	PEAK/CMG	56 +28	0.349	30
30	NEW		LARRY CARLTON All In Good Time (Rerecorded)	335	50 +2	0.010	-

NEW AND ACTIVE

ARTIST TITLE / LABEL	AUD / GAIN	ARTIST TITLE / LABEL	AUD / GAIN	ARTIST TITLE / LABEL	AUD / GAIN
EU JEE GROOVE Religify (Narda Jazz/Capitol)	48/15	MICHAEL LINGTON You And I (NuGroove)	33/16	CHANTE MOORE It Ain't Supposed To Be This Way (Peak/CMG)	29/0
TOTAL STATIONS: 7		TOTAL STATIONS: 10		TOTAL STATIONS: 3	
STEVE WINWOOD Fly (Columbia)	46/1	PAUL TAYLOR Streamline (Peak/CMG)	31/0	HIL ST. SOUL We Were In Love (Shanachie)	28/13
TOTAL STATIONS: 4		TOTAL STATIONS: 4		TOTAL STATIONS: 2	

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
MICHAEL LINGTON You And I (NuGroove) KBZN, KRVR, WSJW	3
FOURPLAY Fortune Teller (Heads Up) Dial Global Radio Networks, KBZN, Sirius Jazz Cafe	3
NORMAN BROWN Pop's Cool Groove (Peak/CMG) KTWV	1
EARL KLUGH Driftin' (Koch) WLVE	1
ERIC DARIUS Goin' All Out (Blue Note/Capitol) WLVE	1
TIM BOWMAN Sweet Sundays (Trippin' N' Rhythm) WSJW	1
KENNY G Tango (Starbucks/Concord/CMG) WSJW	1
WARREN HILL La Dolce Vita (Evolution/Koch) KRVR	1
WAYNE BRADY Ordinary (Peak/CMG) Sirius Jazz Cafe	1
JEFF LORBER Rehab (Peak/CMG) KRVR	1

ADDED AT ...

WLVE
Miami, FL
OM/PD: Rich McMillan
Earl Klugh, Driftin', 18
Eric Darius, Goin' All Out, 14

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

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-
2	19	19	WAYMAN TISDALE Throwin' It Down	RENDEZVOUS	171 -4
2	1	20	EARL KLUGH Driftin'	KOCH	165 -21
3	8	8	TIM BOWMAN Sweet Sundays	TRIPPIN' N' RHYTHM	142 +2
4	10	10	PAUL HARDCASTLE Marimba	TRIPPIN' N' RHYTHM	140 +1
19	12	12	ERIC DARIUS Goin' All Out	BLUE NOTE/CAPITOL	124 +24
11	9	9	WARREN HILL La Dolce Vita	KOCH	124 +7
7	6	17	BONEY JAMES The Way She Walks	CONCORD/CMG	123 -10
8	7	26	THE SAX PACK Fallin' For You	SHANACHIE	121 -10
9	8	18	BRIAN CULBERTSON Always Remember	GRP/VERVE	120 -10
9	6	6	DAVE KOZ Life In The Fast Lane	CAPITOL	119 +1
11	5	12	GERALD ALBRIGHT Knock On Wood	PEAK/CMG	119 -17
10	9	9	ESPERANZA SPALDING Precious	HEADS UP	118 0
13	12	12	NAJEE Out Of A Dream	HEADS UP	108 -2
14	13	4	KENNY G Tango	STARBUCKS/CONCORD/CMG	108 -2
15	27	9	NICK COLIONNE No Limits	KOCH	106 +17
16	18	8	RICK BRAUN & RICHARD ELLIOT Que Paso	ARTIZEN	105 +3
17	15	10	KEN NAVARRO Daddy-O	POSITIVE	105 -4
18	14	30	NORMAN BROWN Pop's Cool Groove	PEAK/CMG	105 -5
19	16	16	GAIL JHONSON Pearls	NUGROOVE	104 -3
20	22	6	INCOGNITO N.O.T.	HEADS UP	102 +7
21	20	8	AL GREEN FEAT. JOHN LEGEND Stay With Me (By The Sea)	BLUE NOTE/CAPITOL	100 +1
22	17	11	LAWSON ROLLINS FEAT. FLORA PURIM Infinita	INFINITA/BAJA/ISR	98 -4
23	29	2	VIBES ALIVE Light House	SWINGDING	94 +7
24	25	3	PHILLIP BROOKS Rl Sh Hour	MOJOY	94 +2
NEW			MICK HUCKNALL Farther Up The Road	SIMPLYRED.COM/ATCO/RHINO	92 +8
26	23	4	LARRY CARLTON All In Good Time (Rerecorded)	335	92 -2
26	3	3	BLAKE AARON Shine	INNERVISION	90 +1
28	21	7	MICHAEL MANSON Bring It On	NUGROOVE	89 -7
NEW			SHILTS Back On The Hudson	NUGROOVE	86 +11
30	30	4	NATIVE VIBE FEAT. JEFF KASHIWA Now's The Time	THIRD BEAT	86 +1

MOST INCREASED PLAYS

+57	EARL KLUGH Driftin' (Koch) WDSJ +20, WJZZ +17, WLVE +12, KWJZ +9, KYOT +8, WNWV +3, WVMV +3, KKSJ +2, WSJT +2, XWRC +1
+33	JESSE COOK Cafe Mocha (Coach House/Koch) WVMV +11, WJZZ +4, WDSJ +3, XWRC +3, WNWV +2, KIFM +2, WSJT +2, WLVE +2, WSJW +1, KYOT +1
+28	JEFF LORBER Rehab (Peak/CMG) WJZZ +10, XWRC +9, WNWV +5, KSSJ +2, KRVR +1, WSJT +1
+26	WAYMAN TISDALE Throwin' It Down (Rendezvous) WSJW +6, WDSJ +5, KTWV +5, WNWV +5, SJJC +3, WSJT +3, WLOQ +2, KSSJ +2, KIFM +2, KYOT +1
	WARREN HILL La Dolce Vita (Evolution/Koch) WVMV +11, KBZN +7, KIFM +6, WLOQ +6, WNWV +2, WJZZ +1, WSJW +1, KRVR +1, KTWV +1

FOR WEEK ENDING AUGUST 24, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
23 smooth jazz stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Indicator chart comprised of 16 reporters.
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SMOOTH JAZZ REPORTERS

- WJZZ/Atlanta, GA***
OM: Steve Hegwood
PD/MD: Cave Kost
- WEA/Baltimore, MD**
PD: Sindi Mallory
APD/MD: Marcellus Bassman Sheppard
- WVS/Birmingham, AL**
OM/PD: Andy Parrish
- WNLM/Chicago, IL***
OM/PD: Darren Davis
MD: Rick C. Jell
- WNV/Cleveland, OH***
PD/MD: Angie Harca
- WDSJ/Dayton, OH***
OM/PD: Jeff Stevens
- WVMV/Detroit, MI***
OM/PD: Tom Sleeper
MD: Sandy Kovach
- WJZZ/Ft. Myers, FL**
OM: Louis Kaplan
APD/MD: Randi Bachman
- WSBZ/Ft. Walton Beach, FL**
PD: Mark Carter
MD: Mark Edwards
- WSJW/Harrisburg, PA***
PD/MD: Paul Scott
- WQTQ/Hartford, CT**
PD/MD: Stewart Stone
- KPVU/Houston, TX**
PD: Larry Coleman
- KJLU/Jefferson City, MO**
OM: Mike Downey
PD/MD: Dan Turner
APD: LaVaughn Wilson
- KOAS/Las Vegas, NV***
OM/PD: Duncan Peyton
MD: Lynn Briggs
- KUAP/Little Rock, AR**
PD/MD: Michael Nellums
- KSBR/Los Angeles, CA**
OM/PD: Terry Wedel
MD: Vienna Yip
- KTWV/Los Angeles, CA***
PD: Paul Goldstein
APD/MD: Blake Florence
- WGRV/Melbourne, FL**
PD/MD: Randy Bennett
APD: Jan Julian
- WLVE/Miami, FL***
OM/PD: Rich McMillan
- KRVR/Modesto, CA***
OM/MD: Doug Wulff
PD: James Bryan
- WVAS/Montgomery, AL**
OM/PD: Candy Capel
PD: Mel Marshall
MD: Jay Holcay
- WHOV/Norfolk, VA**
PD: Kevin "The Moose" Anderson
- WLOQ/Orlando, FL***
PD: Paul Lavoie
APD: Brian Morgan
MD: Patricia James
- WJZZ/Philadelphia, PA***
PD: Michael Tozzi
MD: Frank Childs
- KYOT/Phoenix, AZ***
PD: Smokey Rivers
- KSSJ/Sacramento, CA***
PD/MD: Lee Hansen
- KBZN/Salt Lake City, UT***
OM/PD: Jan Jessop
- KIFM/San Diego, CA***
PD: Mik Vasquez
APD: J. Weidenheimer
MD: Kel Cole
- KKSF/San Francisco, CA***
PD/MD: Ken Jones
- KJZY/Santa Rosa, CA***
PD: Gordon Zlot
APD/MD: Rob Singleton
- Dial Global Radio Networks/Satellite***
OM/PD: Steve Hubbard
APD/MD: Laurie Cobb
- DMX Jazz Vocal Blend/Satellite**
PD/MD: Rochelle Matthews
- DMX Smooth Jazz/Satellite**
PD/MD: Rochelle Matthews
- Music Choice Smooth Jazz/Satellite**
APD: Will Kinnally
- Sirius Jazz Cafe/Satellite***
OM: Gregg Steele
PD: Shirley Maldonado
- XM Watercolors/Satellite***
PD: Shirilita Colon
MD: Lynette White
- KWJZ/Seattle, WA***
PD: Carol Hantley
MD: Dianna Rose
- KCOZ/Springfield, MO**
OM: Jae Jones
PD/MD: Jarrett Grogan
- WSJT/Tampa, FL***
PD: Ross Block
MD: Kathy Curtis

* Monitored Reporters



Paul Jacobs on radio's sales transition, the alternative dilemma and Web-based coupon promotions

Facing Sales Challenges Head On

Mike Boyle

MBoyle@RadioandRecords.com

no matter how you spin it, radio's revenue story is still bleak. According to figures released Aug. 21 by the RAB, combined local and national spot radio ads dropped 8% in second-quarter 2008 for a 7% decline in the first half of the year. Even factoring in a robust 12% growth in off-air advertising and a healthy 3% climb for network radio, total radio advertising is still down 5% at midyear. ■ A report that CL King & Associates analyst Jim Boyle issued two days earlier forecast July will be radio's 15th consecutive down-revenue month.

As marketers continue to shift ad dollars to the Internet, radio finds itself in the midst of a transitional phase that has its sales forces facing huge challenges. Many seasoned sales pros are struggling to keep up. Account execs are being pushed harder every day to grow revenue—precisely when revenue is declining.

Making matters worse, these execs are often selling entire clusters rather than specializing in a specific station brand.

As a result, Jacobs Media GM Paul Jacobs says operators aren't always making the right decisions to consistently maximize sales efforts. However, he has some suggestions for improvement.

Jacobs, who consults client stations on sales matters, says many sellers simply haven't received the training and experience to do what is expected of them.

"I have visited with some clusters that are really doing some amazing things on the digital side—there are actually the beginnings of some interesting movement," he says. "But generally speaking, we have people that are used to playing golf right-handed and we are now asking them to play left-handed. And that is a hard transition."

Jacobs also says today's sales force is challenged by changes in Arbitron methodologies that trickle their way down to the agency level. One of the biggest hurdles is making the transition from old-school spot selling to today's 360-degree marketing approach, where on-air spots are only one piece in an integrated marketing plan.

Many sellers "are used to dealing with media buyers talking about Arbitron metrics based on cost per points, selling units in :60s or :30s, and creating added value in on-air promotions in a very analog way, such as remotes," he says. "That's a huge leap to where the money is shifting. Nowadays there are decision-makers at the client level and at advertising agencies utilizing completely different metrics, working in 360-degree parameters of digital promotions that could incorporate analog things like remotes but also texting or a variety of other elements."

Jacobs espouses a philosophy where digital components are woven into virtually every station activity and sales pitch and suggests that top-rated stations can attribute much of their success to examining promotion opportunities in a multidimensional way.

For example, a station festival "should not just live on the day of the concert or in a bunch of 60-second promos," he says. "Building out digital applications not only creates other sponsorship opportunities, they also enhance the experience for the listener. The stations that are doing well are the ones that, in every promotion or sales meeting, make digital a part of the DNA of the station."

However, stations looking for a panacea may be disappointed, he adds. "There's no silver bullet. It's not texting, it's not streaming, and it's not coupons or having a MySpace page. It's having all of that and the ability to begin to look at what we have been doing for the past 10, 20 or even 30 years and completely reimagine it through all

'Whatever your 12+ share is today, if it doubles tomorrow, your revenue wouldn't.'

—Paul Jacobs



departments at the radio station. Those are the stations that will be successful."

Selling Alternative

Jacobs says it's historically been more difficult to sell alternative than AC, country, oldies, news or other formats. The format requires a sales manager who understands sales strategy and doesn't rely exclusively on ratings to make a sale.

Jacobs says, "I start off every meeting I do with an alternative sales staff for the first time with the same statement: 'Whatever your 12+ share is today, if it doubles tomorrow, your revenue wouldn't.'" That's because advertisers have misconceptions about the format and its audience. "If you manage the image, you will do well. However, if you tell

people you are the Incubus station with an alternative lifestyle, you are going nowhere."

Jacobs maintains that selling the alternative format requires an understanding of its music and the lifestyle. "What it really requires are salespeople that understand how to champion the audience in a way that mainstream advertisers can understand. Calling the alternative format 'a lifestyle audience,' most advertisers, based on their misplaced assumptions, will say, 'I want a normal

lifestyle, not an alternative lifestyle.' That's a real land mine that people get into."

But before sellers can champion the value of alternative listeners to prospective clients, they first need to "appreciate what the format is," he adds.

Countdown To Austin

If you love poker, you won't want to miss the World Poker Tour Events Texas Hold 'Em Party at this year's R&R Convention Sept. 17-19 in Austin. To sign up for the Texas Hold 'Em Tournament, held at 8 p.m. Sept. 17, visit radioandrecords.com and click on the Conventions tab. Hurry, though, as R&R will accept only the first 200 players and you must be a registered convention attendee to be eligible.

Web Coupon Promotions

In today's tough economic times, there is one revenue-generating tactic the entire Jacobs Media consultancy advocates for all stations regardless of their format: coupon-based promotions, which offer benefits for clients and listeners alike. Providing listeners online access to client discounts from the station's Web site is one way to wrangle more bucks from existing advertisers while attracting new advertisers to radio.

The promotion can be executed several ways, including building an entire discount page on the station's site. "Why do Web sites just have to be about personalities and program schedules?" Jacobs asks. "Why can't they provide valuable services to listeners, especially if they are looking for deals, and who isn't these days?"

Stations can bundle on-air spots with online discount coupons in client packages, he says. Selectivity is key—the client and the coupon should be relevant to the station.

Last year's Jacobs Media Tech Poll demonstrated the demand for coupon-based promotions. Asked how interested they would be in either having stations e-mail them coupons or accessing them from station Web sites, just 9% of respondents said they were not interested in either. "And that was over a year-and-a-half ago before the economy went to hell," Jacobs adds.

R&R

R&R ALTERNATIVE

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► **THE OFFSPRING** VAULTS 19-9 WITH "YOU'RE GONNA GO FAR, KID" (UP 203). IT IS THE SECOND TRACK THIS YEAR TO REACH THE TOP 10 WITH A CLIMB OF 10 OR MORE POSITIONS, FOLLOWING WEEZER'S "PORK AND BEANS" (19-3) IN MAY.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL	PLAYS TW	+/ -	AUDIENCE MILLIONS	RANK
1	1	12	COLDPLAY VIVA LA VIDA	NO. 1 (2 WKS)	13	CAPITOL	1611	-192	8.035	1
2	2	21	FOO FIGHTERS LET IT DIE			ROSWELL/RCA/RMG	1547	-66	7.397	2
3	3	9	STAINED BELIEVE			FLIP/ATLANTIC	1511	+12	5.780	4
4	4	19	WEEZER PORK AND BEANS			DGC/GEFFEN/INTERSCOPE	1334	-92	6.615	3
5	5	22	DISTURBED INSIDE THE FIRE			REPRISE	1296	-59	4.636	6
6	6	17	CAROLINA LIAR I'M NOT OVER			ATLANTIC	1295	+19	4.341	8
7	7	23	SAVING ABEL ADDICTED			SKIDD/CO/VIRGIN/CAPITOL	1081	-74	3.110	16
8	8	23	LUDO LOVE ME DEAD			REDBIRD/ISLAND/IDJMG	1064	-22	3.860	13
9	19	5	THE OFFSPRING YOU'RE GONNA GO FAR, KID			COLUMBIA	942	+203	4.318	9
10	16	7	WEEZER TROUBLEMAKER			DGC/INTERSCOPE	939	+154	4.189	10
11	15	8	APOCALYPTICA FEATURING ADAM GONTIER I DON'T CARE			2D-2D/JIVE/ZOMBA	918	+109	2.782	19
12	11	12	REHAB BARTENDER SONG (AKA SITTIN' AT A BAR)			UNIVERSAL REPUBLIC	892	-95	2.446	21
13	10	25	LINKIN PARK GIVEN UP			WARNER BROS.	875	-135	4.443	7
14	9	16	THE OFFSPRING HAMMERHEAD			COLUMBIA	858	-153	4.119	11
15	17	10	THEORY OF A DEADMAN BAD GIRLFRIEND			604/ROADRUNNER/RRP	827	+47	1.941	25
16	12	27	SEETHER RISE ABOVE THIS			WIND-UP	809	-78	2.985	17
17	14	18	ALKALINE TRIO HELP ME			EPIC	805	-18	2.193	23
18	22	3	M.I.A. PAPER PLANES	AIRPOWER		XL/INTERSCOPE	797	+94	4.805	5
19	18	9	ATREYU SLOW BURN			HOLLYWOOD	776	+24	1.905	27
20	13	16	SHINEDOWN DEVOUR			ATLANTIC	726	-98	2.258	22
21	23	4	LINKIN PARK LEAVE OUT ALL THE REST			WARNER BROS.	716	+84	3.509	15
22	25	5	ONE DAY AS A LION WILD INTERNATIONAL			ANTI-EPI/TAPH	691	+82	2.962	18
23	21	9	BECK GAMMA RAY			DGC/INTERSCOPE	681	-35	1.926	26
24	24	8	SLIPKNOT PSYCHOSOCIAL			ROADRUNNER/RRP	667	+39	1.297	32
25	NEW		METALLICA THE DAY THAT NEVER COMES	MOST INCREASED PLAYS/MOST ADDED		WARNER BROS.	658	+658	3.783	14
26	26	6	HINDER USE ME			UNIVERSAL REPUBLIC	608	+6	1.752	28
27	NEW		RISE AGAINST RE-EDUCATION (THROUGH LABOR)			DGC/INTERSCOPE	592	+592	3.925	12
28	20	14	SCARS ON BROADWAY THEY SAY			VELVET HAMMER/INTERSCOPE	570	-156	1.215	36
29	29	5	BUCKCHERRY TOO DRUNK...			ELEVEN SEVEN/ATLANTIC	546	+52	1.293	33
30	27	20	AVENGED SEVENFOLD AFTERLIFE			HOPELESS/WARNER BROS.	528	-28	1.557	30
31	NEW		OASIS THE SHOCK OF THE LIGHTNING			BIG BROTHER/REPRISE	526	+371	2.566	20
32	30	10	3 DOORS DOWN TRAIN			UNIVERSAL REPUBLIC	498	+45	1.290	34
33	31	9	TRAPT WHO'S GOING HOME WITH YOU TONIGHT?			ELEVEN SEVEN	451	+35	1.256	35
34	NEW		KINGS OF LEON SEX ON FIRE			RCA/RMG	391	+160	0.749	-
35	34	3	THE AIRBORNE TOXIC EVENT SOMETIME AROUND MIDNIGHT			MAJORDOMO/SHOUT! FACTORY	386	+52	1.571	29
36	33	17	COLDPLAY VIOLET HILL			CAPITOL	332	-28	2.006	24
37	NEW		JACK'S MANNEQUIN THE RESOLUTION			SIRE/WARNER BROS.	312	+119	0.710	-
38	36	3	SANTOGOLD L.E.S. ARTISTES			LIZARD KING/DOWNTOWN	290	-9	0.713	-
39	32	18	NINE INCH NAILS DISCIPLINE			THE NULL CORPORATION/RED	290	-107	1.115	37
40	38	8	TANTRIC DOWN AND OUT			SILENT MAJORITY/ILG	275	+19	0.435	-

MOST ADDED

- METALLICA** 35
The Day That Never Comes (Warner Bros.)
KBZT, KCXX, KFMA, KFTE, KITS, KJEE, KMYZ, KNXX, KPNT, KQRA, KQXR, KRAB, KROQ, KROX, KRZQ, KTBZ, KXTE, WARQ, WBCN, WBTZ, WCY, WEND, WFXH, WJBX, WJRR, WKQX, WKRK, WMFS, WNFZ, WROX, WRXL, WRZ, WWDC, WXEG, XETRA
- RISE AGAINST** 25
Re-Education (Through Labor) (DGC/Interscope)
CINX, KFMA, KITS, KJEE, KNDD, KNXX, KPNT, KRAB, KRZ, KROQ, KROX, KTCL, KWOD, KXRK, KXTE, WARQ, WHTG, WKQX, WLUM, WROX, WRWK, WSUN, WXEG, XETRA, XM Ethel
- OASIS** 14
The Shock Of The Lightning (Big Brother/Reprise)
KBZT, KCNL, KEDJ, KJEE, KNXX, KTBZ, KYSR, WCY, WYLL, WGRD, WROX, WRWK, WSWD, WWDC
- THE OFFSPRING** 8
You're Gonna Go Far, Kid (Columbia)
KFTE, KHBZ, KNDD, Sirius Alt Nation, WBCN, WYLL, WJRR, WPBZ
- ANBERLIN** 7
Feel Good Drag (Universal Republic)
KQRA, KWOD, Sirius Alt Nation, WARQ, WLUM, WROX, XM Ethel
- WEEZER** 5
Troublemaker (DGC/Interscope)
KQXR, KXRK, WJBX, WSUN, WWDC
- KINGS OF LEON** 5
Sex On Fire (RCA/RMG)
KCNL, KTBZ, KUDD, KWOD, WCY
- FLOBOTS** 4
Rise (Universal Republic)
KHBZ, KXRK, WBCN, WFXH
- PUDDLE OF MUDD** 4
Livin' On Borrowed Time (Flawless/Geffen/Interscope)
KHBZ, WHRL, WJRR, WNFZ
- ONE DAY AS A LION** 3
Wild International (Anti-/Epic)
KRAB, WPBZ, WROX

ADDED AT... WCY
Portland, ME
PO: Herb Ivy
MD: Brian James
Metallica, The Day That Never Comes, 21
Oasis, The Shock Of The Lightning, 10
M.I.A., Paper Planes, 9
Kings Of Leon, Sex On Fire, 8
The Raconteurs, Many Shades Of Black, 1

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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
FLOBOTS Rise (Universal Republic) TOTAL STATIONS: 27	266/51	SHINY TOY GUNS Ricochet (Universal Motown) TOTAL STATIONS: 34	218/175
PLAIN WHITE T'S Natural Disaster (Hollywood) TOTAL STATIONS: 32	266/33	PUDDLE OF MUDD Livin' On Borrowed Time (Flawless/Geffen/Interscope) TOTAL STATIONS: 20	212/67
COLD WAR KIDS Something Is Not Right With Me (Downtown) TOTAL STATIONS: 32	261/48	LOW VS DIAMOND Heart Attack (Epic) TOTAL STATIONS: 13	209/2
FIVE FINGER DEATH PUNCH Never Enough (Firm) TOTAL STATIONS: 20	230/5	MGMT Electric Feel (Columbia) TOTAL STATIONS: 21	202/7
DEATH CAB FOR CUTIE Cath... (Atlantic) TOTAL STATIONS: 22	219/49	VAMPIRE WEEKEND Oxford Comma (XL/Beggars Group) TOTAL STATIONS: 10	152/7

MOST INCREASED PLAYS

- +658 METALLICA**
The Day That Never Comes (Warner Bros.)
WFXH +44, KXTE +36, KRAB +27, KROQ +25, WXNR +26, KITS +24, KQRA +24, XTRA +24, WRXL +23, KTBZ +22
- +592 RISE AGAINST**
Re-Education (Through Labor) (DGC/Interscope)
KXTE +42, KFMA +39, KNDD +36, XTRA +35, KROQ +34, WSUN +33, KTCL +30, WKQX +30, KWOD +27, KEDJ +26
- +371 OASIS**
The Shock Of The Lightning (Big Brother/Reprise)
KYSR +23, KNXX +21, CINX +20, KCNL +20, KXRK +18, KTBZ +18, WARQ +15, WBRU +15, KWOD +14, WKQX +14
- +203 THE OFFSPRING**
You're Gonna Go Far, Kid (Columbia)
WBTZ +19, WPBZ +17, XETH +14, KHBZ +14, KMYZ +12, WJRR +12, WXNR +12, KQRA +10, WARQ +10, WRWK +8
- +175 SHINY TOY GUNS**
Ricochet (Universal Motown)
WROX +31, KXRK +23, XTRA +19, KRAB +18, KNDD +18, SIAN +13, XETH +7, WFNX +7, WLUM +7, KROQ +6

FOR WEEK ENDING AUGUST 24, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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► **TRAPT** BLASTS 25-19 WITH "WHO'S GOING HOME WITH YOU TONIGHT?" THE TRACK, THE FIRST FROM THE GROUP'S RECENTLY RELEASED "ONLY THROUGH THE PAIN..." IS ITS SIXTH TOP 20 AT THE FORMAT.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS (IMPRINT / PROMOTION LABEL)	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	17	SHINEDOWN DEVOUR	NO. 1 (3 WKS) ATLANTIC	1546 -165	4.597 3
2	3	14	THEORY OF A DEADMAN BAD GIRL FRIEND	604/ROADRUNNER/RIP	1498 +51	4.577 4
3	2	22	DISTURBED INSIDE THE FIRE	REPRISE	1437 -116	5.207 1
4	4	7	HINDER USE ME	UNIVERSAL REPUBLIC	1330 +108	4.175 5
5	5	9	STAINED BELIEVE	FLIP/ATLANTIC	1217 +44	3.266 7
6	7	27	TANTRIC DOWN AND OUT	SILENT MAJORITY/ILG	1143 +1	3.119 8
7	8	19	FIVE FINGER DEATH PUNCH NEVER ENOUGH	FIRM	1107 -16	2.681 11
8	NEW		METALLICA THE DAY THAT NEVER COMES	AIRPOWER/MOST INCREASED PLAYS/MOST ADDED WARNER BROS.	1083 +1083	4.993 2
9	10	9	SLIPKNOT PSYCHOSOCIAL	ROADRUNNER/RIP	1063 +40	2.503 13
10	6	30	SAVING ABEL ADDICTED	SKIDDCO/VIRGIN/CAPITOL	1047 -119	3.654 6
11	12	9	APOCALYPTICA FEATURING ADAM GONTIER I DON'T CARE	20-20/JIVE/ZOMBA	1024 +114	2.527 12
12	11	14	3 DOORS DOWN TRAIN	UNIVERSAL REPUBLIC	969 +54	2.987 9
13	13	6	BUCKCHERRY TOO DRUNK...	ELEVEN SEVEN/ATLANTIC	937 +46	2.390 14
14	9	18	FOO FIGHTERS LET IT DIE	HOSWELL/HCA/RMG	935 -165	2.872 10
15	14	10	ATREYU SLOW BURN	HOLLYWOOD	705 -79	1.300 21
16	18	20	REV THEORY HELL YEAH	VAN HOWES/MALOOFF/INTERSCOPE	625 +33	1.565 17
17	16	26	LINKIN PARK GIVEN UP	WARNER BROS.	612 -43	1.944 15
18	15	27	SEETHER RISE ABOVE THIS	WIND-UP	609 -129	1.851 16
19	25	11	TRAPT WHO'S GOING HOME WITH YOU TONIGHT?	ELEVEN SEVEN	558 +63	0.941 25
20	17	25	AVENGED SEVENFOLD AFTERLIFE	HOPELESS/WARNER BROS.	553 -71	1.432 18
21	24	8	BLACK STONE CHERRY BLIND MAN	ROADRUNNER/RIP	539 +59	1.091 22
22	22	12	REHAB BARTENDER SONG (AKA SITTIN' AT A BAR)	UNIVERSAL REPUBLIC	478 -34	1.050 23
23	21	14	SCARS ON BROADWAY THEY SAY	VELVET HAMMER/INTERSCOPE	470 -24	0.857 27
24	23	16	POP EVIL HERO	PAZZO/JARD STAR	461 -25	0.777 30
25	19	19	MOTLEY CRUE SAINTS OF LOS ANGELES	MOTLEY	435 -108	1.313 20
26	30	5	12 STONES ADRENALINE	WIND-UP	419 +59	0.843 29
27	35	2	PUDDLE OF MUDD LIVIN' ON BORROWED TIME	FLAWLESS/GEFFEN/INTERSCOPE	410 +189	1.036 24
28	28	6	BULLET FOR MY VALENTINE HEARTS BURST INTO FIRE	20-20/JIVE/ZOMBA	396 +17	0.605 33
29	32	3	THE OFFSPRING YOU'RE GONNA GO FAR, KID	COLUMBIA	346 +94	0.905 26
30	27	11	JET BLACK STARE READY TO ROLL	ISLAND/IDJMG	345 -23	0.660 32
31	20	15	CANDLEBOX STAND	SILENT MAJORITY/ILG	341 -188	0.850 28
32	26	16	THE OFFSPRING HAMMERHEAD	COLUMBIA	328 -62	1.419 19
33	29	18	WEEZER PORK AND BEANS	DGC/GEFFEN/INTERSCOPE	271 -93	0.599 34
34	NEW		SEETHER BREAKDOWN	WIND-UP	236 +94	0.752 31
35	37	3	SEVENDUST FEATURING CHRIS DAUGHTRY THE PAST	7BROS/ASYLUM/ILG	233 +26	0.250 -
36	34	8	EGYPT CENTRAL TAKING YOU DOWN	FAT LADY/ILG	230 +4	0.275 -
37	33	9	MIDNIGHT TO TWELVE SLAM	JKH ENT	229 -9	0.335 -
38	38	4	ROYAL BLISS SAVE ME	MEROVINGIAN/CAROLINE/CONTRABAND	218 +20	0.370 -
39	NEW		DISTURBED INDESTRUCTIBLE	REPRISE	205 +122	0.370 -
40	36	11	EARSHOT MISSUNDERSTOOD	IN DE GOOD	197 -22	0.264 -

MOST ADDED

ARTIST TITLE / LABEL NEW STATIONS
METALLICA 52
 The Day That Never Comes (Warner Bros.)
 KBPI, KDJE, KFRQ, KHTQ, KILQ, KIOZ, KISS, KISW, KLAQ, KNEN, KOAY, KOMP, KQRC, KRXQ, KRZR, KTEG, KUPD, KXFX, KZQZ, Sirius Octane, WAAF, WBUZ, WBYP, WCCO, WCHZ, WCPN, WEDG, WHDR, WIL, WIYY, WJJO, WKLQ, WKQZ, WLZX, WMMR, WQXA, WRAT, WRIF, WRUF, WRXW, WRZK, WTFX, WTKX, WTPD, WYBN, WWWX, WXQR, WXTB, WYBB, WYSI, WZLX, XM Squizz

SAVING ABEL 7
 18 Days (Skiddco/Virgin/Capitol)
 KFRQ, KHTQ, KZQZ, WJJO, WRUF, WWWX, WXQR

SEETHER 6
 Breakdown (Wind-up)
 KOMP, KUPD, KXFX, WCPN, WQXA, WRUF

DISTURBED 6
 Indestructible (Reprise)
 KOMP, KRXQ, KUPD, WBUZ, WBYP, WIL

PUDDLE OF MUDD 5
 Livin' On Borrowed Time (Flawless/Geffen/Interscope)
 KRZR, WIYY, WJJO, WWIZ, WWWX

THE OFFSPRING 4
 You're Gonna Go Far, Kid (Columbia)
 KHTQ, WYBN, WXQR, WZOR

IN THIS MOMENT 4
 Forever (Century Media)
 KTEG, WIL, WJJO, WKLQ

APOCALYPTICA FEAT. ADAM GONTIER 3
 I Don't Care (20-20/Jive/Zomba)
 KTEG, WRAT, WTFX

12 STONES 3
 Adrenaline (Wind-up)
 KILQ, KLAQ, WIYY

DROWNING POOL 3
 37 Stitches (Eleven Seven)
 KRZR, WIL, WRTT

ADDED AT... WBUZ
 Nashville, TN
 PD/MD: Troy Hanson
 APD: Zigz
 Metallica, The Day That Never Comes, 20
 Linkin Park, Leave Out All The Rest, 2
 Disturbed, Indestructible, 0
 Jet Black Stare, Ready To Roll, 0

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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
SAVING ABEL 18 Days (Skiddco/Virgin/Capitol) TOTAL STATIONS:	195/141 35	DROWNING POOL 27 Stitches (Eleven Seven) TOTAL STATIONS:	139/55 13
RA Broken Hearted Scul (Salaja) TOTAL STATIONS:	191/11 32	ANOTHER BLACK DAY Another Black Day (Bieler Bros.) TOTAL STATIONS:	137/52 15
ONE DAY AS A LION Wild International (Anti-/Epitaph) TOTAL STATIONS:	184/20 36	TOADIES No Deliverance (Kirtland) TOTAL STATIONS:	125/30 21
LINKIN PARK Leave Out All The Rest (Warner Bros.) TOTAL STATIONS:	176/3 15	HOLLYWOOD UNDEAD Undead (A&M/Octone/Interscope) TOTAL STATIONS:	101/23 17
TAPROOT Wherever I Stand (Velvet Hammer/RED) TOTAL STATIONS:	153/57 31	ASHES DIVIDE The Prey (Island/IDJMG) TOTAL STATIONS:	88/8 8

MOST INCREASED PLAYS

+1083	METALLICA The Day That Never Comes (Warner Bros.) WIL +40, WZOR +35, KOMP +34, KISW +31, WZOR +31, KTEG +30, WIYY +29, KDOT +28, WJJO +27, WAAF +25
+189	PUDDLE OF MUDD Livin' On Borrowed Time (Flawless/Geffen/Interscope) KXXR +16, WZOR +13, KRZR +12, WCPN +11, WKLQ +10, KUPD +10, WFXW +10, WKQZ +9, WQXA +9, KQRC +8
+141	SAVING ABEL 18 Days (Skiddco/Virgin/Capitol) WRZK +18, WCPN +12, WKQZ +11, XSQU +9, WKLQ +9, WQXA +8, WWWX +8, KOAY +7, KQRC +7, WIL +6
+122	DISTURBED Indestructible (Reprise) KOAY +26, WKLQ +20, WZOR +14, WQXA +14, KILQ +9, WCPN +5, WRAT +4, SIOC +3, WBSX +3, KXXR +3
+114	APOCALYPTICA FEAT. ADAM GONTIER I Don't Care (20-20/Jive/Zomba) WEDG +18, WWIZ +13, KHTQ +12, KRXQ +11, WJJO +11, KILQ +10, KRZR +8, WBSX +8, WBUZ +8, WQXA +8

FOR WEEK ENDING AUGUST 24, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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What I Know About Your Listeners That You Don't Know

Motley Crue's Nikki Sixx will rock the Summit & share what he's learned about music fans, the radio industry, and keeping a brand vital.



September 18, 1:30-5:30 pm
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 RSVP: Lisa@jacobsmedia.com



► **BUCKCHERRY** SCORES ITS FOURTH ROCK TOP 10 AS "TOO DRUNK . . ." DRIVES 12-10 (UP 40). AT SIX WEEKS, IT IS THE QUINTET'S FASTEST CLIMB TO THE TOP 10, BESTING THE SEVEN WEEKS BY 1999'S "LIT UP" AND 2006'S "CRAZY BITCH."

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	2	22	DISTURBED INSIDE THE MIRE	NO. 1 (3 WKS) REPRISE	409 -4	1.266 2
2	1	25	SAVING ABEL ADDICTED	SKIDDCO/VIRGIN/CAPITOL	387 -39	1.050 3
3	3	16	SHINEDOWN DEVOUR	ATLANTIC	329 -39	0.853 7
4	NEW		METALLICA THE DAY THAT NEVER COMES	AIRPOWER/MOST INCREASED PLAYS/MOST ADDED WARNER BROS.	317 +317	1.319 1
5	5	9	STAINED BELIEVE	FLIP/ATLANTIC	311 -4	0.856 6
6	8	7	HINDER USE ME	UNIVERSAL REPUBLIC	310 +24	0.794 8
7	6	13	THEORY OF A DEADMAN BAD GIRL FRIEND	604/ROADRUNNER/RRP	310 +6	0.708 9
8	4	27	SEETHER RISE ABOVE THIS	WIND-UP	303 -57	0.865 5
9	7	18	FOO FIGHTERS LET IT DIE	ROSWELL/RCA/RMG	293 -8	0.970 4
10	12	6	BUCKCHERRY TOO DRUNK...	ELEVEN SEVEN/ATLANTIC	257 +40	0.657 12
11	9	19	MOTLEY CRUE SAINTS OF LOS ANGELES	MOTLEY	250 -36	0.589 13
12	10	27	3 DOORS DOWN IT'S NOT MY TIME	UNIVERSAL REPUBLIC	233 -18	0.666 11
13	11	44	PUDDLE OF MUDD PSYCHO	FLAWLESS/GEFFEN/INTERSCOPE	205 -38	0.678 10
14	13	23	KID ROCK ALL SUMMER LONG	TOP DOG/ATLANTIC	196 -11	0.436 15
15	14	15	CANDLEBOX STAND	SILENT MAJORITY/ILG	189 -7	0.477 14
16	15	13	3 DOORS DOWN TRAIN	UNIVERSAL REPUBLIC	168 -10	0.320 17
17	16	8	SLIPKNOT PSYCHOSOCIAL	ROADRUNNER/RRP	132 -12	0.323 16
18	21	3	PUDDLE OF MUDD LIVIN' ON BORROWED TIME	AIRPOWER FLAWLESS/GEFFEN/INTERSCOPE	98 +31	0.170 20
19	20	4	APOCALYPTICA FEAT. ADAM GONTIER I DON'T CARE	AIRPOWER 20-20/JIVE/ZOMBA	95 +27	0.238 19
20	18	17	TANTRIC DOWN AND OUT	SILENT MAJORITY/ILG	80 -3	0.083 -
21	19	6	ROYAL BLISS SAVE ME	MEROVINGIAN/CAROLINE/CONTRABAND	77 -2	0.246 18
22	17	15	AIRBOURNE RUNNIN' WILD	ROADRUNNER/RRP	74 -16	0.108 28
23	24	8	BLACK STONE CHERRY BLIND MAN	ROADRUNNER/RRP	60 +6	0.074 -
24	26	7	FIVE FINGER DEATH PUNCH NEVER ENOUGH	FORM	57 +9	0.091 -
25	23	5	JESSE JAMES DUPREE & DIXIE INC. REV IT UP AT D.C. GO	MIGHTY LCUD	56 -3	0.074 -
26	28	19	REV THEORY HELL YEAH	VAN HOWES/MALOOFF/INTERSCOPE	50 +4	0.066 -
27	27	8	REHAB BARTENDERSONG (AKA SITTIN' AT A BAR)	UNIVERSAL REPUBLIC	49 +2	0.094 30
28	22	16	THE OFFSPRING HAMMERHEAD	COLUMBIA	49 -15	0.111 27
29	RE-ENTRY		AVENGED SEVENFOLD AFTERLIFE	HOPELESS/WARNER BROS.	43 +3	0.052 -
30	RE-ENTRY		FOREIGNER TOO LATE	ATLANTIC/RH NO	41 +1	0.145 22

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW LW	THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIELSEN BDS CERTIFICATIONS	PLAYS TW LW
1	SIXX: A.M. LIFE IS BEAUTIFUL (ELEVEN SEVEN)		188 236	6	AC/DC BACK IN BLACK (LEGACY/EPIC)		98 91
2	SEETHER FAKE IT (WIND-JP)		167 179	7	LINKIN PARK WHAT I'VE DONE (WARNER BROS.)		96 100
3	THEORY OF A DEADMAN SO HAPPY (604/ROADRUNNER/RRP)		131 146	8	10 YEARS BEAUTIFUL (UNIVERSAL REPUBLIC)		94 97
4	GUNS N' ROSES SWEET CHILD O' MINE (Geffen/Interscope)		107 101	9	AEROSMITH SWEET EMOTION (COLUMBIA)		93 101
5	FINGER ELEVEN PARALYZER (WIND-UP)		106 109	10	OZZY OSBOURNE I DON'T WANNA STOP (EPIC)		93 101

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
METALLICA The Day That Never Comes (Warner Bros.) KAZR, KBER, KMOD, KUFO, KZRR, WAQX, WDHA, WGIR, WHJY, WJXQ, WMMS, WNOR, WRQK, WVRK, WXMM	15
HINDER Use Me (Universal Republic) KUFO	1
FOO FIGHTERS Let It Die (Roswell/RCA/RMG) WXFX	1
BUCKCHERRY Too Drunk... (Eleven Seven/Atlantic) WRQK	1
PUDDLE OF MUDD Livin' On Borrowed Time (Flawless/Geffen/Interscope) KIOC	1
APOCALYPTICA FEAT. ADAM GONTIER I Don't Care (20-20/Jive/Zomba) WAQX	1
TRAPT Who's Going Home With You Tonight? (Eleven Seven) KAZR	1
SAVING ABEL 18 Days (Skiddco/Virgin/Capitol) WNOR	1

ADDED AT... WNOR

Norfolk, VA
PD: Harvey Kojan
APD/MD: Sonja Morrell
Metallica, The Day That Never Comes, 23
Saving Abel, 18 Days, 15

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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
SEVENDUST FEATURING CHRIS DAUGHTRY The Past (7Bros/Asylum/LG) TOTAL STATIONS: 8	38/20	SAVING ABEL 18 Days (Skiddco/Virgin/Capitol) TOTAL STATIONS: 9	34/33
TRAPT Who's Going Home With You Tonight? (Eleven Seven) TOTAL STATIONS: 6	37/11	THE BLACK CROWES Oh Josephine (Silver Arrow) TOTAL STATIONS: 3	26/0
GARY HOEY Only Human (Wazoo) TOTAL STATIONS: 2	35/2	WEEZER Pork And Beans (DGC/Geffen/Interscope) TOTAL STATIONS: 6	25/3

MOST INCREASED PLAYS

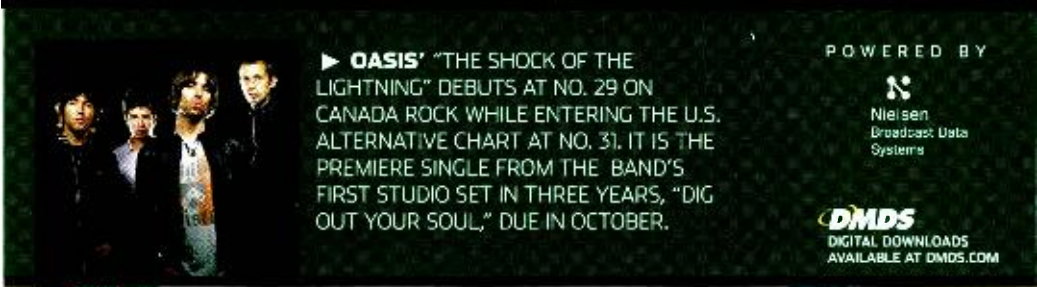
+317	METALLICA The Day That Never Comes (Warner Bros.) KJFO +35, WHJY +25, KBER +24, WXMM +24, WNOR +23, KZRR +21, WKLC +21, KMOD +6, WMMS +18, WJXQ +17
+40	BUCKCHERRY Too Drunk... (Eleven Seven/Atlantic) KMOD +19, WRQK +7, KBER +6, WDHA +5, WXFX +5, WXMM +3, KAZR +2, KIOC +2, KTUX +2, KSHE +1
+33	SAVING ABEL 18 Days (Skiddco/Virgin/Capitol) WNOR +5, KBER +10, WXFX +2, KAZR +1, KTUX +1, WDHA +1, WHJY +1, WJXQ +1, WKLC +1
+31	PUDDLE OF MUDD Livin' On Borrowed Time (Flawless/Geffen/Interscope) KIOC +6, WRQK +6, KTUX +5, WGIR +5, WDHA +3, KMOD +2, WXFX +2, WVRK +1, KAZR +1, WJXQ +1
+27	APOCALYPTICA FEAT. ADAM GONTIER I Don't Care (20-20/Jive/Zomba) WVBN +10, WJXQ +7, KMOD +6, WKLC +2, KIOC +1, KAZR +1, KTUX +1, WHJY +1

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

ROCK REPORTERS

- | | | | | | | |
|--|---|---|--|--|--|---|
| WCNE/Akron, OH*
OM: Chuck Collins
PD: T.K. O'Grady
APD/MD: Tim Daugherty | KIOC/Beaumont, TX*
OM/PD: Trey Poston | WEBN/Cincinnati, OH*
OM/PD: Scott Reinhart
MD: Dave Fritz | WQCM/Hagerstown, MD
OM: Rick Alexander
PD/MD: Mike Holder | WNOR/Norfolk, VA*
PD: Harvey Kojan
APD/MD: Sonja Morrell | WXRK/Rockford, IL
PD: Jim Stone
MD: Jon Schulz | WAQX/Syracuse, NY*
OM: Tom Mitchell
PD: Alexis
APD/MD: Don Kelley |
| KZRR/Albuquerque, NM*
OM: Bill May
PD: Phil Mahoney
MC: Rob Brothers | WPTQ/Bowling Green, KY
OM/PD: Alex "Axe" Parocai
APD/MD: Monty Foster | WMMS/Cleveland, OH*
PD: Zo Matthews | WRVC/Huntington, WV
PD: Feeves Kirtner | WXMM/Norfolk, VA*
OM/PD: John Shomby | KBER/Salt Lake City, UT*
PD: Kelly Hammer
APD/MD: Darby Wilcox | KMOD/Tulsa, OK*
OM/PD: Don Cristi |
| WZZO/Allentown, PA*
PD: Tori Thomas
MC: Keith Moyer | WRQK/Canton, OH*
PD: Greg Ausham | WVRK/Columbus, GA*
OM: Brian Waters
PD: Chris Chaos | WJXQ/Lansing, MI*
PD: Sheri Vegas | KCLB/Palm Springs, CA
OM/PD: Jen Shevlin
MD: Jenn Brewski | KZOZ/San Luis Obispo, CA
OM: Pepper Daniels
PD/MD: Dusty Rhoads | WMZK/Wausau, WI
MD: Steve Resnick |
| KWHL/Anchorage, AK
PD: Brad Stennett
MC: Matthew Collins | WPXC/Cape Cod, MA
PD/MD: Suzanne Tonaire | KAZR/Des Moines, IA*
OM: Scott Allen
PD: Ryan Patrick
MD: Andy Hall | WGIR/Manchester, NH*
PD: Chris "Doc" Garrett | KUFO/Portland, OR*
OM/PD: Chris Patyk | KTUX/Shreveport, LA*
OM: Gary McCoy
PD/MD: Randy Hill | KBZS/Wichita Falls, TX
PD: Liz Ryan |
| WTOS/Augusta, ME
OM/PD: Jack O'Brien
APD: Mark Smith | WKLC/Charleston, WV*
OM/PD: Jay Nunley
APD: Brian Thompson
MD: Dawn Cox | KHQQ/Duluth, MN
OM/PD: Jack Lawson | WXFX/Montgomery, AL*
PD: Rick Hendrick | WHJY/Providence, RI*
PD: Scott Laudani | KSHE/St. Louis, MO*
OM: Rick Balis
APD: Katy Kruze
MD: Guy Favazza | |

* Monitored Reporters



ALTERNATIVE & ACTIVE REPORTERS

ALTERNATIVE

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

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

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

KRAB/Bakersfield, CA*
OM: Kenn McCloud
PD/MD: Danny Spanks
APD: Jared Mann

KNXN/Baton Rouge, LA*
OM/PD: Dave Dunaway
APD: Phillip Kish
MD: Darren Gauthier

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

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

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

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

WZJO/Charleston, WV*
OM: Jeff Whitehead

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

WKQX/Chicago, IL*
PD: Marc Young

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

WKRK/Cleveland, OH*
PD: Dominic Nardella

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

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

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

WXEG/Dayton, OH*
OM: Tony Tilford
PD: Steve Kramer
MD: Matt Jericho

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

CIMX/Detroit, MI*
PD: Vince Cannova
MD: Jay Hudson

KXNA/Fayetteville, AR
PD: Dave Jackson

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

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

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

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

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

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

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

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

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

KFTE/Lafayette, LA*
PD: Scott Perrin
MD: Jude Vice

KXTE/Las Vegas, NV*
PD: Chris Ripley
MD: Horrie Pooser

KROQ/Los Angeles, CA*
PD: Kevin Weatherly
APD: Gene Sandblom
MD: Lisa Worden

KYSR/Los Angeles, CA*
PD: Michael Martin
APD/MD: Julie Pilat

WMFS/Memphis, TN*
PD: Rob Cressman
MD: Sydney Nabors

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

WHTG/Monmouth, NJ*
PD: Terrie Carr
MD: Matt Murray

WKZQ/Myrtle Beach, SC
OM/PD: Mark McKinney
MD: Mase Brazelle

WROX/Norfolk, VA*
OM/PD: Jay Michaels
MD: Tamo Sein

KHBZ/Oklahoma City, OK*
OM: Tom Travis
PD: Jeff Blackburn

WJRR/Orlando, FL*
PD: Rick Everett

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

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

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

KNRK/Portland, OR*
PD: Mark Hamilton

WBRU/Providence, RI*
OM: Mark Stachowski
PD: Chris Novello
APD: Tom Chiden
MD: Nick Castillo

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

WDYL/Richmond, VA*
PD: Mojo

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

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

WZNE/Rochester, NY*
OM: Mike Ninie
PD: Terese Taylor

KWOD/Sacramento, CA*
OM/PD: Curtiss Johnson
MD: Andy Hawk

KXRK/Salt Lake City, UT*
OM: Alan Hague
PD: Todd Noker
APD: Corey O'Brien
MD: Artie Fufkin

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

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

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

KCNL/San Jose, CA*
PD: Jeanene Calhoun

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

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

Sirius Alt Nation/Satellite*
OM: Gregg Steele
APD: Khaled Elsebai

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

WFXX/Savannah, GA*
OM: Jon Robbins
PD: Boomer
APD/MD: Leslie Scott

KNDD/Seattle, WA*
PD: Mike Kaplan
APD/MD: Andrew Harms

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

KPNT/St. Louis, MO*
PD: Tommy Mattern
APD: Kyle Guderian
MD: Scott Rizzuto

WKRL/Syracuse, NY*
MD: Ty

WSUN/Tampa, FL*
PD: Shark

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

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

KMYZ/Tulsa, OK*
PD: Kenny Wall

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

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

WSFM/Wilmington, NC
PD/MD: Mike Kennedy

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

ACTIVE

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

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

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

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

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

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

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

WCPR/Biloxi, MS*
OM: Kenny Vest
APD/MD: Maynard

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

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

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

WRXR/Chattanooga, TN*
PD: Boner

WIIJ/Chicago, IL*
OM/PD: John Perry
APD: Tom Kief
MD: Steve Salzman

KRQR/Chico, CA
OM: Chad Perry
PD: Neil Randall

KILO/Colorado Springs, CO*
PD: Ross Ford
MD: Jack Mehoff

KNCN/Corpus Christi, TX*
OM/PD: Paula Newell
APD/MD: Monte Montana

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

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

KLAQ/EI Paso, TX*
OM/PD: Courtney Nelson
APD/MD: Glenn Garza

WGBF/Evansville, IN
OM/PD: Mike Sanders
APD/MD: Slick Nick

WWBN/Flint, MI*
OM: J. Patrick
PD: Brian Beddow
APD/MD: Tony LaBrie

KRZR/Fresno, CA*
OM/PD: Paul Wilson
APD/MD: Skippy

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

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

CANADA ROCK

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	IMPRINT / PROMOTION LABEL	PLAYS	
						TW	+/-
1	1	22	FOO FIGHTERS	LET IT DIE	ROSWELL/CA/SONY BMG	489	-23
2	2	18	AIRBOURNE	RUNNIN' WILD	ROADRUNNER/UNIVERSAL	457	-5
3	4	12	THEORY OF A DEADMAN	BAD GIRLFRIEND	604/UNIVERSAL	420	+5
4	10	10	COLDPLAY	VIVA LA VIDA	PARLOPHONE/EMI	381	+53
5	3	26	SEETHER	RISE ABOVE THIS	WIND-UP	379	-45
6	6	14	SLOAN	BELIEVE IN ME	MURDERRECORDS/SONY BMG	375	+11
7	5	16	THE OFFSPRING	HAMMERHEAD	COLUMBIA/SONY BMG	372	-40
8	12	21	DISTURBED	INSIDE THE FIRE	REPRISE/WARNER	351	+46
9	7	19	WEEZER	PORK AND BEANS	DGC/GEFFEN/UNIVERSAL	349	-14
10	9	21	FINGER ELEVEN	TALKING TO THE WALLS	WIND-UP	321	-14
11	11	19	THE TREWS	PARANOID FREAK	THE BUMSTEAD/UNIVERSAL	313	-1
12	8	19	MOTLEY CRUE	SAINTS OF LOS ANGELES	MOTLEY	301	-41
13	12	7	MOBILE	THE KILLER	UNIVERSAL	278	+42
14	13	6	HINDER	USE ME	UNIVERSAL REPUBLIC/UNIVERSAL	269	+12
15	14	10	APOCALYPTICA FEATURING ADAM GONTIER	I DON'T CARE	20-20/JIVE/SONY BMG	265	+20
16	15	20	KID ROCK	ALL SUMMER LONG	TOP DOG/ATLANTIC/WARNER	236	-4
17	NEW		METALLICA	THE DAY THAT NEVER COMES	WARNER BROS./WARNER	233	+233
18	19	16	CITY AND COLOUR	SLEEPING SICKNESS	DINE ALONE	233	+2
19	20	7	STAINED BELIEVE		FLIP/ATLANTIC/WARNER	232	+4
20	16	26	3 DOORS DOWN	IT'S NOT MY TIME	UNIVERSAL REPUBLIC/UNIVERSAL	220	-20
21	18	12	SAVING ABEL	ADDICTED	SKIDDOW/VIRGINE/EMI	212	-23
22	22	11	THE STILLS	BEING HERE	APTS & CRAFTS	209	+5
23	25	16	REV THEORY	HELL YEAH	VAN HOWES/MALOOFF/INTERSCOPE/UNIVERSAL	205	+8
24	27	4	BUCKCHERRY	TOO DRUNK...	ELEVEN SEVEN/UNIVERSAL	202	+57
25	23	15	SHINEDOWN	DEVOUR	ATLANTIC/WARNER	202	0
26	21	16	MATT MAYS & EL TORPEDO	TALL TREES	SONIC/WARNER	177	-41
27	30	4	ONE DAY AS A LION	WILD INTERNATIONAL	ANTI-EPITAPH	164	+22
28	29	15	STAREWELL	BROKE AND OUT OF MONEY	NOT LISTED	158	+5
29	NEW		OASIS	THE SHOCK OF THE LIGHTNING	BIG BROTHER/REPRISE/WARNER	156	+115
30	24	25	SAM ROBERTS	THEM KIDS	UNIVERSAL	154	-45

FOR WEEK ENDING AUGUST 24, 2008

♦ indicates CanCon

WKLQ/Grand Rapids, MI* OM: Steve Stewart PD: Michael Grey APD: Jay Deacon MD: Darcy	WXZZ/Lexington, KY* OM: Robert Lindsey PD: Johnny Maze APD: Twitch	WTKX/Pensacola, FL* PD: Joel Sampson APD/MD: Mark The Shark	Sirius Octane/Satellite* OM: Gregg Steele PD: Jeff Regan
WZOR/Green Bay, WI* PD: Joe Calgaro APD: Cutter MD: Borna Velic	KDJE/Little Rock, AR* OM: Sonny Victory PD: Jeff Petterson MD: Adam Peterson	WIXO/Peoria, IL OM/PD: Matt Bahan	XM Squizz/Satellite* PD: Bodhi Ebright MD: Grant Random
WXQR/Greenville, NC* OM: Mark McKinney PD: Wes Styles	WTFX/Louisville, KY* PD: Charlie Steele MD: Frank Webb	WMMR/Philadelphia, PA* PD: Bill Weston APD: Chuck Damico MD: Sean "The Rabbi" Tyszler	KISW/Seattle, WA* OM/PD: Dave Richards APD: Ryan Castle
WTPT/Greenville, SC* OM/PD: Mark Hendrix MD: Twisted Todd	KFMX/Lubbock, TX OM/PD: Wes Nessmann	WYSP/Philadelphia, PA* PD/MD: Jeff Sottolano APD: Spike	WHBZ/Sheboygan, WI PD: Ron Simonet MD: Jave Nelson
WQXA/Harrisburg, PA* OM/PD: Ken Carson APD/MD: Nixon	WJJO/Madison, WI* PD: Randy Hawke APD/MD: Blake Patton	KUPD/Phoenix, AZ* PD/MD: Larry McFeele	WRBR/South Bend, IN PD: Tommy Carroll APD: Maximus
WCCC/Hartford, CT* PD: Michael Picozzi APD/MD: Mike Karolyi	WJRR/Orlando, FL* PD: Rick Everett	KDOT/Reno, NV* OM: Jim McClain PD/MD: Jave Patterson	KHTQ/Spokane, WA* PD/MD: Barry Bennett APD: Kris Siebers
WAMX/Huntington, WV PD/MD: Erik Raines APD: Robin Wilds	WRXW/Jackson, MS* PD/MD: Brad Stevens	KRXX/Sacramento, CA* OM/PD: Jim Fox	WLZX/Springfield, MA* PD/MD: Courtney Quinn
WRTT/Huntsville, AL* OM/PD: Lee Reynolds APD/MD: Clay Sanders	WRAT/Monmouth, NJ* OM/PD: Carl Craft APD/MD: Robyn Lane	WKQZ/Saginaw, MI* PD: Hoser APD/MD: Matt Bingham	WZBH/Salisbury, MD OM: Sue Timmons PD: Sean McHugh MD: Chris Steele
WRZK/Johnson City, TN* PD/MD: Scott Onks	WCLG/Morgantown, WV OM/PD: Jeff Miller	WZBZ/Salisbury, MD OM: Sue Timmons PD: Sean McHugh MD: Chris Steele	WXTB/Tampa, FL* OM: Brad Hardin PD: Double Down APD: Mike Killabrew
KQRC/Kansas City, MO* OM/PD: Bob Edwards MD: Paul Marshall	WBUZ/Nashville, TN* OM: Dean Warfield PD/MD: Troy Hanson APD: Zigz	KOAY/Salt Lake City, UT* PD: Kayvon Motiee APD/MD: Roger Orton	WKLL/Utica, NY MD: Ty
KOMP/Las Vegas, NV* PD: John Griffin MD: Carlota	KISS/San Antonio, TX* PD/MD: LA Lloyd	KISS/San Antonio, TX* PD/MD: LA Lloyd	KFMW/Waterloo, IA OM/PD: Michael Cross
KZCD/Lawton, OK PD: Don "Crittter" Brown APD: J.C. "Kelso" Kellison	WCLG/Morgantown, WV OM/PD: Jeff Miller	KIQZ/San Diego, CA* OM: Jim Richards PD/MD: Shauna Moran-Brown	WBSX/Wilkes Barre, PA* PD/MD: James McKay
WYYX/Panama City, FL PD: Chris Alan APD/MD: Stroke	KATK/Oklahoma City, OK* OM/PD: Chris Baker MD: Jake Daniels	KURQ/San Luis Obispo, CA OM: Mark Mitchell APD/MD: Stephanie Bell	KATS/Yakima, WA OM/PD: Ron Harris
	WYXX/Panama City, FL PD: Chris Alan APD/MD: Stroke	KXFX/Santa Rosa, CA* PD/MD: Scott Less	WWIZ/Youngstown, OH* OM/PD: Scott Kennedy
	Music Choice Rock/Satellite PD: Justin Prager MD: Gary Susalis		

* Monitored Reporters



Radio and record industries strive to reinvent themselves

Searching For New Revenue Models

John Schoenberger
JSchoenberger@RadioandRecords.com

There are many financial issues facing the radio and record industries. With CD sales dropping, how do labels increase spending from music buyers? And on the other side of the fence, how do stations find new revenue streams in a struggling advertising market? These and other questions were recently addressed during the “Money for Nothing: Paying for Music” panel held at the R&R Triple A Summit in Boulder, Colo.

To be sure, all the woes of both industries were not solved during the session, which was moderated by CBS Radio’s KINK/Portland, Ore., PD Dennis Constantine, but it was clear that panel participants are giving these subjects much thought.

As Constantine stated at the beginning of the panel, “The economy plus the rapidly changing structure of how both the radio and record industries operate today are challenging how we think about everything we do.”

Industry In Transition

The business model of selling physical CDs in brick-and-mortar stores is obviously waning—although most industry observers believe the CD format won’t completely disappear for a long time—and sales of singles and albums via digital download has yet to counterbalance the physical sales loss.

Part of the problem is that there is only one predominantly successful online retailer right now—iTunes, which accounts for almost 75% of all digital sales. Amazon, Napster, Rhapsody and a few others also fill in the gap for legitimate sales portals. However, it remains too easy for many music lovers to simply grab what they want from peer-to-peer services for free. This situation remains a significant problem for labels and artists.

“My guess is that the music will predominantly go to some kind of hand-held device via an ‘all-you-can-eat’ subscription service,” said panelist Dan Connelly, Capitol Music Group VP of triple A promotion. “How the money will be divvied is



Connelly

still being worked out. But my fear is that these types of things make music disposable in the minds of the consumer and that there will be less loyalty to artists and their careers over the long term.”

Aware president Gregg Laterman is convinced that a subscription model will not come close to being the primary way consumers ultimately acquire their music: “I still believe that people like to choose what they want on an a la carte basis.

I also believe that most consumers will still want to own the song to use it in a variety of different ways.”

Regardless of how the new ways that artists get music to their fans solidify, Clear Channel KTCZ/Minneapolis PD Lauren MacLeash reminded the audience that as these models change, the industry must also learn how to think about things differently. What we really need to look at is the lifestyles of these individuals and how they consume music, she said.

“Most other industries are way ahead of us in terms of understanding consumer behavior this way,” MacLeash said. “With that in mind, maybe certain types of artists are no longer appropriate to make albums. Maybe singles and EPs are the right types of packaging for them, while other artists are still a good fit for full albums.”

New Platforms, New Revenue

Radio is also going through major changes in how it generates revenue. The traditional models of selling spots on the air and securing sponsor-



MacLeash

2008 Radio Advertising

According to eMarketer, overall online advertising in the United States surpassed total radio advertising beginning last year.

2006
Online: \$16.9 billion
Radio: \$20.1 billion

2007
Online: \$21.7 billion
Radio: \$20.5 billion

2008
Online: \$28.2 billion
Radio: \$21.1 billion



McQuinn

ships for NTR events are still in place, but the potential for growth in these areas is slowing. The great hope is for radio to find means of monetizing the many new initiatives it is committed to on the Web and, ultimately, via other platforms.

“The metric capabilities of these new-media initiatives give radio some significant rays of hope,” CBS Radio VP of rock programming and WXRT/Chicago PD Norm Winer said. “In particular, we have seen great success with exclusive concert presentations we have done online.”

WXRT has found that when it promotes special appointment events, streaming increases dramatically. The ability to measure listener response and demonstrate those statistics to potential clients has enabled it to monetize these events via sponsorships.

“The point is we can do this with the Internet already, and soon PPM will be giving us the stats to demonstrate similar scenarios for the over-the-air radio station,” he added. “If you do something that bumps up the audience, then charge the sponsor more for being part of it.”

Even though Arbitron currently separates listenership to a given station over the air and via streams, this specific PPM information will give sales departments powerful new tools to present to advertisers.

“We are seeing streaming bring another 20%-25% listening to [the University of Pennsylvania’s] WXPB” in Philadelphia, PD Jim McQuinn said. “And if they like what you are doing enough, you can get them to send you a membership check even if they live halfway around the world.”

Getting beyond banners for the commercial side of the dial, Constantine pointed out that placing a sponsor’s name on a specific feature on KINK’s Web site could be likened to product placement on TV Web sites. It is all about finding ways to force people to “view” or “hear” a spot before they can see or stream something they want online.

“At KINK we have a dedicated digital seller,” he said. “That person is teaching all of us new ways to think about things. We now have an unwritten rule that you cannot just go out and sell radio time. Everything sold has to have some sort of NTR or digital component to it.”

MacLeash added that the new equation is not quantity but the quality of the listener you can deliver. This is something that triple A sales departments understand by and large, but that may not be the case across the format spectrum.

2008 Music Sales

Year-to-date total album and single sales:

Physical album sales: 210.5 million (down 16% from 2007)

Physical single sales: 587,000 (down 43% from 2007)

Digital album sales: 38.8 million (up 26% from 2007)

Digital single sales: 661 million (up 29% from 2007)

Combined rock album sales: 82.3 million (66.3 million physical, 16 million digital)

Source: Nielsen SoundScan

er. This is something that triple A sales departments understand by and large, but that may not be the case across the format spectrum.

“It falls on the programming department to help the sales department understand these new opportunities,” she said. “It is just as important to create passion in your sales staff as with your on-air staff and, hopefully, your audience.”

R&R TRIPLE A

POWERED BY **nielsen** BDS

DMDS DIGITAL DOWNLOADS AVAILABLE AT DMDS.COM



► **INGRID MICHAELSON** WINS THE MOST INCREASED PLAYS TITLE (UP 102) AS "BE OK" OPENS AT NO. 23. THE SINGLE, FEATURED IN THE MOVIE "THE HOUSE BUNNY," IS HER FIRST FROM THE ALBUM "BE OK," WHICH STRETS OCT. 14.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	11 NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	13	COLDPLAY VIVA LA VIDA	NO. 1 (9 WKS) CAPITOL	603 -59	3.882 1
2	2	15	JACK JOHNSON HOPE	BRUSHFIRE/UNIVERSAL REPUBLIC	504 -28	2.068 4
3	5	10	COUNTING CROWS COME AROUND	DGC/GEFFEN/INTERSCOPE	479 +40	2.063 5
4	3	9	O.A.R. SHATTERED (TURN THE CAR AROUND)	EVERFINE/ATLANTIC/RRP	468 +12	1.706 9
5	4	24	MATT NATHANSON COME ON GET HIGHER	VANGUARD	431 -23	1.727 8
6	6	17	MY MORNING JACKET I'M AMAZED	ATO/RED	422 -2	1.482 11
7	7	26	JASON MRAZ I'M YOURS	ATLANTIC/RRP	354 -23	1.703 10
8	11	13	THE RACONTEURS OLD ENOUGH	THIRD MAN/WARNER BROS.	339 -15	2.265 3
9	9	14	R.E.M. HOLLOW MAN	WARNER BROS.	337 -23	1.153 17
10	10	7	BECK ORPHANS	DGC/INTERSCOPE	327 -9	2.449 2
11	12	11	JOHN MELLENCAMP MY SWEET LOVE	HEAR/CMG	315 -22	0.954 22
12	13	15	LOS LONELY BOYS STAYING WITH ME	EPIC	313 -17	1.003 21
13	15	15	GAVIN ROSSDALE LOVE REMAINS THE SAME	INTERSCOPE	302 +18	1.420 12
14	8	20	NEEDTOBREATHE MORE TIME	ATLANTIC	293 -52	0.894 24
15	18	7	DONAVON FRANKENREITER LIFE, LOVE & LAUGHTER	LOST HIGHWAY	289 +35	0.801 27
16	16	19	SARA BAREILLES BOTTLE IT UP	EPIC	279 +8	1.036 19
17	17	9	G. LOVE & SPECIAL SAUCE PEACE, LOVE & HAPPINESS	BRUSHFIRE	278 +4	0.777 28
18	14	20	DUFFY MERCY	MERCURY/IDJMG	268 -41	1.169 16
19	24	2	PRETENDERS BOOTS OF CHINESE PLASTIC	AIRPOWER SHANGRI-LA	253 +49	1.347 13
20	22	6	ERIC HUTCHINSON ROCK & ROLL	LET'S BREAK/WARNER BROS.	229 +24	0.677 -
21	20	5	SHERYL CROW MOTIVATION	A&M/INTERSCOPE	228 +2	0.725 30
22	21	11	AIMEE MANN FREEWAY	SUPEREGO	210 -28	1.169 15
23	NEW		INGRID MICHAELSON BE OK	MOST INCREASED PLAYS CABIN 24/ORIGINAL SIGNAL/RED	153 +102	0.392 -
24	NEW		MICHAEL FRANTI & SPEARHEAD SAY HEY (I LOVE YOU)	ANTI-EPIPTAPH	148 +52	0.674 -
25	19	16	AMOS LEE LISTEN	BLUE NOTE/CAPITOL	142 -92	0.350 -
26	NEW		JOHN MAYER FREE FALLIN'	COLUMBIA	141 +28	0.607 -
27	23	13	BIG BLUE BALL FEATURING PETER GABRIEL BURN YOU UP, BURN YOU DOWN	REAL WORLD	138 -35	0.321 -
28	NEW		SARAH MCLACHLAN U WANT ME 2	ARISTA/RMG	135 +79	0.542 -
29	26	3	DELTA SPIRIT TRASHCAN	ROUNDER	134 +1	1.044 18
30	30	10	ALEJANDRO ESCOVEDO ALWAYS A FRIEND	BACK PORCH/MANHATTAN/CAPITOL	130 -4	0.347 -

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
RAY LAMONTAGNE You Are The Best Thing (RCA/RED) KCUV, KPTL, KTHX, KXLY, Sirius Spectrum, WCLZ, WCOO, WRLT, WTTS, WXRT, WXRV	11
PRETENDERS Boots Of Chinese Plastic (Shangri-La) KPTL, Sirius Spectrum, WNCS, WRNX, WXRV	5
LUCINDA WILLIAMS Real Love (Lost Highway) KCUV, KGSR, KRSH, Sirius Spectrum, XM Cafe	5
MICHAEL FRANTI & SPEARHEAD Say Hey (I Love You) (Anti-/Epitaph) KINK, KTHX, Sirius Spectrum, WMMM	4
INGRID MICHAELSON Be OK (Cabin 24/Original Signal/RED) KPTL, Sirius Spectrum, WMMM, WNCS	4
SARAH MCLACHLAN U Want Me 2 (Arista/RMG) KCSR, KINK, KMTT, WXRV	4
BRETT DENNEN FEAT. FEMI KUTI Make You Crazy (Dualtone/Downtown) KINK, KRVB, KXLY, Sirius Spectrum	4
OASIS The Shock Of The Lightning (Big Brother/Reprise) KCUV, WNCS, WRNR, WXRV	4

ADDED AT... KMTT
Seattle, WA
PD: Kevin Welch
APD/MO: Shawn Stewart
Sheryl Crow, Motivation, 14
Pretenders, Love's A Mystery, 8
Sarah McLachlan, U Want Me 2, 0

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
COLDPLAY Lost! (Capitol) TOTAL STATIONS: 13	122/9	MUDCRUTCH Lover Of The Bayou (Reprise) TOTAL STATIONS: 11	100/11
THE HOLD STEADY Sequestered In Memphis (Vagrant) TOTAL STATIONS: 14	118/7	RAY LAMONTAGNE You Are The Best Thing (RCA/RMG) TOTAL STATIONS: 17	93/76
COLBIE CAILLAT The Little Things (Universal Republic) TOTAL STATIONS: 11	118/3	DAR WILLIAMS It's Alright (Razor & Tie) TOTAL STATIONS: 12	88/4
MISSY HIGGINS Where I Stood (eleven/Reprise) TOTAL STATIONS: 7	106/6	BEN FOLDS FEAT. REGINA SPEKTOR You Don't Know Me (Epic) TOTAL STATIONS: 11	75/48
BRETT DENNEN FEAT. FEMI KUTI Make You Crazy (Dualtone/Downtown) TOTAL STATIONS: 10	100/73	EPIN MCCARLEY Pony (It's Ok) (Universal Republic) TOTAL STATIONS: 10	75/25

MOST INCREASED PLAYS

+102	INGRID MICHAELSON Be OK (Cabin 24/Original Signal/RED) SISP +42, KENZ +14, KPTL +10, KRSH +8, WCOO +7, KTCZ +4, KCLV +3, KINK +3, KBCC +2, WXRV +2
+79	SARAH MCLACHLAN U Want Me 2 (Arista/RMG) KRVB +8, KINK +8, WTTS +7, KCSR +8, WNCS +6, KBCC +5, KTCZ +5, KPTL +2, KENZ +1
+76	RAY LAMONTAGNE You Are The Best Thing (RCA/RMG) SISP +39, KRSH +9, WXRT +9, KPTL +7, KBCC +5, KCSR +3, KFQC +2, KCUV +2, XMGF +2, KINK +1
+73	BRETT DENNEN FEAT. FEMI KUTI Make You Crazy (Dualtone/Downtown) SISP +45, KINK +11, WRNR +10, KRSH +7, KCSR +1, KXLY +1, WMMM +1, WNCS +1
+52	MICHAEL FRANTI & SPEARHEAD Say Hey (I Love You) (Anti-/Epitaph) KPRI +15, KSWD +10, WZEV +9, SISP +6, WNCS +5, KINK +4, KWBT +2, KCUV +1, KFQC +1, KMTT +1

RECURRENTS

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIelsen BDS CERTIFICATIONS	PLAYS TW LW
1	AUGUSTANA SWEET AND LOW (EPIC)		244 251
2	SPOON DON'T YOU EVAH (MERGE)		219 233
3	JAKOB DYLAN SOMETHING GOOD THIS WAY COMES (STARBUCKS/COLUMBIA)		213 235
4	DEATH CAB FOR CUTIE WILL POSSESS YOUR HEART (ATLANTIC)		212 244
5	INGRID MICHAELSON THE WAY I AM (CABIN 24/ORIGINAL SIGNAL/RED)		131 130

THIS WEEK	ARTIST TITLE / IMPRINT / PROMOTION LABEL	11 NIelsen BDS CERTIFICATIONS	PLAYS TW LW
6	EDDIE VEDDER HARD SUN (MONKEY WRENCH/J/RMG)		122 120
7	SARA BAREILLES LOVE SONG (EPIC)		114 112
8	ROBERT PLANT / ALISON KRAUSS GONE, GONE, GONE (DONE MOVED ON) (ROUNDER)		110 99
9	SNOW PATROL SHUT YOUR EYES (POLYDOR/A&M/INTERSCOPE)		108 111
10	JACK JOHNSON IF I HAD EYES (BRUSHFIRE/UNIVERSAL REPUBLIC)		103 112

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► **G. LOVE & SPECIAL SAUCE** MOVE INTO THE TOP SPOT ON THE TRIPLE A INDICATOR SURVEY AS "PEACE, LOVE & HAPPINESS" RISES 3-1. THE TITLE IS THE SECOND CHART-TOPPER OF 2008 FOR THE BRUSHFIRE IMPRINT. JACK JOHNSON'S "IF I HAD EYES" HELD THE POLE POSITION FOR THE FIRST 10 WEEKS OF THE YEAR.

THIS WEEK	LAST WEEK	WEEKS ON CHART	TRIPLE A INDICATOR			PLAYS	
			ARTIST	TITLE	IMPRINT / PROMOTION LABEL	TW	+/-
1	10	10	G. LOVE & SPECIAL SAUCE	PEACE, LOVE & HAPPINESS	BRUSHFIRE	491	+19
2	1	10	COLDPLAY	VIVA LA VIDA	CAPITOL	480	-49
3	2	8	BECK	OF PHANS	DGC/INTERSCOPE	451	-26
4	6	9	DONAVON FRANKENREITER	LIFE, LOVE & LAUGHTER	LOST HIGHWAY	431	+7
5	4	11	JOHN MELLENCAMP	MY SWEET LOVE	HEAR/CMG	422	-31
6	9	10	THE HOLD STEADY	SEQUESTERED IN MEMPHIS	VAGRANT	406	+18
7	8	7	DELTA SPIRIT	TRASHCAN	ROUNDER	393	+1
8	5	14	JACK JOHNSON	HOPE	BRUSHFIRE/UNIVERSAL REPUBLIC	382	-61
9	14	4	DAR WILLIAMS	IT'S ALRIGHT	RAZOR & TIE	369	+34
10	7	16	MY MORNING JACKET	I'M AMAZED	ATO/RED	364	-40
11	12	9	O.A.R.	SHATTERED (TURN THE CAR AROUND)	EVERFINE/ATLANTIC/RRP	356	+8
12	21	2	PRETENDERS	BOOTS OF CHINESE PLASTIC	SHANGRI-LA	353	+104
13	16	3	MICHAEL FRANTI & SPEARHEAD	SAY HEY (I LOVE YOU)	ANTI-/EPITAPH	350	+55
14	11	15	LOS LONELY BOYS	STAYING WITH ME	EPIC	317	-38
15	10	13	BIG BLUE BALL FEAT. PETER GABRIEL	BURN YOU UP; BURN YOU DOWN	REAL WORLD	310	-73
16	18	2	BOB DYLAN	DREAMIN' OF YOU	COLUMBIA	291	+28
17	13	14	R.E.M.	HOLLOW MAN	WARNER BROS.	283	-53
18	19	4	CONOR OBERST	SAUSALITO	MERGE	276	+17
19	15	17	ALEJANDRO ESCOVEDO	ALWAYS A FRIEND	BACK PORCH/MANHATTAN/CAPITOL	262	-46
20	17	6	AMY MACDONALD	MR. ROCK & ROLL	DECCA	258	-18
21	22	5	MUDCRUTCH	LOVER OF THE BAYOU	REPRISE	257	+12
22	23	5	COUNTING CROWS	COME AROUND	TIGER/DEF JAM/INTERSCOPE	247	+15
23	NEW		BLUES TRAVELER	YOU, ME AND EVERYTHING	VERVE/FORCAST	245	+84
24	20	6	ERIC HUTCHINSON	ROCK & ROLL	LFT'S BREAK/WARNER BROS.	230	-24
25	25	4	BUDDY GUY	SKIN DEEP	SILVERTONE/ZOMBA	214	-9
26	24	7	ADELE	CHASING PAVEMENTS	XL/COLUMBIA	212	-15
27	30	16	AIMEE MANN	FREEWAY	SUPEREGO	198	+4
28	NEW		RAY LAMONTAGNE	YOU ARE THE BEST THING	RCA/RED	192	+169
29	29	12	THE RACONTEURS	OLD ENOUGH	THIRD MAN/WARNER BROS.	190	-6
30	RE-ENTRY		COLBIE CAILLAT	THE LITTLE THINGS	UNIVERSAL REPUBLIC	176	+2

THIS WEEK	LAST WEEK	WEEKS ON CHART	AMERICANA		PLAYS			
			ARTIST	TITLE	IMPRINT / PROMOTION LABEL	TW	+/-	CUMULATIVE
1			RECKLESS KELLY	BULLETPROOF	YEP-ROC	406	-37	4440
2			THE BAND OF HEATHENS	THE BAND OF HEATHENS	BOH	384	-5	5277
3			ALEJANDRO ESCOVEDO	REAL ANIMAL	BACK PORCH/MANHATTAN/CAPITOL	364	-26	5634
4			JOHN HIATT	SAME OLD MAN	NEW WEST	343	-19	6203
5			CARRIE RODRIGUEZ	SHE AIN'T ME	BACK PORCH/MANHATTAN/CAPITOL	341	+15	1221
6			EMMYLOU HARRIS	ALL INTENDED TO BE	NONESUCH/WARNER BROS.	333	-2	3154
7			HAYES CARLL	TROUBLE IN MIND	LOST HIGHWAY	321	-9	9583
8			DARRELL SCOTT	MODERN HYMNS	APPLESEED	304	+38	916
9			LITTLE FEAT AND FRIENDS	JOIN THE BAND	429/SLG	295	+56	828
10			DONNA THE BUFFALO	SILVERLINED	SUGAR HILL	286	+10	1558
11			JOHN MELLENCAMP	LIFE, DEATH, LOVE AND FREEDOM	HEAR/CMG	281	-21	3103
12			CHRIS KNIGHT	HEART OF STONE	DRIFTER'S CHURCH	264	+25	632
13			CHIP TAYLOR	NEW SONGS OF FREEDOM	TRAIN WRECK	258	-8	2898
14			GIRLS GUNS & GLORY	INVERTED VALENTINE	GIRLS GUNS & GLORY	257	-22	2599
15			THE DUHKS	FAST PACED WORLD	SUGAR HILL	235	+51	682
16			DAN TYMINSKI	THE WHEELS	ROUNDER	222	0	1899
17			HONEYBROWNE	MILF BY MILE	SMITH	216	-4	1657
18			WILLIE NELSON AND WYNTON MARSALIS	TWO MEN WITH THE BLUES	BLUE NOTE/CAPITOL	210	-7	1680
19			SONNY LANDRETH	FROM THE REACH	LANDFALL	203	-25	3418
20			RED MOLLY	LOVE AND OTHER TRAGEDIES	RED MOLLY	200	-30	2444
21			FRED EAGLESMITH	TINDERBOX	LONESOME DAY	199	-15	1760
22			THE HACIENDA BROTHERS	ARIZONA MOTEL	HACIENDA/PROPER AMERICAN	199	+3	1627
23			ELEVEN HUNDRED SPRINGS	COUNTRY I AM	PALO DURO	195	-33	3895
24			JAMES MCMURTRY	JUST US KIDS	LIGHTNING ROD	195	-26	10274
25			OLD 97'S	BLAME IT ON GRAVITY	NEW WEST	193	-10	4981
26			JUSTIN TOWNES EARLE	THE GOOD LIFE	BLOODSHOT	193	-3	4767
27			THE BOXMASTERS	THE BOXMASTERS	VANGUARD	192	-48	2110
28			MICKY AND THE MOTORCARS	NAIVE	SMITH	190	+35	435
29			DREW EMMITT	LONG ROAD	COMPASS	180	-1	1102
30			MITCH WEBB & THE SWINDLES	LONELY KIND	SUPREME	162	+14	1270

MOST ADDED

RAY LAMONTAGNE 18
You Are The Best Thing (RCA/RED)
DMX Folk Rock, KDBB, KLRR, KMTN, KOHO, KROK, KSUT, KTAO, KYSL, WAPS, WCBE, WCNR, WDST, WMWV, WNRR, WTMD, WXPX, WYEP

LUCINDA WILLIAMS 18
Real Love (Lost Highway)
KCMP, KFMU, KPIC, KPND, KSPN, KTAO, KTBC, KUT, WBJB, WDST, WEHM, WEXT, WFPK, WFSJ, WMWV, WNRR, WRSI, WXPX

SARAH MCLACHLAN 15
I Want Me 2 (Arista/RMG)

THE KOOKS 12
Shine On (Astralwerks/Capitol)
KCLC, KDBB, KMTN, KNBA, KOHO, KROK, KTAO, KYSL, WEHM, WFSJ, WNRR, WYEP

JJ GREY AND MOFRO 15
Orange Blossoms (Alligator)
KMTN, KNBA, KPND, KSPN, KSUT, KTAO, WBJB, WCBE, WDST,

WFPK, WMWV, WNCW, WRSI, WXPX, WYEP

FOR WEEK ENDING AUGUST 24, 2008

MOST ADDED

KASEY CHAMBERS & SHANE NICHOLSON 28
Rattlin' Bones (Sugar Hill)

RODNEY CROWELL 25
Sex And Gasoline (Work Song/Yep Roc)

LOUDON WAINWRIGHT III 13
Recovery (Yep Roc)

TODD SNIDER 12
Peace Queer (Aimless)

J.J. GREY AND MOFRO 11
Orange Blossoms (Alligator)

JOAN BAEZ 11
Day After Tomorrow (Razor & Tie)

FOR WEEK ENDING AUGUST 24, 2008

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



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Angie Balderas on how Latinas can move up the management ladder

Women In Power

Jackie Madrigal

JMadrigal@RadioandRecords.com

Latina women in high-ranking management positions are not the norm in the Latin radio industry. GM, general sales manager (GSM) and VP titles are often reserved for males and, often, non-Hispanics. ■ Bustos Media Partners VP of national sales Angie Balderas is one exception to that trend. The former co-owner of regional Mexican KTTA/Sacramento, she took over national sales after Bustos acquired the station. And despite cultural barriers and a lack of opportunities, Balderas believes other female broadcasters can reach a similar level of success.

Although executive opportunities for women in general are not always easily accessible, other times women simply don't seek them out. Why? It can be challenging for women to assume management positions, which often demand long hours and plenty of travel, when they are raising children. So females have to balance aspirations to succeed professionally with the responsibilities of raising a family.

'Raised With Guilt'

There is another obstacle: Culturally, Hispanic women are not always encouraged to take risks. "We're told, 'What do you want to do that for? You're doing just fine now. What if something happens?'" Balderas says. "We're raised with guilt. It's not easy, especially if you're married to a Latino." (Personally speaking, Balderas says her husband, who is Mexican, is open-minded and supports her unconditionally.)

Other times, women are simply not considered for the job. "I've seen many cases where men who have less experience are promoted [rather] than a woman who can do the job. And that doesn't just happen in radio, that's in all fields," Balderas says. Despite the presence of a high number of female sales executives across all sectors of the radio industry, men tend to move up the corporate ladder faster, she says. "There are more women in local sales management positions, but when it gets to

GSMs and national sales managers, not so much. And when it really falls off the cliff is when you get to GMs," she says.

According to the annual Sales Manager Gender Analysis Study released in April by the Mentoring and Inspiring Women in Radio group, as of late 2007, women were managing sales for nearly one-third of more than 10,000 AM and FM stations across all formats. In the top 100 markets, the percentage of female sales managers was higher—approximately 33% of slightly more than 2,000 stations. However, the group's most recent analysis of female GMs turned up dramatically lower percentages: As of November 2006, only 15.3% of 10,612 stations in all formats had female GMs at the helm.

The path to success is not as clear for women, Balderas says. "There's no one showing us the way. If it were not because I started my own radio station, I'm not sure I would be in the position I'm in today."

Importance Of Training

During the first year following Bustos' acquisition of KTTA, Balderas and the station's co-owners—Juan González, now Bustos VP of programming, and Amparo Pérez Cook, currently GM of KBBU/Modesto—ran the outlet without making many changes. Balderas was sales director at the time, overseeing local and national sales. That experience, she says,

'There are more women in local sales management positions, but when it gets to general sales managers and national sales managers, not so much. And it really falls off the cliff when you get to GMs.'

—Angie Balderas



Bustos Media Properties

The company owns and operates 23 radio stations (including three English-language outlets not under Balderas' purview) and three TV outlets, including:

- Regional Mexican KTTA (Ke Buena)/Sacramento
- Regional Mexican KDUT (La Gran D)/Salt Lake City
- Latin pop KBMG (Magia)/Salt Lake City
- Regional Mexican WDDW (La Gran D)/Milwaukee
- KSTV/Sacramento (Azteca América TV affiliate)

allowed her to seamlessly move into the VP of national sales position.

Mentoring women and encouraging them to set and strive to reach professional goals is something she takes seriously. For example, when a national sales coordinator position opened, she offered it to an administrative assistant she felt was qualified. The employee did not accept the job because she had an infant at home, but Balderas left the door open for her to move up when she's ready.

Training is also important, Balderas says, and those who want to succeed should know their craft and be prepared to perform at a high level. She encourages her sales staff to receive additional training, and several employees recently applied for RAB and BMI training scholarships (Rising Through the Ranks, the 2008 Women in Radio Management & Leadership Training Seminar).

Balderas says staying up to date on the PPM and how it will change the playing field in the Latin market, particularly in national sales, is also a must. Despite concerns about adequate sampling of Hispanics, the electronic measuring system will be a fact of life—until something better comes along, she says.

"We have to learn it, accept it and learn how to apply it to [our] job," she says, because once Los Angeles and New York convert to metered ratings next month, there is no turning back. "National sales are changing along with PPM. You have mobile, Web, product integration, and it's more complicated than ever. The days of just selling a radio schedule are over. You have to be able to deliver a lot more bells and whistles."

Local ad sales will be less affected by the PPM, she surmises, because they are more dependent on tangible results. Local advertisers often judge the effectiveness of a campaign by whether store traffic or sales increased as a result of advertising.

One pitfall anyone occupying a high-level management position must avoid is settling into or getting trapped in a comfort zone, she says. "Our business is changing daily and almost by the minute. What worked five to 10 years ago is not going to work today. What works today is not going to work tomorrow."

Market your skills and sell the accomplishments that make you better than others, she says. "If you're fired today, why are you valuable enough that another company would want to hire you? You have to constantly work on it. You have to be able to sell yourself and not settle."

Finally, Balderas urges aspiring managers to identify successful executives and what they are doing to accomplish that success. After all, as the saying goes, "If you want to fly like an eagle, don't hang around the turkeys." **R&R**

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► **LOS TIGRES DEL NORTE** MAINTAIN ITS ONE TITLE LEAD AS THE ACT WITH THE MOST CHART HITS THIS DECADE (32) AS "SANGRE CALIENTE" DEBUTS AT NO. 40 WITH MOST INCREASED PLAYS (UP 193). CONJUNTO PRIMAVERA, WHICH IS SECOND ON THE TALLY, ALSO DEBUTS, AT NO. 37 WITH "SENTI," TO UP ITS TOTAL TO 31 TRACKS IN THE 2000s.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	14	VICENTE FERNANDEZ PARA SIEMPRE	NO. 1 (3 WKS) SONY BMG NORTE	1583 +30	10.732	2
2	2	26	DAREYES DE LA SIERRA HASTA EL DIA DE HOY	DISA	1524 -5	10.949	1
3	3	17	CUISILLOS VIVE Y DEJAME VIVIR	MUSART/BALBOA	1369 -1	7.622	5
4	5	7	LOS PIKADIENTES DE CABORCA LA CUMBIA DEL RIO	SONY BMG NORTE	1213 +117	9.135	3
5	8	5	ALACRANES MUSICAL DAME TU AMOR	FONOVISIA	1170 +142	8.979	4
6	4	18	INTOCABLE TU ADIOS NO MATA	EMI TELEVISION	1164 +6	6.457	9
7	6	19	LOS RIELEROS DEL NORTE A PUNTO DE LLORAR	FONOVISIA	1045 -40	6.631	7
8	7	13	LOS TEMERARIOS SI TU TE VES	FONOVISIA	973 -75	5.319	12
9	12	10	PATRULLA 81 LOS REPROCHES DEL VIENTO	DISA	941 +56	6.311	10
10	9	30	GERMAN MONTERO AMANTES ESCONDIDOS	UNIVISION	934 -54	5.993	11
11	11	13	EL CHAPO DE SINALOA EL PALETERO	DISA	850 -41	4.035	17
12	10	18	LOS TUCANES DE TIJUANA QUE TE PEDONEN TU MADRE	UNIVISION	798 -141	3.063	25
13	17	6	JULIO CHAIDEZ EL AMOR EN CARRO	ASL	790 +79	6.538	8
14	13	20	EL GUERO Y SU BANDA CENTENARIO ANTES	A.R.C.	753 -74	3.326	22
15	20	3	LA ARROLLADORA BANDA EL LIMON Y QUE QUEDA CLARO	MOST ADDED DISA/EDIMONSA	731 +158	7.321	6
16	14	15	GRUPO MONTEZ DE DURANGO LA IMAGEN DE MAL VERDE	DISA	704 -56	4.141	16
17	15	11	K-PAZ DE LA SIERRA VOLVERE	DISA/EDIMONSA	679 -49	3.207	24
18	16	23	PALOMO SUFRIRE	DISA	652 -70	2.839	26
19	18	14	URANIO MUSICAL DULCE VENENO	ASL	578 -49	3.410	21
20	22	11	LOS INQUIETOS DEL NORTE LA BORRACHERA	AIRPOWER EAGLE	559 +2	4.170	15
21	23	8	JOAN SEBASTIAN SIGO VIVIENDO	MUSART/BALBOA	547 +6	2.504	28
22	21	7	FLEX TE QUIERO	EMI TELEVISION	538 -30	4.363	14
23	19	32	LOS CREADORES DEL PASITO DURANGUENSE DE ALFREDO RAMIREZ POR QUIEN ME DEJAS	DISA/EDIMONSA	530 -66	3.443	20
24	31	2	BANDA EL RECODO NO HAY NOVEDAD	FONOVISIA	521 +93	2.132	31
25	24	10	LOS NOBLEZA DE AGUILILLA CON MENTIRAS NO	SIMON	503 0	1.385	-
26	25	4	FIDEL RUEDA NO PUEDO PERDONARTE	FONOVISIA	488 -2	1.426	-
27	27	7	LOS HURACANES DEL NORTE EL AZABACHE DEL DIABLO	FONOVISIA	485 +10	1.415	-
28	30	3	ESPINOZA PAZ EL PROXIMO VIERNES	ASL	465 +31	4.972	13
29	29	2	JENNI RIVERA CULPABLE O INOCENTE	FONOVISIA	459 +19	3.269	23
30	26	11	GRUPO CONTROL SE TAMBALEA	DEGO	438 -46	1.590	37
31	34	4	TIERRA CALI MAS ALLA DE LA DISTANCIA	VENEMUSIC	433 +44	2.105	32
32	32	3	EL POTRO DE SINALOA EL INICIO	FONOVISIA	420 +13	1.269	-
33	28	7	LOS HOROSCOPOS DE DURANGO NIEGALC	UNIVISION	403 -41	1.572	-
34	33	13	SERG O VEGA MI BUEN AMANTE	SONY BMG NORTE	400 +5	3.849	18
35	35	2	EL TIGRILLO PALMA EL BAZUCAZO	FONOVISIA	377 +11	2.772	27
36	NEW		BANDA MACHOS NO HAY PROBLEMA	SONY BMG NORTE	350 +90	1.633	36
37	NEW		CONJUNTO PRIMAVERA SENTI	FONOVISIA	331 +188	1.427	-
38	38	10	LA APUESTA POR TI	SERCA	318 +7	1.580	40
39	36	12	LOS INVASORES DE NUEVO LEON DECIAS QUE NO	SERCA	309 -47	1.070	-
40	NEW		LOS TIGRES DEL NORTE SANGRE CALIENTE	MOST INCREASED PLAYS FONOVISIA	293 +193	1.025	-

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
LA ARROLLADORA BANDA EL LIMON Y Que Quede Claro (Disa/Edimonsa) KBNO, KDUT, KISF, KIWI, KLAX, KLEY, KRZZ, KSAH, KSTN, KYQQ, WLEY	11
CONJUNTO PRIMAVERA Senti (Fonovisa) KBNO, KCMT, KISF, KJFA, KRAY, KSOL, KSTN, KWEL, KXTS, WLCC	10
LOS TIGRES DEL NORTE Sangre Caliente (Fonovisa) KISF, KOND, KSAH, KXLM, KXSB, WLEY	6

ARTIST TITLE / LABEL	NEW STATIONS
BANDA MACHOS No Hay Problema (Sony BMG Norte) KBUE, KJFA, KLAX, KXPK	4
TIERRA CALI Mas Alla De La Distancia (Venemusic) KLBN, KXTS, WOJO, WYMY	4

ARTIST TITLE / LABEL	NEW STATIONS
ALACRANES MUSICAL Dame Tu Amor (Fonovisa) KRAY, KRZZ, XHNZ	3
EL POTRO DE SINALOA El Inicio (Fonovisa) KISF, KLBN, WLCC	3
EL TIGRILLO PALMA El Bazucazo (Fonovisa) KMYX, KXTS, WLCC	3

ARTIST TITLE / LABEL	NEW STATIONS
GERMAN MONTERO Pensando En Ti (Fonovisa) KOND, KTJM, KWIZ	3
LUIS FONSI No Me Doy Por Vencido (Universal Latino) KLAX, KSTN, KWIZ	3

ARTIST TITLE / LABEL	NEW STATIONS
ADDED AT... XHNZ El Poso, TX PD: Francisco Aguirre	
BANDA SAN JOSE DE MESILLAS, COMO LA PALMA DE MI MANO , 22	
ADAN ROMERO, SOLO UN DIA (AHORA TE AMO) , 21	
ALACRANES MUSICAL, DAME TU AMOR , 19	
MARCO ANTONIO SOLIS, EXTRANADANTE , 19	
ADRIANNA FOSTER, PIENSO EN TI , 18	

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

NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
EL COYOTE Y SU BANDA TIERRA SANTA Linda Doctora (Fonovisa)	276/2	NANCY REY Me Gustan Feos (Huma)	150/13
TOTAL STATIONS:	18	LA MAFIA Eternamente (ASL)	148/14
TOTAL STATIONS:	17	ISABELA Mis Ojos Lloran Por Ti (Disa)	141/26
LA AUTORIDAD DE LA SIERRA Amor A Gotas (Disa)	249/1	LOS AMOS DE NUEVO LEON El Hyphy (Jai-Fi) (Solo)	246/8
TOTAL STATIONS:	10	ELIDA REYNA Domingo (Freddie)	133/3
MAZIZO MUSICAL Queda Tan Poco De Ti (Fonovisa)	177/13	SOLIDO Deberia (Freddie)	125/1
TOTAL STATIONS:	15	SIGGNO Linda Morenita (Freddie)	7
TOTAL STATIONS:	6		

MOST INCREASED PLAYS

+193	LOS TIGRES DEL NORTE Sangre Caliente (Fonovisa) KDUT +23, KSKD +21, KXSB +19, KTFA +16, KSAH +16, KMYX +14, KXLM +14, WLCC +13, WLEY +11, KOND +10
+188	CONJUNTO PRIMAVERA Senti (Fonovisa) KSTN +28, KSKD +26, KJFA +18, KISF +18, KDUT +15, KBNO +14, KSOL +14, KMYX +13, KRAY +9, KCMT +8
+158	LA ARROLLADORA BANDA EL LIMON Y Que Quede Claro (Disa/Edimonsa) KLAX +25, KIWI +20, KSAH +16, KLEY +15, KSTN +15, WLEY +14, KYQQ +14, KRAY +13, KDUT +11, KLBN +10
+142	ALACRANES MUSICAL Dame Tu Amor (Fonovisa) KXPK +31, KESO +17, KCMT +15, XHNZ +14, KRAY +13, KRZZ +12, KLAX +11, KTJM +8, KLTN +7
	LOS PIKADIENTES DE CABORCA La Cumbia Del Rio (Sony BMG Norte) KIWI +18, KXPK +13, WLCC +12, KWIZ +11, KESO +11, KXPK +9, KLBN +8, KLAX +8, KRZZ +8, WYMY +7

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

REGIONAL MEXICAN MONITORED REPORTERS

- KJFA/Albuquerque, NM**
PD: Henry Gonzalez
- KLVO/Albuquerque, NM**
PD/MD: Rene Leon
- WBZY/Atlanta, GA**
PD: Raffy Contigo
APD: Aly Young
- KHHL/Austin, TX**
PD: Jose "Jime" Martin
- KIWI/Bakersfield, CA**
PD/MD: Raul Evangelista
- KMQA/Bakersfield, CA**
OM: Irene Escalante
PD/MD: Yesenia De Luna
APD: Victor Martinez
- KMYX/Bakersfield, CA**
OM: Robert Chavez
PD: Cesar Chavez
- KWEI/Boise, ID**
OM: Steve Ramirez
PD: Melvin Albanez
- WLEY/Chicago, IL**
PD: Ezequiel Gonzalez
- WOJO/Chicago, IL**
OM: Cesar Canales
PD: Rafael Bautista
- KLHB/Corpus Christi, TX**
OM: Clayton Allen
PD/MD: Luis Munoz
- KSAB/Corpus Christi, TX**
OM: Paula Newell
PD/MD: Dan Pena
- KDXX/Dallas, TX**
OM: Andy Lockridge
PD: Jesus Espinqueta
- KESS/Dallas, TX**
PD: Oscar Rios
- KBNO/Denver, CO**
PD: Socorro Rios
MD: Zeno Ferrufino
- KXPK/Denver, CO**
PD: Napoleon Sanchez
- XHNZ/El Paso, TX**
PD: Francisco Aguirre
- KLBN/Fresno, CA**
PD/MD: Jorge Guillen
- KOND/Fresno, CA**
PD: Juan Fernando
- KLTN/Houston, TX**
PD: Raul Brindis
MD: Anael Basulto
- KTJM/Houston, TX**
PD/MD: Eddie Leon
- WEDJ/Indianapolis, IN**
PD/MD: Manuel Sepulveda
- KISF/Las Vegas, NV**
PD: Jose Ramon Bravo
- KBUE/Los Angeles, CA**
PD: Pepe Garza
- KLAX/Los Angeles, CA**
OM: Pio Ferro
PD: Juan Carlos Hidalgo
MD: Lupita Del Castillo
- KSCA/Los Angeles, CA**
PD: Veronica Nava
- KWIZ/Los Angeles, CA**
PD: Eddie Leon
- KESO/McAllen, TX**
OM: Romeo Herrera
PD: Mario Facundo
- KGBT/McAllen, TX**
PD: Hugo De La Cruz
MD: Armando Almazan
- KKPS/McAllen, TX**
PD: Mando San Roman
MD: Robert Montalvo
- KSKD/Merced, CA**
OM: Debbie Gomez
PD: Saul Fiallos
- KRAY/Monterey, CA**
PD: Vicente Romero
- WQBU/New York, NY**
PD: Gerardo Lopez
APD: Gabriel Pino
- KTUZ/Oklahoma City, OK**
OM/MD: Kevin Christopher
MD: Gabriel Ocoqueda
- KXLM/Oxnard, CA**
PD/MD: Salvador Prieto
- KHOT/Phoenix, AZ**
OM: Eleazar Garcia
PD: Nelson Oseida
- KXPD/Portland, OR**
OM/MD: Paul Danitz
APD/MD: Nancy Corcuera
- WYMY/Raleigh, NC**
PD: Julie Garza
- KXSB/Riverside, CA**
PD/MD: Salvador Prieto
- KTFA/Sacramento, CA**
PD: Julie Garza
- KDUT/Salt Lake City, UT**
OM: Carlos Martin Valdez
PD: Cesar Valdiosera
- KLEY/San Antonio, TX**
OM/MD: Alfonso Flores
APD/MD: Edqar Monsivais
- KROM/San Antonio, TX**
PD: Rogelio Leal
- KSAB/San Antonio, TX**
OM: Robin Flores
PD: Alfonso Flores
APD: Minnie Ochoa
MD: Juan Martinez
- KXTN/San Antonio, TX**
PD: Jon Ramirez
APD: Pete A. Morales III
- KLNV/San Diego, CA**
PD: Antonio Covarrubias
APD: Gabriel Alvarez
- XHTY/San Diego, CA**
PD: Elvis Valle
- XOCL/San Diego, CA**
PD: Marylu Ramos
APD: Gisel Moreno
- KRZZ/San Francisco, CA**
OM: Olga Rosales
PD: Jesse Portillo
- KSOL/San Francisco, CA**
PD/MD: Jose Luis Gonzalez
- KIST/Santa Barbara, CA**
OM: Keith Royer
PD: Jose Fierros
- KXTS/Santa Rosa, CA**
OM: Krista Bowker
PD: Alex Ballesteros
- KSTN/Stockton, CA**
PD: Kent Rodriguez
- WLCC/Tampa, FL**
PD: Luis Briceño
- KCMT/Tucson, AZ**
PD/MD: Enrique Mayans
- KYQQ/Wichita, KS**
OM: Beverlee Brannigan
PD: Arnoldo Gonzalez

R&R LATIN POP

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BDS



► MEXICALI, BAJA CALIFORNIA, TRIO **REIK** ROCKETS 32-23 WITH THE POWER POP "INOLVIDABLE." THE SONG PREVIWS THE ALBUM "UN DIA MAS," DUE NEXT MONTH. OF THE GROUP'S PREVIOUS SEVEN CHART ENTRIES, ALL HAVE REACHED THE TOP 15, WITH FOUR CLIMBING TO THE TOP FIVE.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW	+/-	AUDIENCE MILLIONS	RANK
1	1	8	LUIS FONSI	NO ME DOY POR VENCIDO	UNIVERSAL LATINO	963	-7	10.194	1
2	2	22	MANA	SI NO TE HUBIERAS IDO	WARNER LATINA	865	-48	9.948	2
3	3	15	GLORIA TREVI	CINCO MINUTOS	UNIVERSAL LATINO	755	+85	5.765	6
4	4	29	ENRIQUE IGLESIAS	DONDE ESTAN CORAZON	UNIVERSAL LATINO	700	-6	9.003	3
5	7	9	ENRIQUE IGLESIAS	LLORO POR TI	UNIVERSAL LATINO	682	+142	6.701	4
6	5	43	FLEX	TE QUIERO	EMI TELEVISIA	663	-19	6.602	5
7	6	13	JUANES	TRES	UNIVERSAL LATINO	625	-20	4.285	14
8	8	10	CAMILA	ME DA IGUAL	SONY BMG NORTE	613	+15	4.874	11
9	9	7	HASHASH	NO TE QUIERO NADA	SONY BMG NORTE	599	+36	5.615	8
10	12	35	JUANES	COTAS DE AGUA DULCE	UNIVERSAL LATINO	524	+20	4.707	12
11	11	19	JULIETA VENEGAS	EL PRESENTE	SONY BMG NORTE	516	-84	4.881	10
12	10	21	LUIS MIGUEL	SI TU TE ATREVES	WARNER LATINA	492	-38	3.778	17
13	13	6	MANA	ARDE EL CIELO	WARNER LATINA	427	+30	3.819	16
14	14	25	TOMMY TORRES	PEGACHITO	WARNER LATINA	410	-13	2.756	25
15	15	3	FRANCO DE VITA	MI SUEÑO	SONY BMG NORTE	405	+50	4.582	13
16	16	6	TOMMY TORRES	TARDE O TEMPRANO	WARNER LATINA	385	+12	5.717	7
17	17	31	BELANOVA	CADA QUE...	UNIVERSAL LATINO	370	-20	3.025	20
18	18	51	JUANES	ME ENAMORA	UNIVERSAL LATINO	337	-12	5.393	9
19	19	12	AVENTURA	EL PERDEDOR	PREMIUM LATIN	325	+10	2.302	32
20	20	11	MJ	ME VENIDO	MACHETE	305	-29	1.844	39
21	21	17	PEPE AGUILAR	PERDONO Y OLVIDO	EMI TELEVISIA	285	+12	3.327	19
22	22	15	KANY GARCIA	ESTA SOLEDAD	SONY BMG NORTE	282	-87	2.659	27
23	23	2	REIK	INOLVIDABLE	SONY BMG NORTE	272	+75	1.146	-
24	24	5	ALEJANDRO FERNANDEZ	SIN CONSIDERACION	SONY BMG NORTE	256	+18	2.576	28
25	25	11	LOS TEMERARIOS	SI TU TE VAS	FONOVISIA	256	-32	3.850	15
26	26	16	JUAN LUIS GUERRA Y 440	COMO YO	EMI TELEVISIA	254	-35	2.923	21
27	27	6	PLAYA LIMBO	EL TIEMPO DE TI	SONY BMG NORTE	240	-2	0.634	-
28	28	15	BABY BOY	YA NO LLORES (LET ME LOVE YOU)	786/SIENTE	236	+8	1.675	-
29	29	3	CHAYANNE	AMOR INMORTAL	SONY BMG NORTE	228	+17	3.358	18
30	30	4	ERRE XI	CARITA BONITA	MAS FLOW/MACHETE	228	+6	1.226	-
31	31	18	WISIN & YANDEL	AHORA ES	MACHETE	214	+32	1.524	-
32	32	3	EDNITA NAZARIO FEATURING NATALIA JIMENEZ	NO	SONY BMG NORTE	196	+8	2.466	30
33	33	3	LOLA	SI ME BESAS	EMI TELEVISIA	193	-5	2.567	29
34	NEW		MOTEL FEATURING PATY CANTU	DOS PALABRAS	WARNER LATINA	181	+64	1.084	-
35	35	10	VICENTE FERNANDEZ	PARA SIEMPRE	SONY BMG NORTE	169	-10	2.043	34
36	NEW		LA OREJA DE VAN GOGH	EL ULTIMO VALS	SONY BMG NORTE	158	+111	1.129	-
37	37	4	DADDY YANKEE	POSE	EL CARTEL	156	+4	2.875	23
38	NEW		MARCOS YAROIDE FEATURING DIVINO	TODO SE LO DEBO A EL	LUAR	154	+17	2.222	33
39	39	4	THALIA	TEN PACIENCIA	EMI TELEVISIA	153	+1	2.742	26
40	40	2	BELANOVA	ONE, TWO, THREE, GO! (1, 2, 3 GO!)	UNIVERSAL LATINO	148	-7	0.407	-

MOST ADDED

ARTIST TITLE / LABEL	NEW STATIONS
LA OREJA DE VAN GOGH El Ultimo Vals (Sony BMG Norte) KRIO, KXXS, WFID, WIAC, WIOA, WXYX, XHPX	7
ALEJANDRO FERNANDEZ Sin Consideracion (Sony BMG Norte) KBMG, WRLX, XLTN	3
TERCER CIELO Yo Te Extranare (Kasa) WFID, WIAC, WKAQ	3
GLORIA TREVI Cinco Minutos (Universal Latino) WAMR, WRMA	2
MOTEL FEAT. PATY CANTU Dos Palabras (Warner Latina) WIOA, XAVO	2
EDDY LOVER Luna (Machete) WVIV, WVVA	2
KALIMBA Jamás (Sony BMG Norte) KPSL, KXOB	2
FONSECA Arroyito (EMI Televisa) KLOL, WWVA	2
JESSE & JOY Esto Es Lo Que Soy (Warner Latina) WIOA, WKAQ	2
ENRIQUE IGLESIAS Lloro Por Ti (Universal Latino) WRMA	1

ADDED AT...

WWVA
Atlanta, GA
PD: Raffy Contigo
Fonseca, Arroyito, 20
Domenic Marte, Yo Me Equivoco, 8
Eddy Lover, Luna, 7
Jerry Rivera, Amores Como El Nuestro, 7

VIVA 105.7 FM
The Sound of the South

FOR REPORTING STATIONS PLAYLISTS GO TO:
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NEW AND ACTIVE

ARTIST TITLE / LABEL	PLAYS /GAIN	ARTIST TITLE / LABEL	PLAYS /GAIN
JESSE & JOY Esto Es Lo Que Soy (Warner Latina) TOTAL STATIONS: 4	127/71	KATY PERRY I Kissed A Girl (Capitol) TOTAL STATIONS: 10	110/14
MANNY MANUEL Yo Voy A Darte (Universal Latino) TOTAL STATIONS: 4	126/12	ANA VICTORIA Siempre Pude Ver (E!am/Covertour) TOTAL STATIONS: 4	106/8
KALIMBA Jamás (Sony BMG Norte) TOTAL STATIONS: 6	121/58	LA SECTA ALLSTAR No Puedes Parar (No Little Fish) TOTAL STATIONS: 2	106/6
FONSECA Arroyito (EMI Televisa) TOTAL STATIONS: 9	111/48	ABRAHAM M Esposa (Machete) TOTAL STATIONS: 3	101/43
XIMENA SARINANA Vidas Paralelas (Warner Latina) TOTAL STATIONS: 5	110/18	TERCER CIELO Yo Te Extranare (Kasa) TOTAL STATIONS: 3	93/93

MOST INCREASED PLAYS

+142	ENRIQUE IGLESIAS Lloro Por Ti (Universal Latino) WRMA +21, WKAQ +20, KBMG +16, XHPX +14, WIOA +10, KGSX +10, KLOL +10, WIAC +8, KXOB +8, WXYX +7
+111	LA OREJA DE VAN GOGH El Ultimo Vals (Sony BMG Norte) WIOA +36, KRIO +19, XHPX +18, KXXS +12, WFID +10, WXYX +9, WIAC +5, WMGE +1, WVIV +1
+93	TERCER CIELO Yo Te Extranare (Kasa) WKAQ +45, WFID +25, WIAC +23
+85	GLORIA TREVI Cinco Minutos (Universal Latino) WRMA +26, WPAT +9, WAMR +9, WXYX +8, KQKQ +6, XAVO +5, KLOL +5, WVIV +4, KGSX +3, KRIO +3
+75	REIK Inolvidable (Sony BMG Norte) KXXS +21, WIAC +11, XHPX +9, WFID +6, XHFG +6, KBMG +5, XAVO +5, WVIV +5, KGSX +3, KRIO +2

FOR WEEK ENDING AUGUST 24, 2008
LEGEND: See legend to charts in charts section for rules and symbol explanations.
29 Latin pop, 17 tropical and 10 Latin rhythm stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2008 Nielsen Business Media, Inc. All rights reserved.

LATIN POP MONITORED REPORTERS

WWVA/Atlanta, GA
PD: Raffy Contigo

KXXS/Austin, TX
OM: Romeo Herrera
PD: Rudy Ramos
MD: Julieta Jil

KPSL/Bakersfield, CA
PD: Isicrr Roman

WVIV/Chicago, IL
OM/PD: Cesar Canales
APD: Luc, Herrera
MC: Armando Reyes

KTCY/Dallas, TX
PD: Javier Casanova

XHPX/EI Paso, TX
PD: David Castillo

KXOB/Fresno, CA
PD: Jorge Guillen

KLOL/Houston, TX
PD: Omar Romero

KQKQ/Houston, TX
PD: Eddie Leon
MD: Raquenell Villarreal

KLVE/Los Angeles, CA
PD: Fernando Perez

KSSE/Los Angeles, CA
OM: Elias Autran
PD: Nestor Rocha
APD: Andrea Becerra

XAVO/McAllen, TX
OM: Jeff Koch
PD: Juan Facundo

WAMR/Miami, FL
PD: Pedro Javier Gonzalez

WMGE/Miami, FL
OM: Rod Phillips
PD: Rogelio Alfonso
MD: Raymond Hernandez

WRMA/Miami, FL
OM/PD: Tony Campos

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

WVJP/Puerto Rico
OM/PD: Junior Torres
APD: Gloria Garced

WXYX/Puerto Rico
PD/MD: Herman Davila

KBMG/Salt Lake City, UT
OM: Carlos Martin Valdez
PD: Ana Perez

KGSX/San Antonio, TX
PD: Manny Herrera

KRIO/San Antonio, TX
OM/PD: Alfonso Flores

XHFG/San Diego, CA
OM: Elvis Valle
PD: Robbie Ramirez

XLTN/San Diego, CA
PD: Libia Sauza

WRLX/West Palm Beach, FL
PD: Raymond Hernandez



► "NA DE NA" MOVES 2-1 AT LATIN RHYTHM TO GIVE ANGEL & KHRIZ THEIR FIRST NO. 1 AT THE FORMAT. THE DUO'S PREVIOUS PEAK CAME IN AFRIL WHEN "LA VECINA" PEAKED AT NO. 2.

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	26	GILBERTO SANTA ROSA NO TE VAYAS	SONY BMG NORTE	371 +10	2.246	6
2	3	22	CHARLIE CRUZ TU ME CONFUNDES	SONY BMG NORTE	334 +14	1.950	9
3	2	23	JUAN LUIS GUERRA Y 440 COMO YO	EMI TELEVISIA	312 -12	1.912	10
4	16	10	MJ HE VENIDO	MACHETE	293 +23	2.555	2
5	5	26	WISIN & YANDEL AHORA ES	MACHETE	262 -18	2.539	3
6	4	40	AVENTURA EL PERDEDOR	PREMIUM LATIN	254 -27	1.782	13
7	5	40	FLEX TE QUIERO	EMI TELEVISIA	246 +26	2.747	1
8	7	42	FRANK REYES AMOR DESPERDICIAO	M.P./JVN/J & N	226 -28	2.401	5
9	13	9	ADOLESCENT ORQUESTA E VAQUEL LUGAR	CORTA/UNION	221 +40	2.111	8
10	12	16	JORGE CELEDON & JIMMY ZAMBRANO ME VIO LLORAR	SONY BMG NORTE	209 +5	2.164	7
11	8	21	MANA SI NO TE HUBIERAS IDO	WARNER LATINA	195 -16	0.828	23
12	16	7	LUIS FONSI NO ME DOY POR VENCIDO	UNIVERSAL LATINO	189 +25	0.907	20
13	1	14	DADDY YANKEE POSE	EL CARTEL	187 -26	1.129	18
14	17	6	ANGEL & KHRIZ NA DE NA	V/MACHETE	184 +24	1.486	16
15	8	17	VICTOR MANUELLE YO NO SE PERDONARTE	KIYAVI/VM	176 -47	1.708	14
16	14	36	NG2 ELLA MENEÁ	SONY BMG NORTE	157 -15	0.969	19
17	20	4	EDDY LOVER LUNA	MACHETE	154 +16	0.460	36
18	15	21	EL CHAVAL DONDE ESTAN ESOS AMIGOS	MAS/VENEMUSIC	147 -21	1.817	12
19	19	8	ANDY ANDY PORQUE FUE QUE TE AME	EMI TELEVISIA	146 -4	0.505	34
20	21	11	NG2 POR AMARTE	SONY BMG NORTE	139 +2	0.854	22
21	28	38	HECTOR ACOSTA SIN PERDON	VENEMUSIC	131 -5	1.834	11
22	22	10	JUANES TRES	UNIVERSAL LATINO	127 -10	0.518	33
23	24	3	VICTOR MANUELLE NO SOY QUIEN	KIYAVI/VM	126 -6	1.706	15
24	26	16	KEVIN CEBALLO EL MILAGRO DE TU AMOR	M.P./JVN/J & N	125 -4	0.876	21
25	23	12	TOBY LOVE LLORAR LLOVIENDO	SONY BMG NORTE	117 +30	0.433	37
26	27	19	MARLON BACHATA ROSA	LA CALLE/UNIVISION	109 +3	0.820	24
27	26	7	FUEGO MI ALMA SE MUERE	CHOSEN FEW/EMERALD/ONE	105 -1	0.735	25
28	35	3	DOMENIC MARTE YO ME EQUIVOCO	M.P./JVN/J & N	103 +17	0.135	-
29	32	10	ERRE XI CARITA BONITA	MAS FLOW/MACHETE	103 +16	0.284	-
30	28	10	BATS N ROME FEATURING DOMENIC MARTE ME INVADE ESTA SOLEDAD	DIRECT BALANCE	97 -5	0.094	-

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	2	11	ANGEL & KHRIZ NA DE NA	V/MACHETE	479 +7	6.794	1
2	1	14	WISIN & YANDEL SIGUELO	MACHETE	476 -17	6.618	2
3	3	21	BABY BOY YA NO LLORES (LET ME LOVE YOU)	78/ESIENTE	391 -41	4.735	4
4	4	15	DADDY YANKEE POSE	EL CARTEL	379 -7	5.402	3
5	5	20	MJ HE VENIDO	MACHETE	313 -14	3.272	7
6	8	43	FLEX TE QUIERO	EMI TELEVISIA	291 +22	2.032	19
7	7	40	AVENTURA EL PERDEDOR	PREMIUM LATIN	276 -15	3.029	8
8	6	23	TONY DIZE PERMITAME	WY/MACHETE	272 -21	4.333	5
9	12	5	IVY QUEEN DIME	MACHETE	259 +39	2.394	12
10	9	6	EDDY LOVER LUNA	MACHETE	259 +15	2.803	11
11	10	9	TOBY LOVE LLORAR LLOVIENDO	SONY BMG NORTE	227 -14	2.078	17
12	13	22	MANA SI NO TE HUBIERAS IDO	WARNER LATINA	223 +9	1.019	-
13	15	4	ALEXIS & FIDO SUBETE	SONY BMG NORTE	206 +22	3.547	6
14	32	2	ENRIQUE IGLESIAS LLORO POR TI	UNIVERSAL LATINO	195 +110	1.123	38
15	14	27	ERRE XI CARITA BONITA	MAS FLOW/MACHETE	184 -14	1.075	40
16	11	9	TITO "EL BAMBINO" VAMOS PAL AGUA	EMI TELEVISIA	174 -60	1.771	23
17	16	6	LUIS FONSI NO ME DOY POR VENCIDO	UNIVERSAL LATINO	159 -13	1.253	30
18	15	7	CHRIS BROWN FOREVER	JIVE/ZOMBA	124 -8	2.844	10
19	27	5	BABY RANKS FEATURING ANGEL LOPEZ EL AMOR SE FUE	STAR-DO/E LATINO	123 +33	1.114	39
20	17	6	MANA ARDE EL CIELO	WARNER LATINA	123 -23	0.757	-
21	30	9	KARDINAL OFFISHALL FEATURING AKON DANGEROUS	KONLIVE/GEFFEN/INTERSCOPE	121 +34	2.173	16
22	20	4	RKM & KEN-Y FEATURING PLAN B TUVE UN SUEÑO	PINA/UNIVERSAL LATINO	119 0	1.592	26
23	23	3	MIGUELITO MI GENERACION	LOS CANGRI/EL CARTEL MACHETE	109 +15	1.263	29
24	NEW	1	LOS YETSONS NADIE COMO TU	ROTARI	104 +49	1.169	34
25	21	9	JUANES TRES	UNIVERSAL LATINO	104 -8	0.867	-
26	22	19	DE LA GHETTO EL DIFICIL	CMG/SRC/UNIVERSAL MOTOWN	101 -2	1.683	24
27	23	20	COLBY O'DONIS FEATURING AKON WHAT YOU GOT	KONLIVE/GEFFEN/INTERSCOPE	95 -8	1.126	37
28	24	17	LIL WAYNE FEATURING STATIC MAJOR LOLLIPOP	CASH MONEY/UNIVERSAL MOTOWN	93 -7	1.521	27
29	25	2	DE LA GHETTO DE LA GHETTO	FK NATION	92 -6	1.203	33
30	29	5	COLBY O'DONIS DON'T TURN BACK	KONLIVE/GEFFEN/INTERSCOPE	91 +11	2.914	9

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL
1	1	10	ALLISON MEMORAMA	SONY BMG NORTE
2	3	3	TRIBAL TEQUILA	MAXIMO SONIDO RECORDS
3	2	11	JULIETA VENEGAS EL PRESENTE	SONY BMG NORTE
4	6	4	PLASTILINA MOSH LET U KNOW	NACIONAL
5	4	24	MOTEL UNO, DOS, TRES	WARNER LATINA
6	5	19	BABASONICOS PLUMAS	UNIVERSAL LATINO
7	7	4	MONTECRISTO TERESA	MTC MUSIC
8	8	10	CAFE TACVBA ESTA VEZ	UNIVERSAL LATINO
9	10	4	MANA ARDE EL CIELO	WARNER LATINA
10	NEW	1	JAGUARES VISIBLE	EMI TELEVISIA
11	9	16	NORTEC COLLECTIVE PRESENTS BOSTITCH & FUSSIBLE TIJUANA SOUND MACHINE	NACIONAL
12	NEW	1	BELANOVA ONE, TWO, THREE, GO! (1, 2, 3 GO!)	UNIVERSAL LATINO
13	16	4	FATIMA HUSH HUSH	FATIMA
14	NEW	1	VICTIMAS CADAVER DE AMOR	NOT LISTED
15	NEW	1	SERGIO MENDES FEAT. JUANES Y VAMOS YA (...LET'S GO)	WILLIAM/STARBUCKS/CONCORD/CMG
16	18	6	SEKRETO VUELVE A LA CARGA	SONES DEL MEX/IDE
17	14	2	BAJOFONDO TUVE SOL	SURCO
18	RE-ENTRY	1	PLASTILINA MOSH FEAT. ADRIAN DARGELOS PASO FINO	NACIONAL
19	NEW	1	JESSY BULBO MUNEQUITA SINTETICA	NUEVOS RICOS
20	20	2	ELLI NOISE ASFIXIA	SOURPOP

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	IMPRINT / PROMOTION LABEL
1	4	9	ANGEL Y KHRIZ NA DE NA	MACHETE
2	2	7	CARIBBEAN CONNECTION INTRO	V/MACHETE
3	3	12	BRENDALY NA NA NA	SOUTHERN PEARL
4	5	4	CHAMBAO PAPELES MOJADOS	SONY BMG NORTE
5	10	7	WISIN & YANDEL SIGUELO	MACHETE
6	4	9	TOBY LOVE LLORAR LLOVIENDO	SONY BMG NORTE
7	8	4	JUANES TRES	UNIVERSAL LATINO
8	7	9	LOS HERMANOS ROSARIO TE ECHE DE MENOS	M.P./JVN/J&N
9	3	12	DLG TORO MATA	LA CALLE/UNIVISION
10	9	12	MAELO RUIZ AROMA DE MUJER	CODISCOS/TROPISOUNDS
11	11	9	KALIMETE TAKA TAKA	CUTTING LATINO
12	14	7	PUERTO RICAN POWER ENSENAME	M.P./JVN/J&N
13	12	9	DOMENIC MARTE FEAT. GERALDINE CON LOS OJOS CERRADOS	M.P./JVN/J&N
14	NEW	1	MARALA QUIERO TENERTE	RVM
15	16	6	NIHO MI TEQUETE QUE	HOLA HOLA
16	13	11	NG2 POR AMARTE	SONY BMG NORTE
17	9	9	JORGE CELEDON Y JIMMY ZAMBRANO ME VIO LLORAR	SONY BMG NORTE
18	17	4	BELANOVA CADA QUE...	UNIVERSAL LATINO
19	NEW	1	SONORA CARRUSELES NADIE SE SALVA DE LA RUMBA	FUENTES
20	NEW	1	MJ HE VENIDO	MACHETE

R&R NATIONAL AIRPLAY OVERVIEW

POWERED BY nielsen BDS BILLBOARD CHARTS nielsen CHARTS COMPILED BY SoundScan

Billboard TOP ALBUMS

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

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	Title	CERT.	PEAK POSITION
1	1	2	#1 JONAS BROTHERS HOLLYWOOD 001944 (18.98) +	A Little Bit Longer		1
2	3	4	KID ROCK TOP DOG ATLANTIC 290556 (18.98)	Rock N Roll Jesus		2
3	1	1	HOT SHOT DEBUT STAIN'D FLIP/ATLANTIC 511769 (18.98)	The Illusion Of Progress		3
4	2	1	SOUNDTRACK DECCA 011439 (18.98)	Mamma Mia!		1
5	NEW	1	ICE CUBE LENCH MOB 34635 (18.98)	Raw Footage		1
6	4	2	MILEY CYRUS HOLLYWOOD 002129 (18.98)	Breakout		1
7	6	5	LIL WAYNE CASH MONEY/UNIVERSAL MOTOWN 011033 UMRG (13.98)	Tha Carter III		2
8	5	3	SUGARLAND MERCURY NASHVILLE 011273 UMGN (13.98)	Love On The Inside		1
9	8	8	SOUNDTRACK WALT DISNEY 001742 (18.98)	Camp Rock		1
10	NEW	1	SHWAYZE SURETONE/GEFFEN 011498 IGA (10.98)	Shwayze		10
11	7	6	COLDPLAY CAPITOL 16886 (18.98)	Viva La Vida or Death And All His Friends		1
12	9	9	RIHANNA SRP/DEF JAM 008968 (18.98)	Good Girl Gone Bad		2
13	NEW	1	THE CHEETAH GIRLS WALT DISNEY 002045 (18.98)	One World (SoundTrack)		13
14	14	20	KATY PERRY CAPITOL 04249 (12.98)	One Of The Boys		1
15	11	16	TAYLOR SWIFT BIG MACHINE 079012 (18.98) +	Taylor Swift		3
16	12	13	VARIOUS ARTISTS EMI SONY BMG UNIVERSAL ZOMBA 08144 CAPITOL (18.98)	NOW 28		2
17	NEW	1	THE ACADEMY IS... DECAYDANCE FUELED BY RAMEN/ATLANTIC 512263 (13.98)	(Fast Times At Barrington High)		17
18	15	22	LEONA LEWIS SYCO J 02554 RMG (18.98)	Spirit		1
19	18	26	DISTURBED REPRISE 411132 (18.98) +	Indestructible		1
20	10	11	JONAS BROTHERS HOLLYWOOD 000782 (18.98) +	Jonas Brothers		5
21	19	25	DUFFY MERCURY 010822 (18.98)	Rockferry		4
22	26	32	GREATEST GAINER JASON MRAZ ATLANTIC 448508 (18.98)	We Sing. We Dance. We Steal Things.		3
23	13	2	DADDY YANKEE LL CARTEL 080020 MACHETE (10.98)	Talento De Barrio (Soundtrack)		13
24	17	7	LLOYD YOUNG-GOLDFIE THE INC./UNIVERSAL MOTOWN 011517 UMRG (13.98)	Lessons In Love		7
25	21	17	NAS DEF JAM COLUMBIA 011505 (18.98)	Untitled		1

Billboard HOT DIGITAL SONGS

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST (IMPRINT / PROMOTION LABEL)	CERT.
1	1	1	#1 WHATEVER YOU LIKE T.I./GAND HUSTLE/ATLANTIC	T.I.	
2	2	10	DISTURBIA RIHANNA (SRP/DEF JAM/IDJMG)	Disturbia	
3	4	14	PAPER PLANES M.I.A. (XL/INTERSCOPE)	Paper Planes	
4	1	1	SO WHAT PINK (LAFACE/ZOMBA)	So What	
5	32	2	ALL SUMMER LONG HIT MASTERS (HIP KIDDY)	All Summer Long	
6	1	2	CRUSH DAVID ARCHULETA (19 JIVE/ZOMBA)	Crush	
7	7	16	VIVA LA VIDA COLDPLAY (CAPITOL)	Viva La Vida	
8	8	16	I KISSED A GIRL KATY PERRY (CAPITOL)	I Kissed A Girl	
9	12	13	WHEN I GROW UP THE PUSSYCAT DOLLS (INTERSCOPE)	When I Grow Up	
10	13	19	I'M YOURS JASON MRAZ (ATLANTIC)	I'm Yours	
11	9	18	FOREVER CHRIS BROWN (JIVE/ZOMBA)	Forever	
12	10	9	BURNIN' UP JONAS BROTHERS (HOLLYWOOD)	Burnin' Up	
13	14	14	DANGEROUS KARDINAL OFFISHALL (KONLIVE/GEFFEN)	Dangerous	
14	14	12	PUT ON YOUNG JEEZY FEAT. KANYE WEST (C1E/DEF JAM/IDJMG)	Put On	
15	19	10	IN THE AYER FLD RIDA FEATURING WILL LAM (POE BOY/ATLANTIC)	In The Ayer	
16	18	9	ONE STEP AT A TIME JORDIN SPARKS (19 JIVE/ZOMBA)	One Step At A Time	
17	3	2	CHANGE TAYLOR SWIFT (BIG MACHINE)	Change	
18	1	1	THE DAY THAT NEVER COMES METALLICA (WARNER BROS.)	The Day That Never Comes	
19	17	11	FALL FOR YOU SECONDHAND SERENADE (GLASSNOTE/ILG)	Fall For You	
20	5	2	DREAMER CHRIS BROWN (JIVE/ZOMBA)	Dreamer	
21	11	3	MY LIFE THE GAME FEATURING LIL WAYNE (GEFFEN/INTERSCOPE)	My Life	
22	26	8	BETTER IN TIME LEONA LEWIS (SYCO J/RMG)	Better In Time	
23	20	15	LOLLI LOLL (POP THAT BODY) THREE 6 MAFIA (HYPNOTIZE MINDS COLUMBIA)	Lolli Lolli (Pop That Body)	
24	23	18	CLOSER NE-YO (DEF JAM/IDJMG)	Closer	
25	24	4	CAN'T BELIEVE IT T-PAIN FEAT. LIL WAYNE (NAPPY BOD/KONVIC1/JIVE/ZOMBA)	Can't Believe It	
26	21	21	SHAKE IT METRO STATION (COLUMBIA)	Shake It	
27	24	19	HANDLEBARS FLOBOTS (UNIVERSAL REPUBLIC)	Handlebars	
28	36	5	CORONA AND LIME SHWAYZE (SURETONE/GEFFEN/INTERSCOPE)	Corona and Lime	
29	42	5	HOT N COLD KATY PERRY (CAPITOL)	Hot N Cold	
30	28	18	A MILLI LIL WAYNE (CASH MONEY/UNIVERSAL MOTOWN)	A Milli	
31	29	16	TAKE A BOW RIHANNA (SRP/DEF JAM/IDJMG)	Take A Bow	
32	22	12	7 THINGS MILEY CYRUS (HOLLYWOOD)	7 Things	
33	30	18	LEAVIN' JESSE MCCARTNEY (HOLLYWOOD)	Leavin'	
34	31	13	GOT MONEY LIL WAYNE FEAT T-PAIN (CASH MONEY UNIVERSAL MOTOWN)	Got Money	
35	12	12	SHUT UP AND LET ME GO THE TING TINGS (COLUMBIA)	Shut Up and Let Me Go	
36	64	6	JUST DANCE LADY GAGA FEAT. COLBY O'DONIS (STREAMLINE KONLIVE/INTERSCOPE)	Just Dance	
37	49	7	LOVE REMAINS THE SAME GAVIN ROSSDALE (INTERSCOPE)	Love Remains the Same	
38	37	13	GET LIKE ME DAVID BANNER FEAT. CHRIS BROWN (BIG F4 C.E. SRC/UNIVERSAL MOTOWN)	Get Like Me	
39	34	27	POCKETFUL OF SUNSHINE NATASHA BEDINGFIELD (PHONOGENIC EPIC)	Pocketful of Sunshine	
40	56	10	CALABRIA 2008 ENUR FEATURING NATASJA (ULTRA)	Calabria 2008	
41	35	27	BLEEDING LOVE LEONA LEWIS (SYCO J/RMG)	Bleeding Love	
42	41	9	BARTENDER SONG (AKA SITTING AT A BAR) REHAB (UNIVERSAL REPUBLIC)	Bartender Song	
43	1	1	AMERICAN BOY STUDIO ALL STARS (ECTYPAL)	American Boy	
44	33	23	LOLLIPOP LIL WAYNE FEAT. STATIC MAJOR (CASH MONEY UNIVERSAL MOTOWN)	Lollipop	
45	27	14	THE TIME OF MY LIFE DAVID COOK (19 RCA/RMG)	The Time of My Life	
46	38	20	IT'S NOT MY TIME 3 DOORS DOWN (UNIVERSAL REPUBLIC)	It's Not My Time	
47	43	8	OUT HERE GRINDIN' DJ KHALED (TERROR SQUAD/KOCH)	Out Here Grindin'	
48	44	18	MERCY DUFFY (MERCURY/IDJMG)	Mercy	
49	59	16	CHECK YES JULIET (RUN BABY RUN) WE THE KINGS (S-CURVE)	Check Yes Juliet	
50	58	8	SWING SAVAGE FEAT. SOULJA BOY TELLEM (DAWN RAID UNIVERSAL REPUBLIC)	Swing	

VIDEO CHANNELS

MTV

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



	TW	LW
1 The Game, My Life	28	2
2 Gyn Class Heroes, Cookie Jar	24	2
3 WE the Kings, Check Yes Juliet (Run Baby Run)	10	15
4 David Banner, Shady Say	10	15
5 Santogold, L.E.S. Artistes	10	17
6 Hawthorne Heights, Rescue Me	10	17
7 Cal, I'll Run	10	23
8 Colplay, Viva La Vida	9	2
9 Donnie Klang, Take You There	8	26
10 Morningwood, Sugarbaby	7	26
11 Miley Cyrus, 7 Things	6	10
12 All Time Low, Poppin' Champagne	6	13
13 Fanic At The Disco, Nine In The Afternoon	5	0
14 Ne-Yo, Closer	5	0
15 Jonas Brothers, Burnin' Up	5	7
16 Katy Perry, I Kissed A Girl	5	2
17 Jasmine Sullivan, Need U Bad	4	0
18 Paramore, Crushcrushcrush	4	0
19 Fall Out Boy, Beat It	4	0
20 Slipknot, Psychosocial	4	0
21 Rihanna, Take A Bow	4	0
22 T.I., No Matter What	4	14
23 Cassie, Official Girl	2	0
24 Jordin Sparks, One Step At A Time	2	0
25 Pink, So What	2	0
26 John Legend, Green Light	2	0
27 Kardinal Offishall, Dangerous	2	1
28 Young Jeezy, Put On	2	1
29 The Cheetha Girls, One World	1	0
30 The Veronicas, Untouched	1	0

A+ The Game, My Life
A+ Gyn Class Heroes, Cookie Jar
A+ WE the Kings, Check Yes Juliet (Run Baby Run)

BET

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



	TW	LW
1 Lil Wayne, Got Money	14	14
2 Jennifer Hudson, Spotlight	12	6
3 Jasmine Sullivan, Need U Bad	12	13
4 Ne-Yo, Miss Independent	10	0
5 Yung Berg, The Business	10	11
6 Lil' Cool J, Baby	9	10
7 Ne'ly, Body On Me	9	10
8 Alicia Keys, Supernova	8	8
9 Robin Thicke, Magic	8	9
10 Chris Brown, Forever	8	9
11 Kerl Hilton, Energy	7	6
12 Ashanti, Good Good	6	4
13 DJ Khaled, Out Here Grindin'	6	6
14 Ice Cube, Do Your Thang	6	6
15 Game Feat. Lil Wayne, My Life	5	0
16 Santogold, Julian Casablancas & N'E'R'D, My Drive Thru	5	0
17 Fortworth Bentley, Everybody	5	5
18 Phes, Please Excuse My Hands	5	5
19 Mariah Carey, I'll Be Lovin' U Long Time	5	8
20 T.L., Whatever You Like	5	9
21 Young Jeezy, Put On	5	18
22 Rick Ross, Here I Am	4	4
23 Bun-B, You're Everthing	4	0
24 V.I.C., Wobble	3	0
25 Bow Wow, Marico Polo	3	0
26 Slim Thug Presents, Hogg Outlawz, Keep It Playa	3	0
27 David Banner, Get Like Me	3	3
28 Ray J, Gifts	3	4
29 Red Cafe, Paper Touchin'	3	4
30 The-Dream, I Love Your Girl	3	4

A+ Ne-Yo, Miss Independent

Great American Country

MD: Tony Trovato
Scrpps 615-321-7525



	TW	LW
1 Kenny Chesney, Everybody Wants To Go To Heaven	29	0
2 Sugarland, You Look Good In My Shirt	29	23
3 Keith Anderson, I Still Miss You	26	25
4 Taylor Swift, Should've Said No	25	25
5 Brad Paisley, Waitin' On A Woman	24	24
6 Jimmy Wayne, Do You Believe Me Now	24	26
7 Carrie Underwood, Just A Dream	24	26
8 George Strait, Troubadour	24	28
9 Alan Jackson, Good Time	23	22
10 Heidi Newfield, I Still Miss You	20	18
11 Brooks & Dunn, Put A Girl In It	20	32
12 Chuck Wicks, All I Ever Wanted	19	19
13 Trace Adkins, You're Gonna Miss This	18	9
14 Dennis Rucker, Don't Think I Don't Think About It	17	17
15 Jessica Simpson, Come On Over	17	17
16 Crystal Shawanda, You Can Let Go	16	11
17 Lee Ann Womack, Last Call	16	11
18 Lady Antebellum, Lookin' For A Good Time	13	19
19 Little Big Town, Fine Line	12	7
20 Jamey Johnson, In Color	12	12
21 Kent Thomas, Shreveport To LA	12	13
22 Gary Allan, Learning How To Bend	12	25
23 Kellie Pickler, Don't You Know You're Beautiful	11	11
24 The Lost Trailers, Holler Back	11	11
25 Craig Morgan, Love Remembers	11	12
26 Jason Aldean, Forever	11	16
27 Luke Bryan, Country Man	11	17
28 Reba McEntire, Every Other Weekend	11	17
29 Miranda Lambert, Gunpowder & Lead	11	25

A+ Kenny Chesney, Everybody Wants To Go To Heaven

MTV2

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



	TW	LW
1 Ne'ly, Body On Me	21	22
2 Shwayze, Corona and Lime	20	24
3 Gyn Class Heroes, Cookie Jar	18	1
4 The Game, My Life	18	3
5 Lil' Cool J, Baby	16	15
6 Lil Wayne, Got Money	17	22
7 Young Jeezy, Put On	17	22
8 All Time Low, Poppin' Champagne	15	14
9 Miley Cyrus, 7 Things	15	22
10 Saving Abel, Addicted	15	22
11 The Wombats, Let's Dance To Joy Division	15	22
12 David Banner, Shady Say	14	16
13 Kid Rock, All Summer Long	14	21
14 Slipknot, Psychosocial	13	15
15 Hawthorne Heights, Rescue Me	13	15
16 Jordin Sparks, One Step At A Time	13	15
17 DJ Khaled, Out Here Grindin'	12	13
18 Soulja Boy Tell'em, Donk	10	16
19 Tickle Me Pink, Typical	9	0
20 Scars On Broadway, They Say	9	15
21 My Morning Jacket, Touch Me I'm Going To Scream Part II	8	0
22 Coldplay, Viva La Vida	8	15
23 Big Boy, Sumthin's Gotta Give	7	2
24 Morningwood, Sugarbaby	7	4
25 Heidi Newfield, Johnny & June	7	8
26 Chromeo, Momma's Boy	6	0
27 T.I., No Matter What	6	0
28 Cab, I'll Run	6	4
29 Fortworth Bentley, Everybody	6	4
30 M.I.A., Paper Planes	5	0

A+ Gyn Class Heroes, Cookie Jar
A+ The Game, My Life
A+ My Morning Jacket, Touch Me I'm Going To Scream Part II

VH1

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



	TW	LW
1 Adele, Chasing Pavements	26	26
2 Thriving Ivory, Angels On The Moon	22	22
3 Katy Perry, I Kissed A Girl	21	19
4 Kid Rock, All Summer Long	20	20
5 Little Jackie, The World Should Revolve Around Me	20	13
6 Leona Lewis, Better In Time	20	19
7 Jason Mraz, I'm Yours	19	18
8 Coldplay, Viva La Vida	18	18
9 Rihanna, Disturba	18	17
10 Maroon 5, If I Never See Your Face Again	18	17
11 Duffy, Warwick Avenue	18	18
12 Estelle, American Boy	17	15
13 Sara Bareilles, Bottle It Up	17	15
14 The Pussycat Dolls, When I Grow Up	17	16
15 3 Doors Down, It's Not My Time	17	20
16 Justin Nozuka, After Tonight	15	18
17 Charlotte Sometimes, I Could Just Kill A Man	15	21
18 Daughtry, What About You	14	10
19 Jordin Sparks, One Step At A Time	14	14
20 Matt Nathanson, Come On Get Higher	13	10
21 O.A.R., Shattered (Turn The Car Around)	13	10
22 Ne-Yo, Closer	13	14
23 Gavin Rossdale, Love Remains The Same	11	13
24 Coldplay, The Little Things	10	1
25 Secondhand Serenade, Fall For You	10	10
26 John Mayer, Free Fallin'	10	10
27 Solange, I Decided	9	10
28 Mariah Carey, I'll Be Lovin' U Long Time	9	10
29 Natasha Bedingfield, Pocky U'll Sunshine	9	10
30 Brandi Carlile, The Story	9	10

A+ Colbie Caillat, The Little Things

CMT

VP Music Progr: Ret. Chris Parr
Dir: Mike Pines, Country Man
Viacom 212-335-8400



	TW	LW
1 George Strait, Troubadour	24	21
2 Kid Rock, All Summer Long	22	23
3 Carrie Underwood, Just A Dream	22	22
4 Brad Paisley, Waitin' On A Woman	21	21
5 Sugarland, All I Want To Do	21	23
6 Kenny Chesney, Everybody Wants To Go To Heaven	20	0
7 Darius Rucker, Don't Think I Don't Think About It	20	20
8 Taylor Swift, Should've Said No	19	18
9 James Otto, For You	19	19
10 Keith Urban, You Look Good In My Shirt	18	18
11 Kellie Pickler, Don't You Know You're Beautiful	18	18
12 Keith Urban, You Look Good In My Shirt	18	19
13 Alan Jackson, Good Time	18	19
14 Keith Anderson, I Still Miss You	18	19
15 Heidi Newfield, Johnny & June	17	17
16 Lee Ann Womack, Last Call	17	17
17 Miranda Lambert, Gunpowder & Lead	17	17
18 Luke Bryan, Country Man	17	17
19 Jason Aldean, Relentless	16	17
20 Blake Shelton, Born	16	17
21 Sarah McLachlan, Angel	16	17
22 Brooks & Dunn, Put A Girl In It	16	17
23 Trailer Choir, Off The Hillbillies Hook	16	17
24 Crystal Shawanda, You Can Let Go	16	17
25 John McEwan, My Sweet Love	16	17
26 Jimmy Wayne, Do You Believe Me Now	16	17

OPPORTUNITIES

NATIONAL

MUSIC RESEARCHER WANTED

We need a freelance music researcher. The position is part-time and you will work from your home. You should have expertise in Pop/Rock from the 90's focusing on top one hundred recording artists, groups and back-up's. Send an e-mail to mwortsman@hotmail.com with qualifications please.

JOB OPPS

WEST

Experienced AE

Syndicated show seeking an experienced AE. Sell ads locally in L.A. Commission based. Submit resume and cover letter to: producerkim@afterlifeshow.com.

EAST

Night Jock

Jam'n 94.5 Boston needs a Night Jock! Send demo and resume to hrcboston@clearchannel.com Clear Channel is an Equal Opportunity Employer.

POSITIONS SOUGHT

Creative on-air talent/writer with international experience wants to relocate. Email Tom at vsop@kc.rr.com.

Warm and relational, with quick wit! Experience with broadcast equipment/software. Great copywriting ability, and strong board skills. Terri 817-723-4903; matlock.terri@yahoo.com.

Last call before vacation! Hard working NorCal veteran seeks return to radio before August 16/after August 28th. Contact Frank at (510) 223-1534.

Extensive music knowledge/recording studios, and digital editing experience. Personable, good on-air/copywriting ability. Determined, positive, and considerate. Seth 903-407-1039, sethkabs@yahoo.com.

Good on-air relations, connects with listener. Fresh energy, friendly and enthusiastic. Extremely motivated, dedicated, plus bilingual. Gloria (214) 315-6862; gmoney79@tmail.com.

Great Audio Editing talent - Cool Edit, Fruity Loops. Strong boards, plus producer skills/ beat mixing. Positive attitude. Sylvester 214-554-5241; dunte_henderson@yahoo.com.

Great sense of humor, extremely personable. Proficient at tasks, motivated, technical, boards/on-air talent. Creative copy/strong news writing. LaVaughn 972-491-7274; lavbraddy@verizon.net.

Very seasoned and successful classic hits PD seeks Top 100 market slot. Serious inquires only to: tor2424@yahoo.com.

(DETROIT) 1) Hard working 2) works well with you 3) Ladies love my voice. E-mail me for my resume and demo. djmartin88@hotmail.com.

Positive, upbeat, "Living in the Moment". Charisma, knowledgeable, phones, humor, topical. Oldies, classic rock, country. 20 years experience. Mike, 210-454-9775 LivingInMoment@aol.com.

Talk Show Host. 20 year radio pro, upbeat, varied topics, motivational, family values, phone friendly, vast life experience. 210-454-9775, LivingInMoment@aol.com.

Talk Show Host/Producer seeks gig in Southern California. Law degree . 7years major market experience. ZLmedia@aol.com.

Tony The Tiger, former PD of Power 96 in Miami ready to "Light Up" your radio station. cattivo@bellsouth.net.

New Media Whiz Former Yahoo Music programmer seeks employment in the New Media world. Skilled in many genres of music. ulysses.garrett@gmail.com.

Extremely social/outgoing. Passionate and driven. Strong copywriting ability. Notable news and research skills. Very detail-oriented and organized. Tasha 817-874-7463; aaumu21@yahoo.com.

Extremely friendly persona. Very natural on-air ability. Focused, industrious, and dependable. Punctual, and reliable. Seeking on-air/promotions. Merideth Peterson 469-223-6103; Meripete@sbcglobal.net.

Laughter, Joy, Upbeat attitude for good health and strong hearts. Back into radio for all the right reasons! heyms57@gmail.com (504) 228-1918.

Veteran music director/on air pro, seeking fresh return. My desire is to work live. Adult formats. Jeff (210)281-5949 roadman210@qgames.com.

Current college radio personality and former KYLD/S.F Air Talent wants back in the game! PLEASE e-mail me for CD&R. wild949hanky@yahoo.com.

Detail-oriented, reliable, driven to succeed broadcaster, seeking a position with a radio/media organization behind the scenes/on-air. Contact Tim 210-382-2651; think_tank_tim@yahoo.com.

The Pajama Bar hosted by Jimi B. Theatre of the Mind radio with charisma looking now. Please request demo Pajamabar@yahoo.com.

Major league talent looking for major market, FT gig in TV/Radio. PDFunny@aol.com.

Creative copywriting ability. Extremely dependable. Good show prep. Tight studio and board work. Very good behind scenes. Kayla 817-230-9245; kaylam1029@yahoo.com.

Good studio/board skills. Strong production/technical ability. Young and hip, with energetic sound. Reliable, loyal and committed to company. AJ 682-203-8078.

Seasoned personality, APD, MD looking for next opportunity in Detroit or Houston. Urban AC and Oldies formats. bgray1059@comcast.net.

All Request Music Format developed on the internet is available for broadcast stations. Inexpensive. Bill Elliott. www.3DSJ.com 305-230-6834.

Seeking paid political/current event radio show in NYC. Have degree, do comedy, and strong ability to connect with audience contact: oceanreemer2002@yahoo.com.

Music/sports knowledge with good copy/production. Very determined to succeed in broadcasting. Reliable, professional, and takes initiative. Michael 214-372-6276; fanikasimmons@yahoo.com.

Sports enthusiast knowledge football/basketball; budding in other sports. Strong opinions, with no fear, and a way with words. Moona 214-586-9629; anniek-white@att.net

Former APD/MD/Production Director on the beach looking for work. Materials found here: www.myspace.com/radiodjbob1 318-640-1204 or radiodjbob1@aol.com.

Extremely fresh, outgoing, enthusiastic, and up-for the challenge! Innovative, and adaptable professional. Reliable, with attention to detail. Shatora 972-408-5239; shatora.king@yahoo.com.

R&R Opportunities Free Advertising

Radio & Records, Inc. provides free (20 words maximum) listings to radio stations ON A SPACE AVAILABLE BASIS in Opportunities. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought.

Deadline

To appear in the following week's issue, your ad must be received by Friday 4 p.m. (PST), seven days prior to issue date. Free Opportunities listings can be emailed to: rcorrea@radioandrecords.com, faxed to: (323) 954-3411, or sent to: 5055 Wilshire Blvd., Suite 600, Los Angeles, CA. 90036. Free opportunities or job sought ads have a 20-word maximum. Will only accept typewritten or printed on 8 1/2" x 11" company/station letterhead.

R&R THE BACK PAGES

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CHR/TOP 40

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	17	CHRIS BROWN	FOREVER	NO. 1 (2 WKS)	☆	JIVE/ZOMBA
2	2	22	JESSE MCCARTNEY	LEAVIN'		☆	HOLLYWOOD
3	5	12	KARDINAL OFFISHALL FEATURING AKON	DAGEROUS		☆	KONLIVE/GEFFEN/INTERSCOPE
4	7	9	NE-YO	CLOSER		☆	DEF JAM/IDJMG
5	4	14	KID ROCK	ALL SUMMER LONG		☆	TOP DOG/ATLANTIC
6	3	15	KATY PERRY	I KISSED A GIRL		☆	CAPITOL
7	9	10	RIHANNA	DISTURBIA		☆	SRP/DEF JAM/IDJMG
8	6	21	METRO STATION	SHAKE IT		☆	COLUMBIA
9	8	10	THE PUSSYCAT DOLLS	WHEN I GROW UP		☆	INTERSCOPE
10	11	9	JORDIN SPARKS	ONE STEP AT A TIME		☆	19/JIVE/ZOMBA

NO. 1 MOST ADDED

PINK So What (LAFACE/ZDMBA)

NO. 1 MOST INCREASED PLAYS

PINK So What (LAFACE/ZDMBA)

TOP 5 NEW AND ACTIVE

KATY PERRY Hot N Cold (CAPITOL)

THE-DREAM I Luv Your Girl (RADIO KILLA/DEF JAM/IDJMG)

SEETHER Rise Above This (WIND-UP)

THE TING TINGS Shut Up And Let Me Go (COLUMBIA)

GAVIN ROSSDALE Love Remains The Same (INTERSCOPE)

COMPLETE CHR/TOP 40 CHART ON PAGE 22

RHYTHMIC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	3	18	KARDINAL OFFISHALL FEATURING AKON	DAGEROUS	NO. 1 (1 WK)	☆	KONLIVE/GEFFEN/INTERSCOPE
2	1	13	LIL WAYNE	A MILLI		☆	CASH MONEY/UNIVERSAL MOTOWN
3	4	20	DAVID BANNER FEATURING CHRIS BROWN	GET LIKE ME		☆	B.I.G. F.A.C.E./SRC/UNIVERSAL MOTOWN
4	2	17	THE-DREAM	I LUV YOUR GIRL		☆	RADIO KILLA/DEF JAM/IDJMG
5	5	15	CHRIS BROWN	FOREVER		☆	JIVE/ZOMBA
6	6	14	LIL WAYNE FEATURING T-PAIN	GOT MONEY		☆	CASH MONEY/UNIVERSAL MOTOWN
7	7	19	NE-YO	CLOSER		☆	DEF JAM/IDJMG
8	10	13	YUNG BERG FEATURING CASHA	THE BUSINESS		☆	YUNG BOSS/EPIC/KOCH
9	9	22	PLIES FEATURING NE-YO	BUST IT BABY PART 2		☆	BIG GATES/SLIP-N-SLIDE/ATLANTIC
10	11	12	YOUNG JEEZY FEATURING KANYE WEST	PUT ON		☆	CTE/DEF JAM/IDJMG

NO. 1 MOST ADDED

NE-YO Miss Independent (DEF JAM/IDJMG)

NO. 1 MOST INCREASED PLAYS

T.I. Whatever You Like (GRAND HUSTLE/ATLANTIC)

TOP 5 NEW AND ACTIVE

M.I.A. Paper Planes (XL/INTERSCOPE)

LUDACRIS CO-STARRING CHRIS BROWN & SEAN GARRETT What Them Girls Like (DTP/DEF JAM/IDJMG)

DJ KHALED FEAT. AKON, PLIES, YOUNG JEEZY, RICK ROSS, ACE HOOD, TRICK DADDY & LIL' BOOSIE Out Here Grindin' (TERROR SQUAD/WE THE BEST/KOCH)

JAY-Z Jockin' JAY-Z (ROC-A-FELLA/DEF JAM/IDJMG)

DAVID BANNER FEAT. LIL WAYNE Shawty Say (B.I.G. F.A.C.E./SRC/UNIVERSAL MOTOWN)

COMPLETE RHYTHMIC CHART ON PAGE 25

URBAN

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	2	13	JAZMINE SULLIVAN	NEED U BAD	NO. 1 (1 WK)	☆	J/RMG
2	1	14	YOUNG JEEZY FEATURING KANYE WEST	PUT ON		☆	CTE/DEF JAM/IDJMG
3	5	13	YUNG BERG FEATURING CASHA	THE BUSINESS		☆	YUNG BOSS/EPIC/KOCH
4	3	15	LIL WAYNE	A MILLI		☆	CASH MONEY/UNIVERSAL MOTOWN
5	6	20	DAVID BANNER FEATURING CHRIS BROWN	GET LIKE ME		☆	B.I.G. F.A.C.E./SRC/UNIVERSAL MOTOWN
6	4	16	RIHANNA	TAKE A BOW		☆	SRP/DEF JAM/IDJMG
7	11	5	T.I.	WHATEVER YOU LIKE	MOST INCREASED PLAYS	☆	GRAND HUSTLE/ATLANTIC
8	7	12	RICK ROSS FEATURING NELLY & AVERY STORM	HERE I AM		☆	SLIP-N-SLIDE/DEF JAM/IDJMG
9	9	10	PLIES FEATURING JAMIE FOXX & THE-DREAM	PLEASE EXCUSE MY HANDS		☆	BIG GATES/SLIP-N-SLIDE/ATLANTIC
10	13	5	T-PAIN FEATURING LIL WAYNE	CAN'T BELIEVE IT		☆	NAPPY BOY/KONVICT/JIVE/ZOMBA

NO. 1 MOST ADDED

BRANDY Right Here (Departed) (EPIC/KOCH)

NO. 1 MOST INCREASED PLAYS

T.I. Whatever You Like (GRAND HUSTLE/ATLANTIC)

TOP 5 NEW AND ACTIVE

THE GAME FEAT. LIL WAYNE My Life (GEFFEN/INTERSCOPE)

SHAWTY PUTT FEAT. TOO SHORT & LIL JON Dat Baby (BME/RAZOR & TE)

JAY-Z Jockin' JAY-Z (ROC-A-FELLA/DEF JAM/IDJMG)

PRETTY RICKY Knockin' Boots (BLUESTAR/ATLANTIC)

ACE HOOD FEAT. TREY SONGZ Ride (WE THE BEST/DEF JAM/IDJMG)

COMPLETE URBAN CHART ON PAGE 30

URBAN AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	15	KEYSHIA COLE	HEAVEN SENT	NO. 1 (4 WKS)	☆	IMANI/GEFFEN/INTERSCOPE
2	2	17	ERIC BENET	YOU'RE THE ONLY ONE		☆	FRIDAY/REPRISE/WARNER BROS.
3	4	11	ROBIN THICKE	MAGIC		☆	STAR TRAK/INTERSCOPE
4	3	26	NOEL GOURDIN	THE RIVER		☆	EPIC
5	6	11	JENNIFER HUDSON	SPOTLIGHT		☆	ARISTA/RMG
6	7	48	RAHEEM DEVAUGHN	WOMAN		☆	JIVE/ZOMBA
7	8	36	MARVIN SAPP	NEVER WOULD HAVE MADE IT		☆	VERITY/ZOMBA
8	5	18	ALICIA KEYS	TEENAGE LOVE AFFAIR		☆	MBK/J/RMG
9	9	45	JAHEIM	NEVER		☆	DIVINE MILL/ATLANTIC
10	11	6	JOE	E.R. (EMERGENCY ROOM)	MOST INCREASED PLAYS	☆	KEDAR

NO. 1 MOST ADDED

DEBORAH COX Did You Ever Love Me (IMAGE)

NO. 1 MOST INCREASED PLAYS

JOE E.R. (Emergency Room) (KEDAR)

TOP 5 NEW AND ACTIVE

TERRY DEXTER I'm Free (PENNY'S GANG)

LYFE JENNINGS Will I Ever (COLUMBIA)

MARIAH CAREY I'm That Chick (ISLAND/IDJMG)

EMILY BELL Messin' Around (DEG/COS)

RAHEEM DEVAUGHN Text Messages (JIVE/ZOMBA)

COMPLETE URBAN AC CHART ON PAGE 31

COUNTRY

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	2	14	KEITH URBAN	YOU LOOK GOOD IN MY SHIRT	NO. 1 (1 WK)	☆	CAPITOL NASHVILLE
2	3	30	KEITH ANDERSON	I STILL MISS YOU		☆	COLUMBIA
3	5	11	BRAD PAISLEY	WAITIN' ON A WOMAN		☆	ARISTA NASHVILLE
4	4	22	JIMMY WAYNE	DO YOU BELIEVE ME NOW		☆	VALORY
5	1	15	TAYLOR SWIFT	SHOUL'D'VE SAID NO		☆	BIG MACHINE
6	13	4	KENNY CHESNEY	EVERYBODY WANTS TO GO TO HEAVEN	MOST INCREASED AUDIENCE	☆	BLUE CHAIR/BNA
7	10	19	DARIUS RUCKER	DON'T THINK I DON'T THINK ABOUT IT		☆	CAPITOL NASHVILLE
8	9	13	GEORGE STRAIT	TROUBADOUR		☆	MCA NASHVILLE
9	11	9	TOBY KEITH	SHE NEVER CRIED IN FRONT OF ME		☆	SHOW DOG NASHVILLE
10	14	15	KID ROCK	ALL SUMMER LONG		☆	TOP DOG/ATLANTIC/COS

NO. 1 MOST ADDED

JAKE OWEN Don't Think I Can't Love You (RCA)

NO. 1 MOST INCREASED AUDIENCE

KENNY CHESNEY Everybody Wants To Go To Heaven (BLUE CHAIR/BNA)

TOP 5 NEW AND ACTIVE

CROSSIN DIXON I Love My Old Bird Dog (& I Love You) (BROKEN BOW)

DARRYL WORLEY Tequila On Ice (STROUDAVARIOUS)

ELI YOUNG BAND Always The Love Songs (REPUBLIC/UNIVERSAL SOUTH)

SUGARLAND Already Gone (MERCURY)

CHRIS CAGLE Never Ever Gone (CAPITOL NASHVILLE)

COMPLETE COUNTRY CHART ON PAGE 38

AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST	TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	2	20	LEONA LEWIS	BLEEDING LOVE	NO. 1 (2 WKS)	☆	SYCO/J/RMG
2	1	33	SARA BAREILLES	LOVE SONG		☆	EPIC
3	3	14	DAVID COOK	THE TIME OF MY LIFE		☆	19/RCA/RMG
4	4	25	JOHN MAYER	SAY		☆	AWARE/COLUMBIA
5	6	26	DAUGHTRY	FEELS LIKE TONIGHT		☆	RCA/RMG
6	5	43	TIMBALAND FEATURING ONEREPUBLIC	APOLOGIZE		☆	MOSLEY/BLACKGROUND/INTERSCOPE
7	7	35	TAYLOR SWIFT	TEARDROPS ON MY GUITAR		☆	BIG MACHINE/UNIVERSAL REPUBLIC
8	9	10	NATASHA BEDINGFIELD	POCKETFUL OF SUNSHINE		☆	PHONOGENIC/EPIC
9	8	34	JORDIN SPARKS	TATTOO		☆	19/JIVE/ZOMBA
10	16	16	JOURNEY	AFTER ALL THESE YEARS		☆	NOMOTA

NO. 1 MOST ADDED

COLDPLAY Viva La Vida (CAPITOL)

NO. 1 MOST INCREASED PLAYS

COLDPLAY Viva La Vida (CAPITOL)

TOP 5 NEW AND ACTIVE

MINDI ABAIR Stars (PEAK/CMG)

NATALIE GRANT In Better Hands (CURB/WARNER BROS.)

ADELE Chasing Pavements (XL/COLUMBIA)

DONNA SUMMER Sand On My Feet (BURGUNDY)

CHRIS BROWN With You (JIVE/ZOMBA)

COMPLETE AC CHART ON PAGE 41

R&R THE BACK PAGES

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HOT AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	23	3 DOORS DOWN IT'S NOT MY TIME	NO. 1 (3 WKS)	11? ☆	UNIVERSAL REPUBLIC
2	2	13	COLDPLAY VIVA LA VIDA		11 ☆	CAPITOL
3	4	18	KID ROCK ALL SUMMER LONG		11	TOP DOG/ATLANTIC
4	3	19	NATASHA BEDINGFIELD POCKETFUL OF SUNSHINE		11 ²	PHONOGENIC/EPIC
5	5	21	LEONA LEWIS BLEEDING LOVE		11 ⁴ ☆	SYCO/J/RMG
6	6	18	GAVIN ROSSDALE LOVE REMAIN'TH THE SAME		☆	INTERSCOPE
7	7	13	DAVID COOK THE TIME OF MY LIFE		☆	19/RCA/RMG
8	8	22	JASON MRAZ I'M YOURS		☆	ATLANTIC/RRP
9	11	9	DAUGHTRY WHAT ABOUT NOW			RCA/RMG
10	10	15	MAROON 5 FEATURING RIHANNA IF I NEVER SEE YOUR FACE AGAIN			A&M/OCTONE/INTERSCOPE

NO. 1 MOST ADDED

PINK So What (LAFACE/ZOMBA)

NO. 1 MOST INCREASED PLAYS

COLBIE CAILLAT The Little Things (UNIVERSAL REPUBLIC)

TOP 5 NEW AND ACTIVE

- DAVID ARCHULETA** Crush (19/JIVE/ZOMBA)
- RIHANNA** Disturbia (SRP/DEF JAM/IDJMG)
- SECONDHAND SERENADE** Fall For You (GLASSNOTE/ILG/ATLANTIC)
- DUFFY** Warwick Avenue (MERCURY/IDJMG)
- SAFETYSUIT** Someone Like You (UNIVERSAL MOTOWN)

COMPLETE **HOT AC** CHART ON PAGE 42

SMOOTH JAZZ

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	IMPRINT / PROMOTION LABEL
1	1	26	THE SAX PACK FALLIN' FOR YOU	NO. 1 (6 WKS)	SHANACHIE
2	3	22	BRIAN CULBERTSON ALWAYS REMEMBER		GRP/VERVE
3	2	29	NORMAN BROWN POP'S COOL GROOVE		PEAK/CMG
4	7	19	EARL KLUGH DRIFTIN'	MOST INCREASED PLAYS	KOCH
5	9	23	JESSE COOK CAFE MOCHA		COACH HOUSE/KOCH
6	15	15	ERIC DARIUS COIN' ALL OUT		BLUE NOTE/CAPITOL
7	8	20	WAYMAN TISDALE THROWIN' IT DOWN		RENDEZVOUS
8	10	6	DAVE KOZ LIFE IN THE FAST LANE		CAPITOL
9	4	39	CHUCK LOEB WINDOW OF THE SOUL		HEADS UP
10	11	10	PAUL HARDCASTLE MARIMBA		TRIPPIN' N' RHYTHM

NO. 1 MOST ADDED

MICHAEL LINGTON You And I (NUGROOVE)

NO. 1 MOST INCREASED PLAYS

EARL KLUGH Driftin' (KOCH)

TOP 5 NEW AND ACTIVE

- EUGE GROOVE** Religify (NARADA JAZZ/CAPITOL)
- STEVE WINWOOD** Fly (COLUMBIA)
- MICHAEL LINGTON** You And I (NUGROOVE)
- PAUL TAYLOR** Streamline (PEAK/CMG)
- CHANTE MOORE** It Ain't Supposed To Be This Way (PEAK/CMG)

COMPLETE **SMOOTH JAZZ** CHART ON PAGE 45

ALTERNATIVE

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	12	COLDPLAY VIVA LA VIDA	NO. 1 (2 WKS)	11 ☆	CAPITOL
2	2	21	FOO FIGHTERS LET IT DIE		☆	ROSWELL/RCA/RMG
3	3	9	STAINED BELIEVE		☆	FLIP/ATLANTIC
4	4	19	WEEZER PORK AND BEANS		☆	DGC/GEFFEN/INTERSCOPE
5	5	22	DISTURBED INSIDE THE FIRE		☆	REPRISE
6	6	17	CAROLINA LIAR I'M NOT OVER			ATLANTIC
7	7	23	SAVING ABEL ADDICTED			SKIDD/CO/VIRGIN/CAPITOL
8	8	23	LUDO LOVE ME DEAD			REDBIRD/ISLAND/IDJMG
9	19	5	THE OFFSPRING YOU'RE GONNA GO FAR, KID		☆	COLUMBIA
10	16	7	WEEZER TROUBLEMAKER		☆	DGC/INTERSCOPE

NO. 1 MOST ADDED

METALLICA The Day That Never Comes (WARNER BROS.)

NO. 1 MOST INCREASED PLAYS

METALLICA The Day That Never Comes (WARNER BROS.)

TOP 5 NEW AND ACTIVE

- FLOBOTS** Rise (UNIVERSAL REPUBLIC)
- PLAIN WHITE T'S** Natural Disaster (HOLLYWOOD)
- COLD WAR KIDS** Something Is Not Right With Me (DOWNTOWN)
- FIVE FINGER DEATH PUNCH** Never Enough (FIRM)
- DEATH CAB FOR CUTIE** Cath... (ATLANTIC)

COMPLETE **ALTERNATIVE** CHART ON PAGE 47

ACTIVE ROCK

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	IMPRINT / PROMOTION LABEL
1	1	17	SHINEDOWN DEVOUR	NO. 1 (3 WKS)	ATLANTIC
2	3	14	THEORY OF A DEADMAN BAD GIRLFRIEND		604/ROADRUNNER/RRP
3	2	22	DISTURBED INSIDE THE FIRE		REPRISE
4	4	7	HINDER USE ME		UNIVERSAL REPUBLIC
5	5	9	STAINED BELIEVE		FLIP/ATLANTIC
6	7	27	TANTRIC DOWN AND OUT		SILENT MAJORITY/ILG
7	8	19	FIVE FINGER DEATH PUNCH NEVER ENOUGH		FIRM
8	NEW		METALLICA AIRPOWER/MOST INCREASED PLAYS/MOST ADDED		WARNER BROS.
9	11	9	SLIPKNOT PSYCHOSOCIAL		ROADRUNNER/RRP
10	10	30	SAVING ABEL ADDICTED		SKIDD/CO/VIRGIN/CAPITOL

NO. 1 MOST ADDED

METALLICA The Day That Never Comes (WARNER BROS.)

NO. 1 MOST INCREASED PLAYS

METALLICA The Day That Never Comes (WARNER BROS.)

TOP 5 NEW AND ACTIVE

- SAVING ABEL** 18 Days (SKIDD/CO/VIRGIN/CAPITOL)
- RA** Broken Hearted Soul (SAHAJA)
- ONE DAY AS A LION** Wild International (ANTI-/EPITAPH)
- LINKIN PARK** Leave Out All The Rest (WARNER BROS.)
- TAPROOT** Wherever I Stand (VELVET HAMMER/RED)

COMPLETE **ACTIVE ROCK** CHART ON PAGE 48

ROCK

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	IMPRINT / PROMOTION LABEL
1	2	22	DISTURBED INSIDE THE FIRE	NO. 1 (3 WKS)	REPRISE
2	1	25	SAVING ABEL ADDICTED		SKIDD/CO/VIRGIN/CAPITOL
3	3	16	SHINEDOWN DEVOUR		ATLANTIC
4	NEW		METALLICA AIRPOWER/MOST INCREASED PLAYS/MOST ADDED		WARNER BROS.
5	5	9	STAINED BELIEVE		FLIP/ATLANTIC
6	8	7	HINDER USE ME		UNIVERSAL REPUBLIC
7	6	13	THEORY OF A DEADMAN BAD GIRLFRIEND		604/ROADRUNNER/RRP
8	4	27	SEETHER RISE ABOVE THIS	11	WIND-UP
9	7	18	FOO FIGHTERS LET IT DIE		ROSWELL/RCA/RMG
10	12	6	BUCKCHERRY TOO DRUNK...		ELEVEN SEVEN/ATLANTIC

NO. 1 MOST ADDED

METALLICA The Day That Never Comes (WARNER BROS.)

NO. 1 MOST INCREASED PLAYS

METALLICA The Day That Never Comes (WARNER BROS.)

TOP 5 NEW AND ACTIVE

- SEVENDUST FEAT. CHRIS DAUGHTRY** The Past (7BROS/ASYLUM/ILG)
- TRAPT** Who's Going Home With You Tonight? (ELEVEN SEVEN)
- GARY HOEY** Only Human (WAZOO)
- SAVING ABEL** 18 Days (SKIDD/CO/VIRGIN/CAPITOL)
- THE BLACK CROWES** Oh Josephine (SILVER ARROW)

COMPLETE **ROCK** CHART ON PAGE 49

TRIPLE A

THIS WEEK	LAST WEEK	WEEKS ON CHART	ARTIST TITLE	NIelsen BDS CERTIFICATIONS	IMPRINT / PROMOTION LABEL
1	1	13	COLDPLAY VIVA LA VIDA	NO. 1 (9 WKS)	11 CAPITOL
2	2	15	JACK JOHNSON HOPE		BRUSHFIRE/UNIVERSAL REPUBLIC
3	5	10	COUNTING CROWS COME AROUND		DGC/GEFFEN/INTERSCOPE
4	3	9	O.A.R. SHATTERED (TURN THE CAR AROUND)		EVERFINE/ATLANTIC/RRP
5	4	24	MATT NATHANSON COME ON GET HIGHER		VANGUARD
6	6	17	MY MORNING JACKET I'M AMAZED		ATO/RED
7	7	26	JASON MRAZ I'M YOURS		ATLANTIC/RRP
8	11	13	THE RACONTEURS OLD ENOUGH		THIRD MAN/WARNER BROS.
9	9	14	R.E.M. HOLLOW MAN		WARNER BROS.
10	10	7	BECK ORPHANS		DGC/INTERSCOPE

NO. 1 MOST ADDED

RAY LAMONTAGNE You Are The Best Thing (RCA/RED)

NO. 1 MOST INCREASED PLAYS

INGRID MICHAELSON Be OK (CABIN 24/ORIGINAL SIGNAL/RED)

TOP 5 NEW AND ACTIVE

- COLDPLAY** Lost! (CAPITOL)
- THE HOLD STEADY** Sequestered In Memphis (VAGRANT)
- COLBIE CAILLAT** The Little Things (UNIVERSAL REPUBLIC)
- MISSY HIGGINS** Where I Stood (ELEVEN/REPRISE)
- BRETT DENNEN FEAT. FEMI KUTI** Make You Crazy (DUALTONE/DOWNTOWN)

COMPLETE **TRIPLE A** CHART ON PAGE 52

Starting as a DJ, Craig Kallman has been at Atlantic for 17 years and now serves as chairman/CEO of Atlantic Records Group

Craig Kallman

By Erica Farber

Craig Kallman loves music. It is not only his business focus, but a lifelong passion. He joined Atlantic Records in 1991 and has advanced through the executive ranks, being named chairman/CEO of Atlantic Records Group in 2005.

Beginning your career: I started as a disc jockey in New York City when I was 16 or 17 at a lot of the major nightclubs and continued throughout college. I went to Brown University and worked at the radio station, WBRU, programming their alternative new-music show and an R&B dance mixshow. I was also a college rep for CBS Records for Southern Massachusetts and the state of Rhode Island.

Starting your own label: After college I continued to DJ and took a bunch of jobs, including working in the chart department at Billboard magazine. I produced a record and decided I would try to start my own indie label while I was DJ'ing and working all these odd jobs.

I used to religiously hit all the record stores on the weekends. I heard a demo and I thought I could make it into a real record to be released, so I bought this music business book and figured out how to sign the artist and went into the studio. I produced the record and then I was the de facto manager, record label and publisher. This was a house record with an artist out of New Jersey called Tarahonty. I was literally selling it out of the trunk of a car. I ended up selling 5,000 copies and figured, "If I can do this four times a year, I can make music full time."

I was DJ'ing at Tunnel one night and an artist came up to me and said, "You're playing my song," and I asked, "Are you still signed?" He wasn't, so we went into the studio to make a new record. That was Kraze's "The Party." We put it out and it exploded in the first weekend. I was spending every night shipping out records [via] UPS and every mom-and-pop store around the country started calling my house because I had my home number on the record. It ended up selling 300,000 copies around the world.

Joining Atlantic: Fast forward four years and Doug Morris called and said he wanted to meet me. I had records at [CHR/top 40 WHTZ] Z100 breaking new artists in New York. Doug said he'd love me to join Atlantic. He bought half of my company and

said he'd teach me the record business on a major-label level and help develop my skills on a broader, bigger scope. I started at Atlantic as vice president/assistant to then co-chairman Doug Morris.

Describe your music philosophy: The two most critical components are star and song; finding great songs and helping the artist in every facet of their career with a simple strategy of launching them and continuing to grow them with the absolute best possible song. I am very much a song guy and try and work from the most creative place, first with the artist in the evolution of the song, trying to raise the bar at every turn. Making sure you're building and developing stars that you've got an honest and trustworthy relationship with, to speak candidly about making sure we're bringing to market the best possible song that shows them in the best light and delivers on all their talents.

Long-range plans: Our strategy is building strategic, broad relationships for the artist to service in every capacity. The strategic transformation for us has been to build out a first-in-class addition to the fundamentals of the record group in every other capacity, from touring, merchandising [and] fan club to our digital and mobile strategy, designed to be

the most progressive and innovative. Growing our film and television and strategic licensing departments and trying to become a full-service partner for the artist so they have a haven to explore everything creatively they need. And then have the ability to deliver on it and execute at the highest level. It's an important strategic shift for us as we try to be the best in the most important fundamentals: promotion, marketing, sales, publicity, online and everything else that has been the core of breaking and developing a new artist, yet at the same time, broadening our expertise, experience, understanding and knowledge of all the other frontiers important to build and develop a healthy foundation.

Biggest challenge: The declining physical CD is clearly the biggest challenge. You have a business that's growing on a track-by-track basis. Preserving the integrity of how we sell, market and deliver an album with style, quality and conviction in light of all the choices a consumer has. That is the most important challenge versus a global market that is more voracious than ever for music but is consuming it in a more evolved playlist manner, rather than buying into an artist. That, combined with piracy, are the threshold issues we face.

State of the music industry: Music as a whole has never been more powerful and omnipresent. We have to cross the threshold issues we're facing on the physical CD and the next medium people are going to use to consume an artist's album.

Career highlight: To be able to serve under [Atlantic co-founder] Ahmet Ertegun and have the endurance of being at one company for 17 years now. I feel honored and blessed to serve a company as prestigious as Atlantic and to serve it as long as I have. That is a great, proud achievement.

Most influential individual: Ahmet Ertegun and Doug Morris made the most profound impact on me. [Warner Music Group chairman/CEO] Lyor Cohen as a mentor. And [Atlantic president] Julie Greenwald as a partner over the last four years. Being able to develop a plan and strategy for rebuilding, rearchitecting and restructuring a company in light of what we faced. When we started, Atlantic and Elektra were in sixth place as a label. To be able to go in four years from sixth place to fourth place to No. 1 was a fundamental lesson in the importance of a great team.

Advice for the music industry: The most critical things are cooperation, real engagement and dialogue among all. There's been sort of a lack of communication in understanding how we together can address solutions in a healthy way that serves the artist and the consumer.

R&R

Liner Notes

Profile: Craig Kallman

Title: Atlantic Records Group chairman/CEO

Favorite radio format: Top 40

Favorite TV show: "Curb Your Enthusiasm"

Favorite song: "How am I going to answer that one?"

Favorite artist: Led Zeppelin

Favorite movie: "Annie Hall"

Favorite book: "The Great Gatsby"

Favorite restaurant: Union Square Cafe in New York

Beverage of choice: Water

Hobbies: "Record collecting. I own about 300,000 and have seven or eight rooms, floor to ceiling, of vinyl records and CDs. I also like tennis and kickboxing."

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'I am very much a song guy and try and work from the most creative place, first with the artist in the evolution of the song, trying to raise the bar at every turn.' —Craig Kallman

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