

NEWSSTAND PRICE \$6.50

Warner Bros. Dominates!

At Pop, the label scores accolades as **Fort Minor** / **Holly Brook** pick up Most Added, with 47, and **Daniel**



Powter snags Most Increased Plays, with +1,134. Meanwhile, over at the Rock formats, the new **Red Hot Chili Peppers** single, "Dani California," grabs Most Added across the board, with 70 at Alternative, 50 at Active Rock and 18 at Rock.



RADIO & RECORDS
www.radioandrecords.com

APRIL 7, 2006

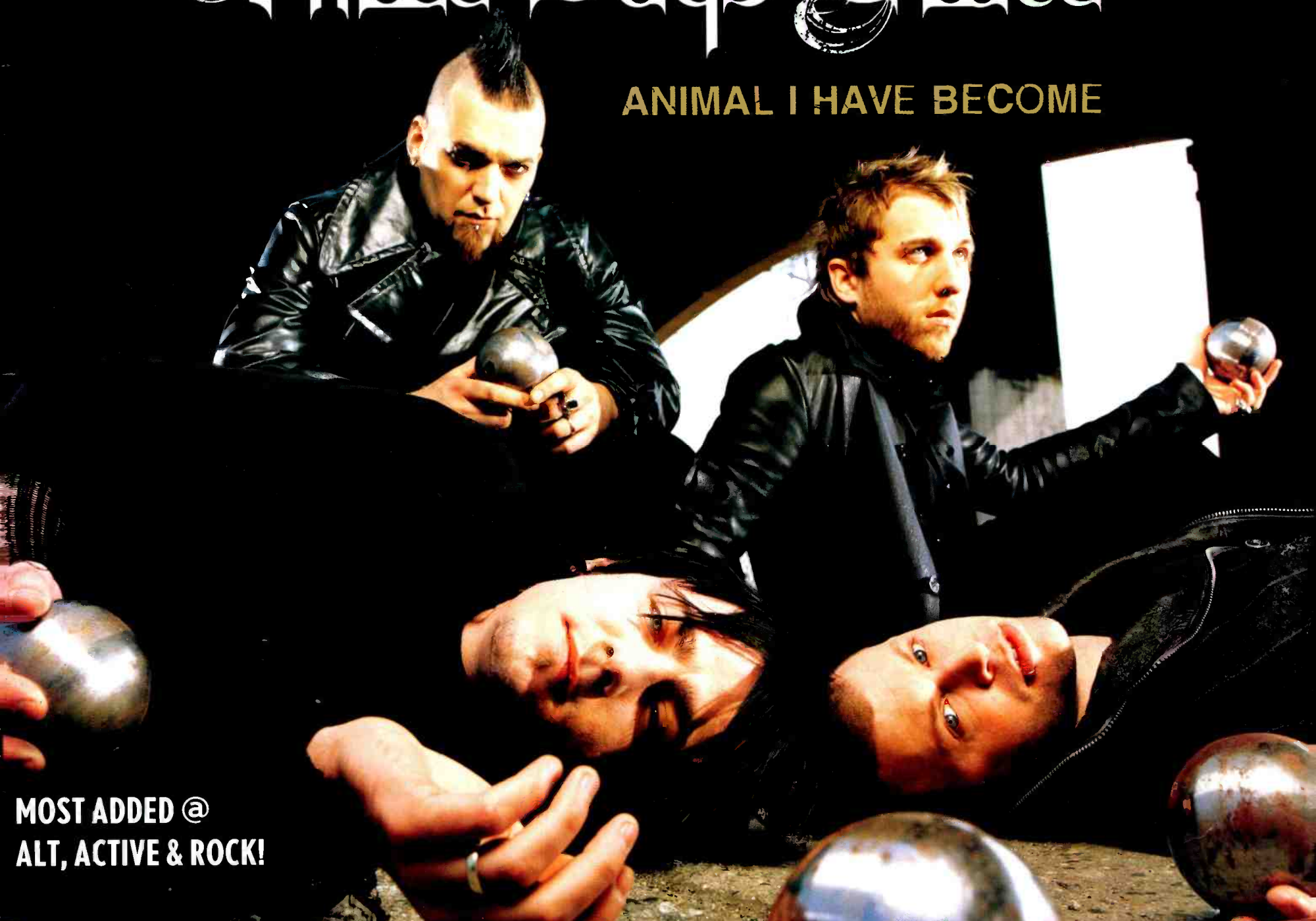
The Mountain Turns 15

KMTT (The Mountain)/Seattle was one of the first Triple A stations when it signed on back in 1991, and this year it's celebrating 15 years of success. Triple A Editor **John Schoenberger** talks to PD Shawn Stewart about what the station is doing to move forward and to former PD, Station Manager and GM Chris Mays, who spent 14 years at KMTT, about the early days of The Mountain and its core values.
Page 66.



Three Days Grace

ANIMAL I HAVE BECOME



**MOST ADDED @
ALT, ACTIVE & ROCK!**

THE NEW RELEASE FROM THREE DAYS GRACE

PRODUCED BY HOWARD BENSON

BILLBOARD MONITOR'S 2004 #2 ARTIST OF THE YEAR @ MODERN + ACTIVE ROCK

R&R'S 2004 #2 SONG OF THE YEAR

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FROM THE FORTHCOMING LP ONE-X IN STORES THIS JUNE!

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26 - 25 (+282)

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ON**

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WEEKS!!**

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ROTATION
AT**

Vhr

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TOP 10 @ WRVW/NASHVILLE
TOP 5 @ WQEN/BIRMINGHAM**

**TOP 10 @ WSTR/ATLANTA
TOP 5 @ WPRO/PROVIDENCE
TOP 5 @ WKRZ/WILKES BARRE**

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KRBE/HOUSTON WEZB/NEW ORLEANS WDCG/RALEIGH
KDND/SACRAMENTO**

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Album Producer: Clive Davis, Produced by Marti Frederiksen, Mixed by Marti Frederiksen and Brian Paturalski, A&R: Stephen Ferrera, Management: Simon Renshaw and Gayle Boulware for Strategic Artist Management.



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COUNTRY P1S SPEAK

This week Country Editor **Lon Helton** presents the results of an Edison Media Research study of 30,000 Country radio P1 listeners. Among the interesting facts revealed: Ninety-two percent of the respondents said they often find out about new music from the radio.

See Page 42

NEXT WAVE NEWS

Today's younger generations want their information how they want it, where they want it and when they want it. News/Talk/Sports Editor **Al Peterson** gets the details of a Harker Research study for ABC News Radio that targeted younger listeners to learn how radio's news product could better attract and serve the next wave of listeners.

See Page 14

R&R NUMBER 1'S



ROCK
PEARL JAM
World Wide Suicide (J/RMG)

- CHR/POP**
MARY J. BLIGE Be Without You (Geffen)
- CHR/RHYTHMIC**
DEM FRANCHIZE BOYZ Lean Wit It... (So So Def/Virgin)
- URBAN**
T.I. What You Know (Grand Hustle/Atlantic)
- URBAN AC**
MARY J. BLIGE Be Without You (Geffen)
- GOSPEL**
MARY MARY Yesterday (Sony Urban/Columbia)
- COUNTRY**
RASCAL FLATTS What Hurts The Most (Lyric Street)
- SMOOTH JAZZ**
PAUL BROWN Winelight (GRP/VMG)
- AC**
LIFEHOUSE You And Me (Geffen)
- HOT AC**
DANIEL POWTER Bad Day (Warner Bros.)
- ACTIVE ROCK**
GODSMACK Speak (Universal Republic)
- ALTERNATIVE**
PEARL JAM World Wide Suicide (J/RMG)
- TRIPLE A**
JACK JOHNSON Upside Down (Brushfire/Universal Republic)
- CHRISTIAN CHR**
BARLOWGIRL I Need You... (Fervent/Curb/Warner Bros.)
- CHRISTIAN AC**
CHRIS TOMLIN How Great Is... (Sixsteps/Sparrow/EMI CMG)
- CHRISTIAN ROCK**
THOUSAND FOOT KRUTCH The Art Of... (Tooth & Nail)
- CHRISTIAN INSPO**
CHRIS TOMLIN How Great Is... (Sixsteps/Sparrow/EMI CMG)
- REGIONAL MEXICAN**
CONJUNTO PRIMAVERA Algo De Mi (Fonovisa)
- SPANISH CONTEMPORARY**
JUANES Lo Que Me Gusta A Mi (Universal)
- TROPICAL**
MARC ANTHONY Tu Amor Me Hace Bien (Sony BMG)
- LATIN URBAN**
DADDY YANKEE Rompe (El Cartel/Interscope)



THE INDUSTRY'S NEWSPAPER
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HIP-HOP STARS ON FILM

Hip-hop music has been showing up in films since the genre's earliest days, and more than a few hip-hop stars have been able to make the leap from behind the mike to the big screen. Urban/Urban AC/Gospel Editor **Dana Hall** examines the film and TV careers of such crossover successes as Will Smith (pictured), Queen Latifah and Ice Cube. Lights, camera, action! Page 37.



Geek heaven: Page 20

RIAA: Digital Sales Boom, CD Sales Dip Again In '05

By **Brida Connolly**
R&R Technology Editor
bconnolly@radioandrecords.com

The RIAA has released its full-year retail-shipment data for 2005, and CD sales (the numbers include CD-DVD DualDiscs) were down once again. Sales fell 8%, from 767 million units worth \$11.4 billion in retail value in 2004 to 705 million units worth \$10.5 billion in 2005.

But digital sales surged: Sales of digital singles were up 163%, to 367 million units worth \$363 million, and digital sales overall — including singles, albums, sales at burn-on-demand kiosks and digital music videos — were up 175%, to 383 million units worth \$504 million.

RIAA See Page 3

2005 Year-End Music Shipments

Format	2004	2005	% Change
CDs*	767	705.4	-8
Digital singles	139.4	366.9	+163.3
Digital albums	4.6	13.6	+198.5
Cassettes	5.2	2.5	-52.6
Vinyl LPs/EPs	1.36	1.02	-25
CD singles	3.1	2.8	-12.1

* Includes CD-DVD DualDiscs

Source: RIAA

Arbitron's Houston PPM Plan On Hold Will wait for Media Rating Council accreditation

By **Adam Jacobson**
R&R Management/Marketing/Sales Editor
ajacobson@radioandrecords.com

The Arbitron Advisory Council on March 29 spent the day in Washington, DC discussing with Arbitron executives the company's plans for the shift in Houston from the hand-written diary to the Portable People Meter.

At issue was Arbitron's decision to move to the PPM in July, with the last Houston diary report set for spring 2006. By the end of the day, however, Arbitron's ambitious drive to bring the PPM to the industry was placed in neutral.

ARBITRON See Page 8



WBIG/Washington Goes Classic Hits

By **Sarah Vance**
R&R Staff Reporter
svance@radioandrecords.com

Clear Channel's Oldies WBIG/Washington on Monday transitioned to Classic Hits as "The New Big 100.3."

Bill Hess, who was handling PD duties for both WBIG and AC clustermate WASH, will now concentrate his efforts on programming WASH and is set to add duties at one of Clear Channel/DC's AM outlets. A new PD will be hired at WBIG in the near future.

WBIG also intends to hire a new airstaff. Previous morning hosts Murphy & Cash, middayer Stephanie Wells and afternoon driver Tom Kelly have exited. MD "Cousin Vinnie" Bruce remains on board.

Sample songs from WBIG's new playlist include Bob Seger's "Old Time Rock & Roll," The Eagles' "Hotel California," Billy Joel's "You May Be Right" and Fleetwood Mac's "Don't Stop."

WBIG See Page 10

Miller Named PD Of WFOX/Atlanta

Chris Miller on April 10 will fill the vacant PD post at Cox Radio's Classic Hits WFOX (The River)/Atlanta, which has been without a programmer since flipping from Urban "97.1 Jamz" in January. Miller has spent the past six years as PD of CBS Radio's AC KLTH/Portland, OR.

Before joining KLTH Miller handled programming duties at Classic Hits KKRH/Portland, OR. He also served as PD of Cox's KLRX/Dallas from 1991 to 1993.

"To help develop Atlanta's next great radio station, I wanted a strategic-thinking program director with a solid track record," said WFOX & WSB-FM/Atlanta VP/GM Dan Kearney, to whom Miller reports. "Chris' extensive programming experience and previous work at Cox made this an easy decision."

MILLER See Page 3

Radio Industry States Its Case For Wall Street Financial Elite

By **Jeffrey Yorke**
R&R Washington Bureau
jyorke@radioandrecords.com

NEW YORK — Clear Channel's industry-changing "Less Is More" campaign to reduce on-air advertising inventory is succeeding and beginning to give the company's 1,200-plus radio stations some added luster in the eyes of advertisers, company President/CFO Randall Mays told attendees of the Banc of America Media Conference here on March 30.

"Advertisers are beginning to differentiate Clear Channel stations from others," Mays said, adding that the reduced-spot policy is helping Clear Channel stations retain audiences and that advertisers are increasingly accepting of the new way of doing



Mays Smulyan

business. "We are starting to get them off of a flat-out [cost per minute] buy," he said.

Mays also said that Clear Channel has 20% fewer commercials than other radio companies. "We would like to create more demand than we have today," he said. "We are winning new clients every day. The good news today is

WALL ST. See Page 12

Valeri To Direct Entercom/Boston FM Programming

By **Steven Strick**
R&R Rock Formats Editor
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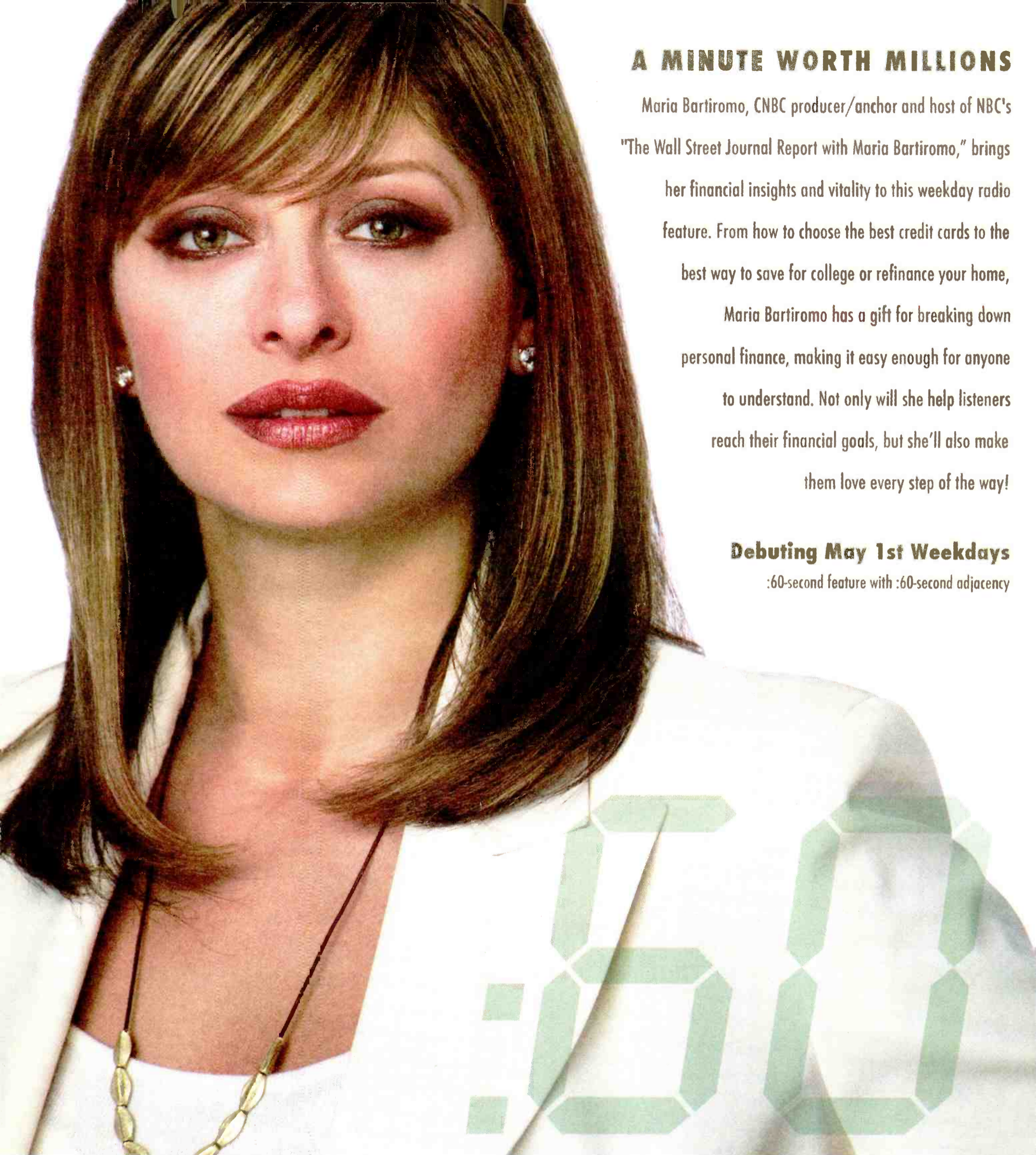
Ron Valeri, PD of Entercom's Active Rock WAAF/Boston, has been promoted to Director/FM Programming of the company's Boston cluster, which also includes Adult Hits WMKK (Mike FM). At WMKK Valeri replaces PD Steve Jones, who has accepted the OM position at DMS Broadcasting's three-station cluster in Grand Cayman.

Valeri ran WMKK predecessor WQ5X (Star 93-7) from 1999 to 2002. He is in his second tour of duty at WAAF, which he



Valeri

VALERI See Page 8



A MINUTE WORTH MILLIONS

Maria Bartiromo, CNBC producer/anchor and host of NBC's "The Wall Street Journal Report with Maria Bartiromo," brings her financial insights and vitality to this weekday radio feature. From how to choose the best credit cards to the best way to save for college or refinance your home, Maria Bartiromo has a gift for breaking down personal finance, making it easy enough for anyone to understand. Not only will she help listeners reach their financial goals, but she'll also make them love every step of the way!

Debuting May 1st Weekdays

:60-second feature with :60-second adjacency

MARIA BARTIROMO

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April 7, 2006

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KWNX/Austin To Flip To ESPN Deportes

KWNX/Austin, which currently simulcasts English-language Sports Talk ESPN Radio with Simmons Radio clustermate KZNX, will flip to Spanish-language Sports Talk ESPN Deportes at the end of the summer. KZNX will continue to air ESPN Radio at 1530 AM. KWNX is located at 1260 AM.

"The 1260 frequency will cover all or part of 13 Texas counties," KWNX & KZNX GM Daryl O'Neal told R&R. "It will cover

Austin, Temple, Killeen and Waco, where there is a huge Hispanic population that is not being served in the sports arena.

"We feel very fortunate to be able to bring this product to the listeners. We're streaming ESPN Deportes right now, and we're building a new website as of next week. We're starting to promote this station on the English-language station, so we're going to give it a good four to five months of promotion."

RIAA

Continued from Page 1

Music-subscription services such as Napster were measured for the first time. Approximately 1.3 million people belonged to such services in 2005, with an estimated value to the industry of \$149 million. Mobile music, including ringtones, ringbacks and other artist-related mobile content, shipped 170 million units, worth about \$422 million.

Though the 2005 figures include categories not measured in 2004, such as mobile, subscription, digital video and digital-music kiosks, the total retail value of the industry fell 0.6% between 2004 and 2005, from \$12.34 billion to \$12.27 billion.

RIAA Chairman/CEO Mitch Bainwol said, "The music community has pivoted hard to the digital age, and fans are the true beneficiaries. We have transformed the way we do business and deliver music to consumers.

"The ways fans can enjoy music — and the ways the industry can recognize a return on its investment — have never been greater: download and subscription services, mobile-phone content, enhanced-value CDs, burn-on-demand kiosks, digital radio services. We are working hard to deliver consumers the music they love in the formats they want."

But Bainwol was not all upbeat.

He continued, "At the same time, we recognize the very real challenges that continue to plague our ability to invest in the next generation of music. The Supreme Court's unanimous *Grokster* decision [the decision in *MGM v. Grokster* that P2Ps may be liable if they induce users to infringe] was extraordinarily meaningful, but the theft of music in its various forms continues to exact a heavy price."

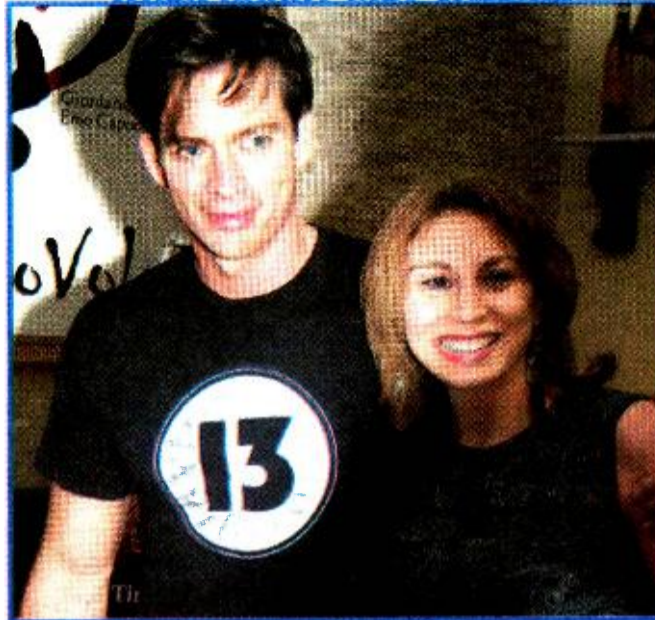
The RIAA has long expressed concern that HD Radio will allow consumers to replace music purchases with digital recordings from HD devices, and Bainwol reiterated that concern, saying, "The emergence of new digital-radio platforms, while exciting and holding great potential, presents new challenges if allowed to morph into download-like services without commensurate compensation."

Miller

Continued from Page 1

Miller said, "I look forward to getting started and providing our listeners with the music they want most. I am also very excited about the opportunity to work with Cox Radio again. Its localized operating focus, combined with its tradition of providing great content, makes it a great place to build a premier radio station."

WHEN HARRY MET VALERIE



Harry Connick Jr. (l) arrived on Broadway last week to star in *The Pajama Game*, and he was welcomed with a private party thrown by WLTW (106.7 Lite FM)/New York afternoon goddess Valerie Smaldone. The two are seen here during the celebration at Tony's di Napoli.

Dickert Will Manage Cumulus/Nashville

Steve Dickert will return to Nashville on April 17 as Market Manager of Cumulus' Sports WNFN, Urban AC WQQK, Oldies WRQQ, Country WSM-FM and Talk WWTN. He'll also oversee the sales division at Gaylord's Classic Country WSM-AM, which has a joint sales agreement with Cumulus.



Dickert

Dickert replaces Michael Dickey, who will continue as part of the Cumulus family at Cumulus' corporate office in Atlanta.

While Dickert was most recently Market Manager of Cumulus' four-station Flint, MI cluster, he has been part of the Nashville-area radio scene for more than 30 years.

He began his radio career at WGNS/Murfreesboro, TN in 1971 and later worked his way up

through a variety of on-air and management positions at what are now WGFX & WKDF/Nashville, where he eventually spent 20 years as VP/GM.

"We are obviously very excited to have someone with Steve's in-depth market knowledge, tremendous experience and great reputation in the industry heading up our team in Nashville," said Cumulus Regional VP Mark Sullivan, to whom Dickert reports.

Dickert told R&R, "Nashville is a very competitive market. Our mission is to grow revenue, and these stations are very well positioned in five different formats. I look forward to working with the staff in Nashville. Some I know, and some I'll get to know pretty fast."

Ammons Becomes PD of KMXV/K.C.

After 11 years at WSTR (Star 94)/Atlanta, Asst. PD/Promotions Director JR Ammons is leaving to take the PD reins at CBS Radio CHR/Pop KMXV (Mix 93.3)/Kansas City. He fills the vacancy left when Chris Taylor exited in January.



Ammons

"JR's extensive and proven background in programming, promotions, music and marketing make him a natural choice and terrific fit for our situation in Kansas City," said CBS Radio/Kansas City Market Manager Herndon Hasty.

AMMONS See Page 8

Red Zebra Names Gast, Weiskopf To Executive Roster

Washington, DC-based Red Zebra Broadcasting has tapped Robert Gast as CFO and Jim Weiskopf as VP/Business Development. The recently formed company is headed by CEO Bennett Zier, to whom both Gast and Weiskopf will report, and is controlled by Washington Redskins owner Daniel Snyder.

Gast was most recently CFO and VP/Business Affairs for NorthSouth Productions. His resume includes stints as VP/Director, Financial Special Projects & Planning at BET/Viacom and as a senior adviser and consultant at Fannie Mae and Freddie Mac.

He's also served as a Controller and Director/Finance & Administration for three professional baseball teams and was drafted

RED ZEBRA See Page 10

COUNTDOWN TO NASHVILLE



New ABC Radio Networks American Country Countdown host Kix Brooks recently hosted a get-together at the new ABC Radio studios on Nashville's Music Row. Seen here at the soiree are (l-r) Broken Bow Records' Brad Howell, ABC Radio Networks' Bryan Switzer, Bullseye Media's John Hart, Brooks, Lyric Street Records' Dale Turner, Bullseye Media's Chuck Dees and Arista Records' Bryan Frasher.

Spitzer Says Feds Undercutting Payola Probe

NY Attorney General accuses FCC of interference

By Jeffrey Yorke
R&R Washington, DC Bureau
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Negotiations with radio and record companies by federal authorities are undercutting the payola probe being conducted by New York Attorney General Eliot Spitzer, Spitzer complained Monday. Spitzer, in Washington, DC to give a speech to the Building and Trades Department of the AFL-CIO labor union, told the Associated Press after the speech that FCC officials are discussing settlement figures with some labels and radio companies, something that could hamper his own investigation into pay-for-play.

Spitzer's New York office told R&R that the attorney general's remarks to AP were prompted by an April 1 report in the *New York Times* saying FCC talks with Clear Channel Communications, CBS Radio, Entercom Communications and Citadel have stalled over how much money the radio companies might have to pay to settle with the commission.

The Spitzer spokesman otherwise declined to elaborate to R&R Monday on Spitzer's remarks earlier in the day. "He said what he said, and that's it," the spokesman said.

The *Times* on Monday reported that Spitzer's lawyers are seeking "a figure close to \$20 million from each company" but said that penalties sought by the FCC would be far less than what Spitzer's office would

want. Sony BMG's music arm earlier agreed to pay \$10 million to settle pay-for-play claims with Spitzer's office.

Spitzer told AP he has tried to enlist the FCC's assistance. "We have asked them several times to participate, and they have not only not done that, but they are now furiously going out there negotiating behind our backs," he said.

FCC spokesman David Fiske told the *Times* that the FCC would work with Spitzer, but he did not directly address Spitzer's accusation.

"The commission has always taken its responsibilities to enforce the laws seriously," said Fiske. "For many months we have been actively pursuing allegations of payola on

SPITZER See Page 6

BUSINESS BRIEFS

Citadel Gets Antitrust Green Light For ABC Radio

The Federal Trade Commission's Antitrust Division has given Citadel clearance to proceed with its \$2.7 billion acquisition of ABC Radio from Walt Disney Co. The FTC took no action to stop the deal, which was announced in February by Citadel's parent company, Forstmann Little & Co.

Citadel intends to integrate ABC's 22 radio stations (excluding Radio Disney and ESPN Radio) and the ABC Radio Networks into the Citadel operation.

Stagnant Radio-Station Revenue Seen In 2005, Says BIAfn

The radio industry continued a string of three subpar years in 2005, achieving just a 0.5% increase in station revenue, BIA Financial Network reported last week. BIAfn data shows 2005 closing with \$18.2 billion in radio-station revenue. BIAfn predicts the industry's growth rate in 2006 will be 2.2%.

"Once again, revenue in the radio industry did not keep pace with the overall economy, especially growth in retail sales," BIAfn VP Mark Fratrick said. "Continued poor performance has been mainly due to other forms of new digital technology and satellite radio vying for the same listeners and competing for the same advertising revenues."

Fratrick believes this challenge is considerable and is "certain to cause revenue to remain significantly below the growth of the overall economy in the near future." For the industry to see stronger growth, he said, "It must better attract younger listeners by offering new formats and utilizing multiple distribution platforms."

At the same time, he said, radio needs to demonstrate its effectiveness as an advertising medium by using improved research methods and innovative selling efforts.

Fratrick said, "Overall, radio stations potentially face lower demand from some key advertising categories, limiting the potential for strong growth in the immediate future."

Continued on Page 6

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RAB: National Up, Local Down In February

Analyst sees sluggishness through Q2

By Adam Jacobson
R&R Management/Marketing/Sales Editor
ajacobson@radioandrecords.com

Despite a healthy 4% climb for national sales at radio during the month of February, local dollars continued to struggle, dropping 3% from February 2005, the RAB reported Monday. As a result, total combined local and national ad sales declined 2% during the second month of 2006.

On a positive note, nonspot revenue increased 12% in February — but combined spot and nonspot dollars dropped 1% during the month. On a year-to-date basis, national dollars grew by 5%, while local business fell 2%. Therefore, total combined local and national ad sales dipped 1% for the first two months of 2006.

While February was mixed, with overall results showing a decline from 2005, one analyst has already warned that March will offer no respite from an overall industry sluggishness that he predicts will continue through Q2.

Banc of America Securities analyst **Jonathan Jacoby** anticipates that March revenue will be down 1% due to anecdotal evidence of continued price discounting by non-Clear Channel operators and a late Easter compared to last year. In 2005, Easter weekend occurred in late March, rather than in April. Thus, Jacoby

said, comparisons will be more difficult this year.

Jacoby said that following last week's Banc of America Media Conference, where radio operators told their stories to the Wall Street investment community, "It has become apparent to us that radio's top-line growth will remain sluggish in Q2."

And, although Jacoby expects business to pick up in April because of the Easter holiday, he recently cut his Q2 industry growth estimate from 1.8% to 0.9%. He expects April industry revenue growth of 1%.

Finally, Jacoby recommended that investors "stay selective" and remained cautious on general-market broadcasters. But he recommended buying shares in both Clear Channel and Radio One, as both companies are currently trading under their target prices.

Additional reporting by Jeffrey Yorke.

Honoring Radio Broadcast Excellence

Foresters Sixth Annual Children's Miracle Network Radiothon Awards Recognizes Top Stations for Excellence in Radiothon execution benefitting local children and hospitals

— presented March 18, 2006 —



KEN PETERSON FOUNDER'S AWARD FOR STATION OF THE YEAR

101.9 FM The Mix, WTMX, Chicago, IL

"Eric & Kathy's 36-Hour Radiothon demonstrates the power of radio in the lives of the patients, volunteers, and employees of Children's Memorial Hospital. . . it is their personal engagement in the Radiothon that ultimately drives its success."

- RODNEY WATT, CHILDREN'S MEMORIAL HOSPITAL, CHICAGO, IL



BEST APPEAL
WKSE – Buffalo, NY

BEST FAMILY STORY
Woodward
Communications
Green Bay, WI

BEST FAMILY/CHILD STORY
WVOR –
Rochester, NY

MOST INNOVATIVE
KURB – Little Rock, AR

BEST SPONSORSHIP TOOL
KMLE – Phoenix, AZ

BEST MEMORIAL
CFRB, CJEZ, CKFM –
Toronto, ON

BEST PATIENT STORY
WHKO – Dayton, OH

BEST READING
WOGL –
Philadelphia, PA

BEST SHORT STORY
WMXC – Mobile, AL

BEST SHORT STORY
CIOC – Victoria, BC

BEST STAFF STORY
WVIC – Lansing, MI

BEST SWEEPERS
WSTR – Atlanta, GA

MOST CREATIVE
SPONSORSHIP
WIKY – Evansville, IN

BEST CHANGE BANDITS
PROMOTIONAL PIECE
WDRG – Hartford, CT

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Investing · Sharing · Inspiring



A financial services organization
inspired by helping children.

**Children's
Miracle Network**
the alliance of premier hospitals for children

BUSINESS BRIEFS

Continued from Page 4

Cell-Phone-Only Problem Getting Worse Among Rock Listeners

Jacobs Media surveyed more than 25,000 station-database members for Rock, Active Rock, Alternative, Classic Hits and Classic Rock stations and found that 21% of the total sample have only a cell phone and no land-line phone, a 24% year-to-year increase from 17% cell-phone-only respondents in last year's Jacobs Media tech survey.

Sixty-nine percent of respondents have both a cell phone and a regular phone, and 9% have a land-line phone and no cell phone. Arbitron is currently unable to survey cell-phone-only households.

The largest cell-phone-only group is 18-34-year-olds, at 37%, up from 29% in last year's survey. Twelve percent of 35-44s have only a cell phone, up from 9%, along with 7% of 45-54s, the same as in last year's study, and 6% of 55+ respondents, up from 4% in 2005.

By format, a full 35% of Alternative station-database members have only a cell phone, up from 28% in 2005. Other formats showed gains in cell-phone-only households as well, with 21% of Rock and Active Rock listeners having only a cell phone, up from 19% last year, and 12% of Classic Rock listeners with only a cell phone, up from 10%.

Jacobs Media said, "In summary, the younger demographics (and the Alternative format specifically) continue to be most impacted by the trend to drop land lines and rely on just a cell phone. But now older listeners who skew toward Active Rock are impacted too."

Last year's tech survey served as a "catalyst in bringing this problem to the surface," Jacobs said, adding, "We compliment Arbitron for responding to the study." But, he said, cell-phone-only status is increasing at an "alarming rate" and noted that Arbitron isn't set to roll out a measurement plan for cell-phone-only households until 2008.

"The future of radio depends on companies and stations that make an effort to reach young listeners," Jacobs said. "As we know, new technology — cell phones, MP3 players, video games, the Internet — competes for eyes and ears. It is critically important that Arbitron speed up its plans and strategy development for surveying young listeners."

The survey was conducted on the web in February, and Jacobs pointed out that, because it was a web poll, it could not "replicate all radio listeners, or even all Rock listeners" and was limited to those who chose to participate.

Continued on Page 10

TRANSACTIONS AT A GLANCE

All transaction information provided by BIA's MEDIA Access Pro, Chantilly, VA.

- KFYE-FM/Kingsburg (Fresno), CA \$2.75 million
- WBET-AM/Brockton (Boston), MA \$1 million
- WKBR-AM/Manchester, NH \$1.6 million
- WYND-FM/Hatteras, WFMZ-FM/Hertford, WVOD-FM/Manteo and WZPR-FM/Nags Head (Elizabeth City-Nags Head), NC Undisclosed
- WRYV-FM/Gallipolis, OH (Huntington-Ashland, WV-OH) \$3.1 million

Full transaction listings, posted daily, can be found at www.radioandrecords.com.

DEAL OF THE WEEK

● **KVSO-AM & KKAJ-FM/Ardmore, KTRX-FM/Dickson and KYNZ-FM/Lone Grove, OK**

PRICE: \$6.5 million

TERMS: Asset sale for cash

BUYER: LKCM Radio Group, headed by VP/Secretary Kevin Prigel. Phone: 817-332-3235. It owns five other stations. This represents its entry into the market.

SELLER: NextMedia Group, headed by President Skip Weller. Phone: 303-694-9118

2006 DEALS TO DATE

Dollars to Date:	\$3,099,668,312 <i>(Last Year: \$2,831,603,805)</i>
Dollars In Q1:	\$3,095,918,312 <i>(Last Year: \$522,253,937)</i>
Stations Traded This Year:	255 <i>(Last Year: 889)</i>
Stations Traded In Q1:	249 <i>(Last Year: 220)</i>

FCC ACTIONS

Martin: Newspapers Should Be Able To Own Stations

It's time to let newspaper publishers own and operate broadcast properties in the markets in which they own papers, FCC Chairman **Kevin Martin** told the Newspaper Association of America in Chicago on Tuesday.

"Newspapers are the only media entities prohibited from owning a single broadcast station in the markets they serve," Martin said. "We should correct any imbalance in our rules, create a level playing field and give newspapers the same opportunities other media entities enjoy."

Martin said the FCC needs to "update [its] rules to account for the dramatically changed media landscape." He noted that the cross-ownership ban was instituted in 1975 and that much in the world of media has changed since then, including the doubling of the number of licensed radio stations, to almost 14,000.

On the other hand, more than 300 daily newspapers have folded, and Martin is concerned about the loss of local news outlets. He believes that cross-ownership of newspapers and broadcast facilities will foster the preservation and growth of local news and information.

Martin noted that the FCC has made several attempts to change the rules in the past, most recently in 2003, and that the Third Circuit affirmed the FCC's decision to eliminate the prohibition even as it overturned the commission's limits on the number of stations a single group can own and sent the whole rules package back to the FCC for reconsideration.

The commission is set to begin another review of its media rules, and Martin said it will look at whether it "makes sense to address all of the rules together or if it makes more sense to address issues separately."

In other FCC news, Martin on March 29 named **Anthony Dale** acting Managing Director and **Mark Stevens** acting CFO of the agency. Dale has been with the FCC for 10 years, serving in a broad range of management and policy roles. Stevens, who has been with the FCC since 1991, has over 20 years of experience in financial management.

Continued on Page 10

Spitzer

Continued from Page 4
the part of radio broadcasters. We appreciate cooperation with the

New York attorney general's office and look forward to working with the New York attorney general in the future."

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PREMIERE
RADIO NETWORKS

Arbitron

Continued from Page 1

Per the recommendation of the council, Arbitron agreed to hold off on its move from the diary to the PPM in Houston until its meter receives Media Rating Council accreditation.

While the MRC could give its thumbs-up to the PPM by July, Arbitron VP/Communications Thom Mocarsky told R&R it could come later than that. He could not predict how promptly the MRC will act.

Clear Channel/Youngstown, OH

VP/Market Manager Bill Kelly, who also serves as Chairman of the Arbitron Advisory Council, said last week's meeting with Arbitron executives was far from contentious.

"You had the opinion of the council, which was that this [accreditation] needed to be done," he said. "You also had the opinion of Arbitron, which felt [accreditation] would be done in time so there was no need to officially ask for it. We respectfully disagreed and had to make it absolute: We do not want Houston to go live [with the PPM] before MRC accreditation.

"Were some people forceful in the points they made? Well, sure. That happens in any meeting. To be fair to Arbitron, they get it and absolutely understand how the council feels. We left no doubt in their minds."

Kelly also told R&R that the council is pleased with the efforts that Arbitron President/Operations, Technology, Research & Development Owen Charlebois and his team are making to identify ongoing challenges with the handwritten diary.

He said, "The diary still has to

exist and still has to be talked about. It's going to be impossible to have every market become a PPM market right away. Owen and his team are really doing their best to identify challenges and are looking into response rates, incentives and tools to make the diary viable."

Cost An Issue

One industry executive has praised not only the PPM, but also the Eurisko Media Monitor and the Media Audit/Ipsos smart cell phone-based electronic ratings plan, all three of which were reviewed by

the Next-Generation Electronic Ratings Evaluation Team.

In his monthly column appearing on his company's website, Greater Media President/CEO Peter Smyth said, "There's just no question that this form of measurement will be far superior to our present antiquated ratings system."

However, Smyth believes some issues still need to be resolved. "This ratings system may turn out to be far more costly to radio operators at a time when revenue is stagnant," he said. "This is a significant obstacle to adoption.

"We also need extensive training to understand the conversion to people meters, and we must be sure that radio will receive an adequate return on our investment in better measurement."

Smyth said that every salesperson, PD and manager will need to become "completely versed" in the metrics an electronically delivered ratings system will provide. "We will have to learn and teach others simultaneously," he said. "We will all have to go back to school on the ratings."

But Smyth said he's confident local radio "will prove its value as a friend, information source and advertising medium."

Ammons

Continued from Page 3

CBS Radio/Kansas City Director/Programming Mike Kennedy told R&R, "We had a ton of great applicants for the position, but JR's passion and desire to make this move were unparalleled. He is a well-rounded and sharp young man and a great fit for what Mix needs. I can't wait until JR arrives in K.C."

Ammons came to Star after a run at WFME/Baton Rouge, where he was Asst. PD/MD/afternoon driver.

"Herndon hired me in spite of the fact that I'm a die-hard Broncos fan coming into a sea of red," Ammons told R&R. "Somehow he was able to look past that.

"Seriously, I thought I would stay at Star 94 until I retired, but from the first time I spoke with Herndon, I knew I wanted to work for him. For me, someone who has had the desire to program for a very long time, this is a dream come true. To be able to leave one legendary radio station and go straight to another is unbelievable for me."

Valeri

Continued from Page 1

programmed from 1988 to 1995 and rejoined in August 2005. He's also worked at Classic Rock WAXQ (Q104)/New York and Global Artist Management.

"Ron brings an inordinate amount of experience and knowledge to this new endeavor, and he has proven himself to be one of the best programming minds in the nation," Entercom/Boston Market Manager Julie Kahn said. "We're excited about the futures of WAAF and Mike FM, and they're in capable hands with Ron."

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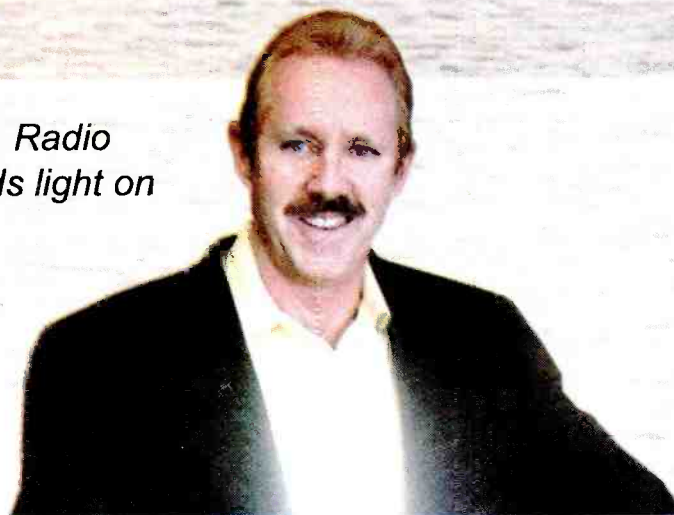
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Operations Manager
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Austin Harris
Program Host
The Beacon



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Red Zebra

Continued from Page 3
by the California Angels baseball club after a successful college career at Clemson University.

Weiskopf joins Red Zebra — which is currently in the process of acquiring WBPS, WBZS & WKDL/Washington from Mega Communications — with a DC-radio resume

that includes a run as AM Station Manager for Clear Channel's Washington cluster, where he previously worked with Zier. He was also in management at Bonneville's cross-town News WTOP-AM & FM and served as President of IDT Media's radio division. Weiskopf began his broadcasting career at KGO-AM/San Francisco.

WBIG

Continued from Page 1

"The station is adding to the '60s and '70s songs we've been playing," WBIG Marketing Director Mark Lapidus told R&R. "We're calling

the format change an 'evolution,' not a 'revolution.'"

This isn't the first time WBIG has been relaunched. The station transitioned from "Oldies 100" to "Big Hits of the '60s & '70s" in 2003.

FCC ACTIONS

Continued from Page 6

WFNX/Boston Doubles Its Power

Phoenix Media Alternative **WFNX/Boston**, programmed by R&R alumnus Max Tolkoﬀ, has started broadcasting at a higher power from its new tower in downtown Boston.

WFNX previously broadcast from the Boston suburb of Medford, MA, at 3kw. The FCC granted the station permission to move in to Boston and to double its power to 6kw, and preparation and construction of the new facilities has now been completed after seven months of work. After passing all inspections, the station got final FCC approval last week to start broadcasting from the new tower.

In 1988, WFNX moved its tower from Lynn, MA to Medford, allowing the station to be heard in more locations in downtown Boston. However, WFNX has always had difficulty penetrating the buildings of downtown.

GM Andy Kingston said, "A huge number of WFNX's listeners either work or live in or around the city of Boston. The No. 1 complaint we get from these people is that they can't receive our signal in their home or office. I am thrilled to finally have a solution for them. Hopefully, the only complaint will come from their neighbors, asking them to turn down the music."

WFUV Boosts Power, Goes On New Tower

After 13 years of concerns regarding Fordham University noncomm **WFUV/New York's** old tower, located near the Botanical Garden, the station says the FCC has officially renewed its FM broadcast license, enabling the station to immediately begin broadcasting at full power. WFUV is now at 50kw and broadcasting from the station's new transmitter site on top of Montefiore Medical Center in the Bronx.

The move substantially increases WFUV's signal strength in the New York area. The station has already begun dismantling the half-built former tower on the Fordham University campus.

Radio

• **DAVID HILLMAN** is named Exec. VP/Business Affairs & General Counsel of Westwood One. He was previously Sr. VP/General Counsel of the network.

• **DARION MELITO** is promoted to Director/Affiliate Relations for ABC Radio Networks' *The Sean Hannity Show*. He was previously Manager/Affiliate Relations for the network.

National Radio

• **WESTWOOD ONE** launches the *The Monica Crowley Show* on WABC-AM/New York, WTKK-FM/Boston and WTNT-AM/Washington, among other stations.

• **SYNDICATION NETWORKS** debuts *Cheaters Radio*, a one-hour weekly radio version of the TV show *Cheaters*. The radio show is hosted by Joey Greco, and its flagship is KLLI/Dallas.

• **ABC RADIO NETWORKS** signs a multiyear agreement to nationally syndicate *The Mark Levin Show*. Affiliates include flagship WABC/New York, KSFO/San Francisco, WMAL/Washington, WBAP/Dallas and WJR/Detroit.

• **SUPERADIO** is launching a week-night version of the *Sunday Nite Slow Jams* program hosted by KOHT/Tucson PD R Dub. *Slow Jams With R Dub* will air Monday through Thursday from 10pm-midnight in all time zones. KOHT/Tucson and KZZP/Phoenix are on board.

• **X RADIO NETWORKS'** *Current Classics*, hosted by WZLX/Boston's Carter Alan, ended its three-year run in February, but owner-producer Jim Villanueva is offering a short-form, commercial-free *Daily Current Classic* program. X Radio has also debuted *Big Boy's Hip Hop Spot*, a weekend radio show featuring KPWR/Los Angeles morning personality Big Boy.

• Former G-Unit producer **GREG "GINX" DOBY** launches *Lifestyle Radio*, a weekly, one-hour program featuring positive R&B and rap, urban gospel and holy hip-hop.

• **GLR NETWORKS** launches *¡De Paisano a Paisano!* a two-hour regional Mexican music request show airing Sundays from 6-8pm ET. The program, hosted by El Charal and El Coyote, originates from Mexico's La Ke Buena Radio Network, broadcasting across 27 stations in Mexico, as well as on KBUA & KBUE/Los Angeles and KEJC & KTSA/Sacramento.

Continued from Page 6

XM To Launch Regional Channels Despite Pending Bills

XM Satellite Radio has announced that it will introduce six regional News and Talk channels that will bring XM subscribers news coverage for every area of the continental United States.

The subscription radio provider said the channels will be added to its lineup during late spring or early summer. Details about the new channels will be provided before their launch, XM spokesman David Butler told R&R, stressing that XM will offer the channels nationwide to all subscribers.

All the regional News and Talk channels are to be provided by Clear Channel and will comprise a new category in the XM channel guide. The channels will sell advertising, and the revenue will be split by XM and Clear Channel, Butler said. He added that the delivery of the regional channels will complement XM Channel 160, which in early March began simulcasting Clear Channel News/Talker WLW/Cincinnati.

Word of the new channels comes as two bills have been introduced in Congress with the goal of stopping XM and fellow satcaster Sirius Satellite Radio from offering locally differentiated programming.

The Local Emergency Radio Service Preservation Act of 2005 was introduced 13 months ago in the House by Reps. Chip Pickering and Gene Greene. The congressmen introduced a similar measure the previous congressional year, but it failed to gain momentum. The current version has 118 co-signers.

A companion bill was introduced about two weeks ago in the Senate by Sen. Olympia Snowe, with colleagues Max Baucus and Trent Lott as co-signers. Both the House and Senate bills would prevent satcasters from providing "services that are locally differentiated or that result in programming being delivered to consumers in one geographic market that is different from the programming that is delivered to consumers in any other geographic market."

Connoisseur Completes Next Purchase In Pennsylvania

Connoisseur Media, led by Jeffrey Warshaw, has closed on its acquisition of WFGO, WFNN, WJET, WRKT, WRTS & WUSE/Erie, PA from NextMedia for \$17.4 million. Michael Bergner of Bergner & Co. was the exclusive broker in the transaction.

Convergent Broadcasting Sells NC Cluster

Maine-based Convergent Broadcasting has agreed to sell Classic Hits WFMZ-FM, Triple A WVOD-FM, AC WYND-FM and CHR/Pop WZPR-FM in Elizabeth City-Nags Head, NC to CapSan Media for an undisclosed price. Closing is expected in Q2. Kalil & Co. was the exclusive broker in the transaction.

With the deal, CapSan acquires its first radio stations. The company is principally owned by Bill Whitlow and Jason Baker. Both were formerly radio executives in Norfolk: Whitlow was once GM of WGH-AM & FM & WVKL/Norfolk, while Baker once served as NSM for those stations. After leaving the radio business in 1999, the two formed Virginia Beach, VA-based Whitlow Baker Advertising.

"We are thrilled and excited to be back in the world of broadcasting," said Whitlow, who serves as CapSan Media's CEO. "We're ready to get to work and build these stations into giant success stories."

NAB Awards Radio Research Grant

University of Illinois at Springfield professor Jim Grubbs has been awarded an NAB broadcast research grant to look at stations in rural areas adjacent to larger markets to determine how such stations can succeed while maintaining their focus on their own local communities.

In the study "Identifying Factors for Success in Rural Community Radio," Grubb hopes to discover what attributes make stations successful and craft a model that can be applied in similar situations in other markets. His study should be completed by the end of April 2007. The NAB awarded five other research grants to television-based studies.

In other news, FCC Chairman Kevin Martin will appear at the FCC Chairman's Breakfast on April 25 during the annual NAB spring convention in Las Vegas, taking place April 22-27. The breakfast brings federal regulators and legal experts together to discuss the most important legal issues of the day.

The other three FCC commissioners, Michael Copps, Jonathan Adelstein and Deborah Taylor Tate, will appear at the "Regulatory Face-Off" panel, moderated by NAB Exec. VP/Legal & Regulatory Affairs Marsha MacBride, at 4pm on April 25.

Jefferson-Pilot Now Lincoln Financial Media

Jefferson-Pilot's months-long merger with Lincoln Financial Group wrapped up Monday as the insurance and media operations became a new entity, Lincoln Financial Media. The new company includes all 18 radio stations and three TV stations that were owned by Jefferson-Pilot.

Lincoln Financial Group, a Philadelphia-based company that deals in annuities; life, group life and disability insurance; 401(k) and 403(b) plans and mutual funds; institutional investments; and financial planning and advisory services, has consolidated assets of \$125 billion and consolidated revenue of \$5.5 billion annually.

The merged company trades on the New York Stock Exchange as "LNC."

Study: Live Reads Preferred By Radio Traffic Listeners

According to a recent Edison Media Research study, almost three-quarters of radio traffic listeners pay more attention to commercials read live by the announcer of a traffic or news report than they do to recorded commercials. The "Edison Metro Traffic Study" also found that 78% of commuters requiring traffic information for suburban roadways received it from their regular local radio stations.

Additionally, the Edison study found that traffic reports are able to pull people away from CD players, MP3 players and satellite radio. While one in four respondents indicated that they listened to something other than radio in their cars, they switched back to AM or FM radio specifically to hear traffic reports. Almost half of those with exceptionally long commutes (greater than 60 minutes each way) indicated that they listened to CDs or MP3s but switched to hear traffic.

The study was conducted by Edison on behalf of Westwood One.

'America Supports You' PSA Campaign Launches

The U.S. Department of Defense and the Advertising Council have teamed up to launch a new national PSA campaign designed to encourage Americans to participate in activities that show support for U.S. troops and to communicate that support to military personnel serving both domestically and overseas. The PSAs, distributed last week, are an extension of the Department of Defense's "America Supports You" initiative, which launched in November 2004.

The PSA campaign includes radio, magazine and newspaper advertising that directs Americans and the military to visit www.americasupportsyou.mil. Visitors to the website will find ideas for how to support troops and will be able to post information about support activities in their communities. Visitors can also post messages of thanks to a service member and download branding materials — such as art for posters, bumper stickers and buttons — that communicate "America Supports You." In addition, service members can log on to read about ways the American public supports them.



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Continued from Page 1

that our inventory is down and our revenue is up."

Mays believes there is growing support for 30-second spots and that advertisers are discovering that these ads are more efficient and less expensive. He said, "The ultimate way that an advertiser tells whether his advertising is working is whether they sell product."

The previous day Entercom CFO Steve Fisher acknowledged that his company has been experiencing some softness in spot sales, but he said Entercom does not believe recent spot-price weakness is a function of Clear Channel's inventory-reduction initiative and subsequent ratings success.

Fisher said Entercom has not seen any disparity between Clear Channel and non-Clear Channel markets. However, Entercom is seeing greater disparity in growth between markets, with higher highs and lower lows found across the nation. Fisher said it's not clear what is driving the increased volatility.

While he applauded Clear Channel's move to trim one-minute spots in half, Cox Radio VP/CFO Neil Johnston said it is the mere interruption of music and other programming that has annoyed listeners in recent years.

Johnston said that Cox still sells 60-second spots and that there is an effort underway at the company to trim the number of units per hour. However, he said that certain types of formats, such as News/Talk, offer more leeway for expanded ad time.

Could expense cuts come at the expense of employees? "A large part of our expenses are people," Johnston said. But even with annual raises at only 3%, expenses add up, he said.

Cox will look into more localized voicetracking, an idea Johnston said "is actually nothing new and has been tried in some form since radio began." He added, "More recently, Sirius has refined the practice."

Pricing Still Sluggish

Radio One Exec. VP/CFO Scott Royster said that ad pricing remains sluggish despite lower spotloads and that his company's expenses will grow faster than inflation as Radio One executes its growth initiatives, such as planned expansion into film production and the Internet. Radio One has a majority interest in TV One, a 14-month-old cable entity aimed at a black audience.

Royster also told the conference that his company has begun talks with the banks it does business with about amending the company's leverage covenant because Radio One will likely divest between \$100 million and \$200 million worth of its portfolio. Royster

said the stations to be sold are likely to be those that are not 100% consistent with the company's mission of targeting an African-American audience.

Emmis CEO Jeff Smulyan was perhaps the most open of the radio execs. "We need to jump-start this industry," he said. "We really can't figure it out. We're frustrated. There's no reason, based on consumption, that radio advertising should be as soft as it is."

Smulyan also called on the industry to think long-term and build for future growth. "We've got to stop living quarter to quarter," he said. "Radio should not be this bad."

Smulyan said he sees some positive signs, but he wouldn't go out on a limb to say when business would improve. He encouraged the industry to find ways to create value.

Excuses For Slow Growth Challenged

While radio-industry leaders spent two days making their respective companies' cases before New York's financial elite, what a lot of the Wall Street folks heard could be best summed up as explanations and excuses for no-growth situations and generally poor performance by the radio business.

By the end of the second day, as Cox's Johnston wrapped up his presentation, Sandler Capital Management Sr. Managing Director John Kornreich had heard enough.

"It's 9/11, 'It's the war,' 'It's no [Atlanta] Braves' — it's just lame," he said. "The economy has grown 32% over the past five years. That radio has not grown at all is pretty lame. The audience is down, and the inventory is down. The problem is that your audiences are down."

Johnston tried to end his presentation on a high note by saying, "The Internet has gotten very expensive and is taking a lot of money from core media." He then expressed hope that radio would benefit from some of the Internet-advertising runoff.

HD Is Radio's Bright Spot

All of the group execs who addressed the conference see HD Radio as the industry's future.

Smulyan said HD Radio will "create a hipness factor" and that the industry's future growth hinges on getting HD receivers in the hands — and in the cars — of tomorrow's listeners.

"We have tremendous leverage with the auto industry, which has been our partner for 80 years," he said. "We have a relationship with 300 million Americans every week."

Smulyan acknowledged that it "won't be as fast a rollout as we like, but it will be the fastest rollout ever, and we can roll out at a

fraction of the cost that satellite radio did."

On the industry side, the rollout is happening quickly. Mays said HD Radio is "an unbelievably compelling product," and he marveled that 50 new multicast stations can now be picked up in the New York City area, where there were none last year.

Mays said that Clear Channel is adding new stations ahead of schedule and at a relatively low cost because the group already produces nearly 180 different formats.

Mays also noted that the key to HD Radio's acceptance is getting receivers into cars. "We feel pretty good about getting HD into cars over the next two or three years," he said.

Fisher said Entercom currently has 30 stations broadcasting in HD and expects to have a total of 60 on the air by year's end. Asked if the radio industry is spending enough to market itself and HD Radio, Fisher said, "We're very comfortable with what we're spending."

Asked by Banc of America Securities analyst Jonathan Jacoby if an earlier introduction of HD Radio might have offset the satellite radio craze, Smulyan responded, "We should have been much more proactive as an industry. We should have been much more proactive in repositioning the satellite guys. They have done a wonderful job marketing themselves. It's been textbook. What we have lost is the PR war."

But Smulyan was quick to argue that satellite's victory is limited, saying, "Clearly, we are not losing any advertisers to satellite, and, of the few listeners who did go over to satellite, they now spend about 40% to 50% of their listening time back with us. Satellite is not working, and the Sirius buzz fell off immediately after [Howard] Stern got there."

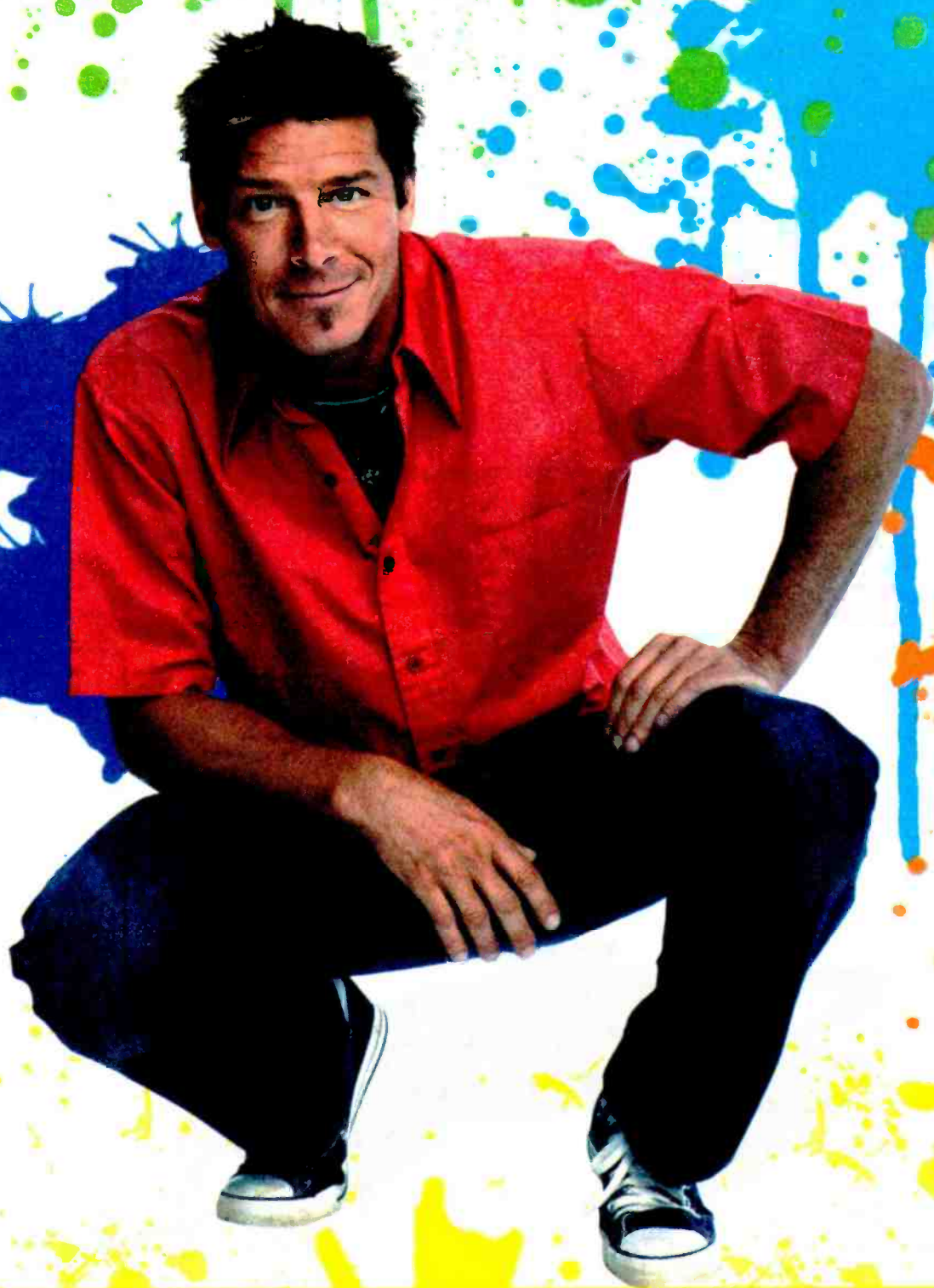
HD Radio No Threat To XM

XM Satellite Radio Chairman Gary Parsons agreed with radio leaders that HD Radio is great for the radio industry, but he doesn't see satcasters losing sleep over the new competition. "So there will be 20 new free channels in a market," he said. "It's not a significant threat, and it won't have a national reach."

Parsons also defended satellite radio against accusations that it is hurting local radio — a claim that, he pointed out, is often made by the NAB. "They say we're going to hurt small-town radio," Parsons said. "But they [the radio companies] are going in, buying up small-town radio and stripping out the personal. They are the ones hurting local radio."

Parsons suggested that if terrestrial radio wants to compete with satellite, it should improve local radio.

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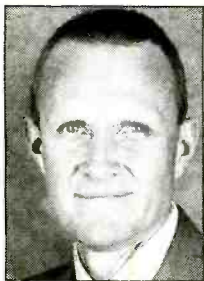
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News For A New Generation

Investigating tomorrow's News listeners today

While the debate continues over what kind of content will attract listeners to Talk radio in the future, few would argue that having a solid news and information component as part of any programming will be essential for success.

But anyone who has spent even a small amount of time with members of Generation X or Y knows that news reported in the way that radio and television have reported it for the past several decades hold zero appeal for them.



Richard Harker

In fact, it was the state of news on music stations that led ABC News Radio to commission a study of young listeners' attitudes about news and information. Fielded by Harker Research, the project's overriding goal was to learn more about how radio's news products could better attract and serve the next generation of listeners.

I recently spoke with veteran researcher **Richard Harker**, who conducted the project for ABC News Radio, and ABC News Radio VP/GM **Steve Jones** about this study.

Since the study targeted younger listeners, the respondents were all FM music-radio PIs, but that shouldn't make the findings any less rele-

vant to forward-thinking News and Talk programming managers because it's fair to assume that many of today's P1 music-radio listeners will become tomorrow's News/Talk fans.

Genesis Of The Project

In order to gain insight into younger-demo listeners, the study was not focused on those who presently listen primarily to News/Talk radio. "We looked specifically at FM music-radio listeners," said Harker. "We screened for those who were primary music-radio listeners."

"Many of these listeners used AM stations for their news and information needs, but News/Talk was not a primary station for any respondents for the purposes of this study. What we ended up with was a perspective on News from everyone except those who are already P1 fans of News and Talk radio. That was what made this study sort of unusual."

Harker said his company had already seen signs that music radio was not serving the needs of many listeners when it comes to news and information. "Even before starting this project, much of our internal research led us to believe



Steve Jones



HOW COME ALL THESE GUYS ARE TALLER THAN ME? At the recent Rick Scott Sports Radio Conference, R&R Talk Radio Editor Al Peterson moderated a panel featuring a quartet of Sports radio heavyweights. Shown following the session are (l-r) Fox Sports Radio's J.T. "The Brick"; ESPN Radio's Dan Patrick; Peterson; Ryan Stewart, half of the Atlanta-based sports duo Two Live Stews; and Sporting News Radio's Tony Bruno.

that FM music stations were missing the boat when it comes to news," he said.

"This really goes back to work we did post-9/11, when a lot of FM stations were suddenly wondering if they should be adding newscasts and how they should be doing news. As you might expect, in the wake of 9/11, interest in news increased dramatically and a lot of FM stations added newscasts."

But Harker said newscasts on FM music stations declined in the years following 9/11, although the study's findings indicate that it's programmers, not listeners, who are driving that decision. "One by one most of the stations that added news after 9/11 have drifted away from offering newscasts outside of morning drive," Harker said.

"What this study allowed us to do was to add to the knowledge that we were already developing from other studies we've done where news was a part of the questioning, although not necessarily the focus of it."

Tremendous Interest

The study was conducted with 1,000 listeners across six geographically distributed markets. All respondents were adults 25-54 who listened to a variety of formats. The results, which were analyzed by age and sex, showed a strong desire for news among respondents.

"The big headline, in my opinion, is that there is tremendous interest in news and information

from the majority of FM music listeners," said Harker. "We've since followed up with additional focus groups to clarify and amplify what we found."

"The two approaches toward integrating quantitative and qualitative information gave us a good overview of everything we learned from the original study."

Harker said that the study's findings indicate that an overwhelming percentage of young listeners who are primarily listening to FM music stations want news and information.

"Roughly 70% of respondents said they have interest in hearing news," he said. "They don't want a long newscast or a lot of details; they mostly want headlines. Those who are looking for more in-depth coverage are, for the most part, already listening to AM stations."

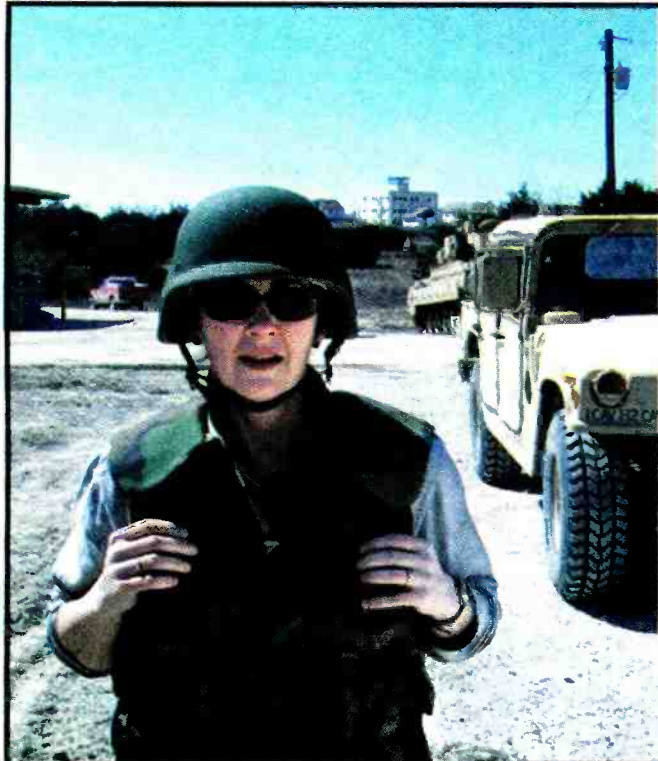
"We've since probed further on this question. Is the interest in information just about the war, and is it just for the moment? Is this something that is going to pass? We've found that it's not."

"Younger listeners, who are listening primarily to music FM during the day, don't want to be out of touch with what's going on. They want to be sure that they're not missing anything."

What Young People Want

Harker credited ABC for not going into the project with any preconceived ideas. "We probed

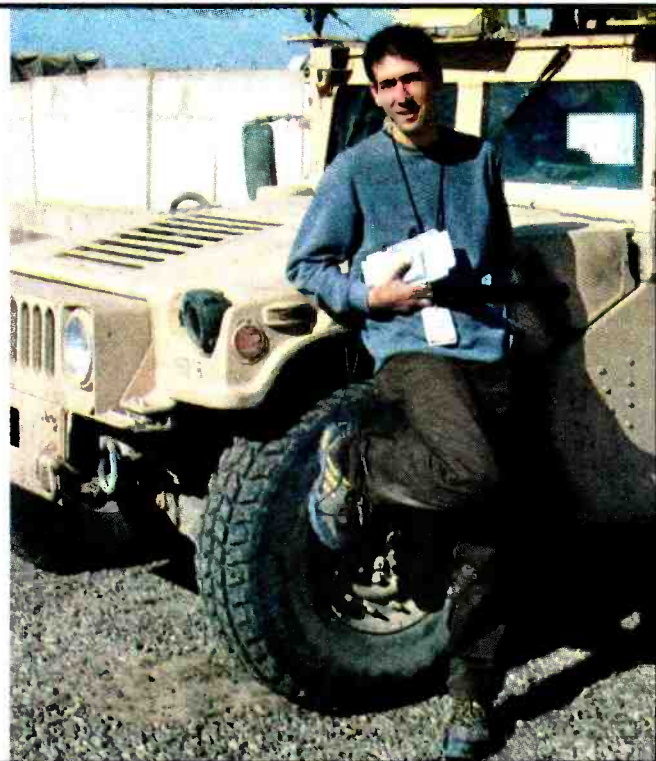
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News For A New Generation

Continued from Page 14

on the types of news that people wanted, the length of newscasts and a lot more," he said. "To ABC's credit, they started with a blank piece of paper to really find out what it is that people want."

"What they've done is develop this product from the ground up, making no presumptions about what people do or don't want. The approach has been to make no assumptions and to design a news product around what it is that people want to hear."

Radio news people and programmers may not define news in the same way that younger listeners do. "What we traditionally think of as a newscast — that one-, two- or three-minute broadcast — is really only part of what they're looking for," said Harker.

"In radio, we draw distinctions between soft news and hard news, but it turns out that listeners are much more flexible than radio in terms of the information they want. Younger-demo listeners want information that's relevant to them and news about what affects them, and that's a moving target today."

Expanding on what news is interesting to younger demos, Harker continued, "It's not just what's going on in Iraq or what's going on financially or economically or other hard news areas. It's also things like health and personal finance — which is different than economic news. Personal finance is news about economics that is going to affect them directly."

"What we learned is that having a rigid approach to newscasts is to assume that the subjects that people want to hear about are constant and unchanging. The take-away from all this, to me, is that beyond just the one- or two-minute newscast, radio probably approaches the whole idea of news and information too rigidly and more formatically than the typical younger listener would like."

"Often, what we assumed, based on what is convention at most radio, was just the opposite of what these demos want."

Where Did The News Go?

How did radio end up eliminating something that younger demos now seem to want? In decades past, even the most youth-focused radio stations included hourly news and information along with the music. But in the past decade or so, finding a newscast on the radio on any station other than a News/Talker is almost impossible.

What was it that made radio stop providing information to young music-radio listeners? Harker said deregulation in the industry probably had a lot to do with those decisions. "Scaling back on information elements was really just an excuse to cut the news department at stations," he explained.

"We convinced ourselves, as an industry, that we could simply play another song and didn't need news or a news department beyond a few headlines in morning drive."

"It's easy to design research to prove that people don't want information after the morning show. If you just ask the typical two or three questions that most stations asked in past research, you would easily convince yourself of that."

"Younger-demo listeners want information that's relevant to them and news about what affects them, and that's a moving target today."

Richard Harker

"What has been overlooked is that, although they don't want 10-minute newscasts all day long, young people still want headlines and information about news that is relevant. But that is something that nobody at radio has wanted to know for the past several years."

"We found out that people didn't want morning drive-style newscasts the rest of the day, and that convinced us to eliminate all news after 10am. Radio has really missed the boat by deluding ourselves into thinking that all we need to do is just play another song and skip the news. That's what laid the groundwork for what happened after 9/11, when we saw how few stations were actually prepared to deliver news."

Another interesting fact that came out of the study is that younger listeners generally seek a sense of balance in the news they listen to. "People overwhelmingly said they wanted to sense balance from a newscast," said Harker. "Balance from the standpoint of political leaning, ap-

proach to a story and the stories that are selected to be reported."

"If the spoken-word formats are to grow, they will need to tap into an understanding that younger listeners are hypersensitive to a sense of balance. Their sense of balance is not necessarily equal parts conservative and liberal; it speaks more to the kinds of stories you select and the style and signal that is sent about your perspective on a story."

The Simplicity Of Radio

Jones pointed out that, while the study examined younger demos, we're not talking teens here. In fact, he said that most of the people in the focus groups that were conducted as part of the project fell pretty much in the middle of the 25-54 broad demo that was questioned. And he sees an opportunity for radio to gain tremendous ground with those listeners by offering information they're not inclined to look for elsewhere.

"The impact of technology on this demo is the same virtual overload that most of us have experienced," Jones said. "Coupled with the commitments they have as mothers and fathers, they're not actively seeking the information radio can provide elsewhere."

"It really comes back to the simplicity of radio and the fact that listeners don't have to work to get information from us. But it has to be provided in the right context. Listeners want stories that are meaningful to them. It doesn't matter whether it's local news, foreign news, hard news or soft news, it's got to be relevant, and it has to connect with them."

Harker pointed out that there are inherent pitfalls in any research like this project and that all involved strived to avoid those mistakes. "You have to be careful to remind people participating in this kind of research that there are only 60 minutes in an hour," he said. "They'd like to have everything in that hour, but we constantly reminded them that they'd have to give up a song to get the information they wanted."

"Time and time again, when forced to make a choice, they invariably chose relevant information over hearing another song. That confirms what we have suspected for some time now."

Plan For The Future

Asked if there was any current presentation that he could cite as a sort of model for delivering information to younger demos, Harker suggested a program that one might not consider a major news and information source. "A good example is *The Daily Show* and the impact it has had on the younger generation," he said.

"Beyond just the one- or two-minute newscast, radio probably approaches the whole idea of news and information too rigidly and more formatically than the typical younger listener would like."

Richard Harker

"It's a news show. Yes, it's a comedy show, but it's also a news show, and tremendous numbers of people 25-34 get their news from it. In terms of delivering information and the blurring of the line between what is news and what is entertainment, *The Daily Show* has really succeeded."

Since the study focused on the news attitudes of those who are now primarily music-radio listeners, how much of what was learned does Harker think can be projected into the future for spoken-word formats on the FM band?

"What's interesting is we were actually able to break out those people in the study," he said. "We excluded those who were P1s of News/Talk, but we included those who were P2s and P3s. What was striking to me is that those people's attitudes and responses were subtly different, but not dramatically."

"The newscast product that was designed as a result of this study is not that far from what we think AM stations should be looking at right now in terms of structure and content."

"While you can argue that this research may not be totally relevant to a News/Talk station today, I think it's very relevant for News and News/Talk stations in the future."

"These are formats that are healthy, but they're mature and not necessarily growing. So if you are looking to attract new listeners to the format for the future, I would suggest the information we were able to gather from this study is very relevant to every News and Talk station today."

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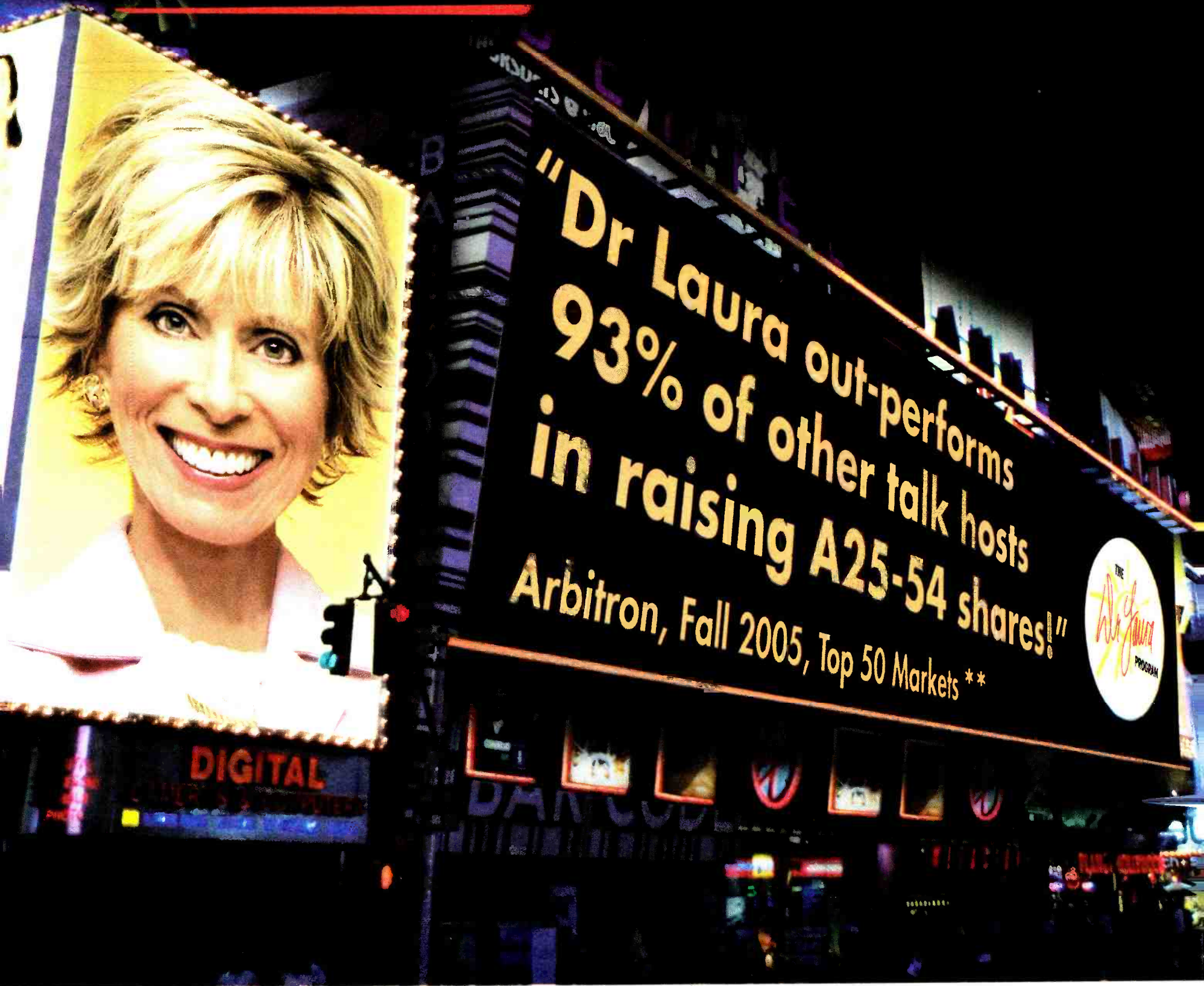
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Law Firms: Your Newest Ad Category

How a seminar from a leading consultant grew Rose City Radio's business

Many R&R readers are familiar with Boston-based radio sales trainer Irwin Pollack, whose tips appear daily on the R&R website (www.radioandrecords.com). Among the many seminars Pollack offers is a three-hour educational program — Irwin Pollack's Lawyer Marketing Institute — that provides the inside scoop on virtually every subject related to how to better market a law firm or solo legal practice.

Pollack's website (www.irwinpollack.com) offers an entire section on attorney and professional marketing services, and that caught the eye of Rose City Radio Director/Sales **Bill Ashenden**, who oversees the sales efforts of News/Talk KXL and CHR/Rhythmic KXJM (Jammin' 95.5) in Portland, OR, in addition to the Radio Northwest Network, which regionally syndicates the KXL-based *Lars Larson Show*.



Bill Ashenden

"KXL and Jammin' were two distinctive stations that could benefit from bringing in law firms," Ashenden says. "There was lots of opportunity."

Ashenden contacted Pollack, and the wheels were put in motion to set up a seminar in Portland designed to help attorneys learn to get the message out about their professional services by using radio. However, there were no plans for an upfront "buy radio" pitch.

"The nice thing about the pitch is that it really is about how to grow a law firm's bottom line," Ashenden says. "The attorneys are offered a newsletter, information on how to get PR, tips on how to use TV and radio and advice on networking."

"This is good because the attorney and the law industry have not fully embraced the fact that they are just like me: in sales."

Attract The Attorney

Ashenden is familiar with the legal world. His two brothers are solo practitioners, and his father is the retired head of a large corporate law firm in Chicago.

"It was always our in-house joke that I was just like them," Ashenden says of his family members in the legal profession. "But I'd also seen how hypercompetitive it can be in the legal world, and that's no different from how radio sales works in many places."

To begin putting together the Pollack seminar in Portland, Ashenden obtained, for a minimal fee, a mailing list of 4,000 attorneys from the Oregon State Bar Association. He

HD Radio **INFORMER**

The San Francisco Bay Area, always ahead of the curve when it comes to new technology, has no fewer than 22 AM and FM stations broadcasting in digital and 12 HD2 offerings for area listeners to enjoy.

On the left end of the dial (no pun intended), National Public Radio-affiliated non-comm giant KQED has added a digital signal to its 88.5 MHz frequency. Other non-comms in the market now airing in HD include San Francisco Unified School District's NPR-affiliated KALW and San Mateo County Community College's Jazz KCSM.



Among commercial FM stations in the Bay Area, Spanish Contemporary KCNL (La Romantica), Classical KDFC, Triple A simulcast KFFG & KFOG, Classic Hits KFRC, Hot AC KIOI (Star 101.3), Urban AC KISQ (98.1 Kiss FM), Alternative KITS (Live 105), Smooth Jazz KKSF, Rhythmic KMEL, AC KOIT, Classic Rock KSAN (107.7 The Bone), Mexican Oldies KSJO (La Preciosa), Classic Rock KUFX (K-Fox), Latin Urban KVV (La Kalle), Rhythmic KYLD (Wild 94.9) and Adult Hits KZBR (95.7 Max FM) are all broadcasting in HD Radio.

On the AM side, Clear Channel Talker KQKE and CBS Radio's News KCBS-AM are now airing in HD.

Meanwhile, Bonneville's three San Francisco FMs, CBS Radio's two FMs offering music programming and seven Clear Channel FMs in the region have launched HD2 channels. Bonneville's "KDFC-2" expands on the KDFC format by giving a wider range of material from vocalists and a deeper variety of symphonies. KOIT's HD2 offering is "96.5 HD2 Real Oldies," tailored to those who miss the Top 40 hits of the 1950s and 1960s, and KZBR's HD2 offering, "Max Fever," puts a 24/7 disco right in your car or home. At CBS Radio, KFRC's HD2 signal offers country music, while Live 105's HD2 channel gives listeners "Nothing But New Music."

Finally, CC's HD2 channels are as follows: KIOI ('80s hits), KISQ (Spanish Contemporary "Enamorada"), KKSF (Traditional Jazz), KMEL (Xtreme Hip-Hop), KSJO (Urban), KUFX (Deep Tracks) and KYLD (Wild Español).

hoped for a 1% return rate but happily saw a return rate of better than 2%. "About 90 attorneys signed up for the event," he says.

Pollack's approach involves breaking down several legal marketing techniques, including such topics as running a law firm like a business and positioning and niche strategies.

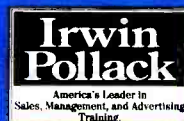
According to the 2002 Survey of Law Firm Economics, average promotional income and expenses per lawyer, as a percentage of receipts, add up to just 1.8%. That's why Pollack suggests that law practices get ahead of the curve by establishing an annual client-development and marketing budget for each attorney.



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He also points out that many law firms now have chief marketing officers to help create publicity campaigns. At an RAB session geared to radio sales professionals, Pollack urged those in attendance to find out the name of every CMO at every law firm in their city.

For a station that takes the initiative, winning law-firm dollars from the Yellow Pages can become a reality. In fact, Pollack says law firms are the No.1 revenue category in the Yellow Pages nationwide. "There are a ton of lawyer ads in the Yellow Pages, and that's because it's a real easy entry point for them," Ashenden says.

"Perhaps they felt they weren't insulting the trade by going there instead of advertising in some more high-profile ways. But in some markets, law firms and solo lawyers even use billboards to get the word out about their business."

Indeed, Tampa-based Florida Lawyer Group has gone so far as to put huge billboards around Tampa Bay that read simply "Divorce for Men" and display the firm's phone number. One Milwaukee attorney placed an ad in *Midwest Airlines Magazine* with the head-

Ashenden doesn't even shy away from what he terms station "propaganda" — he envisions Jammin' 95.5 key chains with the station logo on one side and an attorney or law-firm ad on the other.

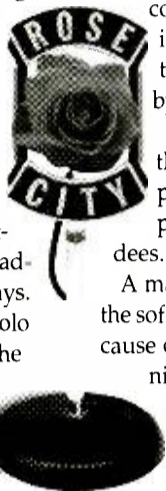
Encore Performance

Pollack is returning to Portland in April to conduct another session geared to the legal community. Interest is already building in the event, and Ashenden believes that's because of the goodwill created by the inaugural meeting.

"We didn't ask for any business at the end of the session," he says, explaining that the absence of a straight pitch surprised and pleased the attendees.

A major reason why Ashenden went for the soft approach with the attorneys was because of his belief that legal is at the beginning stages of a huge growth spurt as a category that radio can go after on a national basis.

"We do so much business-to-business at our News/Talker that we saw this category and thought we could be very successful with it," Ashenden says. "It's a revenue stream that I thought should be on both stations, but we didn't know how to approach the legal community. The seminar gave us the training to go out and seek that business. We love to take risks and go after some new money, and this category will continue to grow across the country."



Rose City Radio

"We love to take risks and go after some new money, and this category will continue to grow across the country."

line "Breaking Your Noncompete." In New York, one attorney has linked up with WABC-TV on a paid sponsorship for a feature called "Consult With the Attorney" on the station website.

This is where your radio station comes in. At Rose City Radio, Ashenden was quick to lock up three Internet domain names for a website that his stations will maintain. All three web addresses, including *www.asktheoregonlawyer.com*, will point to a single website featuring information on legal issues. Once the website is active, Ashenden and his crew plan to approach law firms and solo practitioners to provide content on a sponsorship basis.

Interestingly, the website won't feature any branding for either KXL or Jammin' 95.5. "We don't need to," Ashenden says. "We'll just manage the site."

Additionally, an attorney can opt to sponsor a daily feature on KXL. "On KXL we offer a CBS-style morning clock," Ashenden says. "Among the sponsored series of vignettes is 'Ask the Experts,' and we can offer one to an Oregon lawyer.

"The sponsoring firm will then be the one that will be called by our news team. The attorney will be branded as our expert, and the firm gets the benefit of that. It's an easier way to lock in that law-firm business."

How To Lure A Lawyer To Your Station

In addition to radio-focused seminars, sales consultant Irwin Pollack offers "Irwin Pollack's Lawyer Marketing Institute." This three-hour session is designed to give lawyers on their own or at a law firm the tools to better promote their businesses.

Pollack says the legal community has many reasons to use radio to bring in more clients. "In the Philadelphia area there are close to 15,000 attorneys," he says. "There wasn't even half that number 10 years ago.

"If attorneys aren't willing to have a niche or specialization area, they should certainly differentiate themselves from other attorneys and find ways to communicate to their target audience what makes them unique."

First Amendment Issue

According to Pollack, the First Amendment allows attorneys and law firms to market themselves. Until 1986, advertising by lawyers was considered unethical and was against state bar rules. But times have changed.

"The old-school attorneys still consider advertising to be voodoo," Pollack says. "However, each state bar association has its own rules and regulations as they pertain to marketing, advertising and solicitation of a lawyer. The first thing one should do is go to the state bar offices or its website and learn the rules."

Under modern rules of professional responsibility, a lawyer's message must not be false or misleading. Therefore, no attorney can say they've never lost a case.

"What that means is that he'll settle instead

of fighting for a client and maybe losing a case," Pollack says. "That's bad."

So how does radio get involved? "Radio can educate the legal community on why they may need to market themselves," Pollack says. "Basically, it involves the same reasons as any other advertising category."

Pollack says that an attorney must first generate a database of past clients, referral attorneys, expert witnesses and all media sources and send out a monthly in-house newsletter to that database.

Second, a lawyer can conduct a seminar to educate consumers on what they are stepping into when seeking the services of an attorney. Radio can easily tie in to such a seminar.

"Any station targeting 35-54 listeners ought to be talking to an expert on estates, wills and trusts," Pollack says. "Why? Because those listeners are getting to the age where they are going to start to think about those things. You're not going to learn everything you need to know in a 60-second commercial, but you could in a seminar sponsored with a radio station."

Another idea Pollack has for radio teaming up with a lawyer or law firm is "Divorce Boot Camp." Seriously.

"A station could set up something like that for people going down that road," Pollack says.

How To Create A Marketing Budget

Sales trainer Irwin Pollack has one simple statement to make about what to do when you're in need of legal services. "Don't wait to get into trouble and then go to the Yellow Pages to randomly find a lawyer," he says. Yet that's what many people do.

Pollack advises attorneys and law firms to put together a marketing budget designed to help eliminate the scary scenario of choosing legal help simply because one firm's Yellow Pages ad looks better than another's.

Here is a list of what Pollack believes is "every single conceivable item you'll need to budget for":

- Ad-agency fees
- Booth development (trade shows)
- Client events
- Competitive research
- Computer supplies
- Contract labor
- Customer research
- Database management
- Direct mail
- E-mail blasts
- Employee recognition
- Equipment rental
- Gifts
- Loyalty programs
- Mailing lists
- Market research
- Marketing bonuses
- Marketing salaries
- Newsletters
- Online media
- Online production
- Outdoor media
- Outdoor production
- Postage
- PR — agency fees
- PR — clipping services
- Print media
- Print production
- Printing
- Radio/TV
- Referral programs
- Software
- Sponsorship activities
- Staff education and training
- Telephone (toll-free lines)
- Trade shows
- Travel and entertainment
- Website design
- Website maintenance

"And believe me, there are a lot of people who could use a helpful session like that. An attorney that does that will get leads out of it."

Lawyers Just Like Retail Clerks

Lastly, Pollack says an attorney, in some ways, isn't very different from the salesperson behind the counter at Macy's or other large department store.

"In radio, a sales manager is going to be skeptical about hiring someone who worked

"Lawyers are a lot like retail clerks. They don't think selling oneself is nice. But that's something they really need to start doing."

Irwin Pollack

in retail," Pollack says. "Lawyers are a lot like retail clerks. They don't think selling oneself is nice. But that's something they really need to start doing. Our job is to educate attorneys to get people to 'go to the counter,' if you will."



BRIDA CONNOLLY
bconnolly@radioandrecords.com

Geek Heaven

Tech-oriented web hangouts, plus a news roundup

Anybody who has a reputation for being at all tech-savvy is used to the question "Where do you hear about this stuff?" Here, in no particular order, are some of the places tech types hear about all that stuff, along with a sampling of the kind of information available — plus another site that's just for fun.

NewsFactor Network

Don't let the busy site design at NewsFactor Network (www.newsfactor.com) intimidate you: This is one of the best sources of original tech-oriented reporting on the 'Net. The website for *NewsFactor* magazine features just about every aspect of tech news, with a business-to-business spin.

Among the stories on the homepage at press time: a top story on the Japanese rollout of Toshiba's new high-definition DVD player (the first to make it to market); a warning about the latest Internet Explorer exploit, which uses spoofed BBC news pages as bait to install key-logging software; a feature on the "Second Life" online role-playing game; and a fascinating item on the United Nations' Mobile Deployment Telecom System, a network of vans loaded with telecommunications equipment that can serve as instant communications centers at disaster sites and elsewhere.

Betanews

As its name suggests, Betanews (www.betanews.com) serves as a clearinghouse for beta releases of games and other software. But it's also a pretty good news site. It doesn't range as broadly as NewsFactor, but it gets the headlines up fast and is perfect if you just want a quick hit of high-tech news.

Featured topics at press time included the Electronic Frontier Foundation's move to appeal a court decision allowing Apple Computer to subpoena bloggers' sources for confidential info leaked on blogs; Google's job posting looking for a manager for a product to "enhance users' television-viewing experience"; an item on Google's adding advertising to Google Maps (yes, Betanews covers Google a lot); and a report on a new study of the potential tumor risk from cell-phone use.

Engadget

Want to know about the latest gadgets as they happen — as they're released, rumored or just speculated on by some blogger somewhere? Then Engadget (www.engadget.com) is the place to hang out.

Engadget is an engaging, frequently updated blog having to do with cameras, cell phones, PDAs, GPS systems, servers, gaming devices, personal video recorders, digital audio players and just

about any other techie hardware you can imagine.

A sample of what was on the site at press time: An item on seven major movie studios' decision to make digital movies available through Movielink and CinemaNow, with the editorial comment that the studios' proposed price point of \$20-\$30 for first-run movies is "way, way too much, if you ask us"; a peek at Sony's new line of flash-memory digital audio players (so far available only in China); and a note that XM Satellite Radio is finally taking pre-orders for its Pioneer Inno portable players, introduced at the Consumer Electronics Show in January.

Gizmodo

Though the sites are not affiliated, Gizmodo (www.gizmodo.com) sometimes comes across as Engadget's snarkier kid brother. The blogs cover much the same territory, but Gizmodo is more likely to stray into areas like toys and furniture — there was a nifty hand-built wardrobe on the homepage at press time.

Anybody can (and seemingly does) comment on Engadget, but Gizmodo allows comments by invitation only. So how do you get invited? Tip the Gizmodo-ites to news a couple of times, or work for Microsoft, Motorola or some other tech company in which Gizmodo has a particular interest, and you're in.

Extreme Tech

If this: "The P4 was initially launched at 1.4 and 1.5GHz frequencies, using a 423-pin socket and sporting 256kb of L2 cache. In a radical shift, the new CPU only had 8kb of L1 cache, but it also used a trace cache that held up to 12k pre-decoded operations" makes you eager to read more, Extreme Tech (www.extremetech.com) is the site for you.

With a slogan of "Build it, tweak it, know it," Extreme Tech, a Ziff Davis website, is oriented mostly to the technological hard-core who build their own systems and push those systems to the limits.

Though gearheads are the target audience for Extreme Tech, that doesn't mean there's no material of general interest on the site. For example, look under "3D Graphics, Audio & HDTV" for Ziff Davis Sr. Tech Analyst Loyd Case's "The iPod and the Audiophile" column on Case's adventures getting his music encoded and playable in a lossless format.

The reviews of audio products are also

Digital Bits

Clear Channel Makes Deal With Google

Reuters reported April 3, based on an internal memo obtained by the wire service, that Clear Channel has struck a deal to use Google's search engine on its radio-station websites. Reuters reported, "Beginning this month, the company's 7 million Clear Channel radio listeners who visit their websites will be able to make Google searches directly from Clear Channel's sites, the Clear Channel memo to its staff said."

CC will also reportedly be using Google's paid search service, which serves advertising based on search terms. R&R's call to Clear Channel Online Music & Radio for comment was not returned by press time.

Los Angeles Dodgers Available In HD

Los Angeles Dodgers flagship News KFVB/Los Angeles and FM Talk cluster-mate KLSX announced that, beginning with the April 3 season opener against Atlanta, all Dodger games will be available on KLSX's HD2 channel, Free 2 HD.

KFVB GM Pat Duffy said, "When the Dodgers are on the radio, listeners come from all over the dial. Now fans can hear Vin Scully, Rick Monday and Charley Steiner on the next generation of the radio dial on HD Radio."

CEA: Average Household Owns 26 CE Devices

The average household now owns 26 consumer-electronic products, up from 25 in 2004, according to the Consumer Electronics Association's latest "CE Ownership and Market Potential Study," released March 31. The top five growth sectors: MP3 players, digital cameras, car video systems, in-dash CD players and notebook PCs.

MP3-player ownership grew fastest by far, with household penetration at 25% in 2005, up from 15% in 2004. CEA Director/Industry Analysis **Sean Wargo** said, "This is the only category to have tripled growth in a year. Eight million units shipped in 2004, and shipments surpassed 25 million in 2005. We anticipate an additional 30 million will ship this year, which puts MP3 players right up there with televisions."

Ownership of digital cameras rose from 49% household penetration in 2004 to 57% in 2005; in-car video systems grew from 9% to 15%; in-dash CD players grew from 57% penetration to 62%, and notebook PCs grew from 30% household penetration to 34%.

CEA President/CEO **Gary Shapiro** said, "America's love affair with consumer technology products continues. Consumers across the nation recognize that digital products enhance the way we all work, live and play. Digital products are cool, and the CE industry remains hot."

The Price Of A Free iPod: Spam

New York's tireless Attorney General, Eliot Spitzer, has filed suit against Gratis International, operator of such websites as FreeiPods.com, alleging that Gratis was involved in "the largest deliberate breach of privacy in Internet history."

Gratis operates a network of websites that offer a chance to earn free iPods or other prizes by signing up to receive offers from Gratis and referring friends who also sign up (for example, it takes five unique referrals to earn an iPod from FreeiPods.com).

Spitzer alleges that between 2000 and 2004, despite a privacy policy that promised "We will never lend, sell or give out for any reason your e-mail address or personal information," Gratis sold access to millions of its users' e-mail addresses to three Internet marketing firms that then deluged the Gratis users with spam.

During the course of the attorney general's investigation Gratis repeatedly denied selling e-mail addresses and other information to third parties.

Jupitermedia Research Division Sold

Technology and content company Jupitermedia has sold its JupiterResearch division to investment company MGC Capital for \$10.1 million in cash and debt. MGC has merged the division with another of its holdings, Kagan Research, to form JupiterKagan.

Jupitermedia Chairman/CEO Alan Meckler said, "The sale of the JupiterResearch business is further evidence of Jupitermedia's strategy to be primarily focused on our rapidly growing digital asset collections. The funds received will continue to strengthen our balance sheet and allow us to have greater buying power for more acquisitions for our Jupiterimages division."

of interest, and a surprisingly entertaining series on case modification just wrapped up but is still available on the site.

Orisinal

Not that people in radio or records have a lot of extra time on their hands, but if you need a way to wind down for a few minutes, design firm Ferry Halim's Orisinal (www.orisinal.com) is one of the prettiest places to waste time on the 'Net.

The site features nearly 60 simple but beautiful Flash-based games that are also

great demonstrations of what Flash animation can look like. The days of crude web animation are over, and if your website's Flash intro isn't up to this standard, consider having it reworked (or, better yet, dump it entirely).

Quick games to try: "The Truth Is Up There," where you "earn money" for shooting footage of flying saucers; "The Perilous Voyage," featuring an exceedingly cool dragon; "Cats," a mildly challenging diversion for feline fans; and "Windy Days," a kid-with-a-kite adventure.

Two Free Egg Rolls With Format Flip

Mankato, MN spent April Fool's weekend under the warped promotional spell of **Paige Nienaber** of CPR. Linder Media decided it was the perfect time to morph **KDOG** from Hot AC to Classic Hits and wanted to do so with a combination of flair and stupidity, so say hello to the format of tomorrow, today: "Chinese Classic Hits" on "Kung Pao 96.7." "Last Friday, owner Jon Linder announced on the air that, after the biggest audience-research project in Minnesota history, the overwhelming musical choice was Chinese music," says Nienaber.

With only two days of prep time, staffers somehow located an entire Chinese music library, and, for the whole weekend, the format rolled, complete with glowing client testimonials and imaging cut by a local nail stylist featuring gems like "Proletariat, anti-letariat, everyone loves the great new sound of



Kung Mao, mornings.

Kung Pao 96.7!" "Kung Wow? No, Kung Pao 96.7" and "News, propaganda and sports with Brad and Sarah in the mornings, only on Kung Pao 96.7!"

Sadly, the revelry ended Monday when Linder apologized for reading the research numbers upside down and relaunched KDOG as

Classic Hits. "This is one for the history books," Nienaber modestly tells **ST**. "When I die, I want this stunt somehow acknowledged in my obit: 'Paige Nienaber, blah blah blah sex machine to all the chicks blah blah blah founder of the Kung Pao format.'"

Label Love

• It's official: In the wake of the recent split of Universal Music Group into two labels, Sr. VP/Promotion **Valerie Delong** has left the company after nearly a decade of service. Delong says she was offered a New York-based head of promotion position with the company but elected to remain in Los Angeles with her family. She can be reached at 310-617-2711.

• As the Sanctuary Group continues with its global restructuring, Sanctuary Records Group North America CEO/President **Tom Lipsky** is leaving the company, effective June 30, when Sanctuary will close its Raleigh offices.

Extremely Dumb Home Makeover

The *Hot Morning Mess* of **WIHT (Hot 99.5)**/Washington is well-known to **ST** readers as the purveyor of some of the dumbest radio stunts ever. This time hosts **Mark Kaye** and **Kris Gamble** tried like hell to showcase their warmer, fuzzier side. "We received an e-mail from an organization called Rebuilding Together, which transforms the homes of injured soldiers to make them more accessible — they install ramps, handicapped bathrooms, etc.," Kaye tells **ST**. "They were working with a 23-year-old Iraq war vet named Jay who had been shot in the neck and paralyzed. The organizers of the charity asked Jay if there was anything else that they could do to make him happy, and Jay told them he really, really wanted to meet Hot 99.5's own stunt boy, **Teapot Tim**. So we made it happen."

Last week Teapot Tim swept into Jay's house to make Jay's dream come true. "After Jay got over the initial shock of meeting his favorite celeb, we showered him with gifts to make his life a little hotter," says Kaye. "First, an HD Radio, so he

can listen to his favorite show, *The Hot Morning Mess*, in high-definition. Did you know that Teapot Tim sounds a lot dumber in HD? We also hooked him up with a DVD library featuring the latest Hollywood hits, the obligatory 'Teapot Tim Is My Homeboy' T-shirt and, the piece de resistance: an autographed poster of Bo Bice, Jay's favorite *American Idol* contestant ever. It was truly a fantastic day! Lots of people called to thank us for helping out. I tried explaining that sending Teapot Tim is hardly an honor. In fact, I felt the family had been through enough, but they really seemed to appreciate it."



Jay (r) with his homeboy, Teapot.

The Programming Dept.

• **R&R** has learned that **KSPN (ESPN Radio)**/Los Angeles PD **Ray Kalusa** has left the building.

• **Kent Phillips**, who wears several stylish hats as PD/morning guy at Fisher Hot AC **KPLZ/Seattle** and Group Programmer for Fisher, will now spend more time developing programming for the company. Phillips has been with **KPLZ** since 1986.

• PD **Gina Juliano** exits after a short run at Wilks Alternative **KFRR/Fresno**. Juliano, who previously spent more than three years as OM/PD of **WARQ & WMFX/Columbia, SC**, is looking for her next gig; reach her at 559-790-1990 or ginajuliano@aol.com. **KFRR** Asst. PD/MD/midday dude **Jason "Hammer" Squires** hops into the PD seat.

• **Priestly** is named MD of XM's Pop channel, Top 20on20, where he will have the extreme pleasure of working with PD **Michelle Cartier**. Priestly slides across the hall from his current gig as MD/air talent at XM's '90s on 9.

• "**Slammin'**" **Sammy Suarez**, who spent the past few years at **KELZ** and **KXXM** in San Antonio, has landed in the bustling metropolis of Bozeman, MT as PD of Clear Channel CHR/Pop **KISN (96.7 Kiss FM)**. He replaces **Erik O'Connor**, who took a corporate PD position with another group in equally lovely Lewiston, ID.

• MD **Tommy Hurtado** is upped to PD of **KBZD (99.7 The Party)**/Amarillo, TX. His first executive order: inking the syndicated *Star & Buc Wild Morning Show*, which handily fills the wakeup gap left by ex-PD **Chuey Fuentez**, who departed last week.

• There's a disturbance in the Lexington, KY Force as Asst. PD/MD **Stiller** exits Cumulus Active Rocker **WXZZ** due to those pesky budget cuts. "Being unemployed sucks!" yells Stiller. Reach out to him at this suddenly appropriate e-mail address: unemployed_stiller@yahoo.com.

• PD **Paco Jacobo** has left la casa at Radio Campesina CHR/Rhythmic **KBDS (Play 103.9)**/Bakersfield.

• PD **Scott Strong** is leaving Susquehanna Classic Rock **KDBN (93.3 The Bone)**/Dallas by April 15 for a new career in event marketing. "It's something I've been interested in for some time," Strong tells **ST**. "The bonus is that I'll get to stay in Dallas."

• Asst. PD/MD/afternoon talent **Blake Rogers** is upped to PD of Clear Channel Triple A **KWMT (92.9 The Mountain)**/Tucson. The stripes were gratefully handed over by OM **Tim Richards**, who will continue to program CHR/Pop clusterbuddy **KRQQ**.

• Apex CHR/Pop **WIHB (B92)**/Charleston, SC PD **Kobe** unveils the station's new *B92 Morning Mess*, consisting of **Mike Krutz**, who moves from nights; co-host **Baylie**, formerly of **WHBQ/Memphis**; as well as "three midgets, a Mormon and a three-legged squirrel," says Kobe. He also announces the arrival of night jock **Pancho**, former MD/night jock at **WNOK/Columbia, SC**, who will share co-MD duties with midday jock **Dave Ryan**.

• News from Cumulus Hot AC **KBBY (B95.1)**/Oxnard-Ventura, CA, where night jock **Matt Michaels** is vaulted into the blinding spotlight of Asst. PD/MD/midday dude-dom, replacing **Darren McPeake**, now headed to **KIOI/San Francisco**.

Quick Hits

• **Bradley** leaves afternoons at Clear Channel Hot AC **KYSR (Star 98.7)**/Los Angeles as subtle musical changes

Continued on Page 22

R&R TIMELINE

1 YEAR AGO

- **J.D. Gonzalez** named VP/Programming Services for Univision Radio.
- **John Butler** elevated to VP/Promotion at Curb Records.
- **Kevin Vargas** named PD of **WHDR/Miami**.



John Butler

5 YEARS AGO

- **Steve Sapp** named PD of **XHCR/San Diego**.
- **Patti Martin** named Program Manager at **WDRV/Chicago**.
- **Randy Acker** promoted to VP of **Def Jam/Def Soul Records**.

10 YEARS AGO

- **Michael Fischer** appointed PD of **KOAI/Dallas**.
- **Gene Knight** named PD of **KKBH/San Diego**.
- **Debi Fleischer** elevated to Columbia/Nashville VP/Nat'l Country Promo.



Debi Fleischer

15 YEARS AGO

- **Jack Silver** named PD of **WLUP/Chicago**.
- **Daniel Hoffman** appointed Sr. VP at **Tommy Boy**.
- **Pat McMahon** named PD of **KMGC/Dallas**.

20 YEARS AGO

- **Bob VanDerheyden** transfers to VP/GM at **WHTT/Boston**.
- **Charly Prevost** resigns as Island Records President.
- **Frances Preston** named Exec. VP/COO at **BMI**.



Frances Preston

25 YEARS AGO

- **Ron Denman** promoted to GM at **KSFY/San Francisco**.
- **Miller London Jr.** promoted to VP/Sales at **Motown Records**.
- **Tim Sullivan** joins **KWST/Los Angeles** as VP/GM.

30 YEARS AGO

- **Al Coury** named President of **RSO Records**.
- **Artie Mogull** named President of **United Artists Records**.
- **Don Benson** named Asst. PD at **WQXI/Atlanta**.

Continued from Page 21

begin. Weekender **Jimmy** has ably stepped into the breach for now.

• After being gone for about 37 minutes, *Tic Tak & The Freak Show* proudly returns to WKSC (103.5 Kiss FM)/Chicago, where they'll be heard weekdays from 4-8pm. Acting PD **Steve Perun** is pumped, saying, "Yep, *The Freak Show* is back, but for how long, we're not sure."

• WPOW (Power 96)/Miami PD Tony The Tiger moves night co-host **Baby Bree** into middays. The shift has been vacant since **Chi Chi** went bye-bye.



Mixxula. not Chocula.

• KBMB (103.5 The Bomb)/Sacramento morning show producer **Mixxula** (not pictured) has gone buh-bye. He's available at mixxula@aol.com.

• **John Marty** is the new night dude at Mississippi Media Active Rocker WCPR/Gulfport, MS, replacing Fatguy, who left several weeks ago. Marty previously worked in New Orleans at WCKW and KKND (The End) and did two stints at WEZB (B97). He also used to do mornings at WCPR's Pop clustermate WXYK (107-1 The Monkey).

• PD Bruce Cherry gives the big virtual thumbs-up to part-timer **Ce Ce Brooks**, promoting her to middays at Entercom AC WKTK/Gainesville. She replaces Camille Somers, who left a while ago.

• After an exhaustive six-month search for a night jock, KUCC (Star 101.9)/Honolulu PD Jamie Hyatt decided to bring back [insert drumroll] fan fave **Fernando The Love Machine**. "Fernando was our Promotion Director from 2001-2002, until he left to tour the country as a member of the alt/ska band Go Jimmy Go," Hyatt tells **ST**.

• **Bryon Mengle**, Marketing/Promotion Director for Sandusky's KLSY & KIXI-AM/Seattle, returns to his on-air roots: He's the new morning show co-host at KWPB/Bend, OR, replacing Becky Broderick.



"It's pronounced 'Eye-gor.'"

• We recently shared the amazing tale of **AJ Bender**, a.k.a. **Gabe Schirm**, who left nights at KSME (96.1 Kiss FM)/Ft. Collins, CO when he landed a sweet gig hosting the new Travel Channel show *5 Takes*. Current Kiss morning guy **Big Rob** slides into nights as OM/PD **Chris Kelly** bravely returns to mornings after a nine-month absence. "No doubt Starbucks is glad to have me back on the air," Kelly says. "They stand to make the GNP of most small countries off of me yet again."

• WZKL/Canton, OH PD **John Stewart** slaps Imaging Director/night jock stripes on weekender **Igor** — "Not the one with the hump," Stewart insists. Igor lurches over from the same position at WXRK/Cleveland.

Formats You'll Flip Over

Ramar Communications' **KSTQ/Lubbock, TX** has made the transition from Regional Mexican to CHR/Rhythmic as "Hot 97-3, No. 1 for Hip Hop, R&B y Mas" under the direction of **Eddie "Dog" Moreno**, who also oversees clustermate KXTQ. **Vince Carrillo** is Asst. PD/mornings; **Gilbert Saldana** is doing afternoons; and **Tino Cochino**, host of *The No. 1 Night Show in Texas*, crosses the street from the same shift at **KBTE**. McVay Media's Jerry King is consulting.

And Finally....

Radio's syndicated "Gift to Mornings," **Kidd Kraddick** (pictured on right), didn't just do the usual boring Q&A crap last week when he was visited by Mr. Britney Spears himself, **Kevin Federline**. Terminal white dude Kraddick bravely challenged K-Fed, a world-renowned former backup dancer, to a dance-off on the interactive video-arcade game *Dance Dance Revolution*, donated by Sega Gameworks. After several grueling rounds, witnessed by fascinated civilians who pressed their pieholes to the studio's glass windows, Kraddick, enjoying home-field advantage, was declared the Undisputed Dance Champion of Irving, TX 75039. The gracious winner declared, "I beat him! I beat him! I beat him! I beat him! I beat him!"



Getting their game faces on.

Later, after they towed each other off, Kraddick was even more magnanimous to Federline, remarking, "I put it out there. I said it would happen, and it did. I made you my bitch, and there's nothing wrong with that." K-Fed, who, by all accounts, was a great sport, responded, "You need to get a T-shirt printed up with that."

FILMS

BOX OFFICE TOTALS

March 31-April 2

Title (Distributor)	\$ Weekend	\$ To Date
1 <i>Ice Age: The Meltdown</i> (Fox)*	\$68.03	\$68.03
2 <i>Inside Man</i> (Universal)	\$15.43	\$52.50
3 <i>ATL</i> (WB)*	\$11.55	\$11.55
4 <i>Failure To Launch</i> (Paramount)	\$6.46	\$73.08
5 <i>V For Vendetta</i> (WB)	\$6.29	\$56.65
6 <i>Stay Alive</i> (Buena Vista)	\$4.50	\$17.28
7 <i>She's The Man</i> (Paramount)	\$4.42	\$26.62
8 <i>Slither</i> (Universal)*	\$3.88	\$3.88
9 <i>The Shaggy Dog</i> (Buena Vista)	\$3.24	\$53.55
10 <i>Basic Instinct 2</i> (Sony)*	\$3.20	\$3.20

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

COMING ATTRACTIONS: This week's openers include *Take the Lead*, whose Republic/Universal soundtrack showcases **Bone Thugs-N-Harmony**, **The Black Eyed Peas**, **Jae Millz**, **Rhymefest**, **Dirtbag**, **Remy Ma**, **The Empty Heads**, **Kem** and others.

— Julie Gidlow

TELEVISION

TOP 10 SHOWS

Total Audience
(110.2 million households)

March 27-April 2

Adults 18-49

Total Audience (110.2 million households)	Adults 18-49
1 <i>American Idol</i> (Tuesday)	1 <i>American Idol</i> (Tuesday)
2 <i>American Idol</i> (Wednesday)	2 <i>American Idol</i> (Wednesday)
3 <i>CSI</i>	3 <i>Grey's Anatomy</i>
4 <i>Grey's Anatomy</i>	4 <i>Desperate Housewives</i>
5 <i>Desperate Housewives</i>	5 <i>House</i>
6 <i>House</i>	6 <i>CSI</i>
7 <i>Without A Trace</i>	7 <i>Lost</i>
8 <i>CSI: Miami</i>	8 <i>Unan1mous</i>
9 <i>Survivor: Panama — Exile Island</i>	9 <i>24</i>
10 <i>Deal Or No Deal</i> (Monday)	10 <i>Survivor: Panama — Exile Island</i>

Source: Nielsen Media Research



Santa Baby

Recorded by:

- Eartha Kitt
- Kylie Minogue
- Rev. Run and the Christmas All Stars
- Macy Gray
- Madonna and many many others

With thanks to all the Program Directors and Disk Jockeys who through the years have made **Santa Baby** one of America's best loved Christmas songs.

RR HITS TOP 50 ALBUMS

THE INDUSTRY'S NO. 1 RETAIL CHART April 7, 2006

LW	TW	ARTIST	ALBUM	LABEL	POWERINDEX	CHANGE
—	1	T.I.	King	Grand Hustle/Atlantic	531,797	—
—	2	TIM MCGRAW	Greatest Hits Vol.2	Curb	232,253	—
2	3	VARIOUS	High School Musical Soundtrack	Walt Disney	163,876	+7%
—	4	GHOSTFACE KILLAH	Fishscale	Def Jam/IDJMG	115,742	—
—	5	ROB ZOMBIE	Educated Horses	Geffen/Interscope	110,308	—
—	6	SHAKIRA	Oral Fixation Volume 2	Epic	80,093	—
3	7	JAMES BLUNT	Back To Bedlam	Custard/Atlantic	78,590	-30%
1	8	PRINCE	3121	Universal Republic	74,771	-59%
—	9	ATREYU	A Death-Grip On Yesterday	Victory	71,393	—
10	10	ALAN JACKSON	Precious Memories	Arista	56,366	+10%
4	11	BARRY MANILOW	The Greatest Songs Of The Fifties	Arista	55,245	-25%
—	12	YEAH YEAH YEAHS	Show Your Bones	Dress Up/Interscope	53,754	—
5	13	NE-YO	In My Own Words	Def Jam/IDJMG	49,009	-29%
8	14	VARIOUS	I Walk The Line: The Legend Of Johnny Cash	Island/IDJMG	45,392	-16%
11	15	CARRIE UNDERWOOD	Some Hearts	Arista	42,065	-14%
13	16	JACK JOHNSON & FRIENDS	Curious George Soundtrack	Brushfire/Universal Republic	40,003	-8%
14	17	MATISYAHU	Youth	Or Music/Epic	38,049	-11%
18	18	NICKELBACK	All The Right Reasons	Roadrunner/IDJMG	36,955	-8%
15	19	VARIOUS	Walk The Line Soundtrack	Wind-Up	35,059	-18%
20	20	ANDREA BOCELLI	Amore	Sugar/Decca	34,375	-12%
27	21	KELLY CLARKSON	Breakaway	RCA/RMG	34,368	+9%
23	22	BLACK EYED PEAS	Monkey Business	A&M/Interscope	33,961	+1%
7	23	BEN HARPER	Both Sides Of The Gun	Virgin	33,841	-40%
30	24	PANIC! AT THE DISCO	A Fever You Can't Sweat Out	Fueled By Ramen	33,386	+9%
16	25	JUVENILE	Reality Check	Atlantic	33,364	-19%
25	26	SEAN PAUL	Trinity	VP/Atlantic	32,221	-2%
12	27	MARY J. BLIGE	The Breakthrough	Geffen	32,114	-29%
24	28	JOSH TURNER	Your Man	MCA	31,660	-4%
22	29	FALL OUT BOY	From Under The Cork Tree	Island/IDJMG	30,420	-15%
21	30	E-40	My Ghetto Report Card	Reprise/BME	30,327	-19%
26	31	PUSSYCAT DOLLS	PCD	A&M/Interscope	30,189	-5%
19	32	EMINEM	Curtain Call	Shady/Aftermath/Interscope	29,830	-26%
29	33	KEYSHIA COLE	Way It Is	A&M/Interscope	29,129	-5%
38	34	MICHAEL BUBLE	It's Time	143/Reprise	28,864	+13%
9	35	TEDDY GEIGER	Underage Thinking	Columbia/Sony BMG	27,983	-48%
32	36	ALL-AMERICAN REJECTS	Move Along	Interscope	27,585	0%
34	37	RASCAL FLATTS	Feels Like Today	Lyric Street	26,727	0%
33	38	KEITH URBAN	Be Here	Capitol	25,718	-4%
37	39	CHAMILLIONAIRE	The Sound Of Revenge	Universal	25,715	+1%
—	40	RAMMSTEIN	Rosenrot	Universal Republic	24,961	—
6	41	B.G.	The Heart Of Tha Streetz Vol.2	Choppa City/Koch	24,251	-61%
40	42	NATASHA BEDINGFIELD	Unwritten	Epic	23,854	0%
28	43	HAWTHORNE HEIGHTS	If Only You Were Lonely	Victory	23,371	-24%
41	44	CHRIS BROWN	Chris Brown	Jive/Zomba Label Group	23,236	-2%
—	45	FRAY	How To Save A Life	Epic	21,449	—
43	46	DEM FRANCHIZE BOYZ	On Top Of Our Game	So So Def/Virgin	20,601	-10%
42	47	JOHNNY CASH	16 Biggest Hits	Legacy	20,132	-14%
45	48	JAMIE FOXX	Unpredictable	J/RMG	19,226	-12%
17	49	KENNY ROGERS	Water & Bridges	Capitol	17,773	-56%
46	50	T-PAIN	Rappa Ternt Sanga	Jive/Zomba Label Group	17,310	-18%

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ON ALBUMS

T.I. Is King

His *King* is chart royalty. Atlanta rapper T.I. proves the fourth time's the charm, as his new *Grand Hustle/Atlantic* album, *King*, debuts at No. 1 on the *HITS* chart with a year's-best first-week total of 531,000. T.I.'s WB movie *ATL* bowed at No. 3 at the box office over the weekend, making it a double-barreled display for the hip-hop vet.



T.I.

Tim McGraw's *Greatest Hits Vol. 2* (Curb) lands at No. 2, with 232,000 in sales, giving WMG the first two spots on the album chart and topping *Walt Disney Records'* still-surg-ing *High School Musical* soundtrack, which comes in at No. 3 with 164,000 in sales.



Tim McGraw

Def Jam/IDJMG's *Ghostface Killah* (No. 4) and Geffen's *Rob Zombie* (No. 5) finish in the top five with six-figure sales weeks the first time out, followed by Epic's *Shakira*. Her released *Oral Fixation Vol. 2* album is back up to No. 6, thanks to the inclusion of the smash

single "Hips Don't Lie," featuring Wyclef Jean, which they performed together on last week's *American Idol*.

Custard/Atlantic's *James Blunt* (No. 7) and Universal's *Prince* (No. 8) are holdovers from last week's top 10, while *Victory's Atreyu*, bowing at No. 9, give outspoken label chief *Tony Brummel* two albums in the top 50, with *Hawthorne Heights* at No. 43.

Interscope's *Yeah Yeah Yeahs* notch the week's other top debut, at No. 12, with a larger-than-expected 54,000 in sales. Other chart newcomers include *Universal Republic* rockers *Rammstein* (No. 40) and Epic's jamming *The Fray* (No. 45).

Aside from *High School Musical*, which is up 7%, other strong sales increases are registered by ACR/Arista Nashville's *Alan Jackson* (No. 10,

+10%), RCA/RMG's *Kelly Clarkson* (No. 27-21, +9%), *Fueled by Ramen's Panic! At The Disco* (No. 30-24, +9%) and *Reprise's Michael Buble* (No. 38-34, +13%).



Shakira

Lyric Street's Rascal Flatts top the list of albums that hit the streets on Tuesday, and, at press time, the country-pop band was eyeing a year's-best 700,000 in first-week sales, followed by UTV's *Now 21*, *La Face/Zomba's Pink* and *Purple Ribbon/Virgin's Bubba Sparxxx*, all looking to bow in the top 10.



MIKE TRIAS
mtrias@radioandrecords.com

The 411 On T.I.

Tip Harris, known to hip-hop heads around the nation as rapper **T.I.**, hits radio next week with "Why You Wanna," the latest from his just-released album, *King*. The effort, his fourth major-label full-length, boasts such guests as Pharrell, P\$C, Young Jeezy, Jamie Foxx, BG and Common. So what's next for this rap prodigy (he's been spitting rhymes since the age of 9), who already runs his own successful imprint, Grand Hustle?



T.I.

The ever-evolving T.I. stars in *ATL*, his feature-film debut, which is out now. Harris plays 17-year-old Rashad, a high school student and talented artist who's trying to make something of his life while keeping his little brother off South Atlanta's mean streets. Also starring in the Chris Robinson-directed film are Lauren London, Antwan Andre Patton (a.k.a. OutKast's Big Boi), Mykelti Williamson and Keith David.

In 1980 **Benny Mardones** had a huge hit with "Into the Night," which has since become a classic ballad. Next week Mardones returns to the music scene as he presents "Could We



Benny Mardones

Fall in Love Again," from his upcoming album *Let's Hear It for Love*. The song is the lead single from the new CD, which marks the first time in 15 years that Mardones has put out an album of all new songs.

Although recently diagnosed with Parkinson's disease, Mardones maintains a busy tour schedule. "There are days where I wonder if I am going to be able to

use these vocal cords, if my legs are going to hold me up," he says. "But at this point in my life my fans are almost family. They support me and help keep me going. As long as they want to hear me sing, as long as they want to come to the shows, I will pour every last drop of myself into performing."

"Kerosene" has really lit a fire under **Miranda Lambert's** career. The song's video has been nominated for three CMT Music Awards: Female Video of the Year, Breakthrough Video of the Year and Video Director of the Year (Trey Fanjoy).

Fans can vote online at CMT.com until April 7, and the winners will be announced on April 10. "Kerosene" also earned a Video of the Year nom at the upcoming 41st annual Academy of Country Music Awards, where Lambert is also nominated as Top New Female Vocalist. The awards ceremony takes place May 23 at the MGM Grand in Las Vegas and will air on CBS.



Miranda Lambert

While "Kerosene," the title track of Lambert's current album, is still burning strong, she plans to go for adds at Country with "New Strings" next week. You can be sure she'll be pumping up this track as she tours the U.S. and Canada through the beginning of August.

Adam Gontier (vocals, guitars), Brad Walst (bass), Neil Sanderson (drums, vocals) and Barry Stock (guitars) took the rock world by storm as **Three Days Grace** when their 2003 self-titled debut album spawned the hit "(I Hate) Everything About You." Next week TDG take to the airwaves once again as they present "Animal I Have Become," our first glimpse at their upcoming album *One-X*.

The project was produced by none other than Howard Benson and will reach store shelves on June 13. In the meantime, you can catch the boys as they finish headlining shows in Ontario, Canada, then embark on a spring tour with Staind on April 20 that will run through mid-June.

R&R Going For Adds

Week Of 4/10/06

CHR/POP

No Adds

CHR/RHYTHMIC

- CHERISH Do It To It (*Sho'Nuff/Capitol*)
- CHRIS BROWN f/LIL WAYNE Gimme That (*Jive/Zomba Label Group*)
- OG PLAYBOY f/LIL BANDIT & BIG CAPONE Babe (*Low Profile/AME*)
- T.I. Why You Wanna (*Grand Hustle/Atlantic*)
- YOUNG LEEK Jiggle It (*Def Jam/IDJMG*)

URBAN

- BLAK JAK Ride And Swerve (*Universal*)
- DEM FRANCHIZE BOYZ Ridin' Rims (*So So Def/Virgin*)
- T.I. Why You Wanna (*Grand Hustle/Atlantic*)
- TOO SHORT Blow The Whistle (*Short/Jive/Zomba Label Group*)

URBAN AC

- SANTANA f/ANTHONY HAMILTON Twisted (*Arista/RMG*)

GOSPEL

- ANOINTED Mighty Long Way (*Sony Urban/Columbia*)
- WILLIAM MURPHY III All Day (*Sony Urban/Epic*)

COUNTRY

- GARTH BROOKS That Girl Is A Cowboy (*Pearl/Lyric Street*)
- KENNY CHESNEY Summertime (*BNA*)
- LOST TRAILERS Call Me Crazy (*BNA*)
- MIRANDA LAMBERT New Strings (*Epic*)
- VAN ZANT Things I Miss The Most (*Columbia*)

AC

- BENNY MARDONES Could We Fall In Love Again (*Warrior*)
- LATOYA LONDON State Of My Heart (*Peak/Concord*)

HOT AC

- NEEDTOBREATHE You Are Here (*Lava*)

SMOOTH JAZZ

- RC & THE GROOVEDIGGERS Right Now (*Moonlycycle*)
- ULTRABLUE Shiver (*215*)
- WAYMAN TISDALE Get Down On It (*Rendezvous*)

ROCK

- DANKO JONES First Date (*Aquarius/EMI Music Canada*)
- P.O.D. Lights Out (*Atlantic*)
- THREE DAYS GRACE Animal I Have Become (*Jive/Zomba Label Group*)

ACTIVE ROCK

- DANKO JONES First Date (*Aquarius/EMI Music Canada*)
- EAGLES OF DEATH METAL I Want You So Hard (Boys Bad News) (*Downtown/Atlantic*)
- P.O.D. Lights Out (*Atlantic*)
- THREE DAYS GRACE Animal I Have Become (*Jive/Zomba Label Group*)

ALTERNATIVE

- ANGELS AND AIRWAVES The Adventure (*Suretone/Geffen*)
- DANKO JONES First Date (*Aquarius/EMI Music Canada*)
- DRESDEN DOLLS Sing (*Roadrunner*)
- EAGLES OF DEATH METAL I Want You So Hard (Boys Bad News) (*Downtown/Atlantic*)
- THREE DAYS GRACE Animal I Have Become (*Jive/Zomba Label Group*)
- WORKING TITLE The Mary Getaway (I Lost Everything) (*Universal*)

TRIPLE A

- ALEJANDRO ESCOVEDO Arizona (*Back Porch/Narada/EMI*)
- CHRIS ISAAK King Without A Castle (*Reprise*)
- JAMES HUNTER People Gonna Talk (*Go/Rounder*)
- LUKA BLOOM First Light Of Spring (*Cooking Vinyl*)
- RICHARD HAWLEY Just Like The Rain (*Mute*)
- STEREOPHONICS Maybe Tomorrow (*Nettwerk*)

CHRISTIAN AC

- PLUMB Bittersweet (*Curb*)

CHRISTIAN CHR

- BOBBY BISHOP He Won't Leave You (*Beatmart*)
- KEVIN MAX Your Beautiful Mind (*Northern*)
- PLUMB Bittersweet (*Curb*)

CHRISTIAN ROCK

- KEVIN MAX Confessional Booth (*Northern*)
- OLD MAN SHATTERED Crash And Burn (*Independent*)

INSPO

- THIS HOPE Voice Of God (*Independent*)

CHRISTIAN RHYTHMIC

- GODCONSCIOUS Dreamin' (*G-Praise*)

R&R's Going for Adds features the complete list of songs impacting radio for the coming week. Going for Adds is e-mailed each week to participating radio and record executives. For more info, contact John Fagot at jfagot@radioandrecords.com.



Jon Zellner
Sr. VP/Programming
202-380-4040

Real Jazz

Maxx Myrick
YOSVANY TERRY CABRERA Metamorphosis
CHRISTIAN SCOTT Rewind That
DAVID SCHUMAKER Endangered Species

The Blend

Mike Abrams
NATASHA BEDINGFIELD Unwritten
CHICAGO Feel
SHERYL CROW & STING Always On Your Side

The Eye

Mike Abrams
RAY J What I Need

Hear Music

Seth Neiman
VAN MORRISON Your Cheatin' Heart
JOSH RITTER Wolves
FRAY How To Save A Life

The Move

Luis Baro
DEBORAH BOND Afterday
LATRICE /JAY-J & MARK GRANT Love Is

Suite 62

Vic Clemens
MARIAH CAREY Fly Like A Bird
TAMAR /PRINCE Beautiful, Loved And Blessed

BPM

Skyy
MARIAH CAREY /SNOOP DOGG Say Somethin'...
DE LOREAN Push It
CHANEL My Life
SARAH ATERETH Fade Away

XMU

Tobi
FLAMING LIPS At War With The Mystics
OFFICE Q & A

Kiss

Kevin Kash
SEAN PAUL Temperature

The Loft

Mike Marrone
BEN HARPER Never Leave Lonely Alone
BEN HARPER Morning Yearning
SEAN WATKINS Run Away Girl
SEAN WATKINS Whipping Boys

The Village

Robert Aubry Davis
JULIETTE WYERS Clear
LYNN MILES Love Sweet Love
LIZZIE WEST I Pledge Allegiance To Myself
JAY MANKITA Morning Face
JOEL RAFAEL BAND Old Wood Barn

XCountry

Jessie Scott
SCOTT MILLER & THE COMMONWEALTH Citation
PINMONKEY Big Shiny Cars
KRIS KRISTOFFERSON This Old Road
TOM RUSSELL Love & Fear
TRES CHICAS Bloom, Red And The Ordinary Girl
WILLIE NELSON You Don't Know Me

Upop

Ted Kelly
SNOW PATROL You're All I Have
RICHARD ASHCROFT Music Is Power
A. BOCELLI /C. AGUILERA Somos Novios...



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

Sirius Hits 1

Kid Kelly
DADDY YANKEE Rompe

Hard Attack

Jose Mangin
36 CRAZYFISTS I'll Go Until My Heart Stops
SILENT CIVILIAN Rebirth Of The Temple
WITCHERY Styx

Left Of Center

Rich McLaughlin
MORRISSEY In The Future When All's Well
YEAH YEAH YEAHS Phenomena
ALOHA Your Eyes
ISLANDS Royal Gem
JASON COLLETT Hangover Days

Faction

Jeff Regan
ROB ZOMBIE American Witch
RAY CASH Bumpin' My Music

Jam On

Gary Schoenwetter
JOHN BUTLER TRIO Something's Gotta Give
FRAME OF MIND The Good Life

The Pulse

Haneen Ararat
MATT KEARNEY Nothing Left To Lose
FALL OUT BOY Dance, Dance

Starlite

Haneen Ararat
RASCAL FLATTS What Hurts The Most

Underground Garage

Kid Leo
THE RACONTEURS Steady, As She Goes

Hip-Hop Nation

Reggie Hawkins
BUSTA RHYMES New York Sh't
RICK ROSS M.I.A.M.I. Streets
E-40 Tell Me When To Go
CURRENCY /LIL WAYNE Where Da Cash At

Shade 45

Lil Shawn
MAINO Stomp
PIMP C Pourin' Up

Chill

Geronimo
SWAYZAK Ease My Mind
MOBY God Moving Over The Face Of The World

The Coffee House

Darrin Smith
VINES Take Me Back

New Country

Scott Lindy
FAITH HILL The Lucky One
JOSH GRACIN Favorite State Of Mind
PHIL VASSAR Last Day Of My Life
JAKE OWEN Yee Haw

Outlaw Country

Jeremy Tepper
BRUCE ROBISON You Really Let Yourself Go
JOE ELY Put Down The Gun

Sirius Disorder

Meg Griffin
SERGIO MENDES Timeless
ALEJANDRO ESCOVEDO Arizona
ARCTIC MONKEYS! Bet You Look Good On The...
GUILLEMOTS Trains To Brazil
GUILLEMOTS Made Up Lovesong
SHAWN CAMP Fireball

Area 33

Howard Marcus
PAUL OAKENFOLD... Faster Kill Pussycat
NU FREQUENCY Buy Me
DJS ARE ALIVE Gimme Some Love
JUNKIE XL Today
TOM SAWYER /ANNA HERRERO Give Me A Chance
SOLARSTONE /JESS Like A Waterfall

Praise

Pat McKay
YOLANDA ADAMS This Too Shall Pass
21:03 /J MOSS I'm Sorry
YOUTH FOR CHRIST The Struggle Is Over
TYE TRIBBETT Victory

Reggae Rhythms

Pat McKay
CAPLETON Topka Tings
VYBZ KARTEL Higher Altitude
SKATALITES Guns Of Navarone
RICHIE SPICE Open Da Door

Universo Latino

Gino Reyes
AZUCAR MORENO Clavame
JULIETA VENEGAS Me Voy
LAURA PAUSINI Tu Nombre En Mayusculas

Rumbon

Gino Reyes
INDIA Solamente Una Noche
TONY SWING Hit The Dance Floor
BABY RASTA Hay De Mi



Radio

Jay Frank • 310-582-7770
John Lenac • 310-582-7773

ANGELS AND AIRWAVES The Adventure
ANTI-FLAG The Press Corpse
BLACK EYED PEAS Gone Going
BOYSETSFIRE The Misery Index
CARRIE UNDERWOOD Don't Forget To...
CHARLIE WILSON No Words
CHEAP TRICK Perfect Stranger
CROSS CANADIAN RAGWEED This Time Around
DIXIE CHICKS Not Ready To Make Nice
DMX We In Here
DRE Chevy Ridin'
ERIC BENET Pretty Baby
FIELD MOB /CIARA So What
FORT MINOR Where'd You Go
HINDER Lips Like An Angel
LADYTRON Destroy Everything You Touch
LIL JDN Snap Yo Fingaz
PLAYAZ CIRCLE U Can Believe It
CHARLATANS U.K. Blackened Blue Eyes
LITTLE WILLIES Roll On
STREETS When You Wasn't Famous
WRECKERS Leave The Pieces
TOO SHORT Blow The Whistle
TRES CHICAS Drop Me Down
TYRA Still In Love
VAN MORRISON There Stands The Glass

Video

Jay Frank • 310-582-7770
Colleen Quill • 310-582-7768

ASHLEY PARKER ANGEL Let U Go
ATREYU Ex's And Oh's
JAMIE FOXX DJ Play A Love Song
JEWEL Again & Again
KELIS Bossy
KORN Coming Undone
MOBB DEEP Put 'Em In Their Place



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Penny Mitchell
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GARTH BROOKS That Girl Is A Cowboy
EMERSON DRIVE A Good Man



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Today's Country

John Hendricks
VAN ZANT Things I Miss The Most

Americana

John Hendricks
DON HAYNIE & SHERYL SAMUEL Playin' In The...



Travis Storch • 866-365-HITS

Top Pop

JAMES BLUNT You're Beautiful
KELLY CLARKSON Walk Away
DANIEL POWTER Bad Day
SAVING JANE Girl Next Door
PINK Stupid Girls
Top Christian
KIRK FRANKLIN Looking For You
YOLANDA ADAMS Victory
MARVIN SAPP Do You Know Him
THIRD DAY Cry Out To Jesus
BYRON CAGE I Will Bless The Lord

Top Folk

ANNA MITCHELL 1984
DAROL ANGER Are You Tired Of Me, My Darling?
CHERYL WHEELER Defying Gravity
UNCLE EARL Take These Chains
MARY SUE TWOHY 'Twas The Old Road



Rob Edwards • 661-294-9000

Mainstream Country

David Felker
PHIL VASSAR Last Day Of My Life
CRAIG MORGAN I Got You

Hot Country

David Felker
CARRIE UNDERWOOD Don't Forget To...

Young & Verna

David Felker
CARRIE UNDERWOOD Don't Forget To...
KENNY CHESNEY Summertime

Adult Contemporary

Andy Fuller
NATASHA BEDINGFIELD Unwritten



Phil Hall • 972-991-9200

AC

Peter Stewart
CARRIE UNDERWOOD Some Hearts
NATASHA BEDINGFIELD Unwritten

Rejoice

WillieMae McIver
ANDRAE CROUCH All About Jesus
DAMON LITTLE As Long As I Got Shoes
YOLANDA ADAMS This Too Shall Pass

Country Coast to Coast

Dave Nicholson
KENNY CHESNEY Summertime

Real Country

Richard Lee
SUGARLAND Down In Mississippi (Up To No Good)
KENNY ROGERS I Can't Unlove You

The Touch

Stan Boston
URBAN MYSTIC I Refuse



Alternative Now

Polychronopolis
RED HOT CHILI PEPPERS Dani California
3 DAYS GRACE Animal I Have Become
HOBBASTANK Inside Of You
MERCY FALL I Got Life

Country Today

John Glenn
BILLY CURRINGTON Why, Why, Why

AC Active

Jonathan Steele
TEDDY GEIGER For You I Will (Confidence)



Artist/Title	Total Plays
HIGH SCHOOL MUSICAL Breaking Free	78
HIGH SCHOOL MUSICAL We're All In This Together	75
CRAZY FROG Axel F	71
BOWLING FOR SOUP 1985	71
ALY & A.J. Rush	70
B5 Keep Your Head In The Game	69
BLACK EYED PEAS Let's Get It Started	68
HIGH SCHOOL MUSICAL Start Of Something New	63
NATASHA BEDINGFIELD Unwritten	32
HANNAH MONTANA Best Of Both Worlds	32
WEEZER Beverly Hills	31
HILARY DUFF Wake Up	31
ASHLEE SIMPSON L.O.V.E.	30
RAVEN Some Call It Magic	30
JESSE McCARTNEY Beautiful Soul	29
CHRIS BROWN Yo (Excuse Me Miss)	28
B5 Who's Afraid Of The Big Bad...	28
HILARY DUFF Beat Of My Heart	27
PUSSYCAT DOLLS Stickwitu	25
GWEN STEFANI Rich Girl	25

Playlist for the week of March 26-April 1.



gospel music channel.

Alvin V. Williams • 770-969-7936

Adds

BUILDING 429 Fearless
KRYSTAL MEYERS Fire
KATELYN TARVER Wonderful Crazy

SUPERCHICK Anthem 19
KIRK FRANKLIN Looking For You 14
STEVEN CURTIS CHAPMAN Remembering... 14
THIRD DAY Cry Out To Jesus 13
JEREMY CAMP My Desire 11
BROOKS & DUNN Believe 10
BISHOP PAUL S. MORTON... Seasons 10
MICHAEL W. SMITH All In The Serve 9
FALLING UP Moonlit 9
SEAN SIMMONDS Won't It Be 9

Playlist for the week of March 26-April 2.



72 million households

KELLY CLARKSON Walk Away	24
LL COOL J /JENNIFER LOPEZ Control Myself	22
DEM FRANCHIZE BOYZ Lean Wit It, Rock Wit It	21
SEAN PAUL Temperature	20
FALL OUT BOY A Little Less Sixteen Candles...	20
T.I. What You Know	19
MATSYAHU King Without A Crown	19
ALL-AMERICAN REJECTS Move Along	17
NE-YO So Sick	16
CHRIS BROWN Yo (Excuse Me Miss)	16
SHAKIRA Hips Don't Lie	13
YEAH YEAH YEAHS Gold Lion	12
ALY & AJ Rush	11
ASHLEY PARKER ANGEL Let U Go	11
JAMES BLUNT You're Beautiful	10
PUSSYCAT DOLLS Beep	10
THREE 6 MAFIA Poppin' My Collar	10
PANIC! AT THE DISCO I Write Sins Not Tragedies	10
KEYSHIA COLE Love	10
RIHANNA SOS	10

Video playlist for the week of March 27-April 2.



75 million households

Rick Krim
Exec. VP

Adds
HOOBASTANK If I Were You
RIHANNA SOS
RED HOT CHILI PEPPERS Dani California



Pos.	Artist	Avg. Gross (in 000s)
1	BON JOVI	\$1,348.6
2	AEROSMITH	\$1,102.3
3	GEORGE STRAIT	\$875.6
4	COLDPLAY	\$865.7
5	TRANS-SIBERIAN ORCHESTRA	\$567.1
6	RASCAL FLATTS	\$418.8
7	NICKELBACK	\$364.7
8	KEITH URBAN	\$345.2
9	RICKY MARTIN	\$312.9
10	LARRY THE CABLE GUY	\$310.9
11	MOTLEY CRUE	\$309.7
12	IL DIVO	\$301.2
13	KIO ROCK	\$298.1
14	BRAD PAISLEY	\$266.0

Among this week's new tours:
Ben Harper
Blues Traveler
Del Leppard/Journey
Pat Benatar
Ryan Cabrera

The CONCERT PULSE is courtesy of concert industry trade publication POLLSTAR, 559-271-7900 or www.pollstaronline.com.

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Tony Lamptey • 866-552-9118

Hip-Hop
PRODUCT Hustle
E-40 Tell Me When To Go
SCARFACE Gotta Get Paid

R&B
URBAN MYSTIC Your Portrait

AOL Radio@Network

Top Alternative
Pete Schiecke
WOLFMOOTHER Woman
RACONTEURS Steady, As She Goes
THREE DAYS GRACE Animal I Have Become

Top Country
Beville Darden
JOSH TURNER Would You Go With Me
WRECKERS Leave The Pieces
SARA EVANS Coalmine

Top Jams
Donya Floyd
MARIAH CAREY Say Somethin'
RAY-J What I Need
TOO SHORT Blow The Whistle

Top Dance
Mike Spinella
OE LOREAN Push It
RIHANNA SOS

Top Pop
Brendan Grimaldi
FALL OUT BOY A Little Less Sixteen Candles...



COUNTRY MUSIC TELEVISION

75.1 million households
Brian Phillips, Sr. VP/GM
Chris Parr, VP/Music & Talent

ADDS

DIXIE CHICKS Not Ready To Make Nice	
KEITH ANDERSON Every Time I Hear Your Name	
Artist/Title	Plays TW LW
BROOKS & DUNN Believe	25 21
KEITH URBAN Tonight I Wanna Cry	23 22
JASON ALDEAN Why	23 21
KENNY CHESNEY Living In Fast Forward	23 21
SHEDAISY I'm Taking The Wheel	23 20
BRAD PAISLEY When I Get Where I'm Going	22 23
TOBY KEITH Get Drunk And Be Somebody	22 21
LEANN RIMES Something's Gotta Give	21 22
RASCAL FLATTS What Hurts The Most	21 20
DIERKS BENTLEY Settle For A Slowdown	20 16
JOSH TURNER Your Man	18 25
CARRIE UNDERWOOD Don't Forget To...	18 19
SHERYL CROW & STING Always On Your Side	18 10
GRETCHEN WILSON Politically Uncorrect	17 18
GEORGE STRAIT Seashores Of Old Mexico	17 14
ASHLEY MONROE Satisfied	16 16
GARY ALLAN Life Ain't Always Beautiful	12 17
BON JOVI Who Says You Can't Go Home	11 19
SARA EVANS Cheatin'	11 19
JACK INGRAM Wherever You Are	11 11

Airplay as monitored by Mediabase 24/7 between March 27-April 2.



GREAT AMERICAN COUNTRY

38.3 million households
Ed Hardy, President
Sarah Trahern, VP/Programming

ADDS

GARY ALLAN Life Ain't Always Beautiful
GEORGE JONES Funny How Time Slips Away
MEGAN MULLINS Ain't What It Used To Be
PHIL VASSAR Last Day Of My Life
WRECKERS Leave The Pieces

BRAD PAISLEY When I Get Where I'm Going
TRACE ADKINS Honky Tonk Badonkadonk
VAN ZANT Nobody Gonna Tell Me What To Do
BON JOVI w/JENNIFER NETTLES Who Says You...
JOSH TURNER Your Man
CARRIE UNDERWOOD Jesus, Take The Wheel
RASCAL FLATTS What Hurts The Most
KEITH URBAN Tonight I Wanna Cry
TOBY KEITH Get Drunk And Be Somebody
BLAKE SHELTON Nobody But Me
PINMONKEY That Train Don't Run
SARA EVANS Cheatin'
BROOKS & DUNN Believe
KENNY CHESNEY Living In Fast Forward
NEAL MCCOY The Last Of A Dying Breed
JASON ALDEAN Why
LEANN RIMES Something's Gotta Give
MIRANDA LAMBERT Kerosene
DIERKS BENTLEY Settle For A Slowdown
GRETCHEN WILSON Politically Uncorrect

information current as of April 3.

TELEVISION

Tube Tops

Trace Adkins, Brooks & Dunn, Kenny Chesney, Faith Hill, Toby Keith, Tim McGraw, Rascal Flatts, Sugarland, Carrie Underwood, Keith Urban and Gretchen Wilson are slated to perform live from Nashville on the 2006 CMT Music Awards (Monday, 4/10, 8pm ET/PT).

Friday, 4/7

• NBC's *Tim McGraw: Reflected* showcases a performance from New York City's Avalon, as well as behind-the-scenes footage of McGraw as he jams with Hank Williams Jr. and sings with wife Faith Hill (8pm ET/PT).

• Randy Jackson is a guest co-host on *Live With Regis & Kelly* (check local listings for time and channel).

• Van Hunt, *The Tonight Show With Jay Leno* (NBC, check local listings for time).

• Harry Connick Jr. is interviewed and Clap Your Hands Say Yeah perform on *The Late Show With David Letterman* (CBS, check local listings for time).

• T.I., *Jimmy Kimmel Live* (ABC, check local listings for time).

• Fiona Apple, *Late Night With Conan O'Brien* (NBC, check local listings for time).

• Rhett Miller, *Last Call With Carson Daly* (NBC, check local listings for time).

• The Five Browns, *The Tony Danza Show* (check local listings for time and channel).

Saturday, 4/8

• Mary J. Blige, *Saturday Night Live* (NBC, 11:30pm ET/PT).

Monday, 4/10

• Paula Abdul is interviewed and Sean Paul performs on *Jay Leno*.

• Dilated Peoples, *Carson Daly*.

Tuesday, 4/11

• Pink, *Regis & Kelly*.
• Toby Keith, *Jay Leno*.
• Pink, *Conan O'Brien*.
• John Corbett, *Late Late Show With Craig Ferguson* (CBS, check local listings for time).

• Juvenile, *Carson Daly*.

Wednesday, 4/12

• Jamie Foxx, *Jay Leno*.
• Ben Harper, *David Letterman*.
• Toby Keith, *Craig Ferguson*.
• Taylor Hawkins & The Coattail Riders, *Carson Daly*.

Thursday, 4/13

• Eagles Of Death Metal, *Jay Leno*.
• Death Cab For Cutie, *David Letterman*.
• Ne-Yo, *The Ellen DeGeneres Show* (check local listings for time and channel).

— Julie Gidlow

The iTunes Music Store Top 10

Apple's iTunes Music Store is the leading digital-music service in the U.S., offering a catalog of more than 1 million songs from all four major label groups and hundreds of independents. Here's a snapshot of the top-selling downloads on Tuesday, April 4, 2006.

Top 10 Songs

1. DANIEL POWTER Bad Day
2. T.I. What You Know
3. NATASHA BEDINGFIELD Unwritten
4. SEAN PAUL Temperature
5. PUSSYCAT DOLLS Beep
6. ALL-AMERICAN REJECTS Move Along
7. PINK Stupid Girls
8. BUBBA SPARXXX f/YING YANG TWINS Ms. New Booty
9. JAMES BLUNT You're Beautiful
10. NE-YO So Sick

Top 10 Albums

1. RASCAL FLATTS *Me And My Gang*
2. T.I. *King*
3. YEAH YEAH YEAHS *Show Your Bones*
4. FLAMING LIPS *At War With The Mystics*
5. THE FRAY *How To Save A Life*
6. TIM MCGRAW *Greatest Hits, Vol. 2*
7. DANIEL POWTER *Daniel Powter*
8. PANIC! AT THE DISCO *A Fever You Can't Sweat Out*
9. BEN HARPER *Both Sides Of The Gun*
10. MATSYAHU *Youth*



COLOR THEM BLUE.... The boys of Evans Blue stopped by Sirius' fabulous New York headquarters recently. Seen here waving devil-horn hand signs with abandon are (l-r) Evans Blue guitarist Parker Lauzon; Sirius Octane jock Kayla; Evans Blue drummer Darryl Brown, manager Mari Dew and singer Matsyahu; and Sirius Octane PD Jose Mangin.



SAT BISLA
sbisla@anworldwide.com

MUSEXPO 2006: The Showcases

Thirty artists from 12 nations slated to perform

The musical lineup has been finalized for MUSEXPO 2006, taking place at the glamorous Bel Age Hotel in West Hollywood, CA with nightly showcases at the Key Club, Roxy and Viper Room. This year's lineup promises to be as eclectic and talented as that of the initial MUSEXPO (of whom we'll be hearing more in a few weeks), with artists from North America, Europe, Africa and Australia making the trek to West Hollywood.

"This was not an ordinary showcase with an ordinary audience," says Arne Buss, frontman for Hamburg, Germany's Diva International, who played MUSEXPO 2005.

"Since my first trip to Hollywood, my dream had been to play on legendary stages like the Roxy, Viper Room or Gazzarri's, which has become the even-more-legendary Key Club. Thanks to MUSEXPO, I was able to perform on that stage in front of over 500 music-industry heavyweights. It was a blast for all of us."

That's true for the American artists who perform too. "Let's face it: To do what you love on-stage is an amazing opportunity in the first place," says up-and-coming singer-songwriter Jake Coco, who will be performing this year. "But when the audience is packed with some of the most influential people in the music industry, it elevates the experience in totally new ways.

"It's a chance to perform in front of a 100% music-oriented crowd, which is definitely a rarity. I look forward to the doors that could be opened for me at MUSEXPO, and I'm sure the other artists do as well."

Up On The Roof

The music begins with a pair of special cocktail-party performances hosted by conference sponsor Napster. The shows will take place on the spectacular rooftop of the Bel Age Hotel on Sunday, April 30, and feature West Hollywood's own Bitter:Sweet and Hawaiian-born Jewlá.

Bitter:Sweet are a dreamy electronica trip-pop duo comprising vocalist Shana Halligan and producer and multi-instrumentalist Kiran Shahani, a founding member of Supreme Beings Of Leisure.

Jewlá is an enticing mix of Filipino, Chinese, Spanish and Irish blood who now calls Los Angeles home. She garnered acclaim by playing the lead role in the Los Angeles stage production of *The Lion King*, then filled in for an ailing Celine Dion on a duet with Josh Groban for an advertising campaign, raising a clamor for this still-unsigned artist.

International Talent

Sunday's showcases will start at the Key Club and alternate with the Viper Room throughout the evening. Kicking things off will be an act sponsored by Napster, The Dares. This punk trio

has a growing buzz in Los Angeles after performing more than 200 times in a little over two years.

Their energy, showmanship and great songs earned them two nominations for 2006 Orange County Music Awards, for Best Punk Band and Best High School Band. Yes, you read that correctly: This trio of precocious players are just sophomores in high school.

They'll be followed by another pair of rockin' acts, the Bristol, England five-piece Fortune Drive, who capture a vintage sound, albeit one that's been shattered with a soul-soaked sledgehammer and copious quantities of booze amid a frenzied feedback freakout, and Jonas, a Canadian vocalist who opened for Van Halen and has sold nearly platinum in his native land.

With a style and look that combine the charisma of Jim Morrison with the pipes of a young Robert Plant, Jonas made quite an impression during a special luncheon performance at MUSEXPO 2005.

The next trio of acts highlights the international nature of MUSEXPO. Tina Dico has achieved her success the old-fashioned way: on the strength of her songs. She'll be performing tunes from her just-completed album *In the Red*, a terrific record packed with emotional honesty, finely wrought tunes and stadium-sized choruses that's already beaten Coldplay and U2 to No. 1 in Dico's native Denmark.

Eclectic Portuguese artist Gomo takes the stage next. Featuring home organ beatbox rhythms, disarmingly simple chiming guitar lines and melodies that ferment in your brain for days, the songs on his debut album, the cheekily titled *Best of Gomo*, are so unpretentious, so ridiculously left-field, that they can't help but charm.

Gomo will be followed by Ghana-born Selasee, whose infectious blend of reggae, pop and West African "hi-life" music led to one of his tunes, "Run," being featured on EA Sports' best-selling "FIFA: World Cup 2006" game.

Things rock out again with the final two acts of the evening: Toronto, Canada's Mudmen, who will memorably add the Celtic skirl of dual bagpipers to their singular brand of hard rock, and

the Australian outfit The Spazzys, a trio of gals who write peppy, poppy punk numbers and have toured with Blondie and The Buzzcocks down under.

Rockin' Monday

Monday night's performances kick off with a bang at the Roxy with a set from Finland's The Wynylys, whose debut disc, *Rock Motor*, proves that old-school '70s style rock 'n' roll is still alive — and kicking choice body parts.

They're followed at the Viper Room by Dead Day Sun, whose sound recalls such rock luminaries as Soundgarden, U2 and Led Zeppelin. The quartet has headlined shows before crowds of more than 1,500 in the States and supported artists like Kiss and Incubus back home in Australia.

Next is American Andrew Paul Woodworth, whom legendary Led Zeppelin bassist John Paul Jones once called "the best lyricist I have ever worked with." Woodworth's latest album, the sardonically titled *I Hate Music*, is a bravely eclectic offering featuring lush, poignant poetry to offset its cynical wit.

Next up is bewitching vocalist Jodie Resther, who's utilized her mixed Quebecer/Jamaican roots to create a new genre, "ragasoul." Descended from reggae and soul music, ragasoul embraces the feel-good rhythms of the Caribbean and the polyrhythmic passion of world music, combining the distinctive styles to create a joyously positive vibe and energy.

Monday's shows continue with The Boat People, an act that *Rolling Stone* described as being at "the forefront of Australia's indie-pop." Their superb songwriting abilities and witty genius helped land "the Boaties" gigs opening for David Byrne and The Shins last year.

They're followed by the pride of Helsinki hip-hop, Redrama, who's been all but adopted by American rap royalty such as D-12, Gangstarr and a certain Mr. Mathers. Redrama goes for an organic approach, es-

chewing sam-ples in favor of guitar riffs, brass blasts and an assortment of sonic surprises to get his message to the masses.

The night ends on two distinctly different notes. First up, Norway's Animal Alpha will bring their thunderous rock to the Roxy stage, followed by an evening-ending set of cool stylings from Australian reggae warriors Troy 'n' Trevelyn at the Viper Room.

Roxy And Key Club Tuesday

Tuesday's performances will be split between the Roxy and Key Club, kicking off at the latter with what figures to be a scintillating set from '70s-centric Swedish sextet Ella Rouge, who have been making major waves in the A&R community after recently being featured artists on MySpace.

They're followed by Kwan, originally a side project of Pauli Rantasalmi, guitarist for Finnish rock heroes The Rasmus. Kwan have since developed a life of their own, moving beyond the original vision of creating hip-hop with a live band to a more rock-based but still rhythm-heavy approach.

Canada's Pilate are up next, utilizing ringing guitars; mesmerizing melodies; and the plaintive, expressive vocals and lyrics of Todd Clark to craft compelling soundscapes that linger in the memory long after the songs have ceased.

American-bred The Nikhil Korula Band bring their joyous, jam-happy excursions to the stage next. During their electrifying concerts the band push musical boundaries through inimitable improvisation, making each live performance uniquely unforgettable.



The Boat People

The second half of Tuesday's showcases start with the blue-eyed soul of Jake Coco, the 21-year-old singer-songwriter quoted earlier in this piece. Possessing boy-next-door looks and a passionate voice that resonates well beyond his 21 years, Coco has everything it takes to become the next big thing in music.

Then it's time for something completely different, as the guitar-driven Finnish foursome Bloodpit wreak havoc on the Roxy stage with selections from their punishing new album *Mental Circus*.

They'll be followed by hometown heroes The Tender Box, East Los Angeles natives who are quickly building a name for themselves on the ultra-competitive Los Angeles rock circuit, effortlessly turning large crowds into dance machines with memorable melodies and infectious guitar hooks.

The evening closes with what figures to be a raucous set from Australia's foremost practitioners of "electro phonography," Soma Rasa, whose deeply refined production aesthetic and constantly evolving stylistic approach have placed them at the forefront of the Australian electro and breaks scene.

Best Of Brit Finale

The conference will close with a special Wednesday-night "Best of British" showcase at the Key Club, presented by the British Phonographic Institute.

Starting the evening off will be James Carington, another MUSEXPO 2005 luncheon vet who's returned for an evening showcase. The talented singer-songwriter, who's drawn comparisons to everyone from Paul McCartney and James Taylor to Bryan Adams and David Gray, has signed a publishing deal with the renowned Cheeky Music and inked a one-album deal for the U.K. and Ireland with Champion Records.

He'll be followed by The Prototypes, an act fronted by talented vocalist Antony Cherrie that's recently experienced an intensification of U.S. label interest. The atmospheric pop of Bassboosa follows. Their cover of the Chris Isaak classic "Wicked Game" has become a huge hit on KNRK/Portland, OR.

The final act will be raucous bad-boy rockers The Infadels, whose latest effort, *We Are Not The Infadels*, is a tantalizing mix of energy, addictive pop hooks, depth, sonic detail and lyrical ambiguity.

Tom McGuire contributed to this column.

Send your unsigned or signed releases to:

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Reinvigorating Oldies

Are we on 'The Eve of Destruction'?

By Alan Mason

I was sort of watching television last night while surfing on my computer. Suddenly, the strains of "In-A-Gadda-Da-Vida" came from my TV. No, it wasn't another PBS series on music of the '60s, it was a commercial for retirement funds.

After watching a night of primetime TV you wouldn't think that Oldies was a format in trouble. The Kinks say they're "Tired of Waiting" for the slow speeds of dial-up ISPs. Microsoft says "Start Me Up" in Windows. If you "Bang a Gong (Get It On)," you'll find the style of JC Penney. "Gimmie Some Lovin'," by The Spencer Davis Group, describes the kind of attention you'll get from one Wall Street investment company. "Rock & Roll," by Led Zeppelin, sells Cadillacs. The Lincoln Zephyr comes "Signed, Sealed & Delivered."

Clearly, someone on Madison Avenue understands that '60s music can help part baby boomers from their money. But, wait, I thought the Oldies format was dead and gone, like Big Band before it. Well, yes. And no. And maybe.

A Boomer Scored

Clear Channel was able to rebuild its Oldies stations in Tulsa and Akron, KBSG/Seattle is a steady performer for Entercom, WGRR/Cincinnati is in the top 10 12+, and Renda's KOMA/Oklahoma City ranks second 12+, but advertising agency buyers are still ignoring Oldies stations, so broadcasters are starting to retire the format as they search for an easier route to shareholder value.

We were given a peek into the future with WCBS-FM's change from Oldies to Classic Hits "Jack" last year. The CBS people were stunned by the listener reaction, and Chairman/CEO Joel Hollander couldn't figure out why everyone was so mad. Here's an answer: We're not going to go quietly into that good night.



Alan Mason

Even though the boomers are aging rapidly, advertising agencies still tend to focus on the younger end of the 25-54 age spectrum.

Boomers aren't used to being ignored, and, in the case of WCBS, they made that clear to ownership and management. They're used to the world conforming to their needs, not the other way around. Piss these people off, and they may teach you a lesson. It makes you wonder about the lukewarm reception to Jack in New York.

In case you haven't noticed, gray is becoming a prevalent color. Even if you can't see it because of the millions of dollars spent yearly on haircare products, gray is breaking out all over as 10,000 baby boomers a day turn 50. The lead boomers, who said not to trust anyone over 30 in 1970, are turning 60 this year. How's that for irony?

Boomers are not like any generation before them. International Demographics cites figures showing that over half of the 51.1 million adults 50 and older are retired, but they have more financial clout than any retired group before them. These retired boomers have an average annual household income of more than \$42,000 and liquid assets of \$250,000.

Don't Forget

Radio has been looking for a way to adapt Oldies to the desires of the advertising agencies, but nothing has worked so far. We've seen stations try to play more '70s music and to go younger with '80s music, but the listeners aren't interested in everything old. They want the music they grew up with, and that isn't Wang Chung.

Eventually, '60s music will fade, just as big band music did, but it need not die out until the boomers themselves do as long as we keep a few things in mind:

1. "Ain't Nuthin' Like the Real Thing Baby." Oldies means '60s music, and Wang Chung isn't '60s. I'm a boomer, and I like both The Kinks and Wang Chung, but not on the same station.

Those who have attempted to attract younger demographics by broadening the term "oldies" haven't met with overwhelming success. This is a musical genre that is generational in nature, and it spans 1955-1972. Go too far beyond the edges, and you could wind up disaffecting your core audience.

2. "I Second That Emotion." Oldies represents a connection to the past, not ignorance of the past or living in the past. Psychologists will tell you that "normal" people tend to recall the good times in their pasts, not the bad times, unless those bad times were catastrophic.

Most Oldies listeners recall a time

when they were more carefree, had more optimism and were certainly having more fun. The rule of thumb at the format has been that listeners don't want to re-create the past, but they are looking for an emotional connection to it.

3. "Fun, fun, fun now that daddy took the T-Bird away." Oldies is about fun as much as it is about music. Those of us who grew up in the '60s recall that time as being much more fun than today. No kids, no house payments, no utility bills, etc.

Even radio was more fun back then, both the music and the talent, who were trained to sound like they were having fun. Don't forget: While Oldies stations are aimed at boomers, almost everyone likes to have a good time.

4. "The Midnight Special." E. Alvin Davis and others taught us the value of special programming with features like "Motown Monday." It's important to keep those features going and to add to them when you can to make your station more distinctive and easy to remember.

Radio in the '60s was very creative; radio today isn't. That creativity is an important part of your differentiation.

Redefining Retirement

We, the radio industry, can control the things listed above. But what about the things we can't control?

Even though the boomers are aging rapidly, advertising agencies still tend to focus on the younger end of the 25-54 age spectrum. Whether out of habit or because the buyers are frequently young people, they don't understand the economic power that boomers have. Madison Avenue is used to writing off retirees.

Agencies don't understand qualitative, only bulk and price-per-pound. Take control. If an agency isn't paying attention, go directly to the advertiser.

But it's a mistake to think that boomers will ever really retire. According to a recent Yankelovich study, somewhere around 80% of boomers indicated that they will work in retirement. Work is important to them. It adds meaning to their lives.

Boomers are redefining what it means to get old. As Walker Smith of Yankelovich said in the 11/14/05 issue of *Newsweek*, "Baby boomers literally think they're going to die before they get old." Boomers are not fading away as previous generations have. They're not headed for the retirement home, they're headed for the vacation home or starting a second or third career.

Oldies is a musical genre that is generational in nature, and it spans from 1955-1972. Go too far beyond the edges, and you could wind up disaffecting your core audience.

Just as they redefined youth, marriage, and life in general in so many ways, they are going to redefine retirement. This is the most active "retired" generation in history, and they're still making purchases. It wouldn't make sense for the generation that demanded instant gratification, owned pet rocks and pays dearly for bottled water to suddenly say, "OK, I don't need anything any more."

Take Control

Oldies sales departments have to re-think and retool their sales efforts. What works for the target-rich AC station loaded with females 35-44 won't work for you. You not only have to educate advertisers to the power of the dollar in the hands of a 50-year-old, you must also prove this point wherever possible. Every sales success story your station has is an entrée to another advertiser.

You will not be successful if you let an agency control how your station is sold. Agencies don't understand qualitative, only bulk and price-per-pound. Take control. If an agency isn't paying attention, go directly to the advertiser.

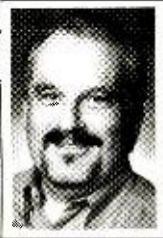
Are you going to sell thousands of cases of Pepsi? Probably not. But it's clear that retiring boomers are going to continue to spend money on their hobbies, so you will be able to make a difference when it comes to skis and golf equipment.

Finally, the key to success is having a strategy. In each market you should have an exit strategy that will allow you to move on when there's no more life in the Oldies format. If your station has been in the format for a long time, your options may be limited.

When a station changes only slightly, the listeners don't notice. You'll have to change the station name and call letters. Listeners have your calls filed away in a mental folder labeled Oldies, and unless you change them, they probably won't adapt to your new format.

To those of you who understand the power of '60s music and are staying with the format, may I say "Thank You (Falettinme Be Mice Elf Agin)."

Alan Mason is a Partner at Goodratings Strategic Services. Contact him at 916-251-1690 or alan@goodratings.com.



KEVIN CARTER
kcarter@radioandrecords.com

JohnJay & Rich Turn Up The Arizona Heat

Insert lame 'But it's a *dry* heat' cliché here

In January someone at Clear Channel, in their infinite wisdom, decided to double the number of stations currently being polluted by five-year KRQQ/Tucson morning maniacs JohnJay Van Es and Rich Berra. Shortly thereafter the deal was signed, and JohnJay & Rich added mornings up I-10 in Phoenix at sister KZZP (Kiss 104.7) under the all-inclusive banner *Arizona's Morning Show*.

This dual-market venture should not be confused with some lazy voicetracking gig that can be knocked out in 20 minutes a day. The guys not only broadcast live on both stations, they've also made several serious lifestyle changes for the new gig, which include buying second homes in Phoenix and doing the show from KZZP several times a week.

Sucking Statewide

"Sucking statewide" — that's our new slogan," says JohnJay, proving that shuttling back and forth in the blazing desert heat hasn't helped his dementia.

Although this dual-market concept was only recently implemented, the idea had been on the mental drawing board even before the guys formally teamed up.

"Even when Rich was in Dallas and I was in Houston, our plan was always to go to Tucson and try to make *Arizona's Morning Show*," says JohnJay.

"I hired them originally," says KZZP PD Mark Medina, seemingly unafraid to publicly admit his culpability in forming the team more than five years ago, back when he was programming KRQQ. "They put themselves together, and I just kind of facilitated it.

"JohnJay was in Houston and Rich was in Dallas. I had gotten a package from Rich, and, independently, I had talked to JohnJay. When I talked to them separately, they mentioned each other.

"Apparently, they had been meeting on weekends — I think it was some *Brokeback Mountain* thing. We were able to put the deal together for both of them to come to Tucson.

"We went through all the growing pains of a new morning show, and five years later they're No. 1 in every demo that exists in Tucson, and we want some of that here."

JohnJay & Rich: The Musical

It's common knowledge (hopefully) that JohnJay & Rich have passed up primo opportunities in larger markets over the past few years, choosing to stick it out as bigger fish in the smaller pond of Tucson to see if they could eventually make their childhood dreams come true.

"You ever see *West Side Story*?" asks JohnJay. "There's a point where Tony is

singing, 'Something's coming. I don't know what it is, but it is gonna be great.'

"When [KRQQ PD] Tim Richards and [Clear Channel/Tucson Market Manager] Debbie Wagner came back to Tucson, our lives turned around and our ratings turned around. It was such a great working environment. There's no place like it right now, with the people we work for."



"It didn't take long to figure out how talented these guys are and that they're one of the best morning shows in the country," says Richards.

"We signed them to a three-year contract back in '04, and since then they've been approached by everyone from Emmis to Infinity to bigger markets within our own company.

"We groom talent in Tucson, and then they get plucked out. It has its ups and downs for us, but when you build a heritage morning show in a market like this that's been spoiled by talent like Mojo and Jimmy Kimmel, the goal is to keep a show like this working here."

The Phoenix half of the JJ&R equation came together after an intense campaign executed by a complex collective. JohnJay & Rich initiated talks with Richards and Medina, who in turn presented the plan to CC/Phoenix Market Manager Joe Puglise.



DUMB, DUMBER, DUMBEST Seen here (l-r) are Arizona's Morning Show host JohnJay Van Es, Zen master and role model Jim Carrey and Arizona's Morning Show host Rich Berra.

Wagner pitched it to Sr. VP/Southwest Susan Karis and Sr. VP/Sunbelt Region Charlie Rahilly, who kicked it to the top of the CC Radio food chain: CEO John Hogan himself. "John even wrote to Rich and me — real handwritten letters, not e-mails," says JohnJay.

"It took us about three years of begging to get this done, but the Clear Channel folks here in Tucson and Phoenix are so behind it," says Rich. "It's so cool to work in a place where they say, 'That sounds like an impossible task, but if you want to do it, go for it.' Everybody has given us an opportunity to completely annihilate this thing."

Tucson + Phoenix = Tucnix!

As we mentioned, the show is live in both Tucson and Phoenix every day. Our fearless commuters rotate between studios in both cities on a regular basis since it's only an hour-and-20-minute drive between them — not bad when you consider that some people in the Phoenix area have daily commutes that run about that long.

"We're not looking to do a syndicated show, we're looking to bridge the cities together," says Rich. "We're not a Phoenix show, we're not a Tucson show — we're both. If it's big enough to talk about in one city, it's big enough for both. Tucson and Phoenix are getting so big that everyone here can tell that this will be a top five market within 10 years."

JohnJay says, "We decided to treat the Tucson-and-Phoenix thing like it's one giant, massive city. Taking calls from people all over the place sounds so large and contagious."

Basically, as the boys said, instead of taking a show based in City A and plugging it into a syndicated slot in City B, they treat both Phoenix and Tucson like City A. And in a few years, as the two cities grow into one, we may indeed see the birth of Phoeson — or Tucnix — and then JohnJay & Rich will look friggin' brilliant for being so ahead of the curve.

"Twenty years from now this will be one market," says Medina. "Look at it geographically. It's no different with KIIS in Los Angeles: You can listen as far away as Riverside or Malibu or wherever. There's a lot that makes sense about it."

Would It Kill You To Listen?

Our boys have not only annexed the

"There was a recent article in the Arizona Republic where I said, 'Please listen to our show because I have two house payments to make now!' That wasn't as much funny as it was a cry for help."

Rich Berra

Phoenix airwaves, they've also set up shop in town, managing to wangle themselves a sweet enough deal that they can now afford houses in both cities.

"There was a recent article in the *Arizona Republic* where I said, 'Please listen to our show because I have two house payments to make now,'" says Rich. "That wasn't as much funny as it was a cry for help.

"Whenever someone in Phoenix says they listen every day, I tell them, 'First of all, don't lie to me, because why would you do that? Second, for God's sake, tell somebody about our show.'

"But we wouldn't have done it unless we could make both places our home. You've got to drive the streets of the place you're broadcasting in because you can't really talk with conviction about or do stuff in the community unless you're shopping at the stores and having conversations with the people."

Nearly three months into this on-air science experiment, things seem to be humming along nicely for everyone involved. *Arizona's Morning Show* appears to be well on its way to making huge four-lane inroads in its new home not only with listeners, but also Clear Channel management.

"We had our first appearance in Phoenix on Valentine's Day, and we were so nervous," says JohnJay. "We'd only been on the air a month here, and the place was packed. It was so great for the ego. It was

Continued on Page 32

April 7, 2006

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	MARY J. BLIGE Be Without You (Geffen)	8456	+73	620357	11	117/2
2	2	NATASHA BEDINGFIELD Unwritten (Epic)	7861	+378	588183	21	119/2
5	3	SEAN PAUL Temperature (VP/Atlantic)	7355	+737	608367	10	118/2
4	4	RIHANNA SOS (Def Jam/IDJMG)	7255	+490	553376	10	121/2
7	5	JAMES BLUNT You're Beautiful (Custard/Atlantic)	6917	+595	508193	13	119/2
6	6	KELLY CLARKSON Walk Away (RCA/RMG)	6657	+95	451936	14	120/2
3	7	NE-YO So Sick (Def Jam/IDJMG)	5865	-994	396068	15	118/2
9	8	CASCADA Everytime We Touch (Robbins)	5524	-140	387704	14	116/2
8	9	BEYONCE' Check On It (Sony Urban/Columbia)	5498	-669	375462	21	119/2
10	10	FALL OUT BOY Dance, Dance (Island/IDJMG)	4766	-259	360359	18	118/2
12	11	STAINED Right Here (Flip/Atlantic)	4629	+326	272389	17	100/3
14	12	CHRIS BROWN Yo (Excuse Me Miss) (Jive/Zomba Label Group)	4281	+477	330377	10	113/4
11	13	ALL-AMERICAN REJECTS Dirty Little Secret (Doghouse/Interscope)	4277	-255	322403	32	115/2
13	14	T-PAIN f/MIKE JONES I'm N Luv (Wit A Stripper) (Jive/Zomba Label Group)	3938	-318	211667	11	111/2
18	15	PUSSYCAT DOLLS f/WILL.I.AM Beep (A&M/Interscope)	3724	+282	287233	12	112/2
21	16	NICKELBACK Savin' Me (Roadrunner/IDJMG)	3702	+542	222986	8	104/2
23	17	DANIEL POWTER Bad Day (Warner Bros.)	3608	+1134	277476	5	113/11
17	18	CHRIS BROWN f/JUELZ SANTANA Run It (Jive/Zomba Label Group)	3414	-86	224302	27	119/2
25	19	SHAKIRA f/WYCLEF JEAN Hips Don't Lie (Epic)	3264	+1117	327526	6	100/17
15	20	NELLY Grilz (Derrty/Fo' Reel/Universal)	3245	-368	196943	15	109/1
22	21	SAVING JANE Girl Next Door (Universal Republic)	2994	+106	155699	19	98/4
20	22	EMINEM f/NATE DOGG Shake That (Shady/Aftermath/Interscope)	2803	-270	173634	14	107/2
19	23	PINK Stupid Girls (LaFace/Zomba Label Group)	2640	-783	136806	9	113/1
24	24	TEDDY GEIGER For You I Will (Confidence) (Columbia/Sony BMG)	2347	+178	134528	10	97/5
27	25	BO BICE The Real Thing (RCA/RMG)	2152	+318	108149	13	89/4
28	26	B. SPARXXX f/YING YANG TWINS Ms. New Booty (Purple Ribbon/Virgin)	2025	+304	123745	5	80/13
32	27	NICK LACHEY What's Left Of Me (Jive/Zomba Label Group)	2018	+604	142086	4	94/14
30	28	ALL-AMERICAN REJECTS Move Along (Doghouse/Interscope)	1987	+446	100715	4	91/12
26	29	BLACK EYED PEAS Pump It (A&M/Interscope)	1970	-31	147144	15	105/1
33	30	DEM FRANCHIZE BOYZ Lean Wit It, Rock Wit It (So So Def/Virgin)	1641	+255	92310	5	59/7
37	31	NE-YO When You're Mad (Def Jam/IDJMG)	1541	+489	125801	3	78/9
34	32	DADDY YANKEE Rompe (El Cartel/Interscope)	1490	+293	124206	4	64/12
31	33	JUELZ SANTANA There It Go (The Whistle Song) (Diplomat/Def Jam/IDJMG)	1408	+12	106355	17	100/0
35	34	ROB THOMAS Ever The Same (Atlantic)	1255	+101	50698	8	55/2
29	35	RAY J One Wish (Knockout/Sanctuary)	1211	-370	111553	17	91/0
38	36	FRAY Over My Head (Cable Car) (Epic)	1181	+183	45313	6	59/6
40	37	MATISYAHU King Without A Crown (Dr Music/Epic)	898	+94	62727	5	52/5
Debut	38	MARIAH CAREY f/SNOOP DOGG Say Somethin' (Island/IDJMG)	842	+444	92004	1	59/24
41	39	HOOBASTANK If I Were You (Island/IDJMG)	831	+90	27065	3	55/3
48	40	BLACK EYED PEAS Gone Going (A&M/Interscope)	757	+322	42547	2	47/8
43	41	ALY & A.J. Rush (Hollywood)	716	+90	24414	4	47/6
44	42	BOW WOW Fresh Azimiz (Sony Urban/Columbia)	700	+98	33169	3	28/1
36	43	JAMIE FOXX f/LUDACRIS Unpredictable (J/RMG)	686	-383	33767	10	69/0
49	44	ANNA NALICK Breathe (2 AM) (Columbia)	675	+252	50420	5	37/4
45	45	ASHLEY PARKER ANGEL Let U Go (BlackGround/Universal)	623	+103	68094	4	47/6
39	46	KANYE WEST f/LUPE FIASCO Touch The Sky (Roc-A-Fella/Def Jam/IDJMG)	572	-286	24968	6	53/1
Debut	47	FORT MINOR f/HOLLY BROOK Where'd You Go (Warner Bros.)	511	+440	44418	1	57/37
Debut	48	CHAMILLIONAIRE f/KRAYZIE BONE Ridin (Universal)	482	+189	26539	1	20/7
Debut	49	KEYSHIA COLE Love (A&M/Interscope)	463	+104	22494	1	24/8
Debut	50	PAUL WALL Girl (SwishaHouse/Asylum/Atlantic)	443	+168	24339	1	22/10

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
FORT MINOR f/HOLLY BROOK Where'd You Go (Warner Bros.)	37
MARIAH CAREY f/SNOOP DOGG Say Somethin' (Island/IDJMG)	24
SHAKIRA f/WYCLEF JEAN Hips Don't Lie (Epic)	17
NICK LACHEY What's Left Of Me (Jive/Zomba Label Group)	14
BUBBA SPARXXX... Ms. New Booty (Purple Ribbon/Virgin)	13
ALL-AMERICAN REJECTS Move Along (Doghouse/Interscope)	12
DADDY YANKEE Rompe (El Cartel/Interscope)	12
DANIEL POWTER Bad Day (Warner Bros.)	11
PAUL WALL Girl (SwishaHouse/Asylum/Atlantic)	10
FRANKIE JORDAN Once Again (Curb/Reprise)	10

The CHR/Pop add threshold is applied to monitored stations not allowed to report adds per their company policy. Songs that reach seven plays per week within one airplay week. An airplay week is defined as Sunday through Saturday. Adds from all other programmers are still accepted at any play level.

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
DANIEL POWTER Bad Day (Warner Bros.)	+1134
SHAKIRA f/WYCLEF JEAN Hips Don't Lie (Epic)	+1117
SEAN PAUL Temperature (VP/Atlantic)	+737
NICK LACHEY What's Left Of Me (Jive/Zomba Label Group)	+604
JAMES BLUNT You're Beautiful (Custard/Atlantic)	+595
NICKELBACK Savin' Me (Roadrunner/IDJMG)	+542
RIHANNA SOS (Def Jam/IDJMG)	+490
NE-YO When You're Mad (Def Jam/IDJMG)	+489
CHRIS BROWN Yo (Excuse Me Miss) (Jive/Zomba Label Group)	+477
ALL-AMERICAN REJECTS Move Along (Doghouse/Interscope)	+446

NEW & ACTIVE

BON JOVI Who Says You Can't Go Home (Island/IDJMG)	Total Plays: 373, Total Stations: 29, Adds: 5
JASON MRAZ Geek In The Pink (Lava/Atlantic)	Total Plays: 366, Total Stations: 37, Adds: 1
YING YANG TWINS f/PITBULL Shake (TVT)	Total Plays: 352, Total Stations: 20, Adds: 1
COLDPLAY Talk (Capitol)	Total Plays: 348, Total Stations: 24, Adds: 7
GORILLAZ Dare (Virgin)	Total Plays: 311, Total Stations: 25, Adds: 1
BODYROCKERS I Like The Way (Universal Republic)	Total Plays: 289, Total Stations: 12, Adds: 7
HAWTHORNE HEIGHTS Saying Sorry (Victory)	Total Plays: 262, Total Stations: 28, Adds: 6
MARCOS HERNANDEZ The Way I Do (Ultrap/TVT)	Total Plays: 255, Total Stations: 19, Adds: 2
KT TUNSTALL Black Horse & The Cherry Tree (Relentless/Virgin)	Total Plays: 217, Total Stations: 16, Adds: 2
GOLDFRAPP Ooh La La (Mute/EMC)	Total Plays: 206, Total Stations: 15, Adds: 1

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

122 CHR/Pop reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/26-4/1. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart unless a song has not yet reached the top 20. If after 20 weeks, the record is not in the top 20 and has two consecutive weeks of decreased plays, the song is then categorized as recurrent. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. © 2006, Arbitron Inc. © 2006 Radio & Records.

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R&R CHR/POP TOP 50 INDICATOR

April 7, 2006

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	KELLY CLARKSON Walk Away (RCA/RMG)	3783	+107	61352	13	60/0
2	2	MARY J. BLIGE Be Without You (Geffen)	3773	+123	60842	11	59/0
5	3	RIHANNA SOS (Def Jam/IDJMG)	3449	+137	56954	9	59/0
6	4	JAMES BLUNT You're Beautiful (Custard/Atlantic)	3396	+191	56374	12	58/0
4	5	NATASHA BEDINGFIELD Unwritten (Epic)	3354	-49	54494	21	54/0
3	6	NE-YO So Sick (Def Jam/IDJMG)	3114	-315	47767	14	55/0
7	7	CASCADA Everytime We Touch (Robbins)	2766	-54	44773	13	58/0
9	8	SEAN PAUL Temperature (VP/Atlantic)	2638	+353	41282	8	53/1
8	9	BEYONCE' Check On It (Sony Urban/Columbia)	2366	-392	36980	20	52/0
11	10	STAIN'D Right Here (Flip/Atlantic)	2216	+21	35303	17	51/0
10	11	FALL OUT BOY Dance, Dance (Island/IDJMG)	2015	-215	30196	18	46/0
13	12	ALL-AMERICAN REJECTS Dirty Little Secret (Doghouse/Interscope)	1930	-138	26847	32	44/0
16	13	NICKELBACK Savin' Me (Roadrunner/IDJMG)	1842	+138	29846	8	52/1
15	14	CHRIS BROWN Yo (Excuse Me Miss) (Jive/Zomba Label Group)	1838	+92	27889	10	52/0
14	15	T-PAIN f/MIKE JONES I'm N Luv (Wit A Stripper) (Jive/Zomba Label Group)	1763	-180	26594	11	49/0
21	16	DANIEL POWTER Bad Day (Warner Bros.)	1753	+426	30560	5	54/5
17	17	PUSSYCAT DOLLS f/WILL.I.AM Beep (A&M/Interscope)	1716	+57	26166	12	54/0
12	18	PINK Stupid Girls (LaFace/Zomba Label Group)	1629	-498	25351	9	46/0
19	19	SAVING JANE Girl Next Door (Universal Republic)	1625	-11	24223	24	43/1
18	20	NELLY Grillz (Derrty/Fo' Reel/Universal)	1429	-213	21658	15	44/0
24	21	SHAKIRA f/WYCLEF JEAN Hips Don't Lie (Epic)	1408	+430	22562	5	49/8
26	22	ALL-AMERICAN REJECTS Move Along (Doghouse/Interscope)	1140	+227	18122	5	45/5
23	23	TEDDY GEIGER For You I Will (Confidence) (Columbia/Sony BMG)	1052	+50	16988	9	39/2
28	24	NICK LACHEY What's Left Of Me (Jive/Zomba Label Group)	1023	+291	17047	4	44/9
22	25	EMINEM f/NATE DOGG Shake That (Shady/Aftermath/Interscope)	928	-208	12548	13	31/0
27	26	BO BICE The Real Thing (RCA/RMG)	835	+72	16388	10	34/3
25	27	BLACK EYED PEAS Pump It (A&M/Interscope)	752	-199	10706	14	24/0
32	28	BUBBA SPARXXX f/YING YANG TWINS Ms. New Booty (Purple Ribbon/Virgin)	744	+223	11558	4	36/7
33	29	NE-YO When You're Mad (Def Jam/IDJMG)	729	+251	12100	3	38/10
29	30	ROB THOMAS Ever The Same (Atlantic)	653	+19	13064	12	29/1
34	31	FRAY Over My Head (Cable Car) (Epic)	559	+111	10489	4	25/1
38	32	DEM FRANCHIZE BOYZ Lean Wit It, Rock Wit It (So So Def/Virgin)	481	+129	7796	3	26/6
30	33	KANYE WEST f/LUPE FIASCO Touch The Sky (Roc-A-Fella/Def Jam/IDJMG)	446	-88	6182	6	23/1
39	34	DADDY YANKEE Rompe (El Cartel/Interscope)	438	+103	7293	3	26/6
37	35	ASHLEY PARKER ANGEL Let U Go (BlackGround/Universal)	387	-27	4982	6	17/0
41	36	HOOBASTANK If I Were You (Island/IDJMG)	377	+57	7143	3	23/1
35	37	JUELZ SANTANA There It Go (The Whistle Song) (Diplomat/Def Jam/IDJMG)	353	-83	4298	15	14/0
31	38	RAY J One Wish (Knockout/Sanctuary)	331	-200	4964	18	12/0
Debut	39	BLACK EYED PEAS Gone Going (A&M/Interscope)	310	+177	5893	1	24/5
Debut	40	MARIAH CAREY f/SNOOP DOGG Say Somethin' (Island/IDJMG)	304	+185	5456	1	27/15
44	41	CHRISTEN J First In Line (Crystal Teardrop)	276	+26	4918	5	11/1
36	42	JAMIE FOXX f/LUDACRIS Unpredictable (J/RMG)	259	-166	2301	10	11/0
45	43	MATISYAHU King Without A Crown (Or Music/Epic)	257	+31	4757	2	14/1
46	44	CRINGE On And On (Listen)	252	+27	4763	4	11/1
40	45	JASON MRAZ Geek In The Pink (Lava/Atlantic)	245	-88	4448	7	14/0
Debut	46	ALY & A.J. Rush (Hollywood)	223	+53	3708	1	13/1
-	47	BON JOVI Who Says You Can't Go Home (Island/IDJMG)	212	+51	5839	2	9/1
42	48	GWEN STEFANI Crash (Interscope)	208	-63	2475	11	8/0
47	49	RICKI ERIK All Nite Long (Realm/Pyramid)	203	+19	3750	2	10/0
43	50	RELIENT K Who I Am Hates Who I've Been (Gotee/Capitol)	197	-59	1639	19	7/0

60 CHR/Pop reporters. Songs ranked by total plays for the airplay week of Sunday 3/26 - Saturday 4/1.
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MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
MARIAH CAREY f/SNOOP DOGG Say Somethin' (Island/IDJMG)	15
NE-YO When You're Mad (Def Jam/IDJMG)	10
NICK LACHEY What's Left Of Me (Jive/Zomba Label Group)	9
SHAKIRA f/WYCLEF JEAN Hips Don't Lie (Epic)	8
BUBBA SPARXXX... Ms. New Booty (Purple Ribbon/Virgin)	7
FORT MINOR f/HOLLY BROOK Where'd You Go (Warner Bros.)	7
DEM FRANCHIZE BOYZ Lean Wit It, Rock Wit It (So So Def/Virgin)	6
DADDY YANKEE Rompe (El Cartel/Interscope)	6
DANIEL POWTER Bad Day (Warner Bros.)	5
ALL-AMERICAN REJECTS Move Along (Doghouse/Interscope)	5
BLACK EYED PEAS Gone Going (A&M/Interscope)	5
BO BICE The Real Thing (RCA/RMG)	3
PAUL WALL Girl (SwishaHouse/Asylum/Atlantic)	3
CHAMILLIONAIRE f/KRAYZIE BONE Ridin (Universal)	3
ANNA NALICK Breathe (2 AM) (Columbia)	3
KEYSHIA COLE Love (A&M/Interscope)	3
2XL Kissing Game (Monopoly)	3
FRANKIE JORDAN Once Again (Curb/Reprise)	3

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
SHAKIRA f/WYCLEF JEAN Hips Don't Lie (Epic)	+430
DANIEL POWTER Bad Day (Warner Bros.)	+426
SEAN PAUL Temperature (VP/Atlantic)	+353
NICK LACHEY What's Left Of Me (Jive/Zomba Label Group)	+291
NE-YO When You're Mad (Def Jam/IDJMG)	+251
ALL-AMERICAN REJECTS Move Along (Doghouse/Interscope)	+227
BUBBA SPARXXX... Ms. New Booty (Purple Ribbon/Virgin)	+223
JAMES BLUNT You're Beautiful (Custard/Atlantic)	+191
MARIAH CAREY f/SNOOP DOGG Say Somethin' (Island/IDJMG)	+185
BLACK EYED PEAS Gone Going (A&M/Interscope)	+177
NICKELBACK Savin' Me (Roadrunner/IDJMG)	+138
RIHANNA SOS (Def Jam/IDJMG)	+137
DEM FRANCHIZE BOYZ Lean Wit It, Rock Wit It (So So Def/Virgin)	+129
MARY J. BLIGE Be Without You (Geffen)	+123
FRAY Over My Head (Cable Car) (Epic)	+111
KELLY CLARKSON Walk Away (RCA/RMG)	+107
DADDY YANKEE Rompe (El Cartel/Interscope)	+103
FORT MINOR f/HOLLY BROOK Where'd You Go (Warner Bros.)	+94
CHRIS BROWN Yo (Excuse Me Miss) (Jive/Zomba Label Group)	+92
KEYSHIA COLE Love (A&M/Interscope)	+83
BO BICE The Real Thing (RCA/RMG)	+72
PAUL WALL Girl (SwishaHouse/Asylum/Atlantic)	+68
PUSSYCAT DOLLS f/WILL.I.AM Beep (A&M/Interscope)	+57
HOOBASTANK If I Were You (Island/IDJMG)	+57
ALY & A.J. Rush (Hollywood)	+53
BON JOVI Who Says You Can't Go Home (Island/IDJMG)	+51
TEDDY GEIGER For You I Will (Confidence) (Columbia/Sony BMG)	+50
ANNA NALICK Breathe (2 AM) (Columbia)	+50
KT TUNSTALL Black Horse & The Cherry Tree (Relentless/Virgin)	+47
HAWTHORNE HEIGHTS Saying Sorry (Victory)	+46



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April 7, 2006



America's Best Testing CHR/Pop Songs 12+ For The Week Ending 3/24/06

Artist Title (Label)	TW	LW	Famil.	Burn	W 12-17	W 18-24	W 25-34
DANIEL POWTER Bad Day (Warner Bros.)	3.99	—	90%	19%	4.42	4.03	3.74
KELLY CLARKSON Walk Away (RCA/RMG)	3.96	4.02	98%	28%	4.16	3.76	4.27
CASCADA Everytime We Touch (Robbins)	3.84	3.85	95%	31%	4.19	3.88	3.37
NATASHA BEDINGFIELD Unwritten (Epic)	3.82	3.97	99%	40%	3.84	3.89	3.70
JAMES BLUNT You're Beautiful (Custard/Atlantic)	3.79	3.80	98%	39%	3.91	3.80	3.93
SAVING JANE Girl Next Door (Universal Republic)	3.76	3.75	87%	23%	4.10	3.71	3.75
ALL-AMERICAN REJECTS Dirty... (Doghouse/Interscope)	3.74	3.75	98%	41%	4.17	3.67	3.57
NICKELBACK Savin' Me (Roadrunner/IDJMG)	3.72	3.79	82%	15%	3.94	3.68	3.71
FALL OUT BOY Dance, Dance (Island/IDJMG)	3.70	3.78	98%	43%	4.06	3.74	3.36
RIHANNA SOS (Def Jam/IDJMG)	3.70	3.86	96%	31%	3.84	3.70	3.71
SHAKIRA f/WYCLEF JEAN Hips Don't Lie (Epic)	3.68	3.36	84%	22%	3.72	3.84	3.75
PINK Stupid Girls (LaFace/Zomba Label Group)	3.66	3.79	95%	24%	3.54	3.69	3.70
TEDDY GEIGER For You I Will... (Columbia/Sony BMG)	3.61	3.70	77%	20%	4.26	3.59	3.16
MARY J. BLIGE Be Without You (Geffen)	3.58	3.58	95%	39%	3.70	3.44	3.72
BO BICE The Real Thing (RCA/RMG)	3.57	3.63	78%	19%	3.66	3.53	3.64
STAIN'D Right Here (Flip/Atlantic)	3.49	3.55	87%	29%	3.78	3.44	3.61
SEAN PAUL Temperature (VP/Atlantic)	3.47	3.47	96%	39%	3.87	3.64	3.35
PUSSYCAT DOLLS f/WILLIAM Beep (A&M/Interscope)	3.47	3.41	91%	31%	3.64	3.45	3.58
PUSSYCAT DOLLS Stickwitu (A&M/Interscope)	3.45	3.38	98%	57%	3.41	3.31	3.80
NE-YO So Sick (Def Jam/IDJMG)	3.38	3.40	97%	53%	3.71	3.29	3.14
BLACK EYED PEAS Pump It (A&M/Interscope)	3.33	3.38	98%	46%	3.33	3.41	3.47
BEYONCE' Check On It (Sony Urban/Columbia)	3.31	3.30	99%	55%	3.38	3.14	3.27
C. BROWN f/J. SANTANA Run It (Jive/Zomba Label Group)	3.30	3.26	98%	58%	3.72	3.15	3.51
EMINEM f/NATE DOGG Shake... (Shady/Aftermath/Interscope)	3.21	3.22	93%	42%	3.37	3.18	3.29
RAY J One Wish (Knockout/Sanctuary)	3.14	3.10	94%	54%	3.54	2.94	2.93
C. BROWN Yo (Excuse Me Miss) (Jive/Zomba Label Group)	3.12	3.08	92%	42%	3.64	3.11	2.88
NELLY Grilz (Derry/Fo' Reel/Universal)	3.10	3.06	96%	54%	3.66	3.10	2.98
JAMIE FOXX f/LUDACRIS Unpredictable (J/RMG)	2.83	2.76	79%	40%	3.09	2.76	2.78
J. SANTANA There It Go... (Diplomat/Def Jam/IDJMG)	2.81	2.79	95%	59%	3.29	2.82	2.65

Total sample size is 323 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.



CHR/POP TOP 30



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	RIHANNA SOS (Def Jam/IDJMG)	462	+9	8	11/0
2	2	NATASHA BEDINGFIELD Unwritten (Sony BMG)	415	+13	14	11/0
4	3	KELLY CLARKSON Walk Away (Sony BMG)	403	+5	10	10/0
6	4	SEAN PAUL Temperature (VP/Atlantic)	391	+28	12	10/0
3	5	MARY J. BLIGE Be Without You (Geffen)	388	-11	9	9/0
5	6	NICKELBACK Savin' Me (Roadrunner/EMI Music Canada)	387	-3	11	10/0
7	7	PINK Stupid Girls (LaFace/Zomba Label Group)	344	-18	8	12/0
9	8	FALL OUT BOY Dance, Dance (Island/IDJMG)	310	-21	12	9/0
11	9	PUSSYCAT DOLLS f/WILLIAM Beep (A&M/Interscope)	295	-2	6	6/0
8	10	NE-YO So Sick (Def Jam/IDJMG)	292	-59	13	7/0
13	11	JAMES BLUNT You're Beautiful (Custard/Atlantic)	275	-4	20	8/0
12	12	BEYONCE' Check On It (Sony Urban/Columbia)	271	-24	19	9/0
14	13	HEDLEY Trip (Universal Music Canada)	267	-2	13	10/0
10	14	MADONNA Sorry (Warner Bros.)	251	-49	11	11/0
16	15	CASCADA Everytime We Touch (Robbins)	250	-10	7	4/0
25	16	SHAKIRA f/WYCLEF JEAN Hips Don't Lie (Sony BMG)	234	+84	3	7/2
17	17	ROSETTE Uh-Oh (Shred/RockSTAR/Nevada)	223	+2	5	6/0
20	18	CARL HENRY Little Mama (DEP/Universal)	209	+9	4	6/0
15	19	EMINEM... Shake That (Shady/Aftermath/Interscope)	199	-62	9	5/0
21	20	CHRIS BROWN Yo (Excuse Me Miss) (Sony BMG)	193	+6	4	5/0
18	21	RELIENT K Who I Am Hates Who I've Been (Gotee/Capitol)	181	-29	9	7/0
Debut	22	SUITS XL Play (Universal Music Canada)	180	+65	1	7/1
22	23	BIANCA Vegas (RockSTAR/Nevada)	174	-5	7	6/0
24	24	T-PAIN f/MIKE JONES I'm N Luv (Wit A Stripper) (Sony BMG)	165	0	3	4/0
Debut	25	MOBILE Out Of My Head (Universal Music Canada)	150	+89	1	9/3
23	26	ALL-AMERICAN... Dirty Little Secret (Doghouse/Interscope)	150	-20	16	10/0
28	27	TEDDY GEIGER For You I Will... (Columbia/Sony BMG)	148	+15	2	5/0
19	28	BLACK EYED PEAS Pump It (A&M/Interscope)	138	-66	14	8/0
26	29	COLDPLAY Talk (Capitol)	137	-10	11	5/0
Debut	30	ALL-AMERICAN... Move Along (Doghouse/Interscope)	131	+30	1	6/0

14 Canadian CHR reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/26-4/1. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. © 2006 Radio & Records. * Indicates Cancion.

John Jay & Rich...

Continued from Page 29

the most packed the place had ever been, and it was so refreshing. If there's something going on in Phoenix, we're there."

"It's very different from our last morning show — the presentation, the style, the format," Medina says. "We knew the difference would shock people at first, but that when they gave it a chance, they'd fall in love with it. And that's what's happening."

"The guys have been working their tails off, and it's not an easy task to schlep back and forth," says Richards. "They've been on fire for the last six months. This show has reached critical mass."

"When I was 15 I won tickets from KZZP to see Sixteen Candles, and now I'm the morning jock there."

John Jay Van Es

"The weight of Phoenix has been a benefit for us here in Tucson, and we're just excited for the opportunity to grow. The goal is to keep them as *Arizona's Morning Show* for many years to come so we can both reap the benefits."

Spreading The Love

"One of the managers in Phoenix said the greatest thing to us yesterday: 'You guys are everything,'" says Rich.

"When you think about the way it's laid out, we're like the cool seniors in Tucson. We can high-five the whole town as we go down the hallway, and everyone knows who we are. But in Phoenix we're like the incoming freshman class, and nobody cares about us, so we definitely have to make noise for people to understand that we're out there and get a hold of what we're doing and care about it."

Rich says that, despite their fabulous new homes, they didn't get a huge lucrative payday for their new gig, but they did make sure to take care of the folks who back them up on a daily basis.

"When we started we didn't have anyone to do production work for us at all," he says. "But now we're getting old and tired, and we can't do it all ourselves."

"The people who work on the show are awesome. There's Carrie, the girl who is the conscience of the show. It really takes a special woman to keep

"John Jay & Rich are No. 1 in every demo that exists in Tucson, and we want some of that here."

Mark Medina

two A.D.D. dudes in check. Obi-Wan, who works behind the scenes, is a tireless love slave.

"Intern Randy has been an intern for the past three years. We've been trying to find ways to kill him off, but he keeps coming back. He's kind of like Steven Seagal in *Hard to Kill*."

Grizzled Veterans

John Jay is tickled all kinds of colors to be back in the area where he grew up. He lived in Tucson and then the Phoenix suburb of Chandler, AZ until he was 16.

"I used to sit in my dad's office and tape Casey Kasem and pretend to be a

morning show jock," says John Jay. "To be doing this now is so emotional and gratifying."

"When I was 15 I won tickets from KZZP to see *Sixteen Candles*, and now I'm the morning jock there."

"The good thing is that we can be here at the beginning," adds Rich. "Everyone here is from somewhere else, so even though we've been here for a few years, it's like we're grizzled veterans. You couldn't do that in Chicago. The ultimate goal is to raise our families in this throbbing metropolis."

And who knows where else their reign of terror, er, humor will take them? Seems our pal John Jay has a pretty good idea: "Our goal is not just to be *Arizona's Morning Show*, but to own a home in every city in Arizona. Two down, 407 to go."

"Everybody has given us an opportunity to completely annihilate this thing."

Rich Berra

Stations and their ads listed alphabetically by market

WFLY/Albany, NY
OM: Kevin Callahan
PD: John Facci
MD: Christy Taylor
2 DEM FRANCHIZE BOYZ
2 BUBBA SPAROO LYING YANG TWINS

WVXX/Boston, MA
PD: Cathie Jack
APD/MD: David Caray
15 FRANKIE JORDAN
KQDE/Bryan, TX
PD: Lesley L
CHAMILLONARE UKRAYZE BONE

WVNS/Cleveland, OH
OM: Kevin Matheny
APD/MD: Jeff Zelenchak
PD: Dan Mason
APD/MD: Isaac
1 FORT MINOR HOLLY BROOK
FALL OUT BOY

WJMX/Florence, SC
OM: Randy "Mushtaq" Wilcox
APD/MD: Scotty G.
No Ads
WVPE/Jacksonville, FL
OM/MD: Cal Thomas
APD/MD: Tony Mann
2 SHAKIRA WYCLEF JEAN
2 NICK LACHRY

WZEE/Madison, WI
OM: Mike Ferris
APD/MD: Michael Moon
COLDFLY
CHAMILLONARE UKRAYZE BONE
JEANNE ORTEGA IPAPOOSE
KJFS/Medford, OR
OM/MD: Michael Moon
31 NE-YO
24 NICK LACHRY
MARIAN CAREY USNOOP DOGS

KCRS/Odesa, TX
MD: Nale Rodriguez
41 SHAKIRA WYCLEF JEAN
KJYO/Oklahoma City, OK
OM: Tom Travis
PD: Mike McCoy
MD: Jeff Blackburn
11 FORT MINOR HOLLY BROOK

KZHT/Salt Lake City, UT
OM: Tom Travis
MD: Monroe
4 DADDY YANKEE
CHRISTINA MILAN LYOUNG JEZZY
FIELD MOB UKIARA

KXKY/San Angelo, TX
OM: Jay Michaels
PD/MD: David Carr
11 SHAKIRA WYCLEF JEAN
7 D.A.R.
KELZ/San Antonio, TX
PD: Doug Bennett
12 DANIEL POWTER
7 SAYING JANE

KXMM/San Antonio, TX
OM: Tony Travolta
MD: Tony Cortez
10 DANIEL POWTER
9 STANLEY
7 ALL-AMERICAN REJECTS
1 FORT MINOR HOLLY BROOK
1 NICK LACHRY

WLDI/W. Palm Beach, FL
OM: Dave Denner
PD: Chris Marino
APD/MD: Monti Carlo
2 MARIAN CAREY USNOOP DOGS
2 BLACK EYED PEAS
FRANKIE JORDAN



182 Total Reporters

122 Total Monitored

60 Total Indicator

Did Not Report, Playlist Frozen (7): KCLD/St. Cloud, MN KRQB/Billings, MT KZBB/Ft. Smith, AR KZIA/Cedar Rapids, IA WKLI/Lubbock, TX WNKY/Elmira, NY WYOT/Johnstown, PA



DARNELLA DUNHAM
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Going In For The Kill

How to ask celebrities tough questions without infuriating them

For the last few months I've spent my afternoons listening online to *The Wendy Williams Experience*. When the audio stream went down about a month ago I surfed various station websites to get my fix of compelling content. I checked out WJMN (Jam'n 94.5)/Boston's www.jamn945.com and was beyond thrilled when I found dozens of archived celebrity interviews from *The Ramiro & Pebbles Morning Show*.

A great interview with a celebrity is a win for the listeners, the station and the person being interviewed. But to get a great interview, you sometimes have to ask tough questions. WJMN's Ramiro (a.k.a. The Freakin' Puerto Rican) frequently asks the show's guests questions that could make them uncomfortable, but he doesn't do it for shock value, and it doesn't come across as contrived.

This week Ramiro explains how he gets celebrity guests to open up and give entertaining interviews that satisfy everyone involved.

Setting The Mood

I'd heard Pebbles on the air with previous co-host Baltazar, but listening to the archived interviews was the first time I'd heard her with Ramiro. She and Ramiro have different but complementary roles during interviews.

"I come at them with the regular, everyday questions that might be a little over the line, but then Pebbles is there on the other side to balance it out with niceness," says Ramiro. "Also, I don't approach anybody in a confrontational way.

"Today we talked to Wilmer Valderrama, and everyone was talking about how he's having sex with all of these celebrities in Hollywood. There's a way to come at him about that that might offend him, but I spoke to him guy-to-guy, saying, 'I know a lot of people are giving you grief right now for stuff that you said, but I think it's the coolest thing. Hollywood, to me, is like high school, and now you're the cool guy in high school because you're coming into the locker room going, 'I did her and her,' and we're all like, 'Wow.'"

"He opened up about it then, and we talked about everything. At the end of the

"When a lot of people interview somebody, they don't listen to the person's answers."

interview he said, 'I just want to thank you for being so respectful and being real cool with me. A lot of people don't do that.'

"It also depends on the person. Everyone's different. You have to work some people a little more because they just want to come on and plug their thing. But then you get people who, once you come at them with something personal — something they would talk with their friends about — will open up and talk about stuff that doesn't have anything to do with whatever they're plugging.

"If you ask them about a sport or something that they're really into, they get comfortable, and then they're more willing to talk to you because they don't feel that you're attacking them."

What Not To Do

But not all of Ramiro's celebrity interviews have gone smoothly. "R. Kelly threw



Ramiro

a table at me in '98," he says. "It was at one of those award-show junkets where you're at a table in a room with like 20 radio stations, and the artists go from table to table. I was doing nights at the time and had only been doing it for a year, so I was refining my style and I was willing to ask anyone anything.

"When R. Kelly came in his people went around giving everybody a list of questions that you were supposed to ask him. If I had gotten that list, I wouldn't have asked the questions because that's stupid, but I never got it.

"Back then the big scandal was the rumor that he and Aaliyah were getting their marriage annulled. He sat down with me, and I asked him, 'Is it true that you and Aaliyah were married? What's the story with that?' He said, 'Why are you asking me that?' I said, 'That's what people are talking about, and I want to know what you have to say about it.'

"He started going off on me, saying, 'Why don't you ask me about the charity work I do?' And I said, 'I didn't even know you did that. When I think about R. Kelly, this is the first thing that pops into people's heads.' He got up, flipped over the table we were at and walked out.

"The people from the other stations who



THE GANG'S ALL HERE After KYLD (Wild 94.9)/San Francisco's Comedy Jam several station personalities and staff members got together for a photo. Seen here (l-r) are Rick, Lady Fay, Roberto and Strawberry from the morning show; late-night personality Xavier "The X-Man"; middayer Mary Diaz; and night show host Hoodrat Miguel.

didn't get to interview him were mad at me. They asked, 'Why did you ask him that?' and I said, 'Because I don't want to sound just like you.'

"To this day we'll send other people from the station to awards junkets, and people ask where I am. They still talk about me now, almost 10 years later."

A Style Of His Own

Everyone is influenced by others, but it's difficult to compare Ramiro to any other morning jocks or interviewers. He doesn't follow the template that others in his position do.

When asked about who inspired him, he says, "I'm a fan of a lot of people, but there was no one in particular. Howard Stern is probably the best interviewer, period. I like the way he comes at people with stuff. But I don't do it the way he does.

"I listen to Sports radio and the way interviewers there talk to athletes. I listen to Barbara Walters. I take a little bit here and a little bit there, but there's nobody in particular who influences me."

There are a few important elements to conducting a great interview with a celebrity. According to Ramiro, one of the most important is not to act like a fan. "Another thing is — and I don't recommend this to everybody — is that I don't read the bios of the guests," he says.

"It's not that I actually don't read them, but I try to give myself only real basic information on people, not super in-depth stuff. That way, when I ask them about stuff, I'm really asking them about it.

"A lot of people, when they do an interview, they know so much about the person, they'll ask them about something, and while they're asking, they're almost answering the question at the same time.

"I don't recommend this for everybody, but it works well for me when I don't know too much. I get the basic information and have my people get me the basic rumor stuff.

"However, when it comes to the rumor stuff, I don't come at them with, 'Is it true that you did this?' I'll say something more like, 'What's the craziest thing you heard about you?' They might say something else, and I'll say, 'Oh, I heard this....' and we'll talk about it that way."

Tricks Of The Trade

Ramiro continues, "When a lot of people interview somebody, they don't listen to the person's answers. I don't really ever have a list of questions. Sometimes when someone answers a question you can spin off from that into so many other things. But if an interviewer has a list of questions, he

"Howard Stern is probably the best interviewer, period. I like the way he comes at people with stuff. But I don't do it the way he does."

is usually so worried about getting through the list that he'll ignore that and go to question No. 2, which is about something totally different.

"There are a lot of tricks, but the biggest thing is to treat the person you're interviewing like a normal person. Don't try to kiss up to them. Sometimes they get offended, because some celebrities like people to kiss up to them. But other times they kind of respect it because you're coming at them real.

"Especially when you're No. 8 in the junket or radio tour, come at them with something different. Because if you're somewhere in the middle, by the time the person gets to you, they're going to give you generic answers if you're asking the same questions as everyone else.

"If I talk to someone and it wasn't the greatest interview and they didn't give me anything good, I'll be honest with the audience and say that the person was boring and didn't want to give me anything. I'm not going to BS them."

Helping Stars Shine

Ramiro and Pebbles have the ability to make artists who usually come across as ordinary sound interesting. "Celebrities get used to the same type of question and the same type of interview," Ramiro says. "Then they come see us, and I'll talk to them about something totally different or come at them in a different way.

"I've heard so many times after interviews that it was fun for them and that it didn't feel like we were on the air. They'll say it was different and refreshing. They come in here and have a lot of fun with us, and we get into it. Just from our tone, they know that it's fun, not anything malicious."

April 7, 2006

RateTheMusic.com BY MEDIABASE

America's Best Testing CHR/Rhythmic Songs 12+ For The Week Ending 3/31/06

Table with columns: Artist Title (Label), TW, LW, Familiarity, Burn, Persons 12-17, Persons 18-24, Persons 25-34. Lists top 50 songs including MARY J. BLIGE, CHAMILLIONAIRE, NE-YO, SEAN PAUL, etc.

Total sample size is 315 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5 = like very much). Total familiarity represents the percentage of respondents who recognized the song.

HEAD RUSH

ARTIST: Cascada LABEL: Robbins

By DARNELLA DUNHAM/Rhythmic Editor



Just when it seemed like dance music was on the verge of disappearing from the airwaves of most CHR/Rhythmic stations, Cascada delivers "Everytime We Touch."

Cascada's real name is Natalie Horler, and she was born in Germany 25 years ago. Both of her parents are English, so she grew up around German and British culture.

WBBM/Chicago; WRDW/Philadelphia; KKWD/Oklahoma City; WAJZ/Albany, NY; WKWL/Harrisburg; and WNHT/Ft. Wayne, IN each played "Everytime We Touch" at least 40 times last week.

Cascada's album, also titled Everytime We Touch, was released in February, and it's full of high-energy dance music. The album includes covers of Kim Wilde's "Kids in America" and Savage Garden's "Truly Madly Deeply."

Although Cascada is a dance artist, she enjoys other genres too. She says, "Next to dance music, I also love soul music, and, due to my father, I love jazz as well."

REPORTERS

Stations and their ads listed alphabetically by market

Large table listing radio stations and their advertising spots across various markets like Albany, NY; Atlanta, GA; Baltimore, MD; etc.

Note: For complete ads, see R&R Music Tracking.

POWERED BY MEDIABASE

*Monitored Reporters

109 Total Reporters

86 Total Monitored

23 Total Indicator

Did Not Report, Playlist Frozen (3): KFAT/Anchorage, AK WJWZ/Montgomery, AL WWRW/New London, CT

R&R CHR/RHYTHMIC TOP 50

April 7, 2006

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
	1	DEM FRANCHIZE BOYZ Lean Wit It, Rock Wit It (So So Def/Virgin)	6140	+107	708904	13	82/0
3	2	SEAN PAUL Temperature (VP/Atlantic)	5230	+112	638899	14	80/0
2	3	MARY J. BLIGE Be Without You (Geffen)	5076	-568	552095	18	84/0
5	4	BUBBA SPARXXX f/YING YANG TWINS Ms. New Booty (Purple Ribbon/Virgin)	4836	+67	464977	16	83/0
4	5	CHRIS BROWN Yo (Excuse Me Miss) (Jive/Zomba Label Group)	4472	-489	382979	14	82/0
8	6	CHAMILLIONAIRE f/KRAYZIE BONE Ridin (Universal)	4393	+613	391752	12	78/3
9	7	KEYSHIA COLE Love (A&M/Interscope)	3971	+391	410992	9	66/2
6	8	T-PAIN f/MIKE JONES I'm N Luv (Wit A Stripper) (Jive/Zomba Label Group)	3723	-594	318955	15	84/0
12	9	PAUL WALL Girl (SwishaHouse/Asylum/Atlantic)	3427	+588	282210	7	74/3
7	10	NE-YO So Sick (Def Jam/IDJMG)	3374	-550	410137	19	82/0
11	11	E-40 Tell Me When To Go (Reprise/BME)	3157	+218	310671	11	64/3
18	12	T.I. What You Know (Grand Hustle/Atlantic)	2773	+791	361428	6	67/3
14	13	BOW WOW Fresh Azimiz (Sony Urban/Columbia)	2707	-47	275210	18	77/1
10	14	BEYONCE' Check On It (Sony Urban/Columbia)	2645	-385	230020	20	75/0
13	15	NELLY Grillz (Derrty/Fo' Reel/Universal)	2385	-374	205697	23	83/0
16	16	RIHANNA SOS (Def Jam/IDJMG)	2325	+108	171219	9	54/1
17	17	DADDY YANKEE Rompe (El Cartel/Interscope)	2186	+176	232044	13	45/2
20	18	50 CENT f/OLIVIA Best Friend (G-Unit/Interscope)	2033	+134	212340	9	56/1
22	19	NE-YO When You're Mad (Def Jam/IDJMG)	2005	+199	210568	5	70/4
23	20	THREE 6 MAFIA Poppin' My Collar (Sony Urban/Columbia)	1983	+269	197622	7	56/1
15	21	JAMIE FOXX f/LUDACRIS Unpredictable (J/RMG)	1950	-519	239715	17	80/0
24	22	LIL' JON Snap Yo Fingers (TVT)	1776	+409	180718	7	59/8
26	23	FIELD MOB f/CIARA So What (DTP/Geffen)	1739	+428	145577	5	57/4
19	24	YING YANG TWINS & BUN B Git It (Rap-A-Lot/Asylum/TVT)	1651	-254	123914	11	61/0
21	25	LIL ROB Bring Out The Freak In You (Upstairs)	1506	-330	128962	18	44/0
28	26	CHRISTINA MILIAN f/YOUNG JEEZY Say I (Def Soul/IDJMG)	1361	+214	133438	5	56/5
25	27	BUSTA RHYMES Touch It (Aftermath/Interscope)	1234	-90	146031	17	58/0
30	28	NICK CANNON Dime Piece (Motown/Universal)	1090	+129	58439	4	55/2
31	29	RAY J What I Need (Knockout/Sanctuary)	1088	+167	90650	4	53/0
27	30	EMINEM f/NATE DOGG Shake That (Shady/Aftermath/Interscope)	1025	-274	94757	15	41/0
33	31	SHAKIRA f/WYCLEF JEAN Hips Don't Lie (Epic)	986	+323	120556	3	30/6
32	32	PAULA DEANDA f/BABY BASH Doing Too Much (Arista)	858	+182	46482	5	38/5
34	33	CASSIE Me & U (Next Selection/Bad Boy/Atlantic)	848	+207	94348	3	14/4
41	34	YUNG JOC It's Goin' Down (Bad Boy/Atlantic)	812	+268	80443	2	31/5
29	35	LL COOL J f/JENNIFER LOPEZ Control Myself (Def Jam/IDJMG)	767	-223	69308	11	66/0
37	36	TOO SHORT Blow The Whistle (Short/Jive/Zomba Label Group)	741	+160	65917	4	36/3
36	37	DA MUZICIANZ Camera Phone (TVT)	576	-7	24162	4	35/0
43	38	LIL' WAYNE Hustler Musik (Cash Money/Universal)	539	+12	37038	4	30/1
Debut	39	SHAWNNA Gettin' Some (DTP/Def Jam/IDJMG)	521	+152	123363	1	16/4
47	40	REMY MA Conceited (SRC/Universal)	490	+41	93063	2	13/0
Debut	41	DJ KHALED Holla At Me (Terror Squad/Koch)	487	+103	52869	1	24/1
44	42	NEW RIDAZ Special Girl (Upstairs)	466	-45	30838	8	22/0
46	43	YING YANG TWINS f/AVANT Bedroom Boom (TVT)	459	-17	19173	9	14/0
Debut	44	CASCADA Everytime We Touch (Robbins)	456	+73	80619	1	8/0
39	45	PUSSYCAT DOLLS f/WILL.I.AM Beep (A&M/Interscope)	456	-103	47346	7	22/0
35	46	KANYE WEST f/LUPE FIASCO Touch The Sky (Roc-A-Fella/Def Jam/IDJMG)	456	-179	32684	10	49/0
Debut	47	RICK ROSS Hustlin' (Slip-N-Slide/Def Jam/IDJMG)	451	+109	61946	1	22/4
Debut	48	E-40 f/T-PAIN & KANDI GIRL U And Dat (Reprise/BME)	445	+89	57202	1	2/1
40	49	D4L Betcha Can't Do It Like Me (Dee Money/Asylum/Atlantic)	444	-109	38849	12	36/0
Debut	50	MARY J. BLIGE f/BROOK-LYN Enough Cryin (Matriarch/Geffen)	418	+209	87530	1	14/2

86 CHR/Rhythmic reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/26-4/1. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2006, Arbitron Inc.) © 2006 Radio & Records.

POWERED BY
MEDIABASE

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
MARIAH CAREY f/SNOOP DOGG Say Somethin' (Island/IDJMG)	28
JAMIE FOXX f/TWISTA DJ Play A Love Song (J/RMG)	27
KELIS f/TOO SHORT Bossy (Jive/Zomba Label Group)	14
ICE CUBE Why We Thugs (Lenchmob)	13
MISSEZ f/PIMP C Love Song (Fo' Reel/Geffen)	10
CHERI DENNIS I Love You (Bad Boy/Atlantic)	10
LIL' JON Snap Yo Fingers (TVT)	8
JUVENILE What's Happenin' (Atlantic)	7
MARIO VAZQUEZ Gallery (J/RMG)	7
WISIN & YANDEL Wanna Ride (Machete Music/Universal Republic)	7

The CHR/Rhythmic add threshold is applied to monitored stations not allowed to report adds per their company policy: Songs that reach 15 plays per week. An airplay week is defined as Sunday through Saturday. Adds from all other programmers are still accepted at any play level.

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
T.I. What You Know (Grand Hustle/Atlantic)	+791
CHAMILLIONAIRE f/KRAYZIE BONE Ridin (Universal)	+613
PAUL WALL Girl (SwishaHouse/Asylum/Atlantic)	+588
FIELD MOB f/CIARA So What (DTP/Geffen)	+428
LIL' JON Snap Yo Fingers (TVT)	+409
KEYSHIA COLE Love (A&M/Interscope)	+391
SHAKIRA f/WYCLEF JEAN Hips Don't Lie (Epic)	+323
THREE 6 MAFIA Poppin' My Collar (Sony Urban/Columbia)	+269
YUNG JOC It's Goin' Down (Bad Boy/Atlantic)	+268
E-40 Tell Me When To Go (Reprise/BME)	+218

NEW & ACTIVE

AK'SENT f/BEEBIE MAN Zingy (Capitol)	Total Plays: 329, Total Stations: 27, Adds: 2
JUVENILE What's Happenin' (Atlantic)	Total Plays: 304, Total Stations: 21, Adds: 7
MARIAH CAREY f/SNOOP DOGG Say Somethin' (Island/IDJMG)	Total Plays: 293, Total Stations: 37, Adds: 28
AVANT 4 Minutes (Geffen)	Total Plays: 288, Total Stations: 12, Adds: 0
RAY CASH... Bumpin' My Music (Ghet-O-Vision/Sony Urban/Columbia)	Total Plays: 272, Total Stations: 19, Adds: 3
Q AMEY f/JAZZE PHA Forever Girl (BlackGround/Universal)	Total Plays: 268, Total Stations: 21, Adds: 2
MILA J Complete (T.U.G./Motown/Universal)	Total Plays: 254, Total Stations: 23, Adds: 2
POTZEE Dat Girl (Unauthorized/Asylum)	Total Plays: 241, Total Stations: 11, Adds: 1
MISSY ELLIOTT We Run This (Gold Mind/Violator/Atlantic)	Total Plays: 225, Total Stations: 18, Adds: 2
YOUNG LEEK Jiggle It (Def Jam/IDJMG)	Total Plays: 205, Total Stations: 12, Adds: 1

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.



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R&R URBAN TOP 50

April 7, 2006

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LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
4	1	T.I. What You Know (Grand Hustle/Atlantic)	3560	+521	391187	8	66/0
1	2	KEYSHIA COLE Love (A&M/Interscope)	3479	-203	360646	12	66/0
2	3	DEM FRANCHIZE BOYZ Lean Wit It, Rock Wit It (So So Def/Virgin)	3354	-118	384401	16	66/0
3	4	CHRIS BROWN Yo (Excuse Me Miss) (Jive/Zomba Label Group)	3076	-286	386935	13	64/0
5	5	MARY J. BLIGE Be Without You (Geffen)	2773	-115	394974	20	65/0
10	6	THREE 6 MAFIA Poppin' My Collar (Sony Urban/Columbia)	2531	+203	252786	10	62/1
8	7	BUBBA SPARXXX f/YING YANG TWINS Ms. New Booty (Purple Ribbon/Virgin)	2528	+104	251077	13	62/0
9	8	BUSTA RHYMES Touch It (Aftermath/Interscope)	2411	+65	356641	17	61/0
7	9	T-PAIN f/MIKE JONES I'm N Luv (Wit A Stripper) (Jive/Zomba Label Group)	2327	-162	211602	15	63/0
6	10	NE-YO So Sick (Def Jam/IDJMG)	2263	-393	334231	17	65/0
11	11	SEAN PAUL Temperature (VP/Atlantic)	2184	+22	352805	13	61/0
13	12	AVANT 4 Minutes (Geffen)	1901	+139	212700	9	64/0
12	13	JAMIE FOXX f/LUDACRIS Unpredictable (J/RMG)	1771	-111	298977	21	66/0
16	14	SHAWNNA Gettin' Some (DTP/Def Jam/IDJMG)	1553	+170	126882	9	50/5
14	15	BEYONCE' Check On It (Sony Urban/Columbia)	1500	-229	161209	15	64/0
17	16	50 CENT f/OLIVIA Best Friend (G-Unit/Interscope)	1425	+66	141550	7	59/1
20	17	YUNG JOC It's Goin' Down (Bad Boy/Atlantic)	1387	+271	123381	5	59/8
19	18	KIRK FRANKLIN Looking For You (Fo Yo Soul/Gospo Centric/Zomba Label Group)	1371	+156	169386	13	45/1
15	19	JUVENILE Rodeo (Atlantic)	1355	-119	136025	19	60/0
23	20	CHRISTINA MILIAN f/YOUNG JEEZY Say I (Def Soul/IDJMG)	1214	+214	91186	5	51/2
25	21	NE-YO When You're Mad (Def Jam/IDJMG)	1109	+189	118971	4	54/2
24	22	JAGGED EDGE Good Luck Charm (Sony Urban/Columbia)	1042	+71	128351	8	47/1
30	23	LETOYA Torn (Capitol)	953	+181	101487	4	51/5
28	24	LIL' WAYNE Hustler Musik (Cash Money/Universal)	897	+56	65744	6	43/2
26	25	B.G. f/MANNIE FRESH Move Around (Choppa City/Koch)	894	+4	62866	7	52/0
21	26	BOW WOW Fresh Azimiz (Sony Urban/Columbia)	875	-164	81573	19	55/0
42	27	JAMIE FOXX f/TWISTA DJ Play A Love Song (J/RMG)	846	+235	71831	2	45/4
35	28	CHAMILLIONAIRE f/KRAYZIE BONE Ridin (Universal)	802	+121	70609	5	42/4
39	29	LIL' JON Snap Yo Fingers (TVT)	735	+99	57859	11	45/43
29	30	TYRA B. Still In Love (GG&L)	733	-66	55975	16	36/0
22	31	KANYE WEST f/LUPE FIASCO Touch The Sky (Roc-A-Fella/Def Jam/IDJMG)	726	-294	47580	10	55/1
34	32	PAUL WALL Girl (SwishaHouse/Asylum/Atlantic)	722	+31	65615	6	40/2
40	33	ANTHONY HAMILTON Can't Let Go (So So Def/Zomba Label Group)	693	+68	101441	9	39/1
41	34	GHOSTFACE KILLAH f/NE-YO Back Like That (Def Jam/IDJMG)	687	+72	146749	7	38/0
43	35	MARIAH CAREY Fly Like A Bird (Island/IDJMG)	667	+58	46603	2	41/0
36	36	HEATHER HEADLEY In My Mind (RCA/RMG)	660	-19	65124	11	40/0
27	37	D4L Betcha Can't Do It Like Me (Dee Money/Asylum/Atlantic)	656	-194	61363	14	56/0
38	38	REMY MA Conceited (SRC/Universal)	655	+16	134025	10	22/0
47	39	FIELD MOB f/CIARA So What (DTP/Geffen)	632	+132	41043	2	37/2
44	40	E-40 Tell Me When To Go (Reprise/BME)	620	+18	87130	3	41/7
Debut	41	RICK ROSS Hustlin' (Slip-N-Slide/Def Jam/IDJMG)	619	+225	67892	1	42/1
48	42	MILA J Complete (T.U.G./Motown/Universal)	594	+97	33850	3	38/4
31	43	PURPLE RIBBON ALLSTARS Body Rock (Purple Ribbon/Virgin)	593	-123	29230	11	44/0
Debut	44	MARY J. BLIGE f/BROOK-LYN Enough Cryin (Matriarch/Geffen)	551	+355	78271	1	58/8
45	45	DA BACKWUDZ I Don't Like The Look Of It (Rowdy/Major Way)	527	-21	24998	5	34/1
Debut	46	CHERISH Do It To It (Sho'Nuff/Capitol)	526	+170	48896	1	36/5
Debut	47	RAY J What I Need (Knockout/Sanctuary)	524	+113	43089	1	42/1
46	48	NICK CANNON Dime Piece (Motown/Universal)	501	-20	41948	4	39/0
32	49	JUELZ SANTANA Oh Yes (aka Postman) (Diplomat/Def Jam/IDJMG)	496	-217	52859	11	46/0
Debut	50	JUVENILE What's Happenin' (Atlantic)	481	+170	33714	1	31/2

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
CHRIS BROWN f/LIL' WAYNE Gimme That (Jive/Zomba Label Group)	52
LIL' JON Snap Yo Fingers (TVT)	43
MEGAN ROCHELL f/FABOLOUS The One You Need (Def Jam/IDJMG)	38
MISSEZ f/PIMP C Love Song (Fo' Reel/Geffen)	35
CHERI DENNIS I Love You (Bad Boy/Atlantic)	20
OMX We In Here (Sony Urban/Columbia)	9
YUNG JOC It's Goin' Down (Bad Boy/Atlantic)	8
MARY J. BLIGE f/BROOK-LYN Enough Cryin (Matriarch/Geffen)	8
E-40 Tell Me When To Go (Reprise/BME)	7

The Urban add threshold is applied to monitored stations not allowed to report adds per their company policy: Songs that reach 14 plays per week. An airplay week is defined as Sunday through Saturday. Adds from all other programmers are still accepted at any play level.

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
T.I. What You Know (Grand Hustle/Atlantic)	+521
MARY J. BLIGE f/BROOK-LYN Enough Cryin (Matriarch/Geffen)	+355
YUNG JOC It's Goin' Down (Bad Boy/Atlantic)	+271
JAMIE FOXX f/TWISTA DJ Play A Love Song (J/RMG)	+235
RICK ROSS Hustlin' (Slip-N-Slide/Def Jam/IDJMG)	+225
CHRISTINA MILIAN f/YOUNG JEEZY Say I (Def Soul/IDJMG)	+214
THREE 6 MAFIA Poppin' My Collar (Sony Urban/Columbia)	+203
NE-YO When You're Mad (Def Jam/IDJMG)	+189
LETOYA Torn (Capitol)	+181

NEW & ACTIVE

DJ KHALED Holla At Me (Terror Squad/Koch)	Total Plays: 475, Total Stations: 36, Adds: 3
JAHEIM The Chosen One (Divine Mill/Warner Bros.)	Total Plays: 431, Total Stations: 39, Adds: 4
RAY CASH... Bumpin' My Music (Ghet-O-Vision/Sony Urban/Columbia)	Total Plays: 428, Total Stations: 29, Adds: 1
GUCCI MANE Go Head (Big Cat)	Total Plays: 399, Total Stations: 11, Adds: 0
LUKE & Q My Turn (J/RMG)	Total Plays: 361, Total Stations: 34, Adds: 1
DRE f/RICK ROSS Chevy Ridin' High (Violator/Jive/Zomba Label Group)	Total Plays: 346, Total Stations: 33, Adds: 2
MOBB DEEP Put Em In Their Place (G-Unit/Interscope)	Total Plays: 342, Total Stations: 28, Adds: 0
DONELL JONES I'm Gonna Be (LaFace/Zomba Label Group)	Total Plays: 334, Total Stations: 34, Adds: 1
CHERI DENNIS I Love You (Bad Boy/Atlantic)	Total Plays: 278, Total Stations: 23, Adds: 20
BUN B f/PIMP C, JAY-Z... Get Thrown (Rap-A-Lot/Asylum)	Total Plays: 252, Total Stations: 23, Adds: 0

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

66 Urban reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/26-4/1. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart unless a song has not yet reached the top 15. If after 20 weeks, the record is not in the top 15 and has two consecutive weeks of decreased plays, the song is then categorized as recurrent. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2006, Arbitron Inc.) © 2006 Radio & Records.

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Celluloid Success Stories

Hip-hop stars on the big screen

Hip-hop has been showing up in films since the genre's earliest days — remember *Krush Groove*, *Breakin'* or *Boyz n the Hood*? At the same time, more than a few hip-hop artists have been able to translate their success in music into success in film.

In the beginning filmmakers wrote movies with hip-hop themes then plugged in artists to play characters that were similar to their hip-hop personas. Basically, the artists played themselves.

This continues today in films like *8 Mile* and *Get Rich or Die Tryin'*, starring Eminem and 50 Cent, respectively. While movies of this type may be successful, the artists who star in them are not often celebrated for their acting abilities.

But hip-hop stars are also showing up in films not centered on the music business and playing characters other than musicians. In the past year we saw Chris "Ludacris" Bridges in 2005's Best Picture Oscar winner *Crash*, and OutKast's Andre 3000, a.k.a. Andre Benjamin, earned rave reviews for his role in *Four Brothers*, which also starred former hip-hop artist Mark Wahlberg.

Eve, hip-hop mistress of Ruff Ryders, has her own television show and has appeared in films, including the *Barbershop* series. And last weekend *ATL*, starring T.I. and OutKast's Big Boi, opened at No. 3, earning \$12.5 million.

This week we highlight a few of the hip-hop stars who have made the leap to film and, in some cases, had more success as actors than they had as musicians.

Will Smith

While Smith is not the hip-hop artist with the most film credits to his name (Queen Latifah has that distinction), he has appeared in the biggest blockbusters over the course of his career.

Smith has made 15 feature films and currently has three in production, post-production or development.

Smith made the segue from hip-hop star to actor in the long-running television series *The Fresh Prince of Bel Air*. His first feature film was *Where the Day Takes You*, released in 1992. A year later he appeared in a small role in *Made in America* and as the lead in *Six Degrees of Separation*, a key role that proved he could play someone other than himself.

Smith's big break came in 1995, when he starred alongside Martin Lawrence in *Bad Boys*. This was followed by the mega-hit *Independence Day* in 1996. Smith has since appeared in a string of summer blockbusters, including *Men in Black*; *Wild, Wild, West*; the sequels to *Men in Black* and *Bad Boys*; and *I, Robot*. He earned an Oscar nomination, for Best Actor, for his work in *Ali*.

Smith has also produced several films, both projects he's starred in (*Hitch*, *I, Robot*) and projects he's developed, like *ATL*.

Queen Latifah

Queen Latifah made a name for herself in the

late '80s as the First Lady of Hip-Hop. She began to branch out into acting, taking small roles in films like Spike Lee's *Jungle Fever* and the hip-hop teen flick *House Party*.

Now, almost 20 years later, Latifah has 20 movies under her belt, including *Ice Age: The Meltdown*, which opened last weekend at No. 1, earning \$70.5 million, and in which she is the voice of Ellie, and *Stranger Than Fiction*, which is due out later this year. She's also signed on



Queen Latifah

to appear in the film version of the hit Broadway play *Hairspray*, due in 2007.

Like Smith, Latifah appeared in a hit TV series, *Living Single*, which helped introduce her to audiences beyond the hip-hop world. She has appeared in films like 1998's *Living Out Loud*, in which we first heard her singing voice and realized that she had an alter ego named Dana Owens; 1999's *The Bone Collector*, with Denzel Washington; and 2002's *Chicago*, for which she received an Oscar nomination, for Best Supporting Actress.

Latifah is also taking on the role of producer. She was the force behind her recent films *Beauty Shop*, *The Cook Out* and *Bringing Down the House*, and she's currently in preproduction for a film called *Kidnapped*, due out later this year.

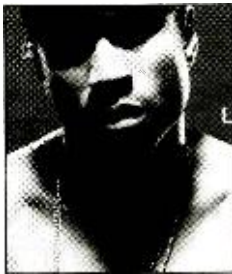
LL Cool J

Out of all the people highlighted in this column, James Todd Smith, a.k.a. LL Cool J, has been around longest as a rapper and as an actor. He's also been able to maintain a fairly successful music career while pursuing acting.

LL's first appearance on film came at the same time that his first single dropped, when he played himself in *Krush Groove*. He quickly moved on to mainstream films, appearing in 1986's *Wildcats*. His career-changing role in the 1992 drama-comedy *Toys*, with Robin Williams, showed the world that he had the skills to be a true actor.

LL has been in 19 films, with *Heartland*, his latest project, due out later this year. His repertoire has ranged from comedies like *Last Holiday*, with Queen Latifah, to blockbusters like *S.W.A.T.* and dramas like *Any Given Sunday*.

In the '90s, having noted the success of Will Smith, LL gave television a shot. His series *In the*



LL Cool J

House lasted several seasons and proved that he appealed to mainstream audiences. In recent years his films have included romantic comedies like *Deliver Us From Eva* and family flicks like *Kingdom Come*.

Ice Cube

Before his onscreen success, Ice Cube probably would have been voted the rapper least likely to cross over to mainstream film. Hell, he was in N.W.A.! This was the guy who spit "Fuck tha Police." Who would have thought that today he'd be a respected actor, producer, director, writer and rapper?

Cube, a.k.a. O'Shea Jackson, is an astute businessman and talented artist. His first film role, as Doughboy in *Boyz n the Hood* in 1991, earned him rave reviews, but many argued that he was simply playing himself. Nineteen films later he's proven that he can play everything from a slayer of supernatural beings (*Ghosts of Mars*) to a family man (*Are We There Yet?*).

Cube began to develop his own films early in his career, building upon his loyal hip-hop fan base. He wrote, produced and starred in the cult favorite *Friday* in 1995 and wrote, produced, starred in and directed *The Players Club* in 1998.

He continued the *Friday* series with *Next Friday* and *Friday After Next* while expanding his producing to include more-family-oriented films like *Barbershop* and its sequel; *Are We There Yet?*; and *Beauty Shop*, starring Queen Latifah. He recently announced that he will be part of two new



Ice Cube

T.I. In ATL

With the opening-weekend success of his first feature film, *ATL*, Atlanta rapper and businessman T.I. is up for more big screen challenges. After the film's premiere in his hometown of Atlanta (also the film's locale) and before jetting off to Los Angeles for the big Hollywood premiere, T.I. spoke to us about making it in movies.

R&R: Was this a film project you brought to Warner Bros., or did they come to you about the part?

T.I.: I had to audition and really prove myself. Basically, I heard about the project and I went after it. I called everyone I knew who might know anyone involved. I really wanted to make this my next career move.

R&R: How was making a film different from making a record?

T.I.: They are worlds apart — the expectations, the daily demands of being on-set and the whole commitment required to be in the part day after day while you're making the movie. I felt that this was my opportunity to prove myself, so I wanted to do it right. I look forward to doing it again.

R&R: Do you see yourself doing more acting than rapping, or will hip-hop always be your first priority?

T.I.: You don't have to choose one or the other, but when a rapper does get in movies and is successful there, that usually takes on a larger role in the eyes of fans. I will always stay true to hip-hop, but movies can make you an even bigger star. You move to a whole new level. I can see myself continuing to do both successfully.

R&R: When you look at other hip-hop stars who have crossed over to making movies, which ones do you consider role models?

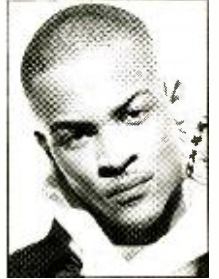
T.I.: It's not necessarily just hip-hop stars. I admire people in film like John Singleton, Will Smith, Denzel Washington and Jamie Foxx.

R&R: Some musicians are serious about their acting, like Ludacris or Andre 3000, while others seem to make movies that are mere extensions of their hip-hop identities. Which path are you taking?

T.I.: I want more serious acting roles.

R&R: Are you currently working on any new film projects?

T.I.: I have other projects in development. I'm also working on developing our film and production company, Grand Hustle Films. We've done some stuff in the past, but now I want to take it more in the direction of feature films.



T.I.

productions, one of which is called *Teacher of the Year*.

Cube didn't start his acting career on TV, but his producing career is taking him there: He's Executive Producer of the provocative *Black, White*, currently airing on FX. In the reality series, two families, one black, one white, change their appearances so that the white family looks black and vice-versa.

Mos Def

Mos Def has had a more low-profile acting career than the others spotlighted here, but he's also earned an amazing amount of critical acclaim for his film and stage work. He currently he appears in the film *16 Blocks*, with Bruce Willis, and has a film in pre-production, *The Brazilian Job*, a sequel to 2003's successful film *The Italian Job*.

Surprisingly, Mos Def's been appearing in films since 1988, when he acted in the made-for-TV *God Bless the Child* when he was just 14. Since then he's appeared in 15 films, including the yet-to-be released *Journey to the End of the Night*. He also has a long list of appearances in various television series, including *NYPD Blue*, *Spin City* and *The Cosby Mysteries*.

Many are most familiar with Mos Def as the force behind *Russell Simmons Presents Def Poetry*, the HBO series he co-executive produced. His relationship with HBO blossomed from there, and he's since appeared in two critically acclaimed films on the network, 2004's *Something the Lord Made* and 2005's *Lackawanna Blues*.



MosDef

R&R URBAN AC TOP 30

April 7, 2006

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
	1	MARY J. BLIGE Be Without You (Geffen)	1862	+74	187421	18	62/0
	2	ANTHONY HAMILTON Can't Let Go (So So Def/Zomba Label Group)	1748	+150	178494	16	64/0
	3	HEATHER HEADLEY In My Mind (RCA/RMG)	1727	-50	159075	24	64/0
	4	ISLEY BROTHERS f/R. ISLEY Just Came Here To Chill (Def Soul/Def Jam/IDJMG)	1606	+153	144787	11	62/0
	5	JAMIE FOXX f/LUDACRIS Unpredictable (J/RMG)	1305	-108	144313	13	53/0
	6	BRIAN MCKNIGHT Find Myself In You (Motown/Universal)	1301	+59	132835	11	64/0
	7	KIRK FRANKLIN Looking For You (Fo Yo Soul/Gospo Centric/Zomba Label Group)	1292	-79	137723	25	58/0
	8	CHARLIE WILSON Magic (Jive/Zomba Label Group)	904	-41	83160	19	56/0
	9	NE-YO So Sick (Def Jam/IDJMG)	903	+84	112570	9	32/2
	10	ALICIA KEYS Unbreakable (J/RMG)	840	+44	97039	28	60/0
	11	TEENA MARIE Ooh Wee (Cash Money/Universal)	764	+178	65429	5	54/5
	12	URBAN MYSTIC I Refuse (SOBE)	670	+43	48071	9	49/3
	13	JEFF MAJORS f/KELLY PRICE God's Gift (Music One/Sony Urban)	637	+85	59247	8	40/4
	14	KEYSHIA COLE Love (A&M/Interscope)	624	+37	48631	7	26/6
	15	FAITH EVANS Tru Love (Capitol)	615	-93	61831	20	53/0
	16	ERIC BENET Pretty Baby (Friday/Reprise/Warner Bros.)	591	+67	56839	4	45/7
	17	MARIAH CAREY Fly Like A Bird (Island/IDJMG)	570	+149	62972	3	44/7
	18	KEM Into You (Motown/Universal)	530	-15	38346	10	44/0
	19	INDIA.ARIE I Am Not My Hair (Motown/Universal)	403	-47	33819	16	44/0
	20	GOAPELE First Love (Skyblaze/Sony Urban/Columbia)	311	+9	21699	8	28/1
	21	RAHEEM DEVAUGHN You (Jive/Zomba Label Group)	293	+48	43038	3	27/2
	22	FLOETRY Lay Down (Geffen)	289	-16	19189	6	25/1
Debut	23	CHRIS BROWN Yo (Excuse Me Miss) (Jive/Zomba Label Group)	253	+107	42461	1	1/0
	24	TAMAR f/PRINCE Beautiful, Loved And Blessed (Universal Republic)	233	-52	17188	7	25/1
	25	DWELE Weekend Love (Virgin)	231	-7	12300	10	23/1
	26	KINDRED THE FAMILY SOUL Woman First (Hidden Beach)	222	-23	17533	2	24/3
	27	MELI'SA MORGAN I Remember (Orpheus/Luann)	216	-32	20267	13	28/0
	28	MARIAH CAREY Don't Forget About Us (Island/IDJMG)	208	-49	12953	15	15/0
Debut	29	DONELL JONES I'm Gonna Be (LaFace/Zomba Label Group)	196	+96	15503	1	18/1
Debut	30	VAN HUNT Character (Capitol)	184	+46	8111	1	19/2

65 Urban AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/26-4/1. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart unless a song has not yet reached the top 15. If after 20 weeks, the record is not in the top 15 and has two consecutive weeks of decreased plays, the song is then categorized as recurrent. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. © 2006, Arbitron Inc., © 2006 Radio & Records.

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MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
ERIC BENET Pretty Baby (Friday/Reprise/Warner Bros.)	7
MARIAH CAREY Fly Like A Bird (Island/IDJMG)	7
KEYSHIA COLE Love (A&M/Interscope)	6

The Urban AC add threshold is applied to monitored stations not allowed to report adds per their company policy: Songs that reach seven plays per week. An airplay week is defined as Sunday through Saturday. Adds from all other programmers are still accepted at any play level.

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
TEENA MARIE Ooh Wee (Cash Money/Universal)	+178
ISLEY BROTHERS f/R. ISLEY Just... (Def Soul/Def Jam/IDJMG)	+153
ANTHONY HAMILTON Can't... (So So Def/Zomba Label Group)	+150
MARIAH CAREY Fly Like A Bird (Island/IDJMG)	+149
CHRIS BROWN Yo (Excuse Me Miss) (Jive/Zomba Label Group)	+107

NEW & ACTIVE

SHANICE Take Care Of U (Imajah/Playtime)	Total Plays: 168, Total Stations: 21, Adds: 5
LATOYA LONDON State Of My Heart (Peak/Concord)	Total Plays: 117, Total Stations: 17, Adds: 1
MARY MARY Yesterday (Sony Urban/Columbia)	Total Plays: 114, Total Stations: 18, Adds: 5
HIL ST. SOUL Goodbye (Shanachie)	Total Plays: 97, Total Stations: 13, Adds: 2
MARY MARY Heaven (Sony Urban/Columbia)	Total Plays: 95, Total Stations: 12, Adds: 0

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

REPORTERS

Stations and their adds listed alphabetically by market

KSJU/Albuquerque, NM* OM: Bill May PD: Tim Jones APD/MD: Jamey Barreras 2 RAY J	WBVA/Charlotte* PD/MD: Terri Avery No Adds	KSOC/Dallas, TX* OM: John Candelaria PD: John Long TEENA MARIE	WQMG/Greensboro, NC* PD: Shilmy Cole 3 FLOETRY	KJLH/Los Angeles, CA* PD/MD: Andrae Russell VAN HUNT	WRKS/New York, NY* PD: Tony Beasley MD: Julie Gustines No Adds	KBLX/San Francisco, CA* PD: Kevin Brown MD: Kimmie Taylor RAHEEM DEVAUGHN	WPHR/Syracuse, NY* OM: Rich Lauber PD: Butch Charles APD/MD: Kenny Dees No Adds
WAMI/Atlanta, GA* OM: Frank Jones PD: Derek Harper MARIAH CAREY	WQNC/Charlotte* PD: Alvin Stone MD: Chris James KINDRED THE FAMILY SOUL	WMRZ/Dawson, GA OM/MD: Jammin' Jay APD/MD: Paul "Precious Paul" Edwards KEM	WJMZ/Greenville, SC* OM/MD: Steve Crumley APD: Karen Bland MD: Doug Davis 21 URBAN MYSTIC 7 KANYE WEST 7 JAMIE FOXX f/LUDACRIS 7 DESTINY'S CHILD 7 AMERIE 7 MARGUES HOUSTON	WNJM/Louisville, KY* PD/MD: Tim Gerard Giron TEENA MARIE	WKUS/Norfolk, VA* No Adds	Music Choice Smooth R&B/Satellite OM/MD: Damon Williams APD: Mecca Thames MD: Lamonda Williams No Adds	WIMX/Toledo, OH* PD: Rocky Love MD: Brandi Browne MARY MARY
WAKB/Augusta, GA* OM/MD: Ron Thomas No Adds	WSRB/Chicago, IL* MD: Tracie Reynolds 11 MARY MARY	WTLN/Huntsville, AL* OM: Ken Johnson PD: Mark Raymond 12 ERIC BENET	KMLJ/Houston, TX* PD: Sam Chiles MD: Jeff Harrison 11 MARIAH CAREY	KJMS/Memphis, TN* PD: Eileen Collier 2 JEFF MAJORS f/KELLY PRICE MARIAH CAREY	WKVL/Norfolk, VA* OM/MD: Don London MD: Brian O'Brien 1 MARIAH CAREY 1 KEYSHIA COLE 1 JEFF MAJORS f/KELLY PRICE	Sirius Heart & Soul/Satellite OM/MD: B.J. Stone MD: Sasha Monteiro No Adds	WJBW/W. Palm Beach, FL* PD: Mark McCray APD: Kyle Stewart MD: Patricia Wright No Adds
WKSP/Augusta, GA* OM: Mike Kramer PD/MD: Tim "Fattz" Snell APD: Cher Best MARY MARY SHANICE	WVAZ/Chicago, IL* OM/MD: Elroy Smith APD/MD: Armando Rivera No Adds	WHRP/Huntsville, AL* OM: Ken Johnson PD: Mark Raymond 12 ERIC BENET	WHRP/Huntsville, AL* OM: Ken Johnson PD: Mark Raymond 12 ERIC BENET	WHOT/Miami, FL* OM/MD: Tony Fields APD: Karen Vaughn MD: Ken James 24 NE-YO 21 GARTH WIND & FIRE f/BRIAN MCKNIGHT 9 KEYSHIA COLE 8 TEENA MARIE	WCFB/Orlando, FL* OM: Steve Holbrook PD: Kevin Gardner No Adds	The Touch/Satellite PD: Stan Boston APD/MD: Hollywood Hernandez No Adds	WHUR/Washington, DC* MD: Traci LaTrelle 3 MARY MARY SHANICE ERIC ROBERSON
WWIN/Baltimore, MD* PD: Tim Watts MD: Keller Wynder MARIAH CAREY	WZAK/Cleveland, OH* OM/MD: Kim Johnson MD: Tony Bello 1 ERIC BENET	WJMR/Milwaukee, WI* PD/MD: Loret Jones 9 KEYSHIA COLE 7 TEENA MARIE	WTLC/Indianapolis, IN* PD: Brian Wallace APD/MD: The First Lady No Adds	WDLT/Mobile, AL* OM/MD: James Alexander 21 JEFF MAJORS f/KELLY PRICE 19 DONELL JONES 10 SHANICE 8 LATOYA LONDON	WRRX/Pensacola, FL* PD/MD: Terry Styles APD: Linda "Sonshine" Moore 14 KINDRED THE FAMILY SOUL 13 MARIAH CAREY 10 MARY MARY 9 SHANICE 8 ERIC BENET	XM The Flow/Satellite OM: Lori Parkinson PD: Maxx Myrick 24 HERBIE HANCOCK f/CHRISTINA AGUILERA 24 GOAPELE 23 MARY MARY 14 BRIAN MCKNIGHT 13 GREN YOUNG 10 HEATHER HEADLEY 10 ANTHONY HAMILTON 10 FLOETRY 10 INDIA.ARIE 5 ELLIS HALL	WMMJ/Washington, DC* No Adds PD: Kathy Brown MD: Mike Chase No Adds
KOXL/Baton Rouge, LA* PD/MD: Mya Vernon No Adds	WLXC/Columbia, SC* PD: Doug Williams No Adds	WJMO/Monroe, LA PD: Chris Collins No Adds	WSOL/Jacksonville, FL* OM: Gail Austin PD/MD: KJ Brooks No Adds	KJMG/Monroe, LA PD: Chris Collins No Adds	WRNB/Philadelphia, PA* OM/MD: Helen Little MD: Mo Shay Strickland 1 URBAN MYSTIC	WLVA/Savannah, GA OM: Brad Kelly PD/MD: Gary Young No Adds	*Monitored Reporters
WBHK/Birmingham, AL* PD: Darryl Johnson APD: Chris Coleman 9 KEYSHIA COLE	WWDM/Columbia, SC* PD/MD: Mike Love No Adds	WWMG/Montgomery, AL No Adds PD/MD: Darryl Elliott	KMKJ/Kansas City, MO* PD: Jerold Jackson 12 ERIC BENET 11 VAN HUNT 9 HIL ST SOUL	WQOK/Nashville, TN* PD: Kenny Smoot 8 DWELE	WFXC/Raleigh, NC* OM/MD: Cy Young APD/MD: Jodi Berry No Adds	KDKS/Shreveport, LA* OM/MD: Queen Echols No Adds	79 Total Reporters
WUHT/Birmingham, AL* PD: Kevin "Koolin" Fox No Adds	WVAG/Columbus, GA OM: Brian Waters PD/MD: Queen Rasheeda MD: Edward Lewis No Adds	WJMO/Monroe, LA PD: Chris Collins No Adds	KNEK/Lafayette, LA* PD: D-Rock No Adds	KMEZ/New Orleans, LA* PD: LeBron "LBJ" Joseph MD: Kelder Summers No Adds	WKJS/Richmond, VA* OM/MD: AJ Payne MD: Freddy Fox KINDRED THE FAMILY SOUL	KVMA/Shreveport, LA* PD: Bill Sharp 7 JEFF MAJORS f/KELLY PRICE 7 NE-YO	65 Total Monitored
WVGL/Charleston, SC* OM/MD: Terry Base MD: TK Jones 13 KEYSHIA COLE	WKZJ/Columbus, GA OM/MD: Carl Conner, Jr. MD: Brandon Conner No Adds	WJMO/Monroe, LA PD: Chris Collins No Adds	WJXX/Laurel, MS OM: Jackson Walker PD: Denise Brooks MARIAH CAREY	WYLD/New Orleans, LA* PD: AJ Appleberry No Adds	WVBE/Roanoke, VA* OM/MD: Walt Ford No Adds	KMJM/St. Louis, MO* OM/MD: Chuck Atkins No Adds	14 Total Indicator
WXST/Charleston, SC* PD/MD: Michael Tee 34 KEYSHIA COLE 13 MARIAH CAREY	WXMG/Columbus, OH* OM: J.O. Kunes OM: Paul Strong PD: Warren Stevens 1 ERIC BENET	WJMO/Monroe, LA PD: Chris Collins No Adds	KOKY/Little Rock, AR* OM/MD: Mark Dytan No Adds	WBLN/New York, NY* PD: Vinny York No Adds	WFLN/St. Louis, MO* PD: Garth Adams TEENA MARIE	Did Not Report, Playlist Frozen (3): WBBK/Dothan, AL WRBV/Macon, GA WTUG/Tuscaloosa, AL	

POWERED BY
MEDIABASE

*Monitored Reporters

79 Total Reporters

65 Total Monitored

14 Total Indicator

Did Not Report, Playlist Frozen (3):
WBBK/Dothan, AL
WRBV/Macon, GA
WTUG/Tuscaloosa, AL



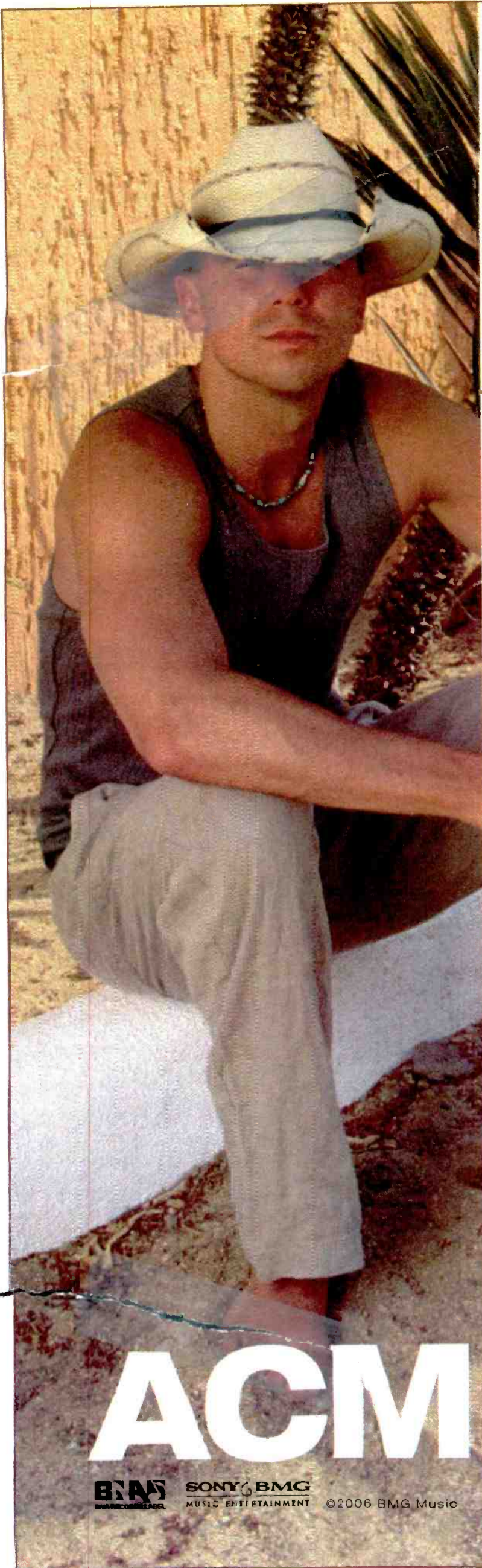
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SEPTEMBER 20-22, 2006
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KJJY • KJUG • KKBQ • KKCS • KMDL • KMLE • KMPS • KNCI •
KNIX • KPLX • KQFC • KRST • KRTY • KSCS • KSKS • KSON •
KSOP • KSSN • KTEX • KTOM • KTST • KTYS • KUBL • KUPL •
KUSS • KUZZ • KVOO • KWJJ • KWNR • KXKC • KXKT • KYGO •
KZLA • KZSN • WAMZ • WBBS • WBCT • WBEE • WCKT •
WCOL • WCOS • WCTK • WCTO • WCTQ • WDAF • WDSY •

BECAUSE OF YOU I'M LIVING MY DREAM OF THE ROAD AND THE RADIO

WDXB • WESC • WEZL • WFMS • WGAR • WGGY • WGH •
WGKX • WGNA • WGNE • WGTY • WIL • WIOV • WIRK • WITL •
WIVK • WKDF • WKHX • WKIS • WKKO • WKKT • WKLB • WKSJ •
WMIL • WMZQ • WNKT • WOGI • WOGK • WPCV • WPKX •
WPOC • WQDR • WQHK • WQMX • WQYK • WRBT • WRNS •
WROO • WSIX • WSLC • WSM • WSOC • WSSL • WTQR •
WUBE • WUSN • WUSY • WWGR • WWQM • WWYZ • WXBQ •
WXTU • WYCD • WYGY • WYNK • WYPY • WYRK

KENNY CHESNEY

FOR YOUR CONSIDERATION

- ENTERTAINER
OF THE YEAR
- TOP MALE
VOCALIST

ACM



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MUSIC ENTERTAINMENT

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What P1s Think Of Country

Continued from Page 42

while 65% said they tuned in to the ACM Awards.

Commercials & Christmas

The Country P1s were also asked their perception of the number of commercials being aired on radio. In 2006, 47% thought there were more commercials now compared to a year ago, 40% said they thought it was about the same, and 13% believed there were fewer spots. By comparison, in 2005 53% said there were more spots than the prior year, 38% said the same number, and 9% said there were fewer advertisements.

Pursuing that line of questioning, the P1s were asked if they were aware that some radio stations had changed their policy and were playing fewer commercials. In 2006, 58% answered yes vs. 42% who said yes in 2005.

Country P1s were also asked their thoughts about all-Christmas music formats. Responding to the query "How much did you listen to stations in your local area that played only Christmas music during the holiday season?" in 2006 27% said "a lot," 43% said "a little," 30% said "not at all," and 2% said they didn't have an all-Christmas music station to listen to. In 2005 the percentages were 27%, 42%, 26% and 3%, respectively.

Asked how interested they would be in hearing only Christmas music on their favorite Country radio station throughout the holiday season, in 2006 15% said "very interested," 31% "somewhat interested" and 54% "not at all interested." In 2005 it was 17%, 33% and 50%, respectively.

Tech Talk

Edison's study also delved into Country P1s' tech awareness. When asked if they had ever heard of HD Radio, 40% said yes. (A reminder: This study was done before the HD Digital Radio Alliance's HD-awareness campaign hit full steam.) As one might expect, XM and Sirius fared much better, with 88% saying

they had heard of one or the other, compared to 78% who answered affirmatively in 2005.

Probing a bit further, respondents were asked, "How likely are you to subscribe to XM or Sirius satellite radio services within the next 12 months?" Nine percent said they already subscribed, 5% said "very likely," 13% "somewhat likely," 62% "not at all likely," and 11% didn't know. Among the 9% who subscribed, 36% subscribed to Sirius, 59% subscribed to XM, and 5% said both.

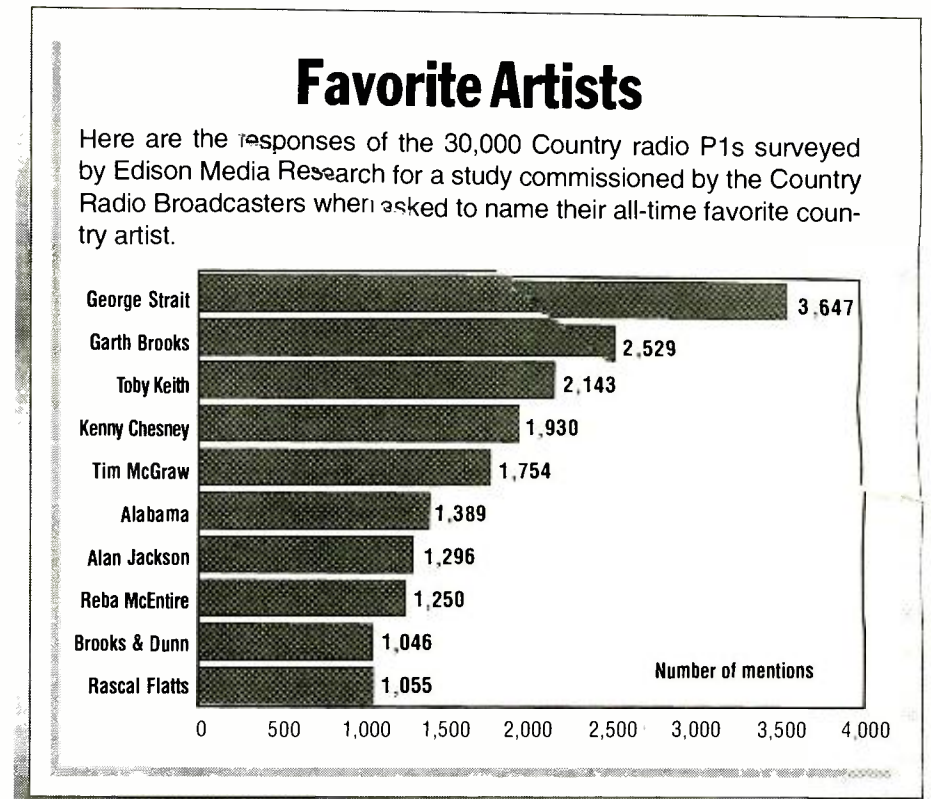
Then came the comparisons between terrestrial and satellite radio. P1s were asked, "How do Country stations you hear on regular radio compare to the Country stations you hear on satellite radio?" Forty percent believed "satellite Country radio is better," 18% said "regular Country radio is better," 32% were of the opinion Country stations on regular radio and satellite radio are "about the same," and 10% weren't sure.

Asked whether they owned an iPod or other portable MP3 player, 28% said yes this year vs. 15% in 2005. Thirty percent of men and 26% of women said they owned one. Those replying yes, by age: 12-17, 62%; 18-24, 39%; 25-34, 32%; 35-44, 28%; 45-49, 22%; 50-54, 18%; and 55-64, 15%.

The study shows that the radio-listening habits for the majority of folks who own an iPod or MP3 player haven't changed. Sixty-four percent of digital music-player owners reported "no change" in 2006 (65% in 2005); 15% said they "listened a little less" (18%); 4% said they listened "a lot less" (4%); 2% said they'd "drastically reduced" their listening time (4%); 7% said they're "listening more" (4%), and 7% weren't sure (6%).

Web Habits

The study inquired about Internet usage, asking the P1s what they had listened to over the web. Sixty-five percent said they had listened to radio stations on the Internet; 58% had tried Country stations; 43% said they'd listened to radio stations in the U.S. but outside their local area; 40% went to the radio station they currently lis-



ten to most; 38% spent time with non-Country music radio stations; 31% tried other radio stations in their local area; and 9% listened to radio stations from other countries.

As for whether they had ever downloaded music files from the Internet for playback at another time, 42% of respondents said they had. Of those who had, 42% were men and 38% women. Those who had downloaded music, by age: 12-17, 64%; 18-24, 70%; 25-34, 56%; 35-44, 38%; 45-49, 33%; 50-54, 28%; and 55-64, 21%.

Asked how many songs they had downloaded from the Net, 28% said 1-10, 24% 11-50, 16% 51-100 and 22% 101-plus. Compare that to the number of CDs purchased by the P1s in 2006 (with 2005 figures in parentheses): none, 7% (7%); 1-5, 35% (32%); 6-10, 28% (26%); 11-15, 13% (14%); 16-plus, 16% (21%).

The places they bought their music: 58% at a discount store such as Wal-Mart or Target, 16% at an electronics store such as Best Buy or Circuit City, 7% through a record club, 5% over the Internet at sites such as Amazon.com or CDNow, 6% someplace else, 4% at a record store in a mall and 3% at a record store that is not in a mall.

Comparing year-to-year buying, 23% said they purchased more music, CDs or tapes than they had in the previous 12 months; 23% said less, 46% said the same, and 8% weren't sure.

The Music

A large part of the study was spent on P1s' attitude about country music and artists. Graphs reflecting their opinions of artists are scattered throughout these pages.

Asked "How long have you been listening to country music?" 59% said they had "always listened to it, grew up with it and still enjoy it today." Another 36% of the P1s said they began listening to country more than two years ago but have not always listened, and 5% said they had just begun listening recently (in the last one to two years).

The P1s were also asked how much they agreed with the following statements on a scale of 1-5, with 1 meaning "strongly disagree" and 5 meaning "strongly agree."

- "You can listen to country music with the whole family." Sixty-eight percent said 5; 19%, 4; 8%, 3; 3%, 2; and 3%, 1.

- "You never worry about hearing bad language in today's country music." Forty-seven percent said 5; 27%, 4; 15%, 3; 8%, 2; and 4%, 1.

- "Your kids like country music as much as you do." Forty-four percent, 5; 25%, 4; 18%, 3; 8%, 2; and 5%, 1.

The P1s were also asked if they thought the music coming out today was better, worse or the same as it was a few years ago. In the 2006 survey 43% said "better," 46% said "about the same," and 11% said "worse." In 2005, 53% were in the "better" category, 36% said "about the same," and 11% said "worse."

The same question was asked of Country P1s about pop and rock music. In the 2006 study, with regard to pop (2005 figures in parentheses), 9% said "better" (12%), 46% said "about the same" (40%), and 45% said "worse" (48%). For rock, 8% said "better" (10%), 45% said "about the same" (39%), and 47% said "worse" (51%).

The artists were next in the spotlight, with the P1s asked, "Compared to the new country artists in 2004, do you think the new country artists in 2005 were better, worse or about the same?" Twenty-four percent said "better," 70% answered "about the same" (40%), and 6% said "worse."

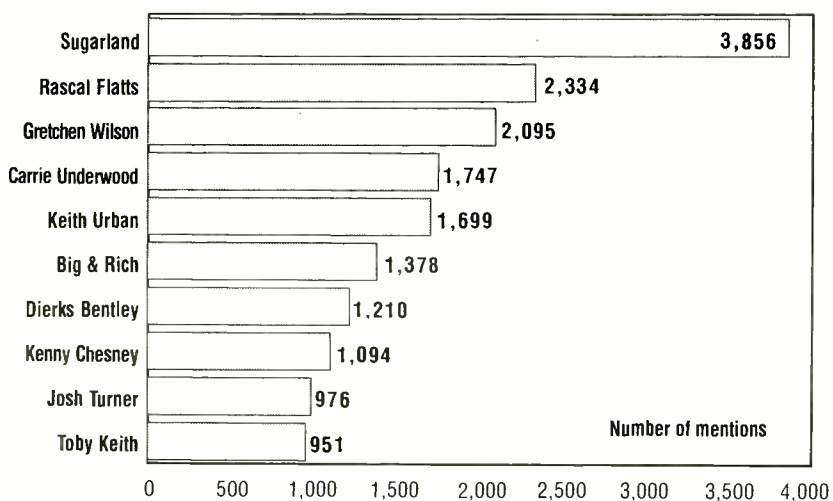
Probing their reaction to pop artists having country hits, respondents were asked, "In the last few years rock artists such as Kid Rock, Bon Jovi and Sheryl Crow have had songs played on Country radio. How do you feel about this trend?" Some 61% said they "like listening to [those artists'] songs on Country radio," 22% said they "neither liked nor disliked" hearing the songs, and 4% said they "don't know."

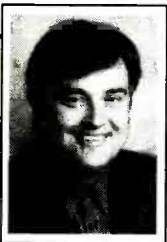
Finally, when asked if they agreed with the statement that "country music today is better than it was a year ago" (on a scale of 1-5, with 5 meaning "strongly agree" and 1 meaning "strongly disagree" and 2005 percentages in parentheses), the numbers were: 22%, 5 (31%); 29%, 4 (30%); 34%, 3 (26%); 9%, 2 (8%); and 5% 1 (5%).

These are just some of the study's highlights. The complete project can be found at www.edisonmediaresearch.com.

New Artists

Here are the responses of the 30,000 Country radio P1s surveyed by Edison Media Research for a study commissioned by the Country Radio Broadcasters when asked which country artists they really liked that they'd first learned about in the last year or two.





LON HELTON
lhelton@radioandrecords.com

What P1s Think Of Country

An Edison research project probes our biggest fans

The Country Radio Broadcasters once again this year commissioned a research study by Edison Media Research, the results of which were presented at the recent Country Radio Seminar.

For this study, Edison conducted almost 30,000 online interviews with Country P1s ages 12-64. The sample was recruited from 19 station databases from around the U.S., and the study was done between Jan. 13-Feb. 7, 2006.

The Respondents

Here's an overview of the survey's participants:

- **Demos:** Fifty-five percent of the participants were women, 45% men; 6% were 12-17, 11% 18-24, 19% 25-34, 25% 35-44, 12% 45-49, 10% 50-54 and 17% 55-64.

- **Family and faith:** Fifty-six percent were married and 31% had children under the age of 13 in the household. Twenty-five percent attended religious services at least once a week, 15% at least once a month, 23% at least once a year, and 38% said "rarely/never."

- **Education:** Twenty-nine percent had high school or less, 41% had one to three years of college, 15% had a college degree, 7% had some graduate credits, 5% had an advanced degree (such as an M.A., M.B.A. or Ph.D.), and 3% preferred not to answer.

- **Income:** Thirteen percent reported household income exceeding \$100,000; 13% \$75,000-\$99,999; 14% \$60,000-\$74,999; 19% \$40,000-\$59,999; 14% \$25,000-39,999; 7% under \$25,000; and 20% preferred not to provide that information.

- **Consumer spending:** Twenty percent said they planned to buy a car in the next 12 months, 64% said they did not, and 16% said they didn't know.

- **Home ownership:** Sixty-three percent said they owned a house, 24% rented, and 14% chose not to answer.

- **Dining out:** Twenty-three percent said they dine out once or twice a month, 45% said once or twice a week, 22% said more than three times a week, 5% said once every few months, 5% said seldom, and 0% said never.

- **TV provider:** Sixty percent got their TV programming via cable, 27% by satellite, 10% from neither and 3% from both.

- **Politics:** Forty-nine percent described their political views as "moderate," 25% as "somewhat conservative," 11% as "very conservative," 11% as "somewhat liberal" and 4% as "very liberal." (It's interesting to note that 100% of the people will tell you what their politics are while only 86% will tell you if they own or rent their domicile and only 80% will give you their earnings range.)

Finally, here's how they responded to the statement "Country music makes a positive contribution to American life" in 2006, with 2005 responses in parentheses: On a scale of 1 to 5, with 1 meaning "strongly disagree" and 5 meaning "strongly agree," 57% said 5 (61% in '05), 28% said 4 (27%), 11% said 3 (9%), 2% said 2 (2%), and 2% said 1 (2%).

Radio-Listening Habits

Now that you know who they are, here's how they use radio.

Country P1s get their radio in the following places and times: in the car, 95%; in the morning, 84%; at home, 77%; and at work, 53%.

Asked how satisfied they are with what they hear on their favorite Country station (2005 percentages in parentheses), 47% said "completely" (47%), 50% said "mostly" (49%), and 4% said "not very" (4%).

The 2006 demo breakouts in response to that question: 12-17, 45% "completely," 51% "mostly" and 4% "not very"; 18-24, 45% "completely," 52% "mostly" and 2% "not very"; 25-34, 45% "completely," 50% "mostly" and 5% "not very"; 35-44, 45% "completely," 51% "mostly" and 4% "not very"; 35-54, 46% "completely," 51% "mostly" and 3% "not very"; and 55-64, 52% "completely," 45% "mostly" and 3% "not very."

When asked, "How happy are you with your choices for Country radio?" (2005 percentages in parentheses), on a scale of 1-5, with 5 meaning "very happy" and 1 meaning "very unhappy," 33% said 5 (33%); 29%, 4 (28%); 17%, 3 (17%); 9%, 2 (9%); and 12%, 1 (13%).

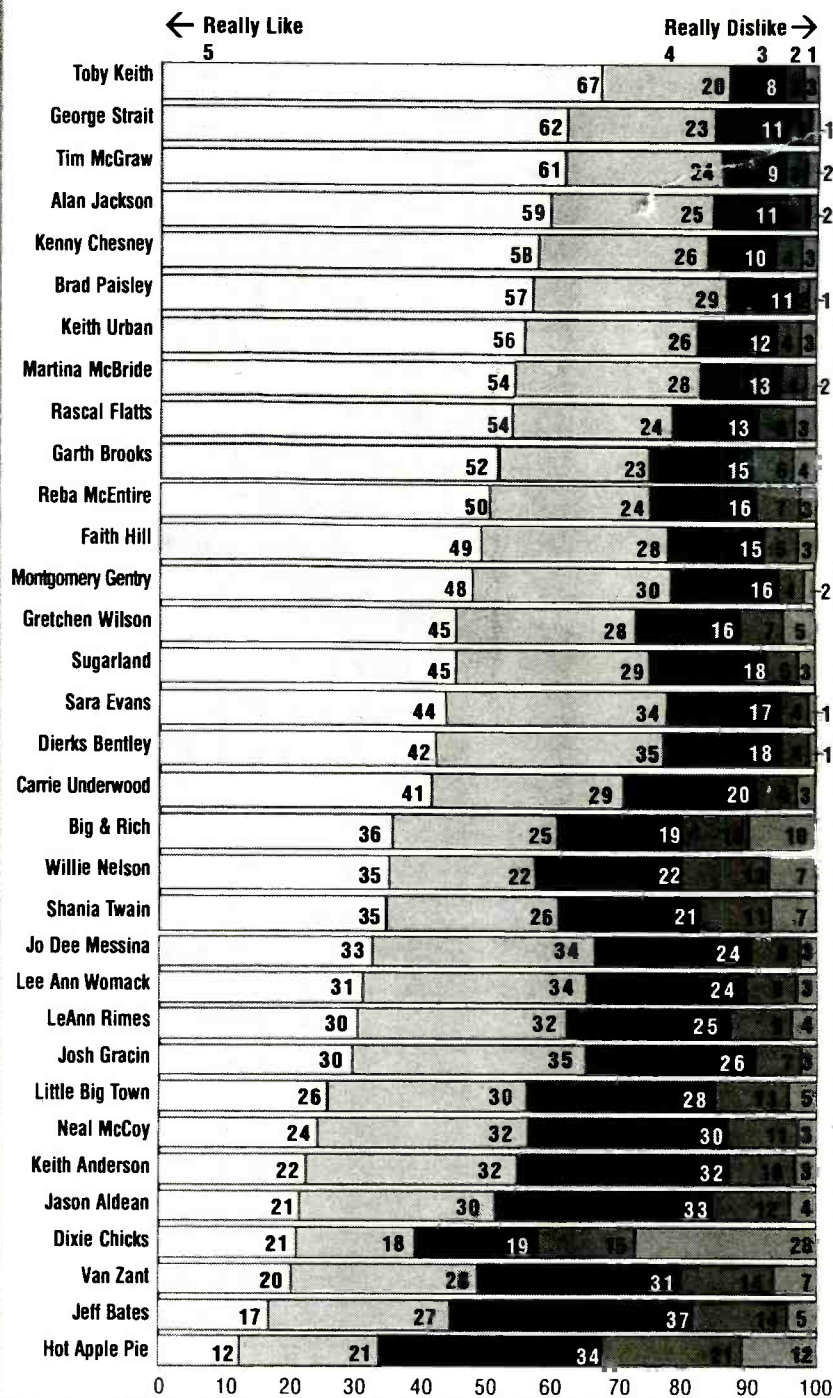
Responding to the question "Where do you go to hear music you like that is not on the radio?" 81% said CDs/tapes, 33% the Internet, 16% iPod or downloads, 16% clubs, 12% satellite radio and 9% "none of these." (Multiple answers were accepted.)

When respondents were asked the open-ended question "How much do you find out about new music by...?" the categories and responses were: "Listening to the radio," 92% "often," 7% "sometimes" and 1% "almost never"; "Watching music video channels," 49% "often," 37% "sometimes" and 14% "almost never"; "From friends," 28% "often," 54% "sometimes" and 18% "almost never"; "Appearances by artists on TV shows," 26% "often," 57% "sometimes" and 17% "almost never";

Likes & Dislikes

Here are the responses (in percentages) of the 30,000 Country radio P1s surveyed by Edison Media Research for a study commissioned by the Country Radio Broadcasters when asked about various country artists.

How much do you like or dislike....



"Attending concerts or other live performances," 20% "often," 48% "sometimes" and 32% "almost never"; and "Hearing a compilation CD," 16% "often," 42% "sometimes" and 42% "almost never."

When respondents were asked if they're listening to Country radio more or less than they were one year ago, 83% said more, compared to 84% in 2005. And why are 83% of P1s listening more? Sixty-four percent said "today's country is better," 44% said they are "listening to the radio more," 43% said the "Country station is better," 22% said their "friends like country," 14% said "media attention has increased interest," and 10% said their "other favorite station changed format or has gotten worse." (Multiple answers were accepted.)

The 17% of the respondents who said they were listening to Country radio less today than a year ago were also asked why. The reasons they gave: Twenty-seven percent said "listening to other sources,

including iPods and the Internet" (in 2005, 20% of the participants gave that answer), 26% said they "like older country," 25% said "no time," 13% said they "don't like new country," 13% said their "tastes changed," 12% said their "friends don't like it," 12% said "listening to new station with different format," and 6% said they "like other kinds of music better." (Multiple answers were accepted.)

In addition to the questions about radio-listening habits, there were a couple of TV queries. Asked if they watched *Nashville Star* or *American Idol*, respondents said, "never miss an episode," 5% NS, 14% AI; "watch almost every episode," 6% NS, 15% AI; "watch some episodes," 16% NS, 19% AI; "watch one or two episodes," 19% NS, 20% AI; and "never watch the show," 55% NS, 32% AI.

As for country awards-show viewing, 76% said they watched the CMA broadcast

Continued on Page 44

RR GOSPEL TOP 30

April 7, 2006

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	MARY MARY Yesterday (Sony Urban/Columbia)	1199	+106	35495	28	36/3
2	2	BYRON CAGE I Will Bless The Lord (Gospo Centric/Zomba Label Group)	1168	+115	34932	18	37/1
3	3	KIRK FRANKLIN Looking For You (Fo Yo Soul/Gospo Centric/Zomba Label Group)	1104	+100	31588	29	36/3
4	4	DONALD LAWRENCE... The Blessing Of Abraham (EMI Gospel)	1068	+136	32840	10	41/2
5	5	HEZEKIAH WALKER Lift Him Up (Verity/Zomba Label Group)	948	+27	29264	24	33/4
6	6	WILLIAM MURPHY III Let It Rise (Sony Urban/Epic)	748	+25	25750	27	26/2
8	7	VICKI YOHE Deliverance Is Available (PureSprings/EMI Gospel)	726	+38	21361	21	28/1
7	8	TAMELA MANN Speak Lord (TillyMann)	719	+27	25142	18	27/2
9	9	DOTTIE PEOPLES He Said It (Atlanta Int'l)	700	+18	24779	33	26/2
14	10	SMOKIE NORFUL God Is Able (EMI Gospel)	697	+97	19194	23	25/3
15	11	DARWIN HOBBS Glorify Him (EMI Gospel)	681	+84	21981	25	28/3
10	12	YOLANDA ADAMS Victory (Atlantic)	664	+28	22584	20	26/2
11	13	JIMMY HICKS & VOICES OF INTEGRITY BornBlessed (Worldwide Entertainment)	643	+23	19758	9	29/4
12	14	DORINDA CLARK-COLE So Many Times (Gospo Centric/Zomba Label Group)	625	+10	16320	15	25/1
13	15	JEFF MAJORS f/KELLY PRICE God's Gift (Music One/Sony Urban)	612	+1	23264	25	22/0
16	16	LUTHER BARNES & THE RED BUDD... Somehow, Someway (Atlanta Int'l)	558	+35	18732	19	22/1
17	17	CECE WINANS He's Concerned (PureSprings/Sony Urban/Epic)	555	+34	17703	17	24/1
18	18	VICKIE WINANS It's Alright (Verity/Zomba Label Group)	499	+90	13669	8	23/4
19	19	MARVIN SAPP Perfect Peace (Verity)	409	+43	13043	7	14/0
23	20	RIZEN We've Come To Magnify The Lord (Artemis)	397	+65	19107	17	14/0
20	21	KAREN CLARK-SHEARD Favor (Word/Curb/Warner Bros.)	381	+21	8365	9	16/2
25	22	GEORGE HUFF A Brighter Day (Word/Curb/Warner Bros.)	372	+70	14325	15	20/1
24	23	DONALD ALFORD All I Want To Do Is Bless You (Holy Spirit/Taseis)	364	+50	9732	6	13/1
27	24	MARTHA MUNIZZI No Limits (Integrity Label Group)	352	+70	9994	2	15/2
22	25	BISHOP EDDIE LONG W/NEW BIRTH... It Shall Come To Pass (EMI Gospel)	345	-8	7638	6	16/3
21	26	ALVIN DARLING From Me To You (Emtro)	332	-26	8635	13	12/0
29	27	NEW LIFE COMMUNITY CHOIR f/JOHN P. KEE I'm Covered (Verity)	291	+19	8558	2	10/0
28	28	YOLANDA ADAMS This Too Shall Pass (Atlantic)	290	+8	11253	4	13/1
26	29	CANTON JONES Love Song (Arrow)	279	-16	14649	11	9/0
30	30	MOSIE BURKS I Got A Grip (Malaco)	266	+11	6848	12	10/0

44 Gospel reporters. Songs ranked by total plays for the airplay week of Sunday 3/26 - Saturday 4/1.

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MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
TYE TRIBBETT Victory (Sony Urban/Columbia)	5
HEZEKIAH WALKER Lift Him Up (Verity/Zomba Label Group)	4
JIMMY HICKS & VOICES...BornBlessed (Worldwide Entertainment)	4
MYRON BUTLER & LEVI Set Me Free (EMI Gospel)	4
VICKIE WINANS It's Alright (Verity/Zomba Label Group)	4
CECE WINANS Pray (PureSprings/Sony Urban/Epic)	4
YOUTH FOR CHRIST The Struggle Is Over (Emtro/LKS)	4

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
DONALD LAWRENCE... The Blessing Of Abraham (EMI Gospel)	+136
BYRON CAGE I Will Bless... (Gospo Centric/Zomba Label Group)	+115
TYE TRIBBETT Victory (Sony Urban/Columbia)	+113
MARY MARY Yesterday (Sony Urban/Columbia)	+106
K. FRANKLIN Looking... (Fo Yo Soul/Gospo Centric/Zomba Label Group)	+100
SMOKIE NORFUL God Is Able (EMI Gospel)	+97
VICKIE WINANS It's Alright (Verity/Zomba Label Group)	+90
DARWIN HOBBS Glorify Him (EMI Gospel)	+84
KURT CARR Reign (Gospo Centric/Zomba Label Group)	+76
YOUTH FOR CHRIST The Struggle Is Over (Emtro/LKS)	+73

NEW & ACTIVE

JUANITA BYNUM Break Forth (Flow)	Total Plays: 234, Total Stations: 8, Adds: 0
D. MCCLURKIN Church... (Verity/Gospo Centric/Zomba Label Group)	Total Plays: 223, Total Stations: 12, Adds: 2
KURT CARR Reign (Gospo Centric/Zomba Label Group)	Total Plays: 200, Total Stations: 7, Adds: 0
J MOSS Psalm 150 (Gospo Centric)	Total Plays: 197, Total Stations: 9, Adds: 0
RIZEN Praise Him Just A Little While (Artemis)	Total Plays: 191, Total Stations: 8, Adds: 1

Songs ranked by total plays

REPORTERS

Stations and their adds listed alphabetically by market

WPZE/Atlanta, GA
OM: Al Payne
PD: Frank Johnson
PD: Connie Flint
15 KJ
JIMMY HICKS & VOICES OF INTEGRITY

WTHB/Augusta, GA
OM/PD: Ron Thomas
APD: Sister Mary Kingcannon
No Adds

WCAO/Baltimore, MD
PD: Lee Michaels
APD/MD: Danielle Brown
16 YOUTH FOR CHRIST
15 MARYLAND MASS CHOIR

WWIN/Baltimore, MD
PD: Jeff Majors
APD: Jean Alston
DONNE MCCLURKIN

WXDK/Baton Rouge, LA
PD/MD: Kerwin Feeling
No Adds

WDYZ/Biloxi, MS
OM/PD: Walter Brown
MD: Paul Timms
No Adds

WENN/Birmingham, AL
PD/MD: Willie Pride
13 DORINDA CLARK-COLE
13 KAREN CLARK-SHEARD

WXTC/Charleston, SC
OM: Terry Bass
PD: Edwin "Chet" Wright
APD/MD: James Wallace
34 GEORGE HUFF
33 DONALD ALFORD

WPZS/Charlotte
PD: Alvin Stowe
MD: Tanya Rivers
5 MYRON BUTLER & LEVI

WJMO/Cleveland, OH
OM/PD: Kim Johnson
6 EVELYN TURRENTINE-AGEE
6 MISSISSIPPI MASS CHOIR

WFMV/Columbia, SC
OM/PD: Walter Brown
PD: Tony "Gee" Green
APD/MD: Monica Washington
5 HEZEKIAH WALKER
3 TYE TRIBBETT

WEAM/Columbus, GA
OM: Carl Conner, Jr.
PD: Pam Dixon
27 SMOKIE NORFUL
27 WILLIAM MURPHY III

WAJY/Columbus, MS
OM/PD: Rocky Love
APD: Sebastian Riley
38 DR. CHARLES S. HAYES & THE WARRIORS
38 YOLANDA ADAMS

WJYD/Columbus, OH
OM: Jerry Smith
PD: Dawn Mosby
11 VICKIE WINANS

KHVN/Dallas, TX
PD/MD: Warren Brooks
25 ANTHONY HAMILTON
20 ANDRAE CROUCH

WCHB/Detroit, MI
PD: Spudd
HEZEKIAH WALKER

WFLT/Flint, MI
OM/PD: Sammie L. Jordan, Jr.
MD: Anna Johnson
44 BISHOP LARRY TROTTER
44 HEZEKIAH WALKER

WEUP/Huntsville, AL
OM: Hundley Batts
PD: Steve Murry
MD: Ricky Sykes
No Adds

WTLCD/Indianapolis, IN
OM: Brian Wallace
PD: Paul Robinson
MD: Donovan Hartwell
11 VICKIE WINANS
JIMMY HICKS & VOICES OF INTEGRITY

WOAD/Jackson, MS
OM: Stan Branson
PD/MD: Percy Davis
No Adds

KPRF/Kansas City, MO
OM: Andre Carson
PD: Myron Fears
APD: Freddie Bell
MD: Debbie Johnson
15 HENRY GREEN
10 YOUTH FOR CHRIST

KPZK/Little Rock, AR
OM: Mark Dylan
PD/MD: Billy St. James
16 BISHOP EDDIE LONG W/NEW BIRTH TOTAL
PRAISE CHOIR
10 BISHOP LEONARD SCOTT

WHAL/Memphis, TN
PD: Eileen Collier
APD/MD: Tracy Bethea
No Adds

WVBM/Miami, FL
OM: E. Claudette Freeman
PD/MD: Greg Cooper
54 TYE TRIBBETT
30 JOE PACE
28 YOUTH FOR CHRIST

WHLW/Montgomery, AL
OM: Michael Long
PD/MD: Kenny J.
25 KAREN CLARK-SHEARD
25 JUANITA BYNUM

WPRF/New Orleans, LA
PD: Kris "Cap'n Kris" McCoy
21 LAMAR CAMPBELL & SPIRIT OF PRAISE
21 CHAKA KHAN, GERALD LEVERT

WYLD/New Orleans, LA
PD: AJ Appleberry
APD/MD: Loretta Petit
No Adds

WXEZ/Morfolk, VA
OM: John Shomby
PD: Cale Murray
22 TYE TRIBBETT

WDAS/Philadelphia, PA
OM: Thea Michem
PD: Joe Tamburo
APD/MD: Jo Gamble
3 MYRON BUTLER & LEVI
2 VICKIE WINANS

WPPZ/Philadelphia, PA
OM/PD: Helen Little
JIMMY HICKS & VOICES OF INTEGRITY

WNNL/Raleigh, NC
OM/PD: Jerry Smith
APD: Sharon Alexander
MD: Melissa Wade
12 MYRON BUTLER & LEVI

WPZZ/Richmond, VA
OM: Reggie Baker
PD: Reggie Baker
JIMMY HICKS & VOICES OF INTEGRITY

ABC's Rejoice/Satellite
PD: Willie Mae McIver
14 CAMON LITTLE
14 YOLANDA ADAMS
14 ANDRAE CROUCH

Sheridan Gospel Network/Satellite
PD: Michael Gamble
APD/MD: Morgan Dukes
14 TYE TRIBBETT

KOKA/Shreveport, LA
OM: Howard Clark
PD: Eddie Giles
APD: Sharon Flournoy
43 MICAH STAMPELY
43 MARY MARY

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

WYCB/Washington, DC
PD: Ron Thompson
No Adds

WFAW/Wilmington, DE
OM: Melvin Briffingham
PD/MD: Manuel Mena
6 DAETWON
6 JIMMY HILL & AVOP

Note: For complete adds, see R&R Music Tracking.

Did Not Report, Playlist Frozen (6):
WGRB/Chicago, IL
WHLH/Jackson, MS
WJNL/Charleston, SC
WLOK/Memphis, TN
WPGC/Washington, DC
WSOK/Savannah, GA

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R&R COUNTRY TOP 50

April 7, 2006

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LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS	+/- POINTS	TOTAL PLAYS	+/- PLAYS	TOT. AUD. (00)	+/- AUD. (00)	WEEKS ON	TOTAL ADDS
1	1	RASCAL FLATTS What Hurts The Most (Lyric Street)	14244	432	4995	+226	441349	17482	13	123/4
3	2	KEITH URBAN Tonight I Wanna Cry (Capitol)	13117	117	4581	+94	409782	8355	18	122/4
5	3	BON JOVI W/J. NETTLES Who Says... (Mercury/IDJMG)	12471	1191	4255	+448	397807	37776	17	120/4
7	4	T. KEITH Get Drunk And Be Somebody (Show Dog Nashville/Universal)	11923	1173	4033	+415	361102	42754	14	122/4
4	5	BLAKE SHELTON Nobody But Me (Warner Bros.)	11706	334	4176	+215	360380	19506	30	123/4
2	6	KENNY CHESNEY Living In Fast Forward (BNA)	11371	-1729	3942	-620	350722	-47173	18	121/2
6	7	MONTGOMERY GENTRY She Don't Tell Me To (Columbia)	11127	-151	3931	-53	344885	11536	22	121/3
8	8	BROOKS & DUNN Believe (Arista)	9752	439	3502	+145	303675	21571	22	121/3
10	9	JACK INGRAM Wherever You Are (Big Machine)	9065	1283	3036	+394	278482	55350	20	123/4
11	10	JASON ALDEAN Why (BBR)	8719	1151	3110	+409	266889	46737	18	122/3
12	11	FAITH HILL The Lucky One (Warner Bros.)	8324	856	2907	+373	253641	37182	8	123/4
14	12	LEANN RIMES Something's Gotta Give (Asylum/Curb)	7914	1117	2775	+362	231117	44430	14	123/4
13	13	DIERKS BENTLEY Settle For A Slowdown (Capitol)	7635	445	2709	+209	222857	22664	12	123/5
15	14	JOE NICHOLS Size Matters (Someday) (Universal South)	6858	633	2476	+248	191142	28783	11	120/6
17	15	TIM MCGRAW When The Stars Go Blue (Curb)	6692	922	2293	+427	201980	32605	5	116/7
18	16	GEORGE STRAIT Seashores Of Old Mexico (MCA)	6587	887	2346	+340	191228	33646	8	120/4
9	17	SARA EVANS Cheatin' (RCA)	6410	-2550	2366	-811	199137	-75836	21	120/2
21	18	PHIL VASSAR Last Day Of My Life (Arista)	5603	908	1910	+300	157452	32864	9	117/6
19	19	KEITH ANDERSON Every Time I Hear Your Name (Arista)	5555	459	1962	+157	153890	18813	13	120/6
22	20	SHEDAISY I'm Taking The Wheel (Lyric Street)	5051	490	1815	+180	124891	7986	18	114/5
23	21	CRAIG MORGAN I Got You (BBR)	4907	665	1958	+286	134629	25385	16	110/4
16	22	TRENT TOMLINSON Drunker Than Me (Lyric Street)	4746	-1205	1765	-404	121385	-28681	22	116/1
24	23	GRETCHEN WILSON Politically Incorrect (Epic)	3919	796	1397	+288	99716	21189	8	109/7
27	24	BRAD PAISLEY The World (Arista)	3789	1362	1293	+499	109859	35634	3	113/20
25	25	GARY ALLAN Life Ain't Always Beautiful (MCA)	3393	892	1266	+311	87125	22865	11	104/8
26	26	KENNY ROGERS I Can't Unlove You (Capitol)	2883	417	1007	+159	73764	13440	13	92/10
30	27	LITTLE BIG TOWN Bring It On Home (Equity)	2668	514	994	+251	70654	14039	9	92/14
29	28	ERIC CHURCH How 'Bout You (Capitol)	2584	423	900	+169	64329	10554	7	86/11
31	29	JAMIE O'NEAL I Love My Life (Capitol)	2532	401	863	+128	69411	9824	16	73/5
28	30	RODNEY ATKINS If You're Going Through Hell... (Curb)	2481	182	973	+93	66309	6262	12	87/12
Breaker	31	CARRIE UNDERWOOD Don't Forget To Remember Me (Arista)	2267	1254	680	+398	65134	33290	4	86/45
35	32	BILLY CURRINGTON Why, Why, Why (Mercury)	2178	587	829	+199	55885	14276	5	87/12
Breaker	33	JAKE OWEN Yee Haw (RCA)	1989	447	754	+152	45375	8605	5	74/9
34	34	BIG & RICH Never Mind Me (Warner Bros.)	1989	249	673	+93	49980	8443	9	65/2
38	35	JOSH GRACIN Favorite State Of Mind (Lyric Street)	1868	478	715	+188	42401	10213	4	79/7
39	36	SUGARLAND Down In Mississippi (Up To No Good) (Mercury)	1842	463	624	+182	48547	10144	4	67/8
Debut	37	KENNY CHESNEY Summertime (BNA)	1702	1532	540	+473	56646	51809	1	64/39
37	38	TRENT WILLMON On Again Tonight (Columbia)	1614	94	592	+45	40318	4282	7	57/4
42	39	NEAL MCCOY The Last Of A Dying Breed (903)	1167	254	404	+93	26715	3914	6	47/5
45	40	DIXIE CHICKS Not Ready To Make Nice (Open Wide/Columbia)	1113	317	309	+76	34708	8305	3	22/1
41	41	MEGAN MULLINS Ain't What It Used To Be (BBR)	1111	148	442	+63	25512	3190	4	60/7
43	42	BLAINE LARSEN I Don't Know What She Said (Giantslayer/BNA)	1040	175	427	+82	21399	2971	5	57/4
48	43	DANIELLE PECK Findin' A Good Man (Big Machine)	983	267	381	+83	23865	6721	2	50/7
44	44	HANK WILLIAMS, JR... That's How They Do It In Dixie (Curb/Asylum)	949	105	409	+46	20084	1494	5	48/5
50	45	ASHLEY MONROE Satisfied (Columbia)	844	319	270	+111	21183	7412	2	35/5
46	46	STEVE HOLY Brand New Girlfriend (Curb)	802	80	334	+32	19464	1231	8	37/3
47	47	CHRIS CAGLE Wal-Mart Parking Lot (Capitol)	776	65	341	+45	16491	-508	5	29/1
Debut	48	HOT APPLE PIE Easy Does It (MCA)	597	153	216	+41	11529	2693	1	37/4
Debut	49	BOMSHEL It Was An Absolutely Finger Lickin'... (Curb)	564	261	248	+110	9933	4140	1	36/1
49	50	JOHN CORBETT Good To Go (Fun Bone)	501	-81	192	-25	11558	-3048	5	24/0

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
CARRIE UNDERWOOD Don't Forget To Remember Me (Arista)	45
KENNY CHESNEY Summertime (BNA)	39
WRECKERS Leave The Pieces (Maverick/Warner Bros.)	28
BRAD PAISLEY The World (Arista)	20
LITTLE BIG TOWN Bring It On Home (Equity)	14
RODNEY ATKINS If You're Going Through Hell... (Curb)	12
BILLY CURRINGTON Why, Why, Why (Mercury)	12
ERIC CHURCH How 'Bout You (Capitol)	11
KENNY ROGERS I Can't Unlove You (Capitol)	10
JAKE OWEN Yee Haw (RCA)	9

The Country add threshold is applied to monitored stations not allowed to report adds per their company policy. Songs that reach seven plays per week within one airplay week. Airplay week is defined as Sunday through Saturday. Adds from all other programmers are still accepted at any play level.

MOST INCREASED POINTS

ARTIST TITLE LABEL(S)	TOTAL POINT INCREASE
KENNY CHESNEY Summertime (BNA)	+1532
BRAD PAISLEY The World (Arista)	+1362
JACK INGRAM Wherever You Are (Big Machine)	+1283
CARRIE UNDERWOOD Don't Forget To Remember Me (Arista)	+1254
BON JOVI W/J. NETTLES Who Says... (Mercury/IDJMG)	+1191
TOBY KEITH Get Drunk... (Show Dog Nashville/Universal)	+1173
JASON ALDEAN Why (BBR)	+1151
LEANN RIMES Something's Gotta Give (Asylum/Curb)	+1117
TIM MCGRAW When The Stars Go Blue (Curb)	+922
PHIL VASSAR Last Day Of My Life (Arista)	+908

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BRAD PAISLEY The World (Arista)	+499
KENNY CHESNEY Summertime (BNA)	+473
BON JOVI W/J. NETTLES Who Says... (Mercury/IDJMG)	+448
TIM MCGRAW When The Stars Go Blue (Curb)	+427
TOBY KEITH Get Drunk... (Show Dog Nashville/Universal)	+415
JASON ALDEAN Why (BBR)	+409
CARRIE UNDERWOOD Don't Forget To Remember Me (Arista)	+398
JACK INGRAM Wherever You Are (Big Machine)	+394
FAITH HILL The Lucky One (Warner Bros.)	+373
LEANN RIMES Something's Gotta Give (Asylum/Curb)	+362

BREAKERS

CARRIE UNDERWOOD
Don't Forget To Remember Me (Arista)
45 Adds • Moves 40-31

JAKE OWEN
Yee Haw (RCA)
9 Adds • Moves 36-33

Songs ranked by total points

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

123 Country reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total points for the airplay week of 3/26-4/1. Bullets appear on songs gaining points and/or plays or remaining flat from previous week. If two songs are tied in total points, the song with the larger increase in points is placed first. Songs below No. 1 and down in points and plays for three consecutive weeks are moved to recurrent. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Points lists the songs with the greatest week-to-week increases in total points. Station Weight = AQH Persons + (Market rank X 10) divided by 4180. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2006, Arbitron Inc.) © 2006 Radio & Records.

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R&R COUNTRY TOP 50 INDICATOR

April 7, 2006

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS	+/- POINTS	TOTAL PLAYS	+/- PLAYS	TOT. AUD. (00)	+/- AUD. (00)	WEEKS ON	TOTAL ADDS
2	1	RASCAL FLATTS What Hurts The Most (Lyric Street)	4385	513	3765	+578	104259	13732	13	96/12
4	2	BLAKE SHELTON Nobody But Me (Warner Bros.)	4098	502	3511	+534	96324	13850	31	96/11
1	3	KEITH URBAN Tonight I Wanna Cry (Capitol)	4087	215	3535	+333	97230	6991	18	95/12
6	4	TOBY KEITH Get Drunk And... (Show Dog Nashville/Universal)	3807	438	3274	+484	90191	12756	14	95/11
7	5	BON JOVI W/JENNIFER NETTLES Who Says... (Mercury/IDJMG)	3778	487	3263	+541	89065	12128	16	90/12
5	6	MONTGOMERY GENTRY She Don't Tell Me To (Columbia)	3587	20	2983	+83	87234	4465	23	87/10
8	7	BROOKS & DUNN Believe (Arista)	3429	234	3009	+342	82337	6994	25	90/10
3	8	KENNY CHESNEY Living In Fast Forward (BNA)	3357	-293	2849	-112	81123	-4650	14	87/11
10	9	JASON ALDEAN Why (BBR)	3064	523	2630	+534	73311	13121	18	96/12
11	10	JACK INGRAM Wherever You Are (Big Machine)	2882	458	2515	+479	66631	10414	20	95/14
14	11	FAITH HILL The Lucky One (Warner Bros.)	2762	492	2373	+500	65717	13278	8	96/14
12	12	DIERKS BENTLEY Settle For A Slowdown (Capitol)	2707	351	2364	+385	63197	9223	12	95/12
13	13	LEANN RIMES Something's Gotta Give (Asylum/Curb)	2614	290	2229	+324	61518	7392	14	93/13
16	14	JOE NICHOLS Size Matters (Someday) (Universal South)	2449	370	2150	+390	57983	10701	11	92/11
15	15	GEORGE STRAIT Seashores Of Old Mexico (MCA)	2397	307	2111	+331	55749	8452	9	90/9
9	16	SARA EVANS Cheatin' (RCA)	2382	-727	1961	-580	61432	-13720	22	73/9
18	17	TIM MCGRAW When The Stars Go Blue (Curb)	2197	543	1930	+502	51287	15695	5	92/14
23	18	PHIL VASSAR Last Day Of My Life (Arista)	2012	586	1759	+570	46233	15463	10	86/16
21	19	CRAIG MORGAN I Got You (BBR)	2009	370	1694	+343	46856	8734	17	90/12
20	20	KEITH ANDERSON Every Time I Hear Your Name (Arista)	2009	349	1728	+345	45373	7175	13	86/10
19	21	SHEDAISY I'm Taking The Wheel (Lyric Street)	1838	193	1566	+195	40624	3942	19	76/9
25	22	GRETCHEN WILSON Politically Incorrect (Epic)	1599	315	1412	+307	35012	8108	8	82/12
26	23	GARY ALLAN Life Ain't Always Beautiful (MCA)	1513	359	1317	+365	35870	9336	12	79/16
28	24	BRAD PAISLEY The World (Arista)	1490	610	1325	+546	35272	15644	3	83/27
17	25	TRENT TOMLINSON Drunker Than Me (Lyric Street)	1324	-648	1047	-596	29773	-14068	22	58/4
29	26	RODNEY ATKINS If You're Going Through Hell... (Curb)	1024	157	859	+154	22976	3638	12	63/10
31	27	LITTLE BIG TOWN Bring It On Home (Equity)	989	203	849	+188	21217	4304	10	59/9
30	28	KENNY ROGERS I Can't Unlove You (Capitol)	988	123	860	+133	20893	2908	14	62/13
27	29	JAMIE O'NEAL I Love My Life (Capitol)	965	56	809	+62	20797	486	17	51/5
33	30	BILLY CURRINGTON Why, Why, Why (Mercury)	944	206	831	+197	20886	4373	6	70/14
34	31	ERIC CHURCH How 'Bout You (Capitol)	927	250	803	+233	19701	6202	6	60/15
41	32	CARRIE UNDERWOOD Don't Forget To Remember Me (Arista)	813	473	735	+410	18226	11113	2	69/29
35	33	NEAL MCCOY The Last Of A Dying Breed (903)	807	149	683	+133	17131	3057	12	52/7
32	34	BIG & RICH Never Mind Me (Warner Bros.)	805	47	671	+57	16813	1503	10	54/7
36	35	SUGARLAND Down In Mississippi (Up To No Good) (Mercury)	731	184	672	+192	15837	3521	4	63/18
46	36	KENNY CHESNEY Summertime (BNA)	680	497	572	+421	15520	11208	2	46/33
38	37	JOSH GRACIN Favorite State Of Mind (Lyric Street)	662	209	576	+184	13732	4847	6	54/12
39	38	HANK WILLIAMS, JR... That's How They Do It In Dixie (Curb/Asylum)	518	132	417	+120	10202	3331	6	36/8
37	39	CHRIS CAGLE Wal-Mart Parking Lot (Capitol)	518	46	406	+56	11925	614	8	37/4
40	40	JAKE OWEN Yee Haw (RCA)	492	142	420	+143	10394	3237	5	38/10
43	41	TRENT WILLMON On Again Tonight (Columbia)	363	57	309	+62	7360	1432	7	30/6
42	42	DANIELLE PECK Findin' A Good Man (Big Machine)	338	35	274	+48	6935	389	5	32/6
45	43	BLAINE LARSEN I Don't Know What She Said (Giantslayer/BNA)	256	48	215	+35	5149	872	6	21/3
47	44	ASHLEY MONROE Satisfied (Columbia)	255	91	203	+71	6100	2458	2	21/4
48	45	DIXIE CHICKS Not Ready To Make Nice (Open Wide/Columbia)	232	75	185	+62	5359	1484	2	16/4
44	46	BOMSHEL It Was An Absolutely Finger Lickin'... (Curb)	222	18	208	+18	4634	186	3	22/1
50	47	MEGAN MULLINS Ain't What It Used To Be (BBR)	192	59	165	+54	4350	1189	2	17/3
49	48	JOHN CORBETT Good To Go (Fun Bone)	162	8	136	+3	3120	-21	6	12/0
Debut	49	DIAMOND RIO God Only Cries (Arista)	158	55	130	+46	3582	1174	1	15/4
Debut	50	WRECKERS Leave The Pieces (Maverick/Warner Bros.)	136	123	113	+99	3199	2974	1	21/16

97 Country reporters. Songs ranked by total plays for the airplay week of Sunday 3/26 - Saturday 4/1.
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MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
KENNY CHESNEY Summertime (BNA)	33
CARRIE UNDERWOOD Don't Forget To Remember Me (Arista)	29
BRAD PAISLEY The World (Arista)	27
SUGARLAND Down In Mississippi (Up To No Good) (Mercury)	18
PHIL VASSAR Last Day Of My Life (Arista)	16
GARY ALLAN Life Ain't Always Beautiful (MCA)	16
WRECKERS Leave The Pieces (Maverick/Warner Bros.)	16
ERIC CHURCH How 'Bout You (Capitol)	15

MOST INCREASED POINTS

ARTIST TITLE LABEL(S)	TOTAL POINT INCREASE
BRAD PAISLEY The World (Arista)	+610
PHIL VASSAR Last Day Of My Life (Arista)	+586
TIM MCGRAW When The Stars Go Blue (Curb)	+543
JASON ALDEAN Why (BBR)	+523
RASCAL FLATTS What Hurts The Most (Lyric Street)	+513
BLAKE SHELTON Nobody But Me (Warner Bros.)	+502
KENNY CHESNEY Summertime (BNA)	+497
FAITH HILL The Lucky One (Warner Bros.)	+492
BON JOVI W/J. NETTLES Who Says You... (Mercury/IDJMG)	+487
CARRIE UNDERWOOD Don't Forget To Remember Me (Arista)	+473

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
RASCAL FLATTS What Hurts The Most (Lyric Street)	+578
PHIL VASSAR Last Day Of My Life (Arista)	+570
BRAD PAISLEY The World (Arista)	+546
BON JOVI W/J. NETTLES Who Says You... (Mercury/IDJMG)	+541
BLAKE SHELTON Nobody But Me (Warner Bros.)	+534
JASON ALDEAN Why (BBR)	+534
TIM MCGRAW When The Stars Go Blue (Curb)	+502
FAITH HILL The Lucky One (Warner Bros.)	+500
TOBY KEITH Get Drunk And... (Show Dog Nashville/Universal)	+484
JACK INGRAM Wherever You Are (Big Machine)	+479



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EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES April 7, 2006

Callout America® song selection is based on the top 35 titles from the R&R Country chart for the airplay week of March 26-April 1.

ARTIST Title (Label)	TOTAL POSITIVE	PASSION	INDEX	NEUTRAL	FAMILIARITY	DISLIKE	STRONGLY DISLIKE
BON JOVI W/J. NETTLES Who Says You Can't Go Home (Mercury/DJMG)	33.3%	79.8%	4.11	12.5%	96.8%	3.5%	1.0%
MONTGOMERY GENTRY She Don't Tell Me To (Columbia)	27.8%	78.3%	4.03	17.3%	99.0%	2.8%	0.8%
KENNY CHESNEY Living In Fast Forward (BNA)	32.0%	76.5%	4.06	18.5%	98.5%	2.5%	1.0%
SARA EVANS Cheatin' (RCA)	30.5%	73.3%	3.97	18.3%	98.0%	4.5%	2.0%
BROOKS & DUNN Believe (Arista)	35.5%	72.8%	4.01	15.5%	97.3%	7.5%	1.5%
BLAKE SHELTON Nobody But Me (Warner Bros.)	27.8%	72.8%	4.00	21.8%	97.5%	3.0%	0.0%
TOBY KEITH Get Drunk And Be Somebody (Show Dog Nashville/Universal)	32.5%	72.3%	4.02	15.8%	95.0%	6.0%	1.0%
JASON ALDEAN Why (BBR)	26.0%	71.8%	3.97	21.5%	97.0%	3.5%	0.3%
KEITH URBAN Tonight I Wanna Cry (Capitol)	30.0%	69.8%	3.90	21.3%	99.3%	6.0%	2.3%
JACK INGRAM Wherever You Are (Big Machine)	16.8%	67.5%	3.83	20.5%	93.8%	4.8%	1.0%
RASCAL FLATTS What Hurts The Most (Lyric Street)	30.5%	61.3%	3.86	20.8%	91.0%	4.8%	4.3%
PHIL VASSAR Last Day Of My Life (Arista)	18.5%	61.0%	3.85	24.0%	88.3%	2.3%	1.0%
KEITH ANDERSON Every Time I Hear Your Name (Arista)	13.5%	59.8%	3.84	21.5%	83.8%	2.3%	0.3%
LEANN RIMES Something's Gotta Give (Asylum/Curb)	17.3%	57.8%	3.75	27.5%	91.3%	5.0%	1.0%
TRENT TOMLINSON Drunker Than Me (Lyric Street)	18.8%	57.5%	3.71	24.8%	91.0%	6.0%	2.8%
GARY ALLAN Life Ain't Always Beautiful (MCA)	16.8%	56.3%	3.74	25.3%	88.0%	5.0%	1.5%
TIM MCGRAW When The Stars Go Blue (Curb)	16.3%	54.0%	3.83	20.8%	78.8%	3.3%	0.8%
DIERKS BENTLEY Settle For A Slowdown (Capitol)	13.0%	53.8%	3.70	30.8%	88.8%	4.0%	0.3%
CRAIG MORGAN I Got You (BBR)	12.0%	53.8%	3.76	24.3%	81.8%	3.5%	0.3%
LITTLE BIG TOWN Bring It On Home (Equity)	15.0%	53.5%	3.73	20.5%	81.5%	6.3%	1.3%
JOE NICHOLS Size Matters (Someday) (Universal South)	14.5%	51.5%	3.70	29.0%	85.3%	3.5%	1.3%
JO DEE MESSINA Not Going Down (Curb)	8.5%	45.0%	3.48	32.0%	87.3%	8.5%	1.8%
JAMIE O'NEAL I Love My Life (Capitol)	10.5%	44.8%	3.53	29.3%	83.3%	7.8%	1.5%
KENNY ROGERS I Can't Unlove You (Capitol)	10.3%	44.5%	3.55	30.5%	83.3%	7.3%	1.0%
ERIC CHURCH How 'Bout You (Capitol)	8.3%	43.8%	3.55	26.3%	77.5%	5.8%	1.8%
RODNEY ATKINS If You're Going Through Hell... (Curb)	11.8%	41.0%	3.59	26.8%	74.8%	5.3%	1.8%
GRETCHEN WILSON Politically Incorrect (Epic)	12.8%	40.8%	3.48	24.3%	77.3%	8.0%	4.3%
JOSH GRACIN Favorite State Of Mind (Lyric Street)	5.8%	39.5%	3.53	22.0%	68.8%	5.8%	1.5%
BRAD PAISLEY The World (Arista)	9.5%	39.5%	3.56	28.0%	73.5%	4.0%	2.0%
SHEDAISY I'm Taking The Wheel (Lyric Street)	7.3%	38.8%	3.53	26.0%	72.3%	7.0%	0.5%
GEORGE STRAIT Seashores Of Old Mexico (MCA)	10.0%	38.3%	3.48	22.3%	72.0%	9.3%	2.3%
FAITH HILL The Lucky One (Warner Bros.)	8.3%	38.0%	3.47	25.8%	74.0%	9.0%	1.3%
BILLY CURRINGTON Why, Why, Why (Mercury)	6.8%	37.8%	3.45	25.5%	73.3%	8.5%	1.5%
BIG & RICH Never Mind Me (Warner Bros.)	4.3%	35.0%	3.31	20.3%	69.5%	10.5%	3.8%
JAKE OWEN Yee Haw (RCA)	8.5%	29.0%	3.02	17.5%	73.5%	18.0%	9.0%

CALLOUT AMERICA® HOT SCORES

This Week At Callout America

By John Hart

Bon Jovi w/Jennifer Nettles' "Who Says You Can't Go Home" has just exploded, moving to No. 1 overall, up strong from last week's No. 8, and it's the No. 2 passion song, up from No. 9. Females rank this song No. 1, and males rank it No. 2. It's a winner.

Montgomery Gentry have the No. 2 song, with "She Don't Tell Me To." It's the No. 1 song with male listeners and the No. 2 song with females. Core 35-44 listeners rank the song No. 1.

Brooks & Dunn move into the top five, with "Believe" ranking No. 5, up from No. 6 last week. It is the No. 1 passion song in the sample. The strength of the song is with 45-54 listeners, who rank it No. 4.

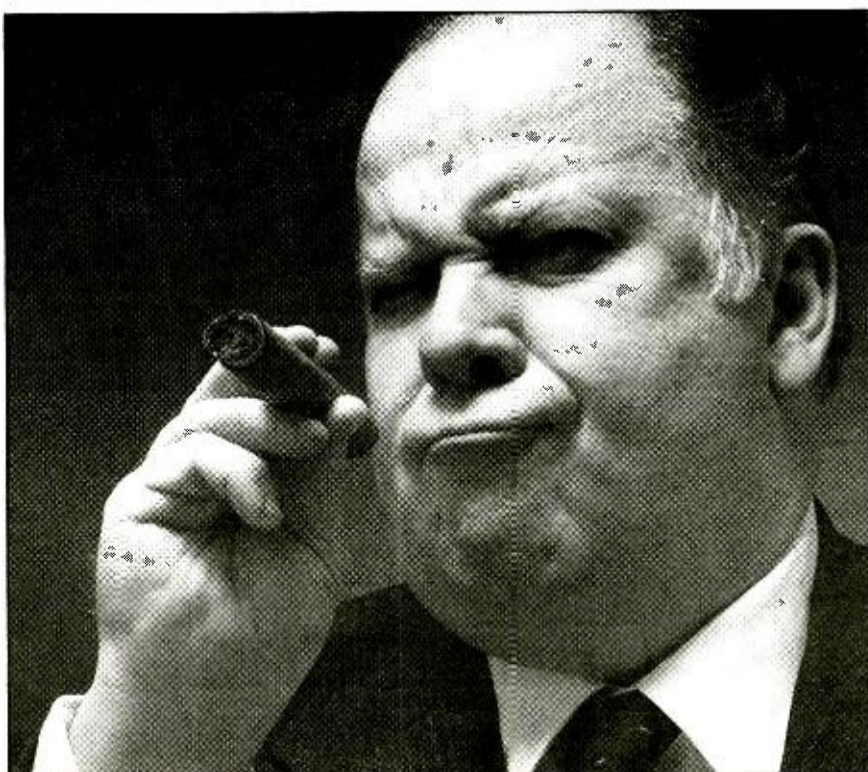
Toby Keith's "Get Drunk and Be Somebody" is the No. 7 song, and it shows strong gains in passion scoring, ranking as the No. 3 passion song, up strong from No. 10.

Jack Ingram is new to the top 10 at No. 10, with "Wherever You Are" up from No. 11. This song is top 10 in all demos.

Leann Rimes' "Something's Gotta Give" is the No. 14 song overall and the No. 13 passion song for the week.

Gary Allan gains ground, with "Life Ain't Always Beautiful" ranking No. 16, up from No. 18, and it's the No. 14 song with 25-34 listeners.

Total sample size is 400 persons weekly, with a margin of error of plus or minus 5%. Scoring is done each week using live interviewers conducting an interview with each respondent. Scores are: 5) I like it a lot; in fact, it's one of my favorites; 4) I like it; 3) It's OK, just so-so; 2) I don't like it; and 1) I strongly dislike it. The index score is an average of all 1-to-5 scores. The total positive score is an aggregate of the 4 and 5 scores. To be included in weekly callout, songs must have entered the top 40 positions on R&R's Country airplay chart. The sample is composed of 400 25-54-year-olds who identify country as their favorite music and who listen daily to competitive Country radio in the sample markets. The sample is 50% male/female and evenly distributed in the 25-34, 35-44 and 45-54 demos. The sample is balanced by region and markets within each region. Bullseye Callout is conducted in these regions and markets. SOUTH: Charleston, SC; Charlotte; Baton Rouge; Nashville; Atlanta. MIDWEST: Flint, MI; Indianapolis; Madison; Omaha; Cincinnati. EAST: Harrisburg; Rochester, NY; Springfield, MA; Providence; Washington, DC. WEST: Modesto, CA; Salt Lake City; Colorado Springs, CO; Portland, OR; Houston. © 2006 Radio & Records. © 2006 Bullseye Marketing Research Inc.



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America's Best Testing Country Songs 12+ For The Week Ending 3/31/06

Artist Title (Label)	TW	LW	Famil.	Burn	Per. 25-54	W 25-54	M 25-54
JOSH TURNER Your Man (MCA)	4.34	4.18	98%	18%	4.34	4.41	4.27
BLAKE SHELTON Nobody But Me (Warner Bros.)	4.21	4.12	97%	21%	4.24	4.39	4.07
MONTGOMERY GENTRY She Don't Tell Me To (Columbia)	4.13	4.01	96%	24%	4.12	4.06	4.19
JASON ALDEAN Why (BBR)	4.12	4.14	91%	11%	4.11	4.22	3.99
SARA EVANS Cheatin' (RCA)	4.11	4.03	97%	26%	4.15	4.12	4.19
RASCAL FLATTS What Hurts The Most (Lyric Street)	4.11	3.99	96%	24%	4.13	4.38	3.82
KEITH ANDERSON Every Time I Hear Your Name (Arista)	4.10	3.96	77%	9%	4.07	4.11	4.02
DIERKS BENTLEY Settle For A Slowdown (Capitol)	4.09	3.92	86%	11%	4.08	4.14	4.01
JOE NICHOLS Size Matters (Someday) (Universal South)	4.08	3.92	89%	11%	4.06	4.01	4.11
CRAIG MORGAN I Got You (BBR)	4.07	3.99	79%	8%	4.06	4.07	4.05
PHIL VASSAR Last Day Of My Life (Arista)	4.07	4.12	78%	9%	4.07	4.19	3.93
BON JOVI W.J. NETTLES Who Says... (Mercury/IDJMG)	4.06	4.03	98%	29%	4.06	4.13	3.98
GARY ALLAN Life Ain't Always Beautiful (MCA)	4.06	-	71%	10%	4.01	4.13	3.87
BROOKS & DUNN Believe (Arista)	4.02	3.97	99%	32%	4.10	4.08	4.12
KEITH URBAN Tonight I Wanna Cry (Capitol)	4.02	3.97	98%	29%	4.05	4.23	3.86
JACK INGRAM Wherever You Are (Big Machine)	4.00	3.87	90%	15%	3.98	4.07	3.88
GEORGE STRAIT Seashores Of Old Mexico (MCA)	4.00	3.79	75%	11%	4.01	3.90	4.10
LEANN RIMES Something's Gotta Give (Asylum/Curb)	3.99	3.87	89%	16%	3.96	3.92	4.02
KENNY CHESNEY Living In Fast Forward (BNA)	3.92	3.86	100%	29%	3.92	3.92	3.93
TOBY KEITH Get Drunk... (Show Dog Nashville/Universal)	3.92	3.76	98%	20%	3.88	3.88	3.89
FAITH HILL The Lucky One (Warner Bros.)	3.91	3.75	88%	17%	3.96	3.93	3.99
JAMEY JOHNSON The Dollar (BNA)	3.89	3.79	94%	27%	3.95	3.89	4.02
ROCKIE LYNNE Lipstick (Universal South)	3.85	3.54	77%	15%	3.87	4.00	3.73
GRETCHEN WILSON Politically Uncorrect (Epic)	3.77	3.54	78%	15%	3.74	3.63	3.86
JO DEE MESSINA Not Going Down (Curb)	3.77	3.69	72%	11%	3.78	3.74	3.82
TRENT TOMLINSON Drunker Than Me (Lyric Street)	3.76	3.63	91%	24%	3.74	3.68	3.80
SHEDAISY I'm Taking The Wheel (Lyric Street)	3.76	3.70	86%	19%	3.77	3.78	3.76
TIM MCGRAW When The Stars Go Blue (Curb)	3.76	3.79	67%	15%	3.80	4.01	3.56
VAN ZANT Nobody Gonna Tell Me What To Do (Columbia)	3.68	3.67	94%	30%	3.68	3.63	3.73

Total sample size is 301 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic.com is a registered trademark of RateTheMusic.com. The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.



COUNTRY TOP 30



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	KENNY CHESNEY Living In Fast Forward (BNA)	552	-15	12	15/0
2	2	RASCAL FLATTS What Hurts The Most (Lyric Street)	539	+21	11	13/0
6	3	FAITH HILL The Lucky One (Warner Bros.)	492	+39	5	18/0
4	4	AARON PRITCHETT Big Wheel (OPM)	460	-3	10	17/0
3	5	BON JOVI W.J. NETTLES Who Says... (Island/IDJMG)	458	-16	13	15/0
7	6	KEITH URBAN Tonight I Wanna Cry (Capitol)	447	+10	14	14/0
5	7	SARA EVANS Cheatin' (Sony BMG)	440	-18	13	15/0
9	8	T. KEITH Get Drunk... (Show Dog Nashville/Universal)	433	+19	11	15/0
11	9	BLAKE SHELTON Nobody But Me (Warner Bros.)	402	+36	5	15/0
8	10	JOSH TURNER Your Man (MCA)	386	-40	13	13/0
10	11	ROAD HAMMERS Nashville Bound (Open Road/Universal)	381	-14	10	15/0
15	12	LEANN RIMES Something's Gotta Give (Asylum/Curb)	372	+47	6	16/0
17	13	DIERKS BENTLEY Settle For A Slowdown (Capitol)	349	+36	6	16/0
13	14	JOHNNY REID Time Flies (Open Road/Universal)	346	-19	3	17/0
12	15	M. GENTRY She Don't Tell Me To (Columbia)	345	-21	13	15/0
19	16	GEORGE STRAIT Seashores Of Old Mexico (MCA)	329	+29	5	17/0
18	17	C. LUND Hair In My... (Stony Plain/Warner Music Canada)	308	+3	7	11/0
16	18	MELANIE LAINE Queen Of Hearts (Royalty)	305	-13	4	11/0
24	19	TIM MCGRAW When The Stars Go Blue (Curb)	299	+46	2	15/1
Debut	20	DERIC RUTTAN Invisible (Lyric Street)	294	+79	1	13/0
22	21	D. MARSHALL That's What... (Busy Music/Universal)	281	+10	13	16/0
21	22	JASON ALDEAN Why (BBR)	274	+3	3	10/0
Debut	23	DIXIE CHICKS Not Ready... (Open Wide/Columbia)	272	+83	1	17/1
14	24	A. WILKINSON It's Okay To Cry (Universal South)	258	-93	12	15/0
29	25	JOE NICHOLS Size Matters (Someday) (Universal South)	256	+16	3	13/1
23	26	BROOKS & DUNN Believe (Sony BMG)	254	-2	11	13/0
Debut	27	JACK INGRAM Wherever You Are (Big Machine)	241	+30	1	11/0
20	28	GORD BAMFORD Life Is Good (GWB/Royalty)	231	-42	14	15/0
25	29	AARON LINES Lights Of My Hometown (BNA)	224	-29	16	14/0
26	30	JAMEY JOHNSON The Dollar (BNA)	222	-30	8	13/0

21 Canadian Country reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/26-4/1. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. © 2006 Radio & Records. Indicates Cancan.

C O U N T R Y
FLASHBACK

1 YEAR AGO

No. 1: "That's What I Love About Sunday" — Craig Morgan

5 YEARS AGO

No. 1: "Who I Am" — Jessica Andrews

10 YEARS AGO

No. 1: "Hypnotize The Moon" — Clay Walker

15 YEARS AGO

No. 1: "Down Home" — Alabama

20 YEARS AGO

No. 1: "Grandpa" — The Judds

25 YEARS AGO

No. 1: "Old Flame" — Alabama

30 YEARS AGO

No. 1: "If I Had To Do It All Over Again" — Roy Clark

NEW & ACTIVE

DIAMOND RIO God Only Cries (Arista)
Total Points: 468, Total Stations: 28, Adds: 6

WRECKERS Leave The Pieces (Maverick/Warner Bros.)
Total Points: 435, Total Stations: 38, Adds: 28

SCOTTY EMERICK What's Up With That (Show Dog Nashville)
Total Points: 365, Total Stations: 28, Adds: 6

EMERSON DRIVE A Good Man (Midas)
Total Points: 356, Total Stations: 25, Adds: 3

RAY SCOTT Gone Either Way (Warner Bros.)
Total Points: 315, Total Stations: 25, Adds: 3

RONNIE MILSAP Local Girls (RCA/RLG)
Total Points: 310, Total Stations: 18, Adds: 4

SHANNON BROWN Pearls (Warner Bros.)
Total Points: 271, Total Stations: 20, Adds: 1

LOST TRAILERS Call Me Crazy (BNA)
Total Points: 217, Total Stations: 16, Adds: 3

CAROLINA RAIN Get Outta My Way (Equity)
Total Points: 165, Total Stations: 21, Adds: 5

RYAN SHUPE & THE RUBBERBAND Banjo Boy (Capitol)
Total Points: 92, Total Stations: 10, Adds: 2

RADIO COUNTRY REPORTERS

Stations and their adds listed alphabetically by market

WOMX/Akron, OH* OM/PD: Kevin Mason APD: Ken Steel 1 GRETCHEN WILSON CAROLINA RAIN	WGNB/Albany, NY* PD: Buzz Brindle MD: Bill Earley 2 ROONEY ATKINS 2 JAKE OWEN	KBQ/Albuquerque, NM* OM: Bill May PD: Tim Jones APD/MD: Jeff Jay HOT APPLE PIE CROSS CANADIAN RAGWEED CARRIE UNDERWOOD WRECKERS	KRST/Albuquerque, NM* OM/PD: Eddie Haskell MD: Paul Bailey 1 GRETCHEN WILSON CARRIE UNDERWOOD WRECKERS	KRRV/Alexandria, LA PD/MD: Steve Casey APD: Pat Cloud 2 CARRIE UNDERWOOD	WCTO/Arlington, PA* OM/PD: Shelly Easton MD: Jerry Padden 1 BRAD PASLEY 1 CARRIE UNDERWOOD ROONEY ATKINS WRECKERS	KGNC/Amarillo, TX OM: Tim Butler APD/MD: Patrick Clark 7 MIRANDA LAMBERT 7 KENNY CHESNEY	KBRJ/Anchorage, AK PD: Matt Valley MARTINA MCFARLANE KENNY CHESNEY JOSH TURNER	WWWV/Ann Arbor, MI PD: Brian Cowan 15 KENNY CHESNEY 10 SUGARLAND 3 JULIE ROBERTS	WNCY/Appleton, WI OM: Jeff McCarthy PD: Randy Shannon 2 BRAD PASLEY 2 EMERSON DRIVE 1 SUGARLAND 1 CARRIE UNDERWOOD	WSEF/Ashville, NC OM/PD: Jeff Davis APD/MD: Brian Hatfield 10 ERIC CHURCH 10 JOSH GRACIN	WKHX/Atlanta, GA* OM/PD: Mark Richards MD: Johnny Gray No Adds	WPUR/Atlantic City, NJ PD: Joe Kelly 1 WRECKERS 2 STEVE HOLY 6 WRECKERS 4 CARRIE UNDERWOOD	WIBL/Augusta, GA OM: Mike Kramer PD/MD: Bill West 1 LEANN RIMES 5 GARY ALLAN	WKXC/Augusta, GA PD: T Gentry APD/MD: Zach Taylor 21 KENNY CHESNEY 17 CARRIE UNDERWOOD 3 TIM MCGRAW 1 SUGARLAND 1 BRAD PASLEY GARTH BROOKS	KASE/Austin, TX* OM/PD: Mac Daniels APD/MD: Bob Pickett 3 LITTLE BIG TOWN 2 CARRIE UNDERWOOD 1 PHIL VASSAR	KUZZ/Bakersfield, CA* PD: Evan Bridwell KENNY CHESNEY CARRIE UNDERWOOD	WPOC/Baltimore, MD* PD: Ken Boesen APD/MD: Michael J. 3 TIM MCGRAW	WYNK/Baton Rouge, LA* OM: Bob Murphy PD: Sam McGuire APD/MD: Austin James KENNY CHESNEY	WYPY/Baton Rouge, LA* PD: Dave Dunaway MD: Jimmy Brooks No Adds	WJLS/Beckley, WV* OM/PD: Dave Willis 10 KENNY CHESNEY 11 CARRIE UNDERWOOD 3 JAKE OWEN 1 RONNIE MILSAP	WKNN/Biloxi, MS OM: Walter Brown PD: Bob Dever 3 FAITH HILL 3 LEANN RIMES 2 TIM MCGRAW 1 GRETCHEN WILSON 1 JACK INGRAM	WZKX/Biloxi, MS OM/PD: Bryan Rhodes 3 BRAD PASLEY 2 KENNY CHESNEY 2 JAKE OWEN 1 JOSH GRACIN SUGARLAND	WHWK/Binghamton, NY OM/PD: Ed Walker No Adds	WDXB/Birmingham, AL* PD: Tom Hanrahan 2 CARRIE UNDERWOOD 1 KENNY CHESNEY BRAD PASLEY HANK WILLIAMS, JR	WBWN/Bloomington, IL OM/PD: Dan Westhoff APD/MD: Buck Stevens 10 SARA EVANS 10 ASHLEY MONROE 10 WRECKERS	WHKX/Bluefield, WV OM: Ken Dietz PD/MD: Joe Jarvis 15 RONNIE MILSAP 3 WRECKERS 1 POWERTRUCK HILLBILLIES 1 DELANA STEVENS	KIZM/Boise, ID* OM/PD: Rich Summers APD/MD: Spencer Burke 1 KENNY CHESNEY 1 GRETCHEN WILSON DIAMOND RIO	KQFC/Boise, ID* OM: Kevin Godwin PD: Kevin Anderson APD/MD: Jim Miller 20 CARRIE UNDERWOOD WRECKERS	WKLB/Boston, MA* OM: Don Kelley PD: Mike Brophy APD/MD: Ginny Rogers 2 CARRIE UNDERWOOD 1 ROONEY ATKINS 1 JAKE OWEN 1 BRAD PASLEY	KAGG/Bryan, TX PD/MD: Jennifer Allen 20 CARRIE UNDERWOOD 20 PHIL VASSAR	WYRK/Buffalo, NY* PD: R.W. Smith APD/MD: Wendy Lynn 2 BILLY CURRINGTON	WOKO/Burlington OM/PD: Steve Pelkey MD: Chris Reed 5 JOSH GRACIN 5 KENNY CHESNEY	WIXY/Champaign, IL PD: Sky Phillips MD: Nicole Beals 15 BRAD PASLEY 15 GARTH BROOKS PHIL VASSAR 7 SUGARLAND	WEZL/Charleston, SC* OM/PD: Scott Johnson MD: Gary Griffin 8 KENNY CHESNEY 2 LITTLE BIG TOWN 1 CARRIE UNDERWOOD 1 ERIC CHURCH JULIE ROBERTS	WRSF/Elizabeth City, NC OM/PD: Tom Charity 7 RYAN SHURE & THE RUBBERBAND 7 CRAIG MORGAN 6 KENNY CHESNEY	WXTA/Erie, PA OM: Adam Reese PD/MD: Fred Horton 3 BRAD PASLEY 3 CARRIE UNDERWOOD 5 JAKE OWEN 5 DANIELLE PECK	WQBE/Charleston, WV OM: Mike Kramer PD: Ed Roberts MD: Bill Hagy 21 ASHLEY MONROE 16 MIRANDA LAMBERT	WKKT/Charlotte* OM: Bruce Logan PD/MD: John Roberts KENNY CHESNEY	WSOC/Charlotte* APD/MD: Rick McCracken KENNY CHESNEY	WUSY/Chattanooga, TN* PD: Kris Van Dyke MD: Bill Poindexter MEGAN MULLINS	WUSN/Chicago, IL* PD: Mike Peterson MD: Marci Braun 9 SUGARLAND 3 GRETCHEN WILSON 2 LITTLE BIG TOWN 1 CARRIE UNDERWOOD	WUBE/Cincinnati, OH* OM/PD: Marty Thompson APD: Kathy O'Connor MD: Duke Hamilton No Adds	WYGY/Cincinnati, OH* OM/PD: TJ Holland APD/MD: Dawn Michaels BILLY CURRINGTON	WGAR/Cleveland, OH* PD: Meg Stevens MD: Chuck Collier HOT APPLE PIE GARTH BROOKS	KCCY/Colorado Springs, CO* PD: Jo Jo Tumbaugh CARRIE UNDERWOOD	WCOS/Columbia, SC* PD: LJ Smith APD/MD: Glen Garrett 2 BRAD PASLEY 2 KENNY CHESNEY	WCOL/Columbus, OH* PD: John Crenshaw APD/MD: Dan E. Zuko 1 KENNY CHESNEY BRAD PASLEY	WGSQ/Cookeville, TN OM: Marty McFly PD: Gator Harrison APD: Philip Gibbons MD: Stewart James GARY ALLAN BIG & RICH CARRIE UNDERWOOD ERIC CHURCH	KRYS/Corpus Christi, TX OM: Paula Newell PD: Frank Edwards 12 BILLY CURRINGTON 11 KETH ANDERSON 2 GARY ALLAN KENNY CHESNEY CARRIE UNDERWOOD GARTH BROOKS	KPLX/Dallas, TX* PD: John Cook MD: Cody Alan 30 CROSS CANADIAN RAGWEED	KSCS/Dallas, TX* OM/PD: Lorin Palagi APD/MD: Chris Huff No Adds	KTYS/Dallas, TX* OM: Lorin Palagi PD: Gayle W. Poteet MD: Chris Huff 1 MIRANDA LAMBERT	KYGO/Denver, CO* PD: Joel Burke MD: Garrett Doll 5 KENNY CHESNEY	KHKI/Des Moines, IA* OM: Jack O'Brien PD: Andy Elliott MD: Eddie Hatfield 1 CARRIE UNDERWOOD SCOTTY EMERICK WRECKERS	KJYV/Des Moines, IA* OM: Jack O'Brien PD: Andy Elliott MD: Eddie Hatfield CARRIE UNDERWOOD BLAINE LARSEN MEGAN MULLINS DANIELLE PECK	WYCD/Detroit, MI* PD: Tim Roberts APD/MD: Ron Chatman NEAL MCCOY EMERSON DRIVE SUGARLAND	WTVY/Dothan, AL OM/PD: Anne Pollard MD: Mike Casey 9 PHIL VASSAR 9 JOSH GRACIN	KKCB/Duluth PD: Derek Moran 10 CARRIE UNDERWOOD 4 ROONEY ATKINS 4 BRAD PASLEY	KHEY/El Paso, TX* PD: Steve Gramzay MD: Marty Austin 1 ERIC CHURCH	WRSF/Elizabeth City, NC OM/PD: Tom Charity 7 RYAN SHURE & THE RUBBERBAND 7 CRAIG MORGAN 6 KENNY CHESNEY	WXTA/Erie, PA OM: Adam Reese PD/MD: Fred Horton 3 BRAD PASLEY 3 CARRIE UNDERWOOD 5 JAKE OWEN 5 DANIELLE PECK	WRNS/Greenville, NC* PD: Wayne Carlyle MD: Jeff Hackett No Adds	WESC/Greenville, SC* PD: Steve Geofferies APD/MD: John Landrum 4 ROONEY ATKINS 3 KETH ANDERSON	WSSJ/Greenville, SC* PD: Steve Geofferies APD/MD: Kix Layton 1 JAKE OWEN	WAYZ/Hagerstown PD: Chris Maestle MD: Tom Anderson 15 BRAD PASLEY 7 SARA EVANS 7 WRECKERS	WRBT/Harrisburg, PA* OM: Chris Tyler PD: Joe Kelly APD/MD: Newman 8 KENNY CHESNEY 2 KENNY CHESNEY 2 CARRIE UNDERWOOD	WVYZ/Hartford, CT* PD: Pete Salford 5 ERIC CHURCH 1 CAROLINA RAIN ROONEY ATKINS TRENT WILLMON	KILT/Houston, TX* PD: Jeff Garrison MD: Greg Frey 2 WRECKERS	KKBO/Houston, TX* OM/PD: Johnny Chiang MD: Christi Brooks 12 DIERS BENTLEY 10 BIG & RICH 9 BLAINE LARSEN	WTRC/Huntington PD: Judy Eaton MD: Dave Poole 5 RONNIE MILSAP 5 POWERTRUCK HILLBILLIES 5 JULIE ROBERTS 5 LOST TRAILERS 5 WRECKERS	WDRM/Huntsville, AL OM/PD: Todd Berry APD: Stuart Langston MD: Dan McClain 3 KETH ANDERSON	WFMS/Indianapolis, IN* PD: Bob Richards 2 JAKE OWEN 2 CARRIE UNDERWOOD 2 NEAL MCCOY 1 SUGARLAND 1 LOST TRAILERS	WMSI/Jackson, MS OM: Steve Kelly PD: Rick Adams APD/MD: Kim Allen 5 PHIL VASSAR	WUSJ/Jackson, MS PD: Tom Freeman No Adds	WGNE/Jacksonville, FL* PD/MD: Jeff Davis No Adds	WROO/Jacksonville, FL* OM: Gail Austin PD: Casey Carter MD: John Scott 2 BRAD PASLEY KENNY CHESNEY	WBXQ/Johnson City* PD/MD: Bill Hagy 16 ASHLEY MONROE 12 MIRANDA LAMBERT CARRIE UNDERWOOD	WFGJ/Johnstown, PA MD: Lara Mosby 18 FAITH HILL	KIXQ/John, MO OM/PD: Jason King PD: Rob Meyer 5 BILLY CURRINGTON 5 CARRIE UNDERWOOD	WNWN/Kalamazoo, MI PD: P.J. Lacey MD: Dewey 2 KENNY CHESNEY 1 ERIC CHURCH 1 WRECKERS	KBEO/Kansas City, MO* PD: Mike Kennedy MD: Big Red 2 WRECKERS HOT APPLE PIE	KFKF/Kansas City, MO* OM/PD: Dale Carter APD/MD: Steve Stevens KENNY CHESNEY DIAMOND RIO	WDAF/Kansas City, MO* PD/MD: Jesse Garcia 5 KENNY CHESNEY 1 GARTH BROOKS	WIVK/Knoxville, TN* OM/PD: Mike Hammond MD: Colleen Addair CROSS CANADIAN RAGWEED JAKE OWEN JULIE ROBERTS WRECKERS	WMIL/Milwaukee, WI* OM/PD: Kerry Wolfe APD: Scott Dolphin MD: Mitch Morgan MEGAN MULLINS	KEYE/Minneapolis, MN* OM/PD: Gregg Swedberg APD/MD: Travis Moon 16 KENNY CHESNEY 8 ASHLEY MONROE 7 WRECKERS HANK WILLIAMS, JR	WKSJ/Mobile, AL* OM: Kit Carson PD/MD: Bill Black 2 CARRIE UNDERWOOD 1 JAKE OWEN RAY SCOTT NEAL MCCOY KENNY CHESNEY	KJLO/Monroe, LA PD: John Reynolds APD/MD: Tony Otero 15 KENNY CHESNEY	KTOM/Monterey, CA* PD: Steve Geofferies APD/MD: Dick Raymond 4 KENNY CHESNEY CARRIE UNDERWOOD RONNIE MILSAP	WITL/Lansing, MI* PD: Jay J. McCrae APD/MD: Chris Tyler WRECKERS	KWNR/Las Vegas, NV* PD: Brooks O'Brian MD: Sammy Cruise 2 CARRIE UNDERWOOD 1 JAKE OWEN 1 BILLY CURRINGTON SCOTTY EMERICK MEGAN MULLINS	WBBN/Laurel, MS OM/PD: Larry Blakney APD/MD: Alyson Scott 10 CARRIE UNDERWOOD 10 MEGAN MULLINS 10 DIAMOND RIO 10 SUGARLAND 15 MEMARIE	WGTR/Myrtle Beach, SC OM/PD: Steve Stewart 15 KENNY CHESNEY 5 TRENT WILLMON 5 WRECKERS	WKDF/Nashville, TN* PD: Dave Kelly MD: Kim Leslie No Adds	WSIX/Nashville, TN* OM: Clay Humicutt PD/MD: Keith Kaufman 1 KENNY CHESNEY	WSM/Nashville, TN* MD: Frank Seres 12 WRECKERS 10 LITTLE BIG TOWN 9 BRAD PASLEY	WCTY/New London, CT OM/PD: Jim Lehn APD: Dave Elder 15 BRAD PASLEY 15 KENNY CHESNEY 15 CARRIE UNDERWOOD 8 ASHLEY MONROE 6 DIERS BENTLEY 5 BIG & RICH	WGH/Norfolk, VA* OM/PD: John Shomby APD/MD: Mark McKay 2 MIRANDA LAMBERT DANIELLE PECK	KHXX/Odessa, TX PD: Mike Lawrence APD/MD: Kelley Peterson 3 ROONEY ATKINS KENNY CHESNEY DANIELLE PECK MIRANDA LAMBERT	KTST/Oklahoma City, OK* OM/PD: Tom Travis APD/MD: Anthony Allen 8 JOE NICHOLS 2 CARRIE UNDERWOOD ROONEY ATKINS KENNY CHESNEY	KXKT/Omaha, NE* PD: Tom Goodwin MD: Craig Allen 1 KENNY CHESNEY	KPLM/Palm Springs, CA PD: Al Gordon MD: Kory James 10 VAN ZANT	WXBW/Pensacola, FL PD/MD: Lynn West 1 BILLY CURRINGTON 1 LITTLE BIG TOWN ROONEY ATKINS TRENT WILLMON	WYCT/Pensacola, FL OM/PD: Kevin King APD: Cory Fields MD: Dennis "Cattish" Miller 14 KENNY CHESNEY 14 SHEDADY 14 CRAIG MORGAN 14 BRAD PASLEY LOUPLY PARTON 14 DIERS BENTLEY 14 MIRANDA LAMBERT 15 BILLY CURRINGTON 11 BILLY CURRINGTON 9 ERIC CHURCH	WFYR/Peoria, IL OM/PD: Ric Morgan 8 MIRANDA LAMBERT 5 SARA EVANS 5 WRECKERS 5 HOT APPLE PIE	WXTU/Philadelphia, PA* PD: Bob McKay No Adds	KMLE/Phoenix, AZ* PD: Jay McCarthy APD/MD: Dave Collins 1 BILLY CURRINGTON	KNIX/Phoenix, AZ* PD: Ray Massie MD: Gwen Foster 7 KENNY CHESNEY	WDSY/Pittsburgh, PA* OM/PD: Keith Clark APD/MD: Stoney Richards BRAD PASLEY	WGOI/Pittsburgh, PA* PD: Mark Lindow MD: Bob Domingo 2 BRAD PASLEY KENNY CHESNEY WRECKERS	WPOR/Portland, ME PD: Harry Nelson MD: Shelly Kincaid No Adds	KUPL/Portland, OR* PD: John Paul APD/MD: Rick Taylor 1 BRAD PASLEY 1 CARRIE UNDERWOOD	KWJJ/Portland, OR* OM: Clark Ryan PD: Mike Moore APD/MD: Savannah Jones KENNY CHESNEY CARRIE UNDERWOOD	WOKQ/Portsmouth, NH OM: Mark Ericson PD: Mark Jennings MD: Dan Lunnie 2 KENNY CHESNEY 1 CAROLINA RAIN	WRWD/Poughkeepsie, NY OM: Reggie Osterhoudt PD/MD: Justin Clapp APD: Patsy Quinn 9 CRAIG MORGAN 9 KENNY CHESNEY 9 KENNY CHESNEY 9 BIG & RICH 9 GARY ALLAN 8 BILLY CURRINGTON 8 FAITH HILL 8 JAMIE O'NEAL 8 NEAL MCCOY 7 CARRIE UNDERWOOD 6 JOSH GRACIN 6 BLAINE LARSEN 6 TY ENGLAND 3 SARA EVANS 2 VAN ZANT 1 SUGARLAND 1 KENNY CHESNEY	WGTB/Raleigh, NC* OM: Paul Michaels PD: Lisa McKay APD: Mike "Maddawg" Biddle No Adds	KOUT/Rapid City, SD PD/MD: Mark Houston 14 BILLY CURRINGTON 14 KENNY CHESNEY	KBUL/Reno, NV OM/PD: Tom Jordan MD: Chuck Reeves 2 BRAD PASLEY 2 SUGARLAND 1 SARA EVANS 1 KENNY CHESNEY WRECKERS VAN ZANT	KUUB/Reno, NV OM: Jim McClain PD/MD: Valeri Ferrari No Adds	KFRG/Riverside, CA* OM: Lee Douglas APD/MD: Don Jeffrey No Adds	WSLC/Roanoke, VA* PD: Brett Sharp MD: Robynn Jaymes KENNY CHESNEY LITTLE BIG TOWN CARRIE UNDERWOOD SUGARLAND	WYYD/Roanoke, VA PD/MD: Joel Dearing 1 KENNY CHESNEY	WBEE/Rochester, NY* OM: Dave Symons PD/MD: Billy Kidd 1 CAROLINA RAIN CAROLINA RAIN WRECKERS CARRIE UNDERWOOD	KNCI/Sacramento, CA* PD: Mark Evans APD: Chris Cole 1 LITTLE BIG TOWN ROONEY ATKINS KENNY CHESNEY	WCEN/Saginaw, MI PD: Joby Phillips MD: Keith Allen 1 ERIC CHURCH SARA EVANS KENNY CHESNEY	WKCO/Saginaw, MI OM/PD: Rick Walker MD: John Richards EMERSON DRIVE WRECKERS	WWFG/Salisbury, MD OM/PD: Brian Cleary APD/MD: Sandra Lee 5 CARRIE UNDERWOOD 5 SUGARLAND	KEGA/Salt Lake City, UT* OM/PD: Alan Hague APD/MD: Danny Ryan 9 CARRIE UNDERWOOD 9 JAMIE O'NEAL 9 NEAL MCCOY 9 SARA EVANS 9 SHANNON BROWN 9 PHIL VASSAR 8 LITTLE BIG TOWN 8 RYAN SHURE & THE RUBBERBAND 5 TRENT WILLMON 5 JAKE OWEN 5 SCOTTY EMERICK 5 SUGARLAND 4 EMERSON DRIVE 4 BRAD PASLEY 4 ROONEY ATKINS 4 GARY ALLAN 3 BRYCE RICH 3 DANIELLE PECK 3 WRECKERS 2 CAROLINA RAIN 2 KENNY CHESNEY	KSOP/Salt Lake City, UT* APD/MD: Debby Turpin 14 CARRIE UNDERWOOD 12 GARTH BROOKS	WIL/St. Louis, MO* PD: Greg Mazingo MD: Danny Montana 16 CARRIE UNDERWOOD 12 SARA EVANS 1 LITTLE BIG TOWN KENNY CHESNEY LOST TRAILERS	KATM/Stockton, CA* OM: Richard Perry PD: Randy Black APD/MD: MaJorie Roberts 20 MARK WILLS 6 CARRIE UNDERWOOD 1 WRECKERS CRAG MORGAN VAN ZANT MIRANDA LAMBERT	WBSA/Syracuse, NY* PD: Rich Lauber APD: Skip Clark 2 CARRIE UNDERWOOD 2 CARRIE UNDERWOOD	WNTN/Tallahassee, FL OM: Jeff Horn OM: Steve Cannon PD/MD: "Big" Woody Hayes 14 GARY ALLAN 5 WRECKERS CARRIE UNDERWOOD	KRTY/San Jose, CA* PD/MD: Julie Stevens CARRIE UNDERWOOD JOSH GRACIN	WFUS/Tampa, FL* OM: Brad Hardin PD: Travis Duff MD: Paul Kolly 14 LEANN RIMES 14 JAKE OWEN 14 CRAIG MORGAN 12 SHEDADY 12 HANK WILLIAMS, JR. 11 CARRIE UNDERWOOD 10 GRETCHEN WILSON 9 ROONEY ATKINS 9 KENNY CHESNEY 3 LITTLE BIG TOWN 3 SUGARLAND 2 BRAD PASLEY 1 BILLY CURRINGTON 1 WRECKERS	WFTS/Tampa, FL* OM: Mike Culotta APD: Beecher Martin MD: Jay Roberts 3 HANK WILLIAMS, JR. 2 BILLY CURRINGTON 2 KENNY CHESNEY 2 ROONEY ATKINS 2 JOSH GRACIN 1 DANIELLE PECK 1 LOST TRAILERS 1 WRECKERS SCOTTY EMERICK STEVE HOLY CARRIE UNDERWOOD	WTHP/Terre Haute, IN OM/PD: Barry Kent MD: Party Marty 1 LITTLE BIG TOWN	WKKD/Toledo, OH* APD/MD: Gary Shores PD: Harvey Steele No Adds	WIBW/Topeka, KS PD: Keith Montgomery APD/MD: Stephanie Lynn 27 KENNY CHESNEY 27 GARTH BROOKS 15 GRETCHEN WILSON	WTM/Traverse City, MI OM/PD: Jack O'Malley MD: Carey Carlson 15 KENNY CHESNEY 15 KENNY CHESNEY 5 CRAIG HAND 5 WRECKERS	KIIM/Tucson, AZ* OM: Herb Crowe PD/MD: Buzz Jackson ERIC CHURCH	KVOO/Tulsa, OK* PD/MD: Ric Hampton 11 PHIL VASSAR 11 GARY ALLAN 5 CARRIE UNDERWOOD 5 KENNY CHESNEY	WWZD/Tupelo, MS OM: Rick Stevens PD: Bill Hughes APD: Paul Stone 14 BRAD PASLEY 14 GARY ALLAN 8 ROONEY ATKINS	KNUE/Tyler, TX OM: Jeff Evans PD/MD: Andy Knight 29 CRAIG MORGAN 27 JOE NICHOLS 27 JOSH TURNER 22 SARA EVANS 22 JAKE OWEN 22 JAMIE O'NEAL 19 BRAD PASLEY HOOLLY PARTON 19 NEAL MCCOY 19 GARY ALLAN 19 TONY KEITH 19 PHIL VASSAR 15 LEANN RIMES 15 KENNY CHESNEY 13 SUGARLAND	WFRG/Utica, NY OM/PD: Tom Jacobson SARA EVANS 16 HANK WILLIAMS, JR	KJUG/Visalia, CA* PD/MD: Dave Daniels No Adds	WIRK/W. Palm Beach, FL* PD: Mitch Mahan MD: JR Jackson No Adds	WACO/Waco, TX OM/PD: Zack Owen No Adds	WMZQ/Washington, DC* PD: George King MD: Deena Blake 7 SHEDADY	WDEZ/Wausau, WI PD: Bob Jung APD/MD: Vanessa Ryan 15 KENNY CHESNEY	WVOK/Wheeling, WV PD/MD: Jim Elliott 4 BIG & RICH 2 GARTH BROOKS 2 VAN ZANT	KFDI/Wichita, KS* OM/PD: Beverlee Brannigan MD: Carol Hughes 3 ROONEY ATKINS 2 MEGAN MULLINS 1 KENNY CHESNEY	KZSN/Wichita, KS* OM: Lyman James APD/MD: Tracey Garrett KENNY CHESNEY	WGGY/Wilkes Barre, PA* OM: Jim Rising PD: Doc Medek MD: Carolyn Drosey KENNY CHESNEY CARRIE UNDERWOOD	WILQ/Williamsport, PA OM/PD: John O'Brien 11 CRAIG MORGAN 11 TIM MCGRAW 11 LITTLE BIG TOWN 11 BILLY CURRINGTON 11 DIERS BENTLEY 11 DIERS BENTLEY 11 SARA EVANS 11 GEORGE STRAIT 10 BRAD PASLEY 10 BRAD PASLEY HOOLLY PARTON	WUSQ/Winchester, VA OM/PD: David Miller APD/MD: Brad Collins 1 JACK INGRAM 7 SHEDADY 7 DIERS BENTLEY 5 JASON ALDEAN 5 CHRIS CAGLE 5 JAKE OWEN 5 DIERS BENTLEY 1 TIM MCGRAW	WVXQ/Winter, FL* OM: Mike Culotta APD: Beecher Martin MD: Jay Roberts 3 HANK WILLIAMS, JR. 2 BILLY CURRINGTON 2 KENNY CHESNEY 2 ROONEY ATKINS 2 JOSH GRACIN 1 DANIELLE PECK 1 LOST TRAILERS 1 WRECKERS SCOTTY EMERICK STEVE HOLY CARRIE UNDERWOOD	WTHP/Terre Haute, IN OM/PD: Barry Kent MD: Party Marty 1 LITTLE BIG TOWN	WKKD/Toledo, OH* APD/MD: Gary Shores PD: Harvey Steele No Adds
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POWERED BY
MEDIABASE
*Monitored Reporters
220 Total Reporters
123 Total Monitored
97 Total Indicator

AC Eve-olution

Programming to the Adult Contemporary woman

By Doug Daniels

The easiest way to offend a woman is to imply that she is old. If you do that, you're saying she isn't as pretty as she used to be, and you know where that'll get you. The 40-year-old woman of today is far hipper than the 40-year-old woman of 10 or 15 years ago. She is into the latest fashions, the hot TV shows (*Lost*, *Desperate Housewives*), yoga, self-help books, learning new things and trying new foods. She is active and she is happening. Does your station reflect this "Eve-olution" in the music it plays? Are you telling your target listener that she is relevant and hip, or that she is past her use-by date?

Fortunately for me, my wife, Denise, is 42. I'm married to the demo. I don't have to do a whole lot of research to know that I'm not going to attract Denise to my station by playing *The Spiral Staircase* or *The Five Stairsteps*.

She graduated from high school in 1981 and was an active member of the MTV generation. Music with texture is perfectly fine with her, whether it's Stevie Nicks' "Edge of Seventeen," which came out when she was 17, or the latest from Maroon 5.

Dig Deeper

Rob Miller, PD of Clear Channel's WALK/Nassau-Suffolk, shares his thoughts on Eve-olution: "WALK isn't your typical mainstream AC. We've tailored the station to the marketplace, and our listeners love a wide variety of music. A lot of the typical AC artists of 10 years ago aren't as relevant to listeners today. They are burned out."

"With that in mind, I've dug a bit deeper in the library to find songs that they remember from their high school and college days that were definitely played on the CHR/Pop station they were listening to back then but maybe not on the old WALK, which at the time was playing more mellow music."

"I say it all the time: The 35-year-old woman of today is much more hip than the 35-year-old woman of a decade ago. She's got a lot of stuff to do. Many are working and caring for their kids and

"I say it all the time: The 35-year-old woman of today is much more hip than the 35-year-old woman of a decade ago."

Rob Miller

need to be energized by their favorite radio station. We're more than the 'at-work station'; we're keeping them going 24/7. We try to make the music mix exciting with a huge variety."



Doug Daniels

Zapoleon Media Strategies' Guy Zapoleon concurs, saying, "I would just say that, as the Zapoleon 10-year music cycle repeats, each format evolves. Many songs that were considered edgy for mainstream AC listeners at one time are now perfectly acceptable. The years take the edge off certain songs once listeners become familiar with them."

"The ratio of gold to recurrent to current doesn't change as much as the specific gold titles that they want. Remember, one of the goals of each format is to bring in a new crop of their leading-edge demo. For mainstream AC, that's 35-44 females, and they want more '80s and '90s music and less from the '60s and early '70s."

Back To The Future

Here are some songs AC stations are playing that reflect the Eve-olution of the format's target demo.

- PRINCE When Doves Cry
- KATRINA AND THE WAVES Walking On Sunshine
- GO-GO'S We Got The Beat
- PAT BENATAR Love Is A Battlefield
- EARTH, WIND & FIRE Let's Groove
- GOO GOO DOLLS Slide
- MCFADDEN & WHITEHEAD Ain't No Stoppin' Us Now
- SMASH MOUTH All Star
- RICK SPRINGFIELD Jessie's Girl
- MODERN ENGLISH I Melt With You

As I travel around the country listening to AC stations, there are some that sound like they are programming to Mrs. Brady or Shirley Partridge instead of to Carrie, Samantha, Charlotte, Miranda, Susan, Lynette, Bree, Edie and Gabrielle. If you just said, "What you talkin' 'bout, Willis?" you're in trouble.

Some AC stations have embraced more oldies due to Oldies stations leaving their markets. Eric Norberg, of the Adult Contemporary Music Research Letter, warns

that today's AC listener is not into nostalgia. "Noncurrent music must be perceived as simply 'good familiar,' instead of, 'Gee, that's old,' even if familiar," he says.

"The reason many AC stations are such erratic performers is that listeners think their AC station is a 'chicken Oldies' station, resulting in a lack of loyalty and a vulnerability to any novel new Oldies format that comes along."

If you have all 20 fingers and toes, you can count all the playable songs from 2000 and 2001 — combined. To put that in perspective, there are about 30 playable songs every year from 1978 through 1987.

What does this mean? There is no one more optimistic about AC radio than I, but I can do the math. We must stay relevant to the contemporary woman. We need to not only rediscover songs from the '80s and '90s that can work for us now, we need to roll up our collective sleeves and dig a little deeper into what is available to us today.

Vallie-Richards Consulting's Dan Vallie says, "We do have some good songs and artists at AC right now, and it's great to have artists like Sheryl Crow and Santana & Michelle Branch to play."

"As a format, we need to look at new artists and songs, and that includes songs that may not be worked to AC radio by the record companies and songs that may not be worked to other formats. We just can't follow the national charts to decide what to add."

This format does sell records. Most of the biggest hits of all time make their permanent homes at AC. The success of *American Idol* is a testament to our format's appeal: great vocalists singing great songs.

The Tipping Point

The phrase "tipping point," or "angle of repose," is a sociological term that refers to that dramatic moment when something unique becomes common.

I have been conceptualizing this article for many months, and a funny thing happened along the way: The uncommon — AC stations playing new music by newer artists — has, almost overnight, become common.

James Blunt, Michael Bubl , Anna Nalick, Daniel Powter and Chris Rice have great new hits that are perfect for AC radio. It's traditional pop music.

Unlike many AC PDs, Miller isn't afraid to play new music. "The sad reality is that many PDs have become so busy that they aren't taking the time to do their homework on the hit songs in their market," he says.

"They aren't listening to the songs and using their gut, they aren't in touch with what their female audience wants, and, in some cases, they aren't willing to take a chance on something that is out-of-the-box."

"I'm a big fan of research and making sure that WALK is playing the hits, but I never limit what we play to the AC chart. ACs don't play songs enough for them to become really familiar, so I find that we do better here on Long Island by blending the songs from our format with the mass-appeal hits from our CHR/Pop sister station Z-100 [WHTZ/New York] and songs from the Hot AC format."

"Those formats share audience with us and spin their songs a lot more, helping make them more familiar in the market."

"As a format, we need to look at new artists and songs, and that includes songs that may not be worked to AC radio by the record companies and songs that may not be worked to other formats."

Dan Vallie

"WALK broke artists like Josh Groban and Michael Bubl , who were unique to the mainstream AC format, but WALK was also among the first in our format to play Lifehouse's 'You and Me' and James Blunt's 'You're Beautiful,' which are multifaceted smashes."

"I listen for the lyrics when deciding what to play. Women love songs that speak to them and make them want to sing along. Striking a chord with them will strengthen your station's bond with them."

By the way, here's a tip: Get your hands on the acoustic versions of Kelly Clarkson's "Behind These Hazel Eyes" and "Since You've Been Gone." I had to find the imports. Clarkson is a superstar we need on our radio stations.

Reality Radio

Programming to the AC female listener goes beyond the music. My programming style has always been to make the station foreground, not background. I use voice talent (John Pleisse) and imaging (Ed LaComb) that jump out. This approach complements the energy and texture of "Today's Lite Rock"-type stations and is more appealing and acceptable to the target listener.

This is 2006. Breathable air personalities who talk to us like parents reading a bedtime story are out. Real personalities who share their lives with listeners with energy and enthusiasm have a much better chance of relating to the contemporary female AC listener. Reality TV is huge with adult women, and your AC station should project "reality radio." What is between the records must change as well as the music itself.

Your target listener has evolved. The music you play and how you present it must reflect that. The truth is, you can evolve by adding a few titles you never used to play and by subtracting a few titles that no longer resonate with the target demo.

Pay for the research or find a handful of stations that best reflect this more contemporary approach and run regular Mediabase monitors. Know your market. Know the target demo. She's changing every day, right before your eyes. Is your station keeping up?

Doug Daniels programs WGFB (B103)/Rockford, IL and consults AC stations. He can be reached at 815-621-1922 or dougdaniels2@aol.com.

April 7, 2006

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+ / -	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
2	1	LIFEHOUSE You And Me (Geffen)	2222	+213	182457	36	94/2
1	2	JAMES BLUNT You're Beautiful (Custard/Atlantic)	2137	+2	202880	25	103/2
4	3	DANIEL POWTER Bad Day (Warner Bros.)	1962	+130	183150	12	98/5
3	4	KELLY CLARKSON Because Of You (RCA/RMG)	1940	-18	195763	19	92/2
5	5	MICHAEL BUBLE Save The Last Dance For Me (143/Reprise)	1516	-5	133932	11	92/4
6	6	KEITH URBAN Making Memories Of Us (Capitol/EMC)	1371	-106	93445	12	94/3
7	7	ANNA NALICK Breathe (2 AM) (Columbia)	1174	+28	90766	46	94/2
8	8	MARIAH CAREY We Belong Together (Island/IDJMG)	1123	+65	89622	43	87/2
9	9	LEANN RIMES Probably Wouldn't Be This Way (Curb)	975	-52	46617	11	80/2
10	10	SANTANA f/MICHELLE BRANCH I'm Feeling You (Arista/RMG)	958	+36	71061	26	65/1
12	11	FAITH HILL W/TIM MCGRAW Like We Never Loved At All (Warner Bros./Curb)	718	+17	73958	10	66/2
13	12	ROB THOMAS Ever The Same (Atlantic)	703	+65	71169	10	54/5
11	13	EAGLES No More Cloudy Days (ERC)	671	-39	50264	38	78/1
14	14	D.H.T. Listen To Your Heart (Robbins)	614	+17	60368	36	70/0
15	15	CARRIE UNDERWOOD Some Hearts (Arista)	586	+38	42708	8	56/4
16	16	NATASHA BEDINGFIELD Unwritten (Epic)	505	+82	38028	5	50/10
17	17	CHRIS RICE When Did You Fall (In Love With Me) (Columbia/INO)	474	+56	24507	7	53/4
19	18	SHERYL CROW & STING Always On Your Side (A&M/Interscope)	407	+67	36019	5	45/10
20	19	GOO GOO DOLLS Better Days (Warner Bros.)	310	-19	19290	12	32/1
18	20	JORDAN KNIGHT Where Is Your Heart Tonight (Trans Continental)	310	-53	10812	20	35/0
21	21	NICKELBACK Photograph (Roadrunner/IDJMG)	257	+38	26271	9	16/3
22	22	GREEN DAY Wake Me Up When September Ends (Reprise)	205	+8	17571	17	16/0
25	23	TRAIN Cab (Columbia)	200	+7	8612	5	26/2
26	24	CHICAGO Feel (Rhino/Warner Bros.)	199	+27	6521	3	32/2
23	25	SHERYL CROW Good Is Good (A&M/Interscope)	193	-3	11571	19	21/1
27	26	HOOTIE & THE BLOWFISH Get Out Of My Mind (Sneaky Long/Vanguard)	187	+29	5035	3	31/5
28	27	DIAN DIAZ Colour Everywhere (Strip City)	152	-1	3490	5	27/1
24	28	BARRY MANILOW Unchained Melody (Arista)	151	-43	6964	9	25/0
30	29	BON JOVI W/J. NETTLES Who Says You Can't Go Home (Island/IDJMG)	108	+21	13096	3	9/4
29	30	ENYA Amarantine (Reprise)	87	-50	5006	18	17/0

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
NATASHA BEDINGFIELD Unwritten (Epic)	10
SHERYL CROW & STING Always On Your Side (A&M/Interscope)	10
NICOL SPONBERG Crazy In Love (Curb)	9
ANOREA BOCELLI Can't Help Falling In Love (Universal/Vene Music)	7
DANIEL POWTER Bad Day (Warner Bros.)	5
ROB THOMAS Ever The Same (Atlantic)	5
HOOTIE... Get Out Of My Mind (Sneaky Long/Vanguard)	5
NICK LACHEY What's Left Of Me (Jive/Zomba Label Group)	5

The AC add threshold is applied to monitored stations not allowed to report adds per their company policy: Songs that reach five plays per week in two consecutive airplay weeks. Airplay week is defined as Sunday through Saturday. Adds from all other programmers are still accepted at any play level.

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
LIFEHOUSE You And Me (Geffen)	+213
DANIEL POWTER Bad Day (Warner Bros.)	+130
NATASHA BEDINGFIELD Unwritten (Epic)	+82
SHERYL CROW & STING Always On Your Side (A&M/Interscope)	+67
MARIAH CAREY We Belong Together (Island/IDJMG)	+65
ROB THOMAS Ever The Same (Atlantic)	+65
JON SECADA We Are All Free (Big 3)	+59
CHRIS RICE When Did You Fall (In Love With Me) (Columbia/INO)	+56
CARRIE UNDERWOOD Some Hearts (Arista)	+38
NICKELBACK Photograph (Roadrunner/IDJMG)	+38

105 AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/26-4/1. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Songs below No. 5 are moved to recurrent after 50 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. © 2006, Arbitron Inc. © 2006 Radio & Records.

MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
ROB THOMAS Lonely No More (Atlantic)	1308
MICHAEL BUBLE Home (143/Reprise)	1077
LOS LONELY BOYS Heaven (Or Music/Epic)	921
UNCLE KRACKER f/DOBBIE GRAY Drift Away (Lava)	844

ARTIST TITLE LABEL(S)	TOTAL PLAYS
KELLY CLARKSON Breakaway (RCA/RMG)	757
MAROON 5 She Will Be Loved (Octone/J/RMG)	725
SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	700
MICHAEL MCDONALD Ain't No Mountain High Enough (Motown)	699
MATCHBOX TWENTY Unwell (Atlantic)	672
TIM MCGRAW Live Like You Were Dying (Curb)	655
KEITH URBAN You'll Think Of Me (Capitol/EMC)	646
DIDO White Flag (Arista/RMG)	641

NEW & ACTIVE

NICK LACHEY What's Left Of Me (Jive/Zomba Label Group)
Total Plays: 65, Total Stations: 15, Adds: 5
TRISHA YEARWOOD Trying To Love You (MCA)
Total Plays: 47, Total Stations: 10, Adds: 0

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.



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April 7, 2006



America's Best Testing AC Songs 12 + For The Week Ending 3/31/06

Table with columns: Artist Title (Label), TW, LW, Famil., Burn, W 25-54, W 25-34, W 35-54. Lists top 30 AC songs.

Total sample size is 306 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much).



AC TOP 30



Table with columns: LAST WEEK, THIS WEEK, ARTIST TITLE LABEL(S), TOTAL PLAYS, +/- PLAYS, WEEKS ON CHART, TOTAL STATIONS. Lists top 30 Canadian AC songs.

24 Canadian AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks.

REPORTERS

Stations and their adds listed alphabetically by market

Large grid of market abbreviations and reporter names, such as WYJR/Albany, NY; WEBC/Bridgeport, CT; KKBA/Corpus Christi, TX; WAFY/Frederick, MD; WRSR/Huntsville, AL; etc.



Monitored Reporters 130 Total Reporters 105 Total Monitored 25 Total Indicator

Did Not Report, Playlist Frozen (5): KEZA/Fayetteville, AR; KONA/Tri, WA; KSBK/Santa Barbara, CA; WSWT/Peoria, IL

R&R HOT AC TOP 40

April 7, 2006

POWERED BY
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	DANIEL POWTER Bad Day (Warner Bros.)	3076	+110	173965	26	78/2
2	2	JAMES BLUNT You're Beautiful (Custard/Atlantic)	2764	-24	147838	28	79/0
3	3	ROB THOMAS Ever The Same (Atlantic)	2605	-19	140417	19	79/0
5	4	NATASHA BEDINGFIELD Unwritten (Epic)	2190	+129	132361	14	66/2
6	5	FRAY Over My Head (Cable Car) (Epic)	2035	+26	98751	21	71/0
4	6	NICKELBACK Photograph (Roadrunner/IDJMG)	2003	-81	134209	31	81/0
8	7	BON JOVI Who Says You Can't Go Home (Island/IDJMG)	1943	+117	112259	11	71/1
7	8	STAIN'D Right Here (Flip/Atlantic)	1888	+51	107642	34	69/0
9	9	KELLY CLARKSON Walk Away (RCA/RMG)	1884	+136	103370	12	63/1
12	10	LIFEHOUSE You And Me (Geffen)	1623	+24	96022	59	81/0
10	11	KELLY CLARKSON Because Of You (RCA/RMG)	1569	-104	89952	26	72/0
11	12	GOO GOO DOLLS Better Days (Warner Bros.)	1510	-98	81268	25	72/0
14	13	SHERYL CROW & STING Always On Your Side (A&M/Interscope)	1485	+51	69517	8	69/0
15	14	KT TUNSTALL Black Horse & The Cherry Tree (Relentless/Virgin)	1400	+130	63503	11	66/1
13	15	TRAIN Cab (Columbia)	1384	-154	59746	18	67/0
16	16	COLDPLAY Talk (Capitol)	1297	+47	56878	13	62/3
17	17	NICKELBACK Savin' Me (Roadrunner/IDJMG)	1293	+164	58267	7	64/1
19	18	JACK JOHNSON Upside Down (Brushfire/Universal Republic)	1109	+103	56496	11	51/1
18	19	ALL-AMERICAN REJECTS Dirty Little Secret (Doghouse/Interscope)	900	-177	42145	14	40/0
20	20	JEWEL Again And Again (Atlantic)	857	+52	34672	6	50/0
22	21	O.A.R. Love And Memories (Everfire/Lava)	767	+12	29436	13	39/1
24	22	HOOBASTANK If I Were You (Island/IDJMG)	752	+76	24460	5	48/4
23	23	CARRIE UNDERWOOD Some Hearts (Arista)	686	+1	24716	15	38/0
26	24	KEITH URBAN Making Memories Of Us (Capitol/EMC)	602	+15	34225	8	36/1
27	25	SAVING JANE Girl Next Door (Universal Republic)	582	+4	18469	12	30/2
21	26	SANTANA f/STEVEN TYLER Just Feel Better (Arista/RMG)	574	-187	27258	15	49/0
29	27	TEDDY GEIGER For You I Will (Confidence) (Columbia/Sony BMG)	562	+35	14272	8	35/3
28	28	PINK Stupid Girls (LaFace/Zomba Label Group)	528	-44	16538	7	29/1
30	29	FALL OUT BOY Dance, Dance (Island/IDJMG)	491	-13	20138	11	13/0
33	30	JOSH KELLEY Almost Honest (Hollywood)	411	+14	11174	9	28/0
34	31	BETTER THAN EZRA Juicy (Artemis)	373	+17	12128	5	17/2
31	32	LIVE The River (Epic)	370	-41	9489	9	26/1
36	33	RIHANNA SOS (Def Jam/IDJMG)	369	+71	15736	2	10/0
32	34	PUSSYCAT DOLLS Stickwitu (A&M/Interscope)	362	-36	19004	14	16/0
35	35	INXS Afterglow (Epic)	350	+28	10263	3	28/3
37	36	BREAKING POINT All Messed Up (Wind-Up)	304	+49	6171	4	21/1
39	37	SWITCHFOOT We Are One Tonight (Columbia)	292	+75	5908	2	21/1
38	38	MISSY HIGGINS Scar (Reprise)	260	+38	6139	3	22/2
Debut	39	BO BICE The Real Thing (RCA/RMG)	259	+90	14183	1	18/3
Debut	40	MARY J. BLIGE Be Without You (Geffen)	195	+61	11108	1	7/1

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
MAT KEARNEY Nothing Left To Lose (Aware/Columbia)	8
JAMES BLUNT High (Custard/Atlantic)	7
HOOBASTANK If I Were You (Island/IDJMG)	4
COLDPLAY Talk (Capitol)	3
TEDDY GEIGER For You I Will (Confidence) (Columbia/Sony BMG)	3
INXS Afterglow (Epic)	3
BO BICE The Real Thing (RCA/RMG)	3

The Hot AC add threshold is applied to monitored stations not allowed to report adds per their company policy: Songs that reach 10 plays per week in two consecutive airplay weeks. Airplay week is defined as Sunday through Saturday. Adds from all other programmers are still accepted at any play level.

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
NICKELBACK Savin' Me (Roadrunner/IDJMG)	+164
KELLY CLARKSON Walk Away (RCA/RMG)	+136
KT TUNSTALL Black Horse & The Cherry Tree (Relentless/Virgin)	+130
NATASHA BEDINGFIELD Unwritten (Epic)	+129
BON JOVI Who Says You Can't Go Home (Island/IDJMG)	+117
DANIEL POWTER Bad Day (Warner Bros.)	+110
JACK JOHNSON Upside Down (Brushfire/Universal Republic)	+103
BO BICE The Real Thing (RCA/RMG)	+90
HOOBASTANK If I Were You (Island/IDJMG)	+76
SWITCHFOOT We Are One Tonight (Columbia)	+75

NEW & ACTIVE

NICK LACHEY What's Left Of Me (Jive/Zomba Label Group)
Total Plays: 134, Total Stations: 12, Adds: 2
DIRTIE BLONDE Walk Over Me (Jive/Zomba Label Group)
Total Plays: 122, Total Stations: 14, Adds: 1
JAMES BLUNT High (Custard/Atlantic)
Total Plays: 93, Total Stations: 9, Adds: 7
MAT KEARNEY Nothing Left To Lose (Aware/Columbia)
Total Plays: 16, Total Stations: 9, Adds: 8

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

82 Hot AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/26-4/1. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2006, Arbitron Inc.) © 2006 Radio & Records.



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April 7, 2006

RateTheMusic.com
BY MEDIABASE

America's Best Testing Hot AC Songs 12+
For The Week Ending 3/31/06

Artist Title (Label)	TW	LW	Famil.	Burn	18-34	18-24	25-34
DANIEL POWTER Bad Day (Warner Bros.)	4.11	3.90	94%	20%	4.04	4.14	3.91
ROB THOMAS Ever The Same (Atlantic)	4.02	3.98	93%	20%	4.05	4.03	4.06
GOO GOO DOLLS Better Days (Warner Bros.)	4.00	3.92	94%	22%	4.02	4.11	3.90
FRAY Over My Head (Cable Car) (Epic)	3.97	3.95	77%	14%	4.02	4.21	3.64
FALL OUT BOY Sugar, We're Goin' Down (Island/IDJMG)	3.96	3.78	95%	35%	4.00	4.03	3.96
LIFEHOUSE You And Me (Geffen)	3.95	3.88	99%	49%	4.00	4.00	4.00
NICKELBACK Savin' Me (Roadrunner/IDJMG)	3.93	4.10	77%	14%	3.99	3.98	4.00
ALL-AMERICAN... Dirty Little Secret (Doghouse/Interscope)	3.89	3.82	96%	33%	3.87	4.03	3.65
O.A.R. Love And Memories (Everfire/Lava)	3.89	3.79	76%	11%	3.96	4.08	3.79
TEDDY GEIGER For You I Will... (Columbia/Sony BMG)	3.89	-	50%	7%	3.90	4.33	3.18
SAVING JANE Girl Next Door (Universal Republic)	3.86	3.70	62%	12%	3.93	4.10	3.72
NICKELBACK Photograph (Roadrunner/IDJMG)	3.78	3.78	99%	56%	3.80	3.71	3.90
NATASHA BEDINGFIELD Unwritten (Epic)	3.78	3.88	94%	31%	3.73	3.84	3.60
BON JOVI Who Says You Can't Go Home (Island/IDJMG)	3.72	3.64	87%	22%	3.66	3.61	3.73
STAIN'D Right Here (Flip/Atlantic)	3.71	3.83	92%	31%	3.75	3.67	3.85
KELLY CLARKSON Walk Away (RCA/RMG)	3.70	3.89	95%	27%	3.60	3.61	3.59
J. JOHNSON Upside Down (Brushfire/Universal Republic)	3.70	3.58	73%	15%	3.73	3.83	3.58
PINK Stupid Girls (LaFace/Zomba Label Group)	3.64	3.77	78%	19%	3.75	3.57	4.03
KELLY CLARKSON Because Of You (RCA/RMG)	3.61	3.82	100%	54%	3.51	3.44	3.60
JAMES BLUNT You're Beautiful (Custard/Atlantic)	3.59	3.68	100%	47%	3.68	3.52	3.88
HOOBASTANK If I Were You (Island/IDJMG)	3.59	3.62	46%	9%	3.53	3.69	3.33
KEITH URBAN Making Memories Of Us (Capitol/EMC)	3.57	3.69	71%	21%	3.76	3.72	3.82
KT TUNSTALL Black Horse... (Relentless/Virgin)	3.57	3.44	68%	19%	3.81	3.83	3.78
COLDPLAY Talk (Capitol)	3.51	3.51	76%	23%	3.51	3.65	3.31
SANTANA f/S. TYLER Just Feel Better (Arista/RMG)	3.50	3.72	87%	25%	3.60	3.67	3.50
SHERYL CROW...G Always On Your Side (A&M/Interscope)	3.46	3.37	63%	15%	3.59	3.71	3.47
TRAIN Cab (Columbia)	3.44	3.61	85%	25%	3.50	3.50	3.50
CARRIE UNDERWOOD Some Hearts (Arista)	3.40	3.45	77%	22%	3.37	3.40	3.33
INXS Pretty Vegas (Epic)	3.34	3.34	85%	38%	3.36	3.09	3.67

Total sample size is 311 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.

RR CANADA

HOT AC TOP 30

POWERED BY MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	NICKELBACK Savin' Me (Roadrunner/EMI Music Canada)	684	-14	12	16/0
6	2	PINK Stupid Girls (LaFace/Zomba Label Group)	680	+81	8	19/0
5	3	KELLY CLARKSON Walk Away (Sony BMG)	642	+30	10	15/0
2	4	REX GOUDIE Run (Sony BMG Music Canada)	631	-20	13	15/0
3	5	BON JOVI Who Says You Can't Go Home (Island/IDJMG/608)	608	-26	13	15/0
7	6	MADONNA Sorry (Warner Bros.)	594	+20	10	12/0
4	7	ROB THOMAS Ever The Same (Atlantic)	590	-44	17	19/0
9	8	INXS Afterglow (Sony BMG)	542	+25	7	17/0
10	9	HEDLEY Trip (Universal Music Canada)	488	-23	10	13/0
8	10	COLDPLAY Talk (Capitol)	471	-90	16	17/0
13	11	STABLO Flawed Design (EMI Music Canada)	470	+28	7	19/0
11	12	TOMI SWICK A Night Like This (Warner Music Canada)	469	+10	9	16/0
12	13	NATASHA BEDINGFIELD Unwritten (Sony BMG)	466	+15	18	14/0
18	14	JAMES BLUNT Wisemen (Custard/Atlantic)	434	+97	4	16/3
14	15	J. JOHNSON Upside Down (Brushfire/Universal Republic)	431	+47	6	19/0
16	16	RIHANNA SOS (Def Jam/IDJMG)	427	+73	6	12/0
17	17	KAYLE Don't Hold Me Down (Knotty Music)	395	+49	5	16/0
15	18	SANTANA f/S. TYLER Just Feel Better (Sony BMG)	333	-29	13	17/0
19	19	TRAIN Cab (Columbia)	327	+8	11	11/0
25	20	SUITS XL Play (Universal Music Canada)	313	+80	2	16/4
28	21	PHILOSOPHER... Give... (Sony BMG Music Canada)	305	+109	2	13/1
20	22	DANIEL POWTER Free Loop (Warner Bros.)	256	-30	20	15/0
27	23	FRAY Over My Head (Cable Car) (Epic)	253	+42	2	8/0
Debut	24	TEDDY GEIGER For You I Will... (Columbia/Sony BMG)	241	+60	1	10/2
Debut	25	MARY J. BLIGE Be Without You (Geffen)	234	+62	1	9/1
24	26	OUR LADY PEACE Angels... (Sony BMG Music Canada)	232	-17	15	11/0
23	27	COLLECTIVE SOUL How Do You Love (EI Music Group)	232	-20	14	12/0
-	28	KT TUNSTALL Black Horse... (Relentless/Virgin)	231	+47	10	9/0
26	29	ALL-AMERICAN... Dirty Little Secret (Doghouse/Interscope)	228	-1	5	5/0
30	30	TREWS Yearning (Bumstead/Sony BMG Music Canada)	217	+24	3	8/1

25 Canadian Hot AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/26-4/1. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. © 2006 Radio & Records. * Indicates Canon.

REPORTERS

Stations and their adds listed alphabetically by market

WXDD/Akron, OH* DM/PP: Keith Kennedy APD: Kevin Rush MD: Fred Hulse TEDDY GEIGER	WCIX/Boise, ID* DM/PP: Jeff Cochran APD: Tobin Jeffries No Adds	KYUU/Colorado Springs, CO* No Adds	WTCN/Hartford, CT* DM/PP: Steve Sahnay APD/MD: Jeannine Jersey No Adds	KOSO/Modesto, CA* DM/PP: Max Miller APD: Jack Paper MD: Donna Miller 1 MAT KEARNEY 1 FEFE DOBSON	KFYV/Oxnard, CA* DM/PP: Mark Elliott 5 DIRTIE BLONDE 2 ALL-AMERICAN REJECTS JAMES BLUNT	WRFY/Reading, PA* DM/PP: Al Burke No Adds	KDCA/Spokane, WA* DM/PP: Kory King PD: Scott Shannon No Adds	WROX/Washington, DC* DM/PP: Kory King MD: Carol Parker JACK JOHNSON
WRVE/Albany, NY* DM/PP: Randy McCarter APD: Kevin Rush MD: Fred Hulse TEDDY GEIGER	WBMX/Boston, MA* PD: Jerry McKenna APD/MD: Mike Mellaney 6 SHAKIRA (MYCLEF JEAN JAMES BLUNT	WBNS/Columbus, OH* PD: Jeff Ballentine MD: Sue Leighton 1 DANIEL POWTER	KHMV/Houston, TX* PD: Buddy Scott No Adds	WJLK/Monmouth, NJ* DM/PP: Lou Russ APD/MD: Debbie Mazella SAVING JANE INXS	KPSI/Palm Springs, CA PD: Connie Breeze MD: Bradley Ryan 7 KT TUNSTALL 7 TRAIN 7 NICK LACHEY	KLCA/Reno, NV* DM: Bill Schultz DM: Ken Hopkins PD: Liz Ryan MD: Connie Wray MAT KEARNEY	KZZU/Spokane, WA* DM: Ken Hopkins PD: Maynard 1 BREAKING POINT 4 NICK LACHEY	KNIN/Wichita Falls, TX DM: Chris Walters PD: Liz Ryan 4 SWITCFOOT 4 NICK LACHEY
KPEK/Albuquerque, NM* PD: Tony Manero MD: Debra McClurkin 3 PINK 1 MAT KEARNEY JAMES BLUNT	WUHL/Bowling Green, KY DM/PP: Brooks Summers 12 BETTER THAN EZRA 7 NICK LACHEY 6 DADDY YANKEE	KLTC/Corpus Christi, TX* DM/PP: Jeff Clark JAMES BLUNT MAT KEARNEY NICK LACHEY	KSHI/El Paso, TX* DM: Courtney Nelson PD: Justin Riley 2 INXS 2 HOOBASTANK	KCDU/Monterey, CA* DM/PP: Scott Sands APD: Karl Juhl MD: Dave Decker 12 PEARL JAM	WJLQ/Pensacola, FL* DM/PP: John Stuart APD: Katie Tyler 13 COLDPLAY	WYOR/Rochester, NY* DM/PP: Dave LaFrie APD/MD: Joe Bonacci TEDDY GEIGER	WYYW/Springfield, MA* DM/PP: Pat McKay APD: Matt Gregory No Adds	KFBZ/Wichita, KS* PD: JJ Morgan No Adds
KDBZ/Anchorage, AK DM: Tom Dakos PD/MD: Eddie Maxwell No Adds	WTSS/Buffalo, NY* PD: Brian Demay MD: Rob Lucas No Adds	KDMX/Dallas, TX* DM: Pat McKeown PD: Rick O'Bryan MD: Lisa Thomas 8 NATASHA BEDINGFIELD	WQSM/Fayetteville, NC* DM: Jeff Davis 16 COLDPLAY 10 HOOBASTANK	WPLI/New York, NY* DM: Tom Cuddy PD: Scott Shannon MD: Tony Maccaro No Adds	WXMP/Peoria, IL DM: Rick Hirschmann PD: Scott Seigel 10 KELLY CLARKSON 5 SHERYL CROW & STING	KZZO/Sacramento, CA* PD: Byron Kennedy APD/MD: Shawn Cash MARTY CASEY & LOVEHAMMERS	KYKY/St. Louis, MO* PD: Kevin Robinson APD: Greg Howitt MD: Jim Myers No Adds	WIMC/Wichita, VA DM/PP: Jeff Adams APD/MD: Paula Kistwell 9 NICK LACHEY 8 BETTER THAN EZRA
KMXS/Anchorage, AK DM/PP: Ross Lennox APD: Eric Campbell No Adds	WMTX/Cedar Rapids, IA DM/PP: JJ Cook APD: John Rivers No Adds	WMMX/Dayton, OH* DM: Jeff Stevens APD: Shawn Vincent MD: Allen Rantz 4 INXS	WQBQ/Fredericksburg, VA MD: Lisa Parker 7 ARCADIA 1 MISSY HIGGINS	WPTF/Norfolk, VA* PD: Barry McKay MD: Heather Branch 14 BETTER THAN EZRA	KMXP/Phoenix, AZ* DM: Alan Sledge PD: Ron Price MD: John Principale No Adds	KMYI/San Diego, CA* APD/MD: Mel McKay No Adds	WVRV/Si. Louis, MO* MD: Jill Devine MISSY HIGGINS JAMES BLUNT MAT KEARNEY	WXLO/Worcester, MA* DM/PP: Jay Beau Jones APD/MD: Mary Knight No Adds
WAYV/Atlantic City, NJ* PD: Paul Kelly MAT KEARNEY NEW CARS	WTKX/Chicago, IL* DM/PP: Mary Ellen Kashitake NATASHA BEDINGFIELD MAT KEARNEY	KALC/Denver, CO* DM: Charene Frang APD/MD: Sam Hill 5 JAMES BLUNT	WMBX/Las Vegas, NV* PD: Justin Chase No Adds	WYMA/Louisville, KY* PD: George Lindsey MD: Karina Blair 1 BON JOVI W/ JENNIFER NETTLES	WZPT/Pittsburgh, PA* DM/PP: Keith Clark APD: Jonny Harwell MD: Scott Alexander No Adds	KLCC/San Francisco, CA* PD: Chris Mays APD/MD: Jayn No Adds	WMTX/Tampa, FL* APD: Kurt Schreiner MD: Rusty Knight No Adds	WMMX/Youngstown, OH* DM: Dan Rivers PD: Jerry Mac MD: Mark French No Adds
KAMX/Austin, TX* DM/PP: Dusty Hayes APD: Carrie Benjamin No Adds	WKRC/Cincinnati, OH* PD: Patti Marshall APD: Grover Collins MD: Brian Douglas No Adds	KSTZ/Des Moines, IA* PD: Jim Schaefer MD: Jimmy Wright COLDPLAY	KURB/Little Rock, AR* DM/PP: Randy Cain MD: Becky Rogers KELLY CLARKSON MICHAEL SADLER NICK LACHEY	WYMX/Olean, NY DM/PP: Aaron James CASCADA NEW CARS	KRSK/Portland, OR* PD: Jeff McHugh MD: Sheryl Stewert 6 JAMES BLUNT 2 SAVING JANE 2 BLACK EYED PEAS	WQIC/Sunbury, PA PD: Drew Kelly MD: Rob Senter MARY J. BLIGE	WMMX/Youngstown, OH* DM: Dan Rivers PD: Jerry Mac MD: Mark French No Adds	
KLLY/Bakersfield, CA* DM/PP: E. J. Tyler APD: Eric Fox MD: Forrest Bueller MAT KEARNEY BO BICE	WVWX/Cincinnati, OH* DM: Tommy Botean MD: Bobby D No Adds	WDDV/Detroit, MI* PD: Byron "Ron" Harrell MD: Jesse Ady No Adds	WYMA/Louisville, KY* PD: George Lindsey MD: Karina Blair 1 BON JOVI W/ JENNIFER NETTLES	WYMX/Olean, NY DM/PP: Aaron James CASCADA NEW CARS	WYMA/Louisville, KY* PD: George Lindsey MD: Karina Blair 1 BON JOVI W/ JENNIFER NETTLES	WYMX/Olean, NY DM/PP: Aaron James CASCADA NEW CARS	WYMX/Olean, NY DM/PP: Aaron James CASCADA NEW CARS	WYMX/Olean, NY DM/PP: Aaron James CASCADA NEW CARS
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CAROL ARCHER
carcher@radioandrecords.com

Selling On The Smooth Tip

Further insights into the nuances involved in effective sales

Originally, last week's column, "Revenue Now," in which three Clear Channel sales executives weighed in with their strategies for selling Smooth Jazz, was intended as a standalone story. But because selling is such a critical component in any station's success, and because valuable material from my interview with Clear Channel/San Francisco VP/Sales Doug Sterne remained, we continue to explore the topic this week.

Asked to imagine he was conducting a seminar in Smooth Jazz sales for format novices, Sterne said, "I'd be sure it was set up at a concert or Smooth Jazz station event so the students could appreciate for themselves the relationship between the artist and the audience, as well as the caliber of the audience — just who is buying tickets to see these great performers.

"That experience would begin the process for salespeople, because there is often a misunderstanding about the format. People think

that it's background. If they witnessed firsthand fans' passion for the music and lifestyle, they would easily make the connection that listeners are engaged in the music."

A Tough Putt



Doug Sterne

With continued consolidation, many account executives may be selling Smooth Jazz for the first time. About this situation, Sterne said, "The best managers understand the nuances of the different brands, that they are not just commodities,

but living, breathing entities. The radio station's relationship with its most passionate listeners is what drives direct response.

"The qualitative virtues of the audience speak for themselves, and you have to bring that to life. Sellers can miss the whole point because of the false notion that SJ is background. To reiterate, when you deliver a compelling message that speaks directly to the P1 fan, Smooth Jazz builds frequency and produces a tremendous direct response.

"If I could, I would introduce these new sellers to my favorite Jaguar and Mercedes-Benz dealers, to a leading jeweler in San Francisco and to the regional manager of Ameri-

"When you deliver a compelling message that speaks directly to the P1 fan, Smooth Jazz builds frequency and produces a tremendous direct response."

Doug Sterne



MOUNT OLYMPUS Legendary composer Burt Bacharach (l) stopped by Clear Channel KKSF/San Francisco's studios recently, where he was interviewed on-air by afternoon personality Ray White.

Interp's New Format Study

A recently released Smooth Jazz research study compiled by Interp begins, "With the majority of Smooth Jazz listeners falling into the baby boomer consumer segment, advertisers can take advantage of their spending power." The study underscores what successful sellers already know about this format's continuing appeal to advertisers: Smooth Jazz is like gold.

Among the highlights of the study is the assertion that Smooth Jazz retains its metropolitan flavor and is more mass-appeal than ever. "This is evidenced by the format's presence in the top 25 markets," the study says. "All top 10 markets have a Smooth Jazz station; 15 of the top 20 markets have a Smooth Jazz station; and 19 of the top 25 markets have a Smooth Jazz station."

- The format is gender-balanced — 47% male, 53% female — and ethnically diverse — 7% Hispanic, 34% African American and 58% white.
- Sixty-one percent of Smooth Jazz listeners are 25-54, 48% are 35-54, and 51% are 18-49.
- Fifty-nine percent of Smooth Jazz listeners have household incomes of more than \$50,000 a year.
- Thirty-six percent of Smooth Jazz listeners have household incomes of more than \$75,000 a year.
- Smooth Jazz listeners are more likely than the average adult to have investments (compared to the national average of people who have an IRA, Smooth Jazz indexes 144).
- Smooth Jazz listeners are more likely than the average adult to travel, both for business and pleasure.
- Smooth Jazz listeners actively attend various entertainment venues, such as theaters (they index 161 here, compared to the national average).
- Smooth Jazz listeners are more likely than the average adult to own more than one vehicle and to make a vehicle purchase in the next six months (Smooth Jazz listeners whose next vehicle purchase will be a luxury model index 165).
- Smooth Jazz listeners are well-educated and affluent; 72% are homeowners.
- Smooth Jazz has one of the highest concentrations of baby boomers among all radio formats.
- Boomers are affluent consumers in their peak earning years and account for more than 50% of total U.S. spending in many important consumer categories.
- Boomers amass the highest aggregate income. Together, the core boomer age cells account for nearly \$3 trillion in income.
- Boomers control half of all spending.

To request a copy of Interp's report, contact CBS Radio Sales Research Director Laurie Camuso at laurie_camuso@interp.com.

can Airlines so they could gain appreciation from these clients' endorsements.

"There is no reason that revenue from upscale products should not go to the bottom line. We are having success introducing Smooth Jazz to new advertisers."

Sterne understands that Smooth Jazz stations with solid ratings do not always produce commensurate revenue. "The power ratios are low because they generally have huge 12+ numbers compared to 25-54, so it's hard to convert," he said. "The perception is that SJ tends to be 45+. If you're relying on ratings alone, you're going to have a tough putt.

"It's a fact that if we understand the nature of our audience, we are also being more clever and smarter in targeting the advertiser. Sales is a numbers game that combines smart targeting, ascertaining marketing objectives

"When Smooth Jazz is the right station for the buy, it's excellent."

Ginger Daughtry

and solving them with the unique elements that only Smooth Jazz offers."

A Buyer's P.O.V.

As luck would have it, during one of several conversations I had with Sterne for this story he was with MindShare's Ginger Daughtry, a buyer whose agency handles American Express and Ford, among others. Naturally, I was eager to hear her perceptions of Smooth Jazz.

"When Smooth Jazz is the right station for the buy, it's excellent," she said. "I've been in the market for some time and have a pretty good idea of the listener for any given station or format. The typical Smooth Jazz listener is at least 35+, probably more highly educated and has a higher income."

Daughtry went on to explain that she has never attended a Smooth Jazz station event, saying, "I hate jazz." Nevertheless, she listens occasionally to KKSF/San Francisco's second band on HD Radio, which plays traditional jazz. "It's kind of like listening to the radio with my parents when I was a kid — Frank Sinatra and all that," she said.

Smooth Jazz sales: One buyer at a time.

"The best managers understand the nuances of the different brands, that they are not just commodities, but living, breathing entities."

Doug Sterne

April 7, 2006

POWERED BY
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+ / - PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	PAUL BROWN Winelight (GRP/VMG)	620	+21	84546	15	28/0
4	2	NAJEE 2nd 2 None (Heads Up International)	599	+44	73910	23	29/0
3	3	NILS Summer Nights (Baja/TSR)	587	-2	68606	23	29/0
2	4	RICHARD ELLIOT Mystique (Artizen)	574	-20	81983	22	30/0
5	5	BRIAN CULBERTSON Let's Get Started (GRP/VMG)	536	+49	80485	12	29/0
6	6	KIM WATERS Steppin' Out (Shanachie)	452	-26	47912	28	25/0
9	7	MICHAEL LINGTON Pacifica (Rendezvous)	375	-16	60550	19	26/0
7	8	BRIAN SIMPSON It's All Good (Rendezvous)	373	-42	47380	27	30/0
8	9	RICK BRAUN Shining Star (Artizen)	362	-40	46073	26	28/0
11	10	MARION MEADOWS Suede (Heads Up)	355	+1	37966	35	25/0
10	11	CHRIS BOTTI f/JILL SCOTT Good Morning Heartache (Columbia)	320	-46	41421	21	24/0
12	12	3RD FORCE You Got It (Higher Octave/EMI)	307	+6	62889	17	21/0
13	13	PHILIPPE SAISSE TRIO Do It Again (Rendezvous)	282	+25	60990	6	22/1
17	14	NICK COLIONNE Always Thinking Of You (Narada Jazz/EMI)	265	+33	37384	11	23/0
18	15	RAMSEY LEWIS Oh Happy Day (Narada Jazz/EMI)	264	+35	64247	6	16/0
16	16	HERBIE HANCOCK f/J. AGUILERA A Song For You (Possibilities/Vector)	249	+16	41634	5	19/1
15	17	KIRK WHALUM Whip Appeal (Rendezvous)	248	+5	26151	14	21/0
19	18	GREGG KARUKAS Show Me The Way (Trippin' 'N' Rhythm)	223	+3	22809	20	17/0
20	19	BEYONCE' Wishing On A Star (Sony Urban/Columbia)	170	-1	23486	8	12/1
22	20	GERALD ALBRIGHT We Got The Groove (Peak)	167	+15	29862	6	13/0
21	21	RAUL MIDON If You're Gonna Leave (Manhattan/EMC)	159	-12	26511	20	12/0
23	22	CHRIS STANDRING I Can't Help Myself (Trippin' 'N' Rhythm)	149	+2	24687	5	15/0
24	23	DONALD FAGEN H Gang (Reprise)	138	-2	12123	9	12/0
Debut	24	MINDI ABAIR True Blue (GRP/VMG)	121	+86	18791	1	16/7
25	25	ERIC DARIUS Steppin' Up (Narada Jazz/EMI)	117	-12	7069	8	10/0
26	26	STEVE COLE Spin (Narada Jazz/EMI)	103	-2	5863	10	8/0
Debut	27	DAVID PACK Biggest Part Of Me (Peak/Concord)	101	+33	9027	1	10/2
Debut	28	EUGE GROOVE Chillaxin (Narada Jazz/EMI)	97	+39	24151	1	9/2
28	29	JANITA Enjoy The Silence (Lightyear)	95	+5	6623	3	8/0
30	30	STEVE OLIVER Good To Go (Koch)	86	+1	5365	2	8/1

30 Smooth Jazz® reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/26-4/1. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart unless a song has not yet reached the top 15. If after 20 weeks, the record is not in the top 15 and has two consecutive weeks of decreased plays, the song is then categorized as recurrent. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2006, Arbitron Inc.) © 2006 Radio & Records.

NEW & ACTIVE

KEN NAVARRO Stoned Soul Picnic (Positive)
Total Plays: 84, Total Stations: 8, Adds: 0

PAMELA WILLIAMS Positive Vibe (Shanachie)
Total Plays: 79, Total Stations: 8, Adds: 0

JASON MILES Sexual Healing (Narada Jazz/EMI)
Total Plays: 78, Total Stations: 8, Adds: 0

RAY PARKER, JR. Mismaloya Beach (Raydio Music Group)
Total Plays: 77, Total Stations: 8, Adds: 1

KEM Find Your Way (Back Into My Life) (Motown/Universal)
Total Plays: 63, Total Stations: 6, Adds: 0

SPYRO GYRA Midnight Thunder (Heads Up)
Total Plays: 60, Total Stations: 5, Adds: 0

CAMIEL El Alba (Rendezvous)
Total Plays: 53, Total Stations: 6, Adds: 0

BONA FIDE Midnight Train (Heads Up)
Total Plays: 44, Total Stations: 5, Adds: 0

MARC ANTOINE Modern Times (Rendezvous)
Total Plays: 44, Total Stations: 5, Adds: 0

JIMMY SOMMERS Fly Me To The Moon (Gemini)
Total Plays: 38, Total Stations: 3, Adds: 0

Songs ranked by total plays

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
MINDI ABAIR True Blue (GRP/VMG)	7
DAVID PACK Biggest Part Of Me (Peak/Concord)	2
EUGE GROOVE Chillaxin (Narada Jazz/EMI)	2
RICK BRAUN Groove Is In The Heart (Artizen)	2

The Smooth Jazz add threshold is applied to monitored stations not allowed to report adds per their company policy. Songs that reach four plays per week in two consecutive airplay weeks. Airplay week is defined as Sunday through Saturday. Adds from all other programmers are still accepted at any play level.

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MINDI ABAIR True Blue (GRP/VMG)	+86
BRIAN CULBERTSON Let's Get Started (GRP/VMG)	+49
NAJEE 2nd 2 None (Heads Up International)	+44
EUGE GROOVE Chillaxin (Narada Jazz/EMI)	+39
RAMSEY LEWIS Oh Happy Day (Narada Jazz/EMI)	+35
NICK COLIONNE Always Thinking Of You (Narada Jazz/EMI)	+33
DAVID PACK Biggest Part Of Me (Peak/Concord)	+33
PHILIPPE SAISSE TRIO Do It Again (Rendezvous)	+25
CASSANDRA WILSON Lost (Blue Note/EMC)	+23
CASSANDRA WILSON It Would Be So Easy (Blue Note/EMC)	+22

MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
H. HANCOCK f/J. MAYER Stitched Up (Hear Music/Vector)	246
EUGE GROOVE Get Em Goin' (Narada Jazz/EMI)	210
DAVID PACK You're The Only Woman (Peak)	208
WALTER BEASLEY Coolness (Heads Up)	204
PAUL HARDCASTLE Serene (Trippin' 'N' Rhythm)	182
KEN NAVARRO You Are Everything (Positive)	174
BOZ SCAGGS Lowdown (Unplugged) (Virgin)	172
BRIAN CULBERTSON Hookin' Up (GRP/VMG)	161
STEVE COLE Thursday (Narada Jazz/EMI)	151
MARIAH CAREY We Belong Together (Island/IDJMG)	139
PAUL TAYLOR Nightlife (Peak)	133
NILS Pacific Coast Highway (Baja/TSR)	132
NORAH JONES Don't Know Why (Blue Note/Virgin/EMC)	128
WAYMAN TISDALE Ain't No Stoppin' Us Now (Rendezvous)	127
SOUL BALLET She Rides (215)	127

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

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RR SMOOTH JAZZ TOP 30 INDICATOR

April 7, 2006

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
2	1	PAUL BROWN <i>WineLight (GRP/VMG)</i>	218	-2	306	12	12/0
3	2	NILS <i>Summer Nights (Baja/TSR)</i>	214	0	387	20	12/0
1	3	KIM WATERS <i>Steppin' Out (Shanachie)</i>	205	-20	241	27	14/0
4	4	CHRIS BOTTI f/JILL SCOTT <i>Good Morning Heartache (Columbia)</i>	193	-7	578	19	15/0
5	5	RICHARD ELLIOT <i>Mystique (Artizen)</i>	181	-8	295	20	11/0
6	6	GERALD ALBRIGHT <i>We Got The Groove (Peak)</i>	167	+11	643	8	14/0
10	7	CHRIS STANDRING <i>I Can't Help Myself (Trippin' 'N' Rhythm)</i>	158	+16	376	6	12/0
8	8	ERIC DARIUS <i>Steppin' Up (Narada Jazz/EMI)</i>	150	0	612	9	12/0
7	9	MICHAEL LINGTON <i>Pacifica (Rendezvous)</i>	150	-4	246	16	11/0
11	10	BRIAN CULBERTSON <i>Let's Get Started (GRP/VMG)</i>	145	+9	256	11	10/0
9	11	GREGG KARUKAS <i>Show Me The Way (Trippin' 'N' Rhythm)</i>	139	-7	365	21	11/0
12	12	KIRK WHALUM <i>Whip Appeal (Rendezvous)</i>	138	+9	263	12	11/1
14	13	HERBIE HANCOCK f/C. AGUILERA <i>A Song For You (Possibilities/Vector)</i>	135	+13	559	6	13/2
15	14	PHILIPPE SAISSE TRIO <i>Do It Again (Rendezvous)</i>	128	+13	205	3	13/0
13	15	NICK COLIONNE <i>Always Thinking Of You (Narada Jazz/EMI)</i>	128	+1	368	11	11/0
16	16	ALTHEA RENE <i>In The Moment (Alliant)</i>	110	+2	495	9	9/0
19	17	JEFF GOLUB <i>Cream And Sugar (Narada Jazz/EMI)</i>	107	+5	301	6	10/0
18	18	JASON MILES <i>Sexual Healing (Narada Jazz/EMI)</i>	106	+1	301	9	10/0
17	19	STEVE COLE <i>Spin (Narada Jazz/EMI)</i>	106	-2	351	9	10/0
22	20	RAY PARKER, JR. <i>Mismaloya Beach (Raydio Music Group)</i>	105	+13	308	5	10/0
21	21	BOB JAMES <i>Choose Me (Koch)</i>	102	+9	171	5	8/0
20	22	RAMSEY LEWIS <i>Oh Happy Day (Narada Jazz/EMI)</i>	99	-2	228	3	9/0
29	23	STEVE OLIVER <i>Good To Go (Koch)</i>	98	+28	131	2	10/1
23	24	WAYMAN TISDALE <i>Cruisin' (Rendezvous)</i>	91	-1	363	11	8/0
24	25	3RD FORCE <i>You Got It (Higher Octave/EMI)</i>	85	0	193	3	7/0
26	26	MICHAEL O'NEILL <i>The Journey (Green Bean)</i>	83	+2	296	3	8/0
25	27	MARC ANTOINE <i>Modern Times (Rendezvous)</i>	83	0	218	18	9/1
-	28	SPYRO GYRA <i>Midnight Thunder (Heads Up)</i>	74	+14	391	5	7/0
Debut	29	LARRY CARLTON <i>Sunrise (Bluebird/RCA Victor/RMG)</i>	73	+9	119	1	9/1
28	30	PAMELA WILLIAMS <i>Positive Vibe (Shanachie)</i>	70	-1	276	3	8/0

18 Smooth Jazz reporters. Songs ranked by total plays for the airplay week of Sunday 3/26 - Saturday 4/1.
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MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
RICK BRAUN <i>Groove Is In The Heart (Artizen)</i>	4
WAYMAN TISDALE <i>Get Down On It (Rendezvous)</i>	3
H. HANCOCK f/C. AGUILERA <i>A Song For You (Possibilities/Vector)</i>	2
CASSANDRA WILSON <i>It Would Be So Easy (Blue Note/EMC)</i>	2
NELSON RANGELL <i>City Lights (Koch)</i>	2

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
STEVE OLIVER <i>Good To Go (Koch)</i>	+28
MINDI ABAIR <i>True Blue (GRP/VMG)</i>	+26
EUGE GROOVE <i>Chillaxin (Narada Jazz/EMI)</i>	+19
STEVE BRIDDY f/JEFF LORBER <i>Whiz Kid (215)</i>	+18
PIECES OF A DREAM <i>Forward Emotion (Heads Up)</i>	+17
ROB WHITE <i>Fin De Semana (Weekend) (Orpheus)</i>	+17
ANNA WILSON <i>My Columbus Day (Transfer)</i>	+17
CHRIS STANDRING <i>I Can't Help Myself (Trippin' 'N' Rhythm)</i>	+16
SPYRO GYRA <i>Midnight Thunder (Heads Up)</i>	+14

MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
NAJEE <i>2nd 2 None (Heads Up International)</i>	135
PAUL TAYLOR <i>East Bay Bounce (Peak)</i>	96
MARION MEADOWS <i>Suede (Heads Up)</i>	91
RICK BRAUN <i>Shining Star (Artizen)</i>	89
JONATHAN BUTLER <i>Rio (Rendezvous)</i>	84
BRIAN SIMPSON <i>It's All Good (Rendezvous)</i>	81
EUGE GROOVE <i>Get Em Goin' (Narada Jazz/EMI)</i>	77
DAVE KOZ <i>Love Changes Everything (Capitol)</i>	63
DAVID PACK <i>You're The Only Woman (Peak)</i>	62
RAUL MIDON <i>If You're Gonna Leave (Manhattan/EMC)</i>	53

REPORTERS

Stations and their adds listed alphabetically by market

WJZZ/Atlanta, GA*
PD/MD: Dave Kosh
No Adds

KJCD/Denver, CO*
PD/MD: Michael Fischer
3 HERBIE HANCOCK f/CHRISTINA AGUILERA

WYJZ/Indianapolis, IN*
OM/MD: Carl Frye
2 MINDI ABAIR
1 DAVIO PACK
1 SIMPLY RED
1 RICK BRAUN

WQCD/New York, NY*
PD: Blake Lawrence
MD: Carolyn Bednarski
No Adds

KJZS/Reno, NV*
PD/MD: Robert Dees
RAY PARKER JR
STEVE OLIVER
MINDI ABAIR

DMX Smooth Jazz/Satellite
PD/MD: Jeanne Destro
No Adds

WSJT/Tampa, FL*
PD: Ross Block
MD: Kathy Curtis
No Adds

WSMJ/Baltimore, MD*
PD/MD: Lori Lewis
No Adds

WVMV/Detroit, MI*
OM/MD: Tom Stecker
MD: Sandy Kovach
No Adds

KOAS/Las Vegas, NV*
PD/MD: Michael Joseph
No Adds

WHDD/Norfolk, VA
PD: Kevin "The Moose" Anderson
2 CAROL
2 DEE JAZZ f/GERALD ALBRIGHT
2 MIKE PHILLIPS
2 NAJEE
2 DOWN TO THE BONE
2 RICK BRAUN
2 SOULIVE
2 KIRK WHALUM
1 MIKE PHILLIPS
1 CAFE SOUL ALL STARS
1 JEFF LORBER
1 BOB JAMES
1 INCOGNITO
1 JASON MILES
1 HERBIE HANCOCK f/CHRISTINA AGUILERA
1 MARC ANTOINE
1 GENE DUNLAP
1 GEORGE DUKE
1 MARCUS MILLER
1 PAUL HARGCASTLE
1 WALTER BEASLEY
1 BRIAN CULBERTSON
1 TOM BRAXTON

KSSJ/Sacramento, CA*
PD/MD: Lee Hansen
No Adds

Jones Radio Network/Satellite*
OM: J.J. McKay
PD: Steve Hibbard
MD: Larrie Cobb
2 HIL ST. SOUL

KMYT/Temecula, CA
OM: Bill Georgi
APD: Jessie Westley
No Adds

WVSU/Birmingham, AL
OM/MD: Andy Parrish
1 RICK BRAUN
1 STEVE RAYBINE
1 CASSANDRA WILSON
1 NELSON RANGELL

WZJZ/Ft. Myers, FL*
PD: Joe Turner
MD: Randi Bachman
1 MINDI ABAIR

KUAP/Little Rock, AR
PD/MD: Michael Nellums
6 WAYMAN TISDALE

KSBK/Los Angeles, CA
OM/MD: Terry Wedel
MD: Enid Cogswell
8 STEVE BRIDDY f/JEFF LORBER
2 RICK BRAUN
1 MINDI ABAIR
1 PIECES OF A DREAM
DONALD FAGEN

KBZN/Salt Lake City, UT*
OM/MD: Dan Jessop
8 EUGE GROOVE

Music Choice Smooth Jazz/Satellite
APD: Will Kinnally
No Adds

WJZW/Washington, DC*
OM: Kenny King
OM: Carl Anderson
MD: Renee DeFry
PHILIPPE SAISSE TRIO

WNUA/Chicago, IL*
OM/MD: Darren Davis
APD/MD: Michael La Crosse
No Adds

WSBZ/Ft. Walton Beach, FL
PD: Mark Carter
MD: Mark Edwards
RICK BRAUN
NELSON RANGELL
ULTRABLU
WAYMAN TISDALE

KTWW/Los Angeles, CA*
PD: Paul Goldstein
MD: Samantha Pascual
No Adds

WLOO/Oriando, FL*
PD/MD: Brian Morgan
APD: Patrick Riley
No Adds

KIFM/San Diego, CA*
PD: Mike Vasquez
APD/MD: Kelly Cole
3 EUGE GROOVE

XM Watercolors/Satellite
PD/MD: Shirrita Colon
JANITA
RICK BRAUN
JANITA

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MEDIABASE

WNWV/Cleveland, OH*
OM/MD: Bernie Kimble
1 RICK BRAUN
MINDI ABAIR

KHJZ/Houston, TX*
PD: Maxine Todd
APD/MD: Greg Morgan
No Adds

WLVE/Miami, FL*
OM: Rob Roberts
PD/MD: Rich McMillan
BEYONCÉ

WJZZ/Philadelphia, PA*
OM: Todd Shannon
PD: Michael Tozzi
MD: Frank Childs
1 MINDI ABAIR

KKSF/San Francisco, CA*
MD: Ken Jones
No Adds

KWJZ/Seattle, WA*
PD: Carol Handley
MD: Nick Morrison
1 BRIAN SIMPSON
ERIC DARIUS
PIECES OF A DREAM
JANITA
DAVIO PACK

*Monitored Reporters

48 Total Reporters

30 Total Monitored

18 Total Indicator

Did Not Report, Playlist Frozen (5):
DMX Jazz Vocal Blend/Satellite
KJLU/Jefferson City, MO
Sirius Jazz Cafe/Satellite
WEAA/Baltimore, MD
WVAS/Montgomery, AL

KOAI/Dallas, TX*
PD: Charley Connolly
APD/MD: Mark Sanford
No Adds

KPVU/Houston, TX
PD: Wayne Turner
7 ANNA WILSON
5 WAYMAN TISDALE

KRVV/Modesto, CA*
OM/MD: Doug Walli
PD: James Bryan
No Adds

KYOT/Phoenix, AZ*
PD: Smokey Rivers
APD/MD: Angie Handa
No Adds

KSFQ/Santa Fe, NM
PD/MD: Brad Brown
11 KIRK WHALUM

KCOZ/Springfield, MO
OM: Joe Jones
PD/MD: Rachael ElHott
11 HERBIE HANCOCK f/CHRISTINA AGUILERA
10 LARRY CARLTON
7 STEVE OLIVER
7 VALARIE KING
5 ROB WHITE

KJZY/Santa Rosa, CA*
PD: Gordon Zlot
APD/MD: Rob Singleton
No Adds



STEVEN STRICK
sstrick@radioandrecords.com

Anatomy Of A Music Meeting

The most important meeting of the week

What's a typical music meeting like these days? Is there even a "typical" music meeting? I asked programmers to dissect this important weekly gathering and send me the pieces. Several did, and here are the results.

WWCD/Columbus, OH

Jack DeVoss, MD of WWCD, tells me that his music meeting happens on Thursdays. "It is open to all, with the only restriction being fire codes," he says.



Jack DeVoss

"We have a wide variety of peeps in attendance, from interns to record reps to Joe Listener. We generally listen to about 30 records, which I — along with music assistants Rudy Gerdeman and Tom Butler — bring in.

"Radio is not a democracy, but it is also not a dictatorship. PD Andy 'Andyman' Davis has the final say but takes many factors into consideration when making his decision, including the opinions garnered from the music meeting.

"Once we start playing a record, if it sucks, it's gone. As far as market politics go, Columbus is a bizarre market, with several independent stations and two big corporate behemoths. Market politics is not ignored, but overall it is a small factor."

Music Choice Rock & Alternative

Music Choice Director/Programming Justin Prager says his music meeting begins with a very simple act: listening to music. "Before referring to any data — record sales, trade charts, etc. — we listen to all newly submitted music, both music videos and audio tracks, so we can rate it without any biases," he says.

"After we determine the music we wish to add, we research the history of the artists and song. We pride ourselves on breaking new bands, so if there's no research to assist us, we still add music we believe will be a success. We were a year-plus ahead of the curve with such artists as Fall Out Boy, My Chemical Romance and Three Days Grace.



Justin Prager

"Our initial music meeting is open to all of our staff, but the 'official' attendees

are MD Gary Susalis, our team of assistant rock programmers and myself. Gary and I, as the senior members of the team, handle the final decisionmaking and rotations of the channels.

"The bands' past success with Music Choice and in broadcasting as a whole come into play, but for newer artists, sometimes we simply rely on our own ears. On the Alternative channel, we added Matisyahu's 'King Without a Crown' back in August '05 simply because we felt it was a must-hear for our audience.

"We've also been highly supportive of People In Planes, Rock Kills Kid and Red Jumpsuit Apparatus. Their respective sounds, though very different from one another, truly represent the current sound trends in the alt world.

"On the active rock side, we are big supporters of the latest tracks from Lacuna Coil, Faktion and Flyleaf."

KEYJ/Abilene, TX

Active Rock KEYJ PD Frank Pain says his station conducts music meetings on the air, in the bathroom and in his office. "The rule of thumb is not to allow phones to dictate your playlist, but if there's overwhelming response from a tested track, then get that sucker in full-time rotation now," he says.



Frank Pain

"I honestly have no true science or method behind my playlist. Heck, I have no money for auditorium testing. Here's the order of progression: Step 1 is I listen to music, and if I see any potential, Step 2 is the song goes into 'Battle of the Bands.' If it gets some response, on to Step 3; if not, it goes to the dumpster. If it gets insane response, go to Step 5.

"In Step 3 I throw it in my CD player, go to the bathroom, take a dump, close my eyes and listen. Sounds weird, but look at my ratings: I have never had a down book. In Step 4, Metal Director Chaz McGuire and I listen and watch for action on the R&R chart. And Step 5 is add that bad boy."

Pain says market politics don't play

much of a role in his decisionmaking process. "The only way I will not play a song based on the market is if the song is titled 'I Love Satan and He Fucking Rules' by The Goat Lords," he says.

"We're in the Bible Belt, so that's the only thing that may hinder a song. Oh, yeah, and having 'Pussy' in your band's name doesn't help.

"Some songs that really stick out when it comes to audience reaction are 'Crazy Bitch,' by Buckcherry. I have never seen a record with reaction like this — insane! Who doesn't love to sing the words *crazy bitch*? Also 'Lips of an Angel,' by Hinder. That demolished every band in its path. The moment of truth came when the metalheads voted for it over a metal song. And then there's 'I Got Life,' by Mercy Fall."

WMMR/Philadelphia

Rock WMMR PD Bill Weston has his MD, Sean "The Rabbi" Tyszler, set the agenda for the music meeting every week. Weston says, "Rabbi collects the short stack — sometimes as many as 20 songs or more — from all rock formats that he feels we, as a group, need to be familiar with, as well as weekly research, charts, monitors and SoundScan.



Sean Tyszler

"We listen to the music, grading it on a top-secret scale. Rabbi keeps score."

In attendance at these meetings are the aforementioned Tyszler, Asst. PD Chuck D'Amico and Weston, but the jocks and promotion guys have been known to attend, and even salespeople show up sometimes.

"We also have a weekly call with Jacobs Media to give us a more national perspective," Tyszler says. "It truly is a democratic process, with lobbying and everything. We take our sides, campaign for our candidates and elect a winner, and that record gets added.

"Nothing is a slam-dunk. History with established artists comes into play, but even that won't get garbage added. It has to be good, and we have to like it. It has to sound like it fits. We have to believe the song will not be trapped in light rotation, and, at the end of the day, it has to be the best decision for the radio station.

"The political landscape in Philly has really shrunk over the past 12 months. With no Rock competitor, the politics are minimal. We've expanded our musical universe with the recent changes in the market.

"Bands like Coldplay, The Killers, Yellowcard and Fall Out Boy may not have been considered in the past, but now they give us the opportunity to have greater ownership of all rock formats. Everything from video games to TV spots and even musical NFL promos has influenced us on bands and songs."

CFPL (FM96)/London, ON

Alternative FM96 Asst. PD/MD Brad Gibb describes his meeting as a quick run-through of currents, where what should go up, what should go down

"Before referring to any data — record sales, trade charts, etc. — we listen to all newly submitted music, both music videos and audio tracks, so we can rate it without any biases."

Justin Prager

and what should go away are discussed. Then it's off to the tunes for what's usually a little more than an hour of listening.

"PD Jim McCourtie, Asst. MD Andrea Dunn and myself attend the meeting," Gibb says. "We also routinely pull in other staffers in the demo to sit in. At times we'll burn all the tracks onto a disc, grab a station vehicle and take the meeting out for an hour drive. It's amazing how some songs come to life when you listen to them in real life instead of your office.



Brad Gibb

"Everyone in the room is very passionate. We discuss our feelings on each track freely and come to a collective decision. Is it good? Does it suck? What's the story? What's the rest of the record like? Will we have a future with the artist? Those are the important questions we ask when considering a song for airplay."

Gibb cites three artists his station is having success with: Wolfmother, The Arctic Monkeys and Matisyahu. "They have interesting songs with powerful hooks," he says. "They wake up the radio."

KURQ/San Luis Obispo, CA

Active Rock KURQ PD Andrew Winford meets with MD Stephanie Bell in his office every Tuesday morning. "While I make the final decision as to what we play, she has influence," Winford says. "If she really throws her weight behind a record or threatens to stab herself in the eye if I add a record she doesn't like, I pay attention. Mainly, the song has to rock.

"We are somewhat of an Alternative-leaning Active Rock station, so we are open to artists like Franz Ferdinand and

Continued on Page 64



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April 7, 2006

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LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
2	1	PEARL JAM World Wide Suicide (J/RMG)	451	+42	24228	4	24/3
1	2	NICKELBACK Animals (Roadrunner/IDJMG)	405	-8	20233	20	22/2
5	3	GODSMACK Speak (Universal Republic)	385	+39	17654	8	24/2
3	4	SHINEDOWN Save Me (Atlantic)	382	-9	20718	32	23/1
4	5	10 YEARS Wasteland (Universal Republic)	376	+13	16708	39	21/1
9	6	SHINEDOWN I Dare You (Atlantic)	347	+95	17030	11	22/5
6	7	SEETHER Remedy (Wind-Up)	311	+2	18910	49	22/1
7	8	FOO FIGHTERS No Way Back (RCA/RMG)	307	+45	15354	9	20/2
8	9	AVENGED SEVENFOLD Bat Country (Warner Bros.)	305	+44	12758	27	21/1
10	10	FOO FIGHTERS DOA (RCA/RMG)	259	+11	14594	30	18/0
11	11	AUDIOSLAVE Out Of Exile (Epic/Interscope)	255	+20	15620	16	15/1
12	12	HINDER Get Stoned (Universal Republic)	241	+21	12580	34	15/1
18	13	BUCKCHERRY Crazy Bitch (ElevenSeven)	204	+64	7382	5	17/5
14	14	DISTURBED Stricken (Reprise)	196	-5	11649	34	19/0
16	15	SYSTEM OF A DOWN Lonely Day (American/Columbia)	195	+34	6183	6	14/2
13	16	DISTURBED Just Stop (Reprise)	192	-15	9325	13	14/0
15	17	ROB ZOMBIE Foxy, Foxy (Geffen/Interscope)	177	-2	5326	7	15/0
21	18	NINE INCH NAILS Every Day Is Exactly The Same (Interscope)	159	+34	5483	10	12/2
24	19	NICKELBACK Savin' Me (Roadrunner/IDJMG)	148	+61	7386	3	9/1
20	20	MUDVAYNE Fall Into Sleep (Epic)	142	+17	5573	11	10/1
19	21	STAIN'D Everything Changes (Flip/Atlantic)	137	+10	4641	3	12/1
17	22	DAVID GILMOUR On An Island (Columbia)	133	-21	5737	8	9/0
22	23	SEETHER The Gift (Wind-Up)	125	+12	3682	4	11/1
Debut	24	WOLFMOOTHER Woman (Modular/Interscope)	121	+69	5526	1	14/5
23	25	EVANS BLUE Cold (But I'm Still Here) (Pocket/Hollywood)	108	+5	4424	11	9/0
25	26	TRAPT Waiting (Warner Bros.)	105	+19	4184	10	9/1
28	27	HIM Rip Out The Wings Of A Butterfly (Sire/Warner Bros.)	102	+24	6055	12	7/1
26	28	KORN Coming Undone (Virgin)	97	+12	3364	3	9/1
30	29	3 DOORS DOWN #BOB SEGER Landing In London... (Universal Republic)	91	+25	2461	13	5/1
29	30	10 YEARS Through The Iris (Universal Republic)	85	+19	2481	3	8/1

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
RED HOT CHILI PEPPERS Dani California (Warner Bros.)	18
THREE DAYS GRACE Animal I... (Jive/Zomba Label Group)	7
SHINEDOWN I Dare You (Atlantic)	5
BUCKCHERRY Crazy Bitch (ElevenSeven)	5
WOLFMOOTHER Woman (Modular/Interscope)	5
HINDER Lips Of An Angel (Universal Republic)	4
PEARL JAM World Wide Suicide (J/RMG)	3
AVENGED SEVENFOLD Beast And The Harlot (Warner Bros.)	3

The Rock add threshold is applied to monitored stations not allowed to report adds per their company policy: Songs that reach seven plays per week within one airplay week. An airplay week is defined as Sunday through Saturday. Adds from all other programmers are still accepted at any play level.

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
SHINEDOWN I Dare You (Atlantic)	+95
WOLFMOOTHER Woman (Modular/Interscope)	+69
BUCKCHERRY Crazy Bitch (ElevenSeven)	+64
NICKELBACK Savin' Me (Roadrunner/IDJMG)	+61
FOO FIGHTERS No Way Back (RCA/RMG)	+45
AVENGED SEVENFOLD Bat Country (Warner Bros.)	+44
PEARL JAM World Wide Suicide (J/RMG)	+42
GODSMACK Speak (Universal Republic)	+39
SYSTEM OF A DOWN Lonely Day (American/Columbia)	+34
NINE INCH NAILS Every Day Is Exactly The Same (Interscope)	+34

MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
AUDIOSLAVE Doesn't Remind Me (Epic/Interscope)	167
JET Cold Hard Bitch (Atlantic)	149
FOO FIGHTERS Best Of You (RCA/RMG)	146
STAIN'D Right Here (Flip/Atlantic)	144
KORN Twisted Transistor (Virgin)	137
NICKELBACK Photograph (Roadrunner/IDJMG)	130
GREEN DAY Holiday (Reprise)	121
CROSSFADE Cold (Columbia)	115
VELVET REVOLVER Fall To Pieces (RCA/RMG)	111
GREEN DAY Boulevard Of Broken Dreams (Reprise)	108

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

26 Rock reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/26-4/1. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart unless a song has not yet reached the top 15. If after 20 weeks, the record is not in the top 15 and has two consecutive weeks of decreased plays, the song is then categorized as recurrent. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2006, Arbitron Inc.) © 2006 Radio & Records.

NEW & ACTIVE

FLYLEAF I'm So Sick (Octone/RCA/RMG)

Total Plays: 85, Total Stations: 7, Adds: 0

COHEED AND CAMBRIA Welcome Home (Equal Vision/Columbia)

Total Plays: 63, Total Stations: 4, Adds: 1

HOOBASTANK If I Were You (Island/IDJMG)

Total Plays: 63, Total Stations: 4, Adds: 0

THEORY OF A DEADMAN Santa Monica (Roadrunner/IDJMG)

Total Plays: 59, Total Stations: 8, Adds: 2

HURT Rapture (Capitol)

Total Plays: 53, Total Stations: 5, Adds: 0

QUEENSRYCHE I'm American (Rhino)

Total Plays: 51, Total Stations: 3, Adds: 0

SLAVE TO THE SYSTEM Stigmata (Spitfire)

Total Plays: 45, Total Stations: 6, Adds: 0

AVENGED SEVENFOLD Beast And The Harlot (Warner Bros.)

Total Plays: 42, Total Stations: 5, Adds: 3

NONPOINT Bullet With A Name (Bieler Bros.)

Total Plays: 31, Total Stations: 3, Adds: 0

FAKTION Take It All Away (Roadrunner/IDJMG)

Total Plays: 31, Total Stations: 3, Adds: 0

Songs ranked by total plays

REPORTERS

Stations and their adds listed alphabetically by market

KZRR/Albuquerque, NM*
OM: Bill May
PD: Phil Mahoney
APD: Judi Cervero
No Adds

WZZO/Allentown, PA*
PD: Tori Thomas
MD: Chris Line
RED HOT CHILI PEPPERS

KWHL/Anchorage, AK
PD: Jon Shevlin
APD/MD: Brad Stennett
2 RED HOT CHILI PEPPERS
2 THREE DAYS GRACE

WTOS/Augusta, ME
OM/MD: Steve Smith
APD: Chris Rush
12 STAIN'D
4 DISTURBED
2 SOIL

KIOC/Beaumont, TX*
OM: Joey Armstrong
PD/MD: Mike Davis
16 PEARL JAM
14 BUCKCHERRY
11 HINDER
10 AVENGED SEVENFOLD
9 NINE INCH NAILS
4 MERCY FALL
THREE DAYS GRACE

WPTQ/Bowling Green, KY
OM/MD: Alex "Aze" Chase
APD/MD: Monty Foster
12 10 YEARS

WRQK/Canton, OH*
PD: Garrett Hart
11 WOLFMOOTHER
9 SYSTEM OF A DOWN

WPXC/Cape Cod, MA
OM: Steve McVie
PD/MD: Suzanne Tonaire
APD: James Gallagher
RED HOT CHILI PEPPERS

WKLC/Charleston, WV
OM/MD: Bill Knight
9 THEORY OF A DEADMAN
1 HINDER
1 DANKO JONES
1 RED HOT CHILI PEPPERS

WEBN/Cincinnati, OH*
OM/MD: Scott Reinhart
MD: Dave Fritz
2 THREE DAYS GRACE
RED HOT CHILI PEPPERS

WMMS/Cleveland, OH*
PD: Bo Matthews
MD: Hunter Scott
RED HOT CHILI PEPPERS

KNCN/Corpus Christi, TX*
OM/MD: Paula Newell
APD/MD: Morie Montana
3 BUCKCHERRY
1 THREE DAYS GRACE
RED HOT CHILI PEPPERS

KLAQ/El Paso, TX*
OM/MD: Courtney Nelson
APD/MD: Glenn Garza
1 FIGHTING INSTINCT
RED HOT CHILI PEPPERS
THREE DAYS GRACE

KFLY/Eugene, OR
OM/MD: Chris Sargent
5 FOO FIGHTERS

WRQC/Fayetteville, NC*
OM/MD: Penny Stone
PD/MD: Al "The Van Man" Field
APD: Sean O'Brien
No Adds

WRVC/Huntington
OM/MD: Jay Nunley
APD/MD: Rick Kline
3 RED HOT CHILI PEPPERS
2 THREE DAYS GRACE
2 FIGHTING INSTINCT

KZZE/Medford, OR
PD: Rob King
MD: Montana
2 SEETHER

WOHA/Morristown, NJ*
PD: Tony Paige
OM/MD: Paula Newell
MD: Matt Murray
2 AVENGED SEVENFOLD
2 REBEL MEETS REBEL
1 HINDER
1 CHEAP TRICK
RED HOT CHILI PEPPERS

WXMM/Norfolk, VA*
OM/MD: John Stormly
26 STAIN'D
26 PEARL JAM
25 NICKELBACK
12 BUCKCHERRY
12 HINDER
12 GODSMACK
11 KORN
10 SHINEDOWN
RED HOT CHILI PEPPERS

KCLB/Palm Springs, CA
PD: Anthony "Arldog" Quiroz
MD: Jenn Brewski
23 FOO FIGHTERS
19 NICKELBACK
12 SEETHER
10 SYSTEM OF A DOWN
6 P.O.D.
6 RED HOT CHILI PEPPERS
HINDER

WMMR/Philadelphia, PA*
OM: Buzz Knight
PD: Bill Weston
APD: Chuck Damico
MD: Sean "The Rabbi" Tysler
1 SEETHER
RED HOT CHILI PEPPERS

KOKB/Phoenix, AZ*
PD: Paul Peterson
APD/MD: Matt Spaetzle
SAMMY HAGAR
RED HOT CHILI PEPPERS

WRKZ/Pittsburgh, PA*
OM: Keith Clark
PD: Ryan Hill
1 FOO FIGHTERS
SHINEDOWN
RED HOT CHILI PEPPERS

KUFO/Portland, OR*
OM/MD: Dave Humme
APD/MD: Dan Bozyc
10 KORN
RED HOT CHILI PEPPERS

WHBE/Portsmouth, NH*
PD: Chris "Doc" Garrett
APD/MD: Jason Russell
1 THEORY OF A DEADMAN
1 SHINEDOWN
RED HOT CHILI PEPPERS
THREE DAYS GRACE

WLJY/Providence, RI*
PD: Scott Laudani
APD: Doug Palmieri
MD: Mike Branghorte
1 BUCKCHERRY
RED HOT CHILI PEPPERS

WBBB/Raleigh, NC*
PD: Jay Nachlis
10 WOLFMOOTHER
9 ANGELS AND AIRWAVES
RED HOT CHILI PEPPERS
THREE DAYS GRACE
SEVENDUST

KCAL/Riverside, CA*
PD: Steve Hoffman
APD/MD: Daryl Norsell
No Adds

WROV/Roanoke, VA*
PD: Matt Spatz
APD: Heidi Krummet-Tate
No Adds

WXRK/Rockford, IL
PD: Jim Stone
MD: Jon Schultz
3 HINDER
1 RED HOT CHILI PEPPERS
1 THREE DAYS GRACE

KRXQ/Sacramento, CA*
OM/MD: Jim Fox
PD: Pat Martin
RED HOT CHILI PEPPERS
THREE DAYS GRACE

KBER/Salt Lake City, UT*
OM: Bruce Jones
PD: Kelly Hammer
APD/MD: Darby Wilcox
RED HOT CHILI PEPPERS

KHTB/Salt Lake City, UT*
PD: Kayvon Motiee
APD/MD: Roger Orton
27 NINE INCH NAILS
27 HIM
27 SHINEDOWN
26 TRAPT
26 NICKELBACK
26 COHEED AND CAMBRIA
25 AVENGED SEVENFOLD

25 3 DOORS DOWN #BOB SEGER
21 BUCKCHERRY
20 SYSTEM OF A DOWN
15 PEARL JAM
15 10 YEARS
14 MUDVAYNE
14 AUDIOSLAVE
13 THEORY OF A DEADMAN
12 ANBERLIN
12 FOO FIGHTERS
12 GODSMACK
11 30 SECONDS TO MARS
10 P.O.D.
9 WOLFMOOTHER
8 NICKELBACK
8 SHINEDOWN
8 JUDAS PRIEST
8 SEETHER
8 10 YEARS
1 AVENGED SEVENFOLD
HINDER
RED HOT CHILI PEPPERS

KZOO/San Luis Obispo, CA
PD: John Boyle
20 SAMMY HAGAR

KTUX/Shreveport, LA*
PD: Ragen King
MD: Flyn Stone
WOLFMOOTHER
COWBOY MOUTH

WWOG/Syracuse, NY*
OM: Rich Lauber
PD: Scott Dixon
10 SHINEDOWN
7 STAIN'D
RED HOT CHILI PEPPERS

KMOO/Tulsa, OK*
OM/MD: Don Crist
HINDER
WOLFMOOTHER

KBRQ/Waco, TX
PD/MD: Brent Henzlee
4 BLUE OCTOBER
1 KORN
1 HINDER
RED HOT CHILI PEPPERS

WMZK/Wausau, WI
PD: Steve Resnick
No Adds

KBZS/Wichita Falls, TX
OM: Chris Walters
PD: Liz Ryan
APD/MD: Vicki Vox
1 THEORY OF A DEADMAN
1 WOLFMOOTHER
1 LACUNA COIL

POWERED BY
MEDIABASE

*Monitored Reporters

42 Total Reporters

26 Total Monitored

16 Total Indicator

Did Not Report,
Playlist Frozen (2):
WKLT/Traverse City, MI
WMTT/Elmira, NY

April 7, 2006

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	GODSMACK Speak (Universal Republic)	1808	+150	75768	8	57/2
3	2	MUDVAYNE Fall Into Sleep (Epic)	1398	+123	47074	14	55/2
4	3	DISTURBED Just Stop (Reprise)	1371	+177	53245	14	54/2
2	4	SHINEDOWN I Dare You (Atlantic)	1340	+56	50834	12	57/2
7	5	PEARL JAM World Wide Suicide (J/RMG)	1286	+183	53601	4	55/2
6	6	FOO FIGHTERS No Way Back (RCA/RMG)	1198	+80	47798	10	52/1
5	7	EVANS BLUE Cold (But I'm Still Here) (Pocket/Hollywood)	1195	+31	42226	16	54/2
10	8	BUCKCHERRY Crazy Bitch (ElevenSeven)	1122	+185	42877	8	48/2
8	9	NICKELBACK Animals (Roadrunner/IDJMG)	1111	+16	47484	19	50/2
9	10	HINDER Get Stoned (Universal Republic)	1018	-29	39745	34	52/1
11	11	ROB ZOMBIE Foxy, Foxy (Geffen/Interscope)	954	+19	30563	8	51/2
12	12	10 YEARS Wasteland (Universal Republic)	927	+4	39938	42	54/2
14	13	KORN Coming Undone (Virgin)	898	+159	23862	9	49/5
13	14	FLYLEAF I'm So Sick (Octone/RCA/RMG)	805	-17	20477	19	44/1
16	15	SYSTEM OF A DOWN Lonely Day (American/Columbia)	787	+75	25879	6	50/4
17	16	HURT Rapture (Capitol)	736	+56	21252	11	48/3
15	17	NINE INCH NAILS Every Day Is Exactly The Same (Interscope)	666	-54	23640	15	42/1
22	18	AVENGED SEVENFOLD Beast And The Harlot (Warner Bros.)	649	+100	19993	7	44/1
18	19	AVENGED SEVENFOLD Bat Country (Warner Bros.)	635	+12	26794	32	49/1
19	20	KORN Twisted Transistor (Virgin)	621	+32	29137	27	47/2
23	21	STAINED Everything Changes (Flip/Atlantic)	599	+90	19014	7	36/1
21	22	SEETHER The Gift (Wind-Up)	598	+36	17439	8	45/2
20	23	TRAPT Waiting (Warner Bros.)	489	-99	17929	12	37/0
25	24	NICKELBACK Savin' Me (Roadrunner/IDJMG)	473	+76	21878	6	34/2
24	25	10 YEARS Through The Iris (Universal Republic)	456	+55	10059	5	36/1
26	26	COHEED AND CAMBRIA Welcome Home (Equal Vision/Columbia)	394	+28	11127	10	29/2
27	27	FAKTION Take It All Away (Roadrunner/IDJMG)	351	-3	6491	10	34/0
28	28	SEVENDUST Failure (Winedark/7Bros.)	337	+47	9576	6	26/1
35	29	WOLF MOTHER Woman (Modular/Interscope)	331	+181	10054	3	32/5
33	30	ATREYU Ex's And Oh's (Victory)	314	+94	7269	5	23/0
29	31	AUDIOSLAVE Out Of Exile (Epic/Interscope)	301	+28	19476	19	24/1
30	32	SLAVE TO THE SYSTEM Stigmata (Spitfire)	265	+6	4635	8	24/1
37	33	30 SECONDS TO MARS The Kill (Immortal/Virgin)	208	+77	4524	4	17/0
32	34	HUCK JOHNS Oh Yeah (Hideout/Capitol)	208	-14	5635	10	17/0
31	35	REVELATION THEORY Slow Burn (On/Idol Roc)	179	-55	3296	2	22/0
36	36	LACUNA COIL Our Truth (Century Media)	154	+5	3168	4	15/1
34	37	BLOODSIMPLE Sell Me Out (Reprise)	147	-18	2920	7	16/0
46	38	THEORY OF A DEADMAN Santa Monica (Roadrunner/IDJMG)	146	+63	3134	2	19/4
42	39	ANBERLIN Paperthin Hymn (Tooth & Nail/EMI Music Reactive)	130	+31	2209	5	8/0
47	40	HAWTHORNE HEIGHTS Saying Sorry (Victory)	129	+47	2665	3	5/1
39	41	STATIC-X Dirthouse (Warner Bros.)	121	+16	2623	21	14/0
40	42	EDGE CITY OUTLAWS Women & Wine (Universal Republic)	120	+16	4712	5	9/0
43	43	BLUE OCTOBER Hate Me (Universal)	119	+27	2642	2	10/1
48	44	FIGHTING INSTINCT I Found Forever (EMI Music Reactive/Gotee)	115	+34	3831	5	12/1
38	45	P.O.D. Goodbye For Now (Atlantic)	114	+4	2536	19	25/0
Debut	46	ROB ZOMBIE American Witch (Geffen/Interscope)	107	+57	7593	1	5/1
49	47	FIVE.BOLT.MAIN The Gift (Rock Ridge)	97	+24	1966	2	8/0
41	48	REBEL MEETS REBEL Get Outta My Life (Big Vin)	95	-5	2901	3	6/0
44	49	THRICE Red Sky (Island/IDJMG)	94	+9	1536	5	10/0
Debut	50	MERCY FALL I Got Life (Atlantic)	89	+37	1295	1	12/2

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
RED HOT CHILI PEPPERS Dani California (Warner Bros.)	50
THREE DAYS GRACE Animal I... (Jive/Zomba Label Group)	32
HINDER Lips Of An Angel (Universal Republic)	8
KORN Coming Undone (Virgin)	5
WOLF MOTHER Woman (Modular/Interscope)	5
SYSTEM OF A DOWN Lonely Day (American/Columbia)	4
THEORY OF A DEADMAN Santa Monica (Roadrunner/IDJMG)	4
HURT Rapture (Capitol)	3

The Active Rock add threshold is applied to monitored stations not allowed to report adds per their company policy. Songs that reach seven plays per week within one airplay week. An airplay week is defined as Sunday through Saturday. Adds from all other programmers are still accepted at any play level.

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BUCKCHERRY Crazy Bitch (ElevenSeven)	+185
PEARL JAM World Wide Suicide (J/RMG)	+183
WOLF MOTHER Woman (Modular/Interscope)	+181
DISTURBED Just Stop (Reprise)	+177
KORN Coming Undone (Virgin)	+159
GODSMACK Speak (Universal Republic)	+150
MUDVAYNE Fall Into Sleep (Epic)	+123
AVENGED SEVENFOLD Beast And The Harlot (Warner Bros.)	+100
ATREYU Ex's And Oh's (Victory)	+94
STAINED Everything Changes (Flip/Atlantic)	+90

MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
DISTURBED Stricken (Reprise)	623
SYSTEM OF A DOWN Hypnotize (American/Columbia)	559
NONPOINT Bullet With A Name (Bieler Bros.)	456
SHINEDOWN Save Me (Atlantic)	422
SEETHER Remedy (Wind-Up)	419
SEETHER Truth (Wind-Up)	378
STAINED Right Here (Flip/Atlantic)	359
NINE INCH NAILS The Hand That Feeds (Interscope)	346
SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)	336
MUDVAYNE Happy? (Epic)	315

NEW & ACTIVE

HINDER Lips Of An Angel (Universal Republic) Total Plays: 87, Total Stations: 13, Adds: 8
THREE DAYS GRACE Animal I... (Jive/Zomba Label Group) Total Plays: 71, Total Stations: 32, Adds: 32
DEFAULT It Only Hurts (TVT) Total Plays: 63, Total Stations: 6, Adds: 0
SOIL Give It Up (DRT) Total Plays: 53, Total Stations: 6, Adds: 1
LOSER Nobody Knows (Island/IDJMG) Total Plays: 37, Total Stations: 6, Adds: 0
RED HOT CHILI PEPPERS Dani California (Warner Bros.) Total Plays: 0, Total Stations: 50, Adds: 50

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

58 Active Rock reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/26-4/1. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart unless a song has not yet reached the top 20. If after 20 weeks, the record is not in the top 20 and has two consecutive weeks of decreased plays, the song is then categorized as recurrent. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2006, Arbitron Inc.) © 2006 Radio & Records.

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April 7, 2006



America's Best Testing Active Rock Songs 12+ For The Week Ending 3/31/06

Artist Title (Label)	TW	LW	Famil.	Burn	M 18-34	M 18-24	M 25-34
DISTURBED Just Stop (Reprise)	4.32	4.23	89%	8%	4.40	4.53	4.26
KORN Coming Undone (Virgin)	4.29	4.20	84%	6%	4.10	4.06	4.14
10 YEARS Wasteland (Universal Republic)	4.28	4.37	94%	19%	4.11	4.30	3.90
MUDVAYNE Fall Into Sleep (Epic)	4.28	4.20	85%	9%	4.19	4.19	4.19
KORN Twisted Transistor (Virgin)	4.22	4.12	97%	20%	4.07	4.05	4.10
EVANS BLUE Cold (But I'm Still Here) (Pocket/Hollywood)	4.14	4.14	76%	12%	3.99	4.06	3.91
GODSMACK Speak (Universal Republic)	4.10	4.02	82%	9%	4.13	4.08	4.19
HINDER Get Stoned (Universal Republic)	4.05	4.02	90%	21%	3.97	4.07	3.87
HURT Rapture (Capitol)	4.00	3.98	65%	7%	3.76	3.63	3.90
10 YEARS Through The Iris (Universal Republic)	3.96	4.09	57%	4%	3.96	4.13	3.79
TRAPT Waiting (Warner Bros.)	3.95	3.88	84%	14%	3.84	3.94	3.73
SYSTEM OF A DOWN Lonely Day (American/Columbia)	3.90	3.84	80%	14%	3.98	3.89	4.08
SEETHER The Gift (Wind-Up)	3.87	3.84	65%	9%	3.84	4.07	3.60
SHINEDOWN I Dare You (Atlantic)	3.86	3.81	76%	14%	3.75	3.78	3.71
AVENGED SEVENFOLD Bat Country (Warner Bros.)	3.81	3.93	94%	32%	3.79	4.00	3.58
SEVENDUST Failure (WineDark/7Bros.)	3.81	—	51%	5%	3.90	3.79	4.00
NONPOINT Bullet With A Name (Bieler Bros.)	3.78	3.84	73%	17%	3.89	3.92	3.84
FAKTION Take It All Away (Roadrunner/IDJMG)	3.76	3.76	54%	9%	3.53	3.78	3.23
AUDIOSLAVE Out Of Exile (Epic/Interscope)	3.75	3.72	85%	22%	3.71	3.56	3.86
NICKELBACK Animals (Roadrunner/IDJMG)	3.74	3.85	94%	28%	3.59	3.61	3.58
NICKELBACK Savin' Me (Roadrunner/IDJMG)	3.71	—	76%	15%	3.42	3.57	3.28
STAIN'D Everything Changes (Flip/Atlantic)	3.66	3.65	68%	14%	3.54	3.64	3.43
ROB ZOMBIE Foxy, Foxy (Geffen/Interscope)	3.65	3.68	79%	18%	3.56	3.67	3.45
NINE INCH NAILS Every Day Is Exactly The Same (Interscope)	3.61	3.70	89%	29%	3.42	3.53	3.32
AVENGED SEVENFOLD Beast And The Harlot (Warner Bros.)	3.60	3.63	68%	16%	3.53	3.82	3.17
FLYLEAF I'm So Sick (Octone/RCA/RMG)	3.55	3.49	72%	20%	3.68	3.96	3.36
BUCKCHERRY Crazy Bitch (ElevenSeven)	3.54	3.56	60%	14%	3.54	3.37	3.73
FOO FIGHTERS No Way Back (RCA/RMG)	3.44	3.37	81%	26%	3.55	3.69	3.43
COHEED... Welcome Home (Equal Vision/Columbia)	3.26	3.30	53%	15%	3.20	3.64	2.73

Total sample size is 348 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic.com is a registered trademark of RateTheMusic.com. The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.



ROCK TOP 30



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	PEARL JAM World Wide Suicide (Sony BMG)	583	+11	4	12/0
2	2	SAM ROBERTS The Gate (Universal Music Canada)	548	+18	10	21/0
7	3	FOO FIGHTERS No Way Back (RCA/RMG)	385	+49	6	13/2
3	4	TREWS Poor Ol'... (Bumstead/Sony BMG Music Canada)	379	-5	10	13/0
5	5	NEVERENDING... The Grace (Ocean)	368	+11	15	16/0
4	6	NINE INCH NAILS Every Day... (Interscope)	348	-14	11	11/1
6	7	WEEZER Perfect Situation (Suretone/Geffen)	337	-9	15	16/0
12	8	FALL OUT BOY Dance, Dance (Island/IDJMG)	277	+16	11	10/0
8	9	FOO FIGHTERS Resolve (Sony BMG)	275	-37	14	13/0
23	10	NICKELBACK Savin' Me (Roadrunner/EMI Music Canada)	271	+64	4	10/2
9	11	DEFAULT I Can't Win (TVT)	266	-15	13	16/0
10	12	LIVE The River (Sony BMG)	259	-12	9	11/0
14	13	3 DOORS DOWN... Landing In London... (Universal Republic)	253	+17	7	10/1
11	14	AUDIOSLAVE Out Of Exile (Epic/Interscope)	253	-13	17	9/0
20	15	CITY... Save... (Dine Alone/Distort/Universal Music Canada)	239	+17	6	13/1
19	16	MOBILE Out Of My Head (Universal Music Canada)	239	+16	8	14/0
13	17	YELLOWCARD Lights And Sounds (Capitol)	234	-11	10	12/0
17	18	THEORY OF A DEADMAN Better Off (604/Universal)	230	+1	20	18/0
15	19	ROCKETFACE Dirty (Bumstead)	228	-2	10	12/1
27	20	WOLFMOTHER Woman (Modular/Interscope)	214	+61	2	10/2
18	21	DAVID GILMOUR On An Island (Columbia)	211	-13	7	11/0
22	22	SHINEDOWN Save Me (Atlantic)	196	-21	18	11/0
29	23	ARCTIC MONKEYS I Bet You Look... (Domino)	187	+50	2	5/1
16	24	COLDPLAY Talk (Capitol)	180	-50	18	19/0
24	25	HINDER Get Stoned (Universal Republic)	175	-23	20	12/0
25	26	J. JOHNSON Upside Down (Brushfire/Universal Republic)	172	-4	3	6/0
30	27	STABILO Flawed Design (EMI Music Canada)	156	+19	3	7/1
21	28	NICKELBACK Animals (Roadrunner/EMI Music Canada)	156	-62	18	15/0
26	29	D. JONES Sticky Situation (Aquarius/EMI Music Canada)	152	-8	7	9/0
—	30	GODSMACK Speak (Universal Republic)	145	+8	2	7/1

26 Canadian Rock reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/26-4/1. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. © 2006 Radio & Records. * Indicates Cancon.

REPORTERS

Stations and their adds listed alphabetically by market

KEY/J/Abilene, TX OM: James Campton PD/MD: Frank Rain 1 ABSENCE OF CONSCIENCE 2 HOUR CAST RED HOT CHILI PEPPERS	WRXR/Chattanooga, TN* OM: Kris Van Dyke PD: Bone MD: Opie HINDER RED HOT CHILI PEPPERS	WGBF/Evansville, IN OM/MD: Mike Sanders APD/MD: Slack Nick 1 HINDER 2 RED HOT CHILI PEPPERS 3 BLUE OCTOBER	WOCM/Hagerstown OM: Rick Alexander PD/MD: Mike Holder RED HOT CHILI PEPPERS THREE DAYS GRACE	KIBZ/Lincoln, NE OM: Jim Sheel PD: Tim Sheridan APD/MD: Sparky SEETHER HINDER RED HOT CHILI PEPPERS HOBBASTANK	KOCR/Minneapolis, MN* OM: Dave Hamilton PD: Wade Linder APD/MD: Pablo 8 HOBBASTANK 7 THREE DAYS GRACE RED HOT CHILI PEPPERS	KTOT/Reno, NV* OM: Jim McCain PD/MD: Jave Patterson 1 THREE DAYS GRACE RED HOT CHILI PEPPERS	Music Choice Rock/Satellite PD: Justin Prager MD: Gary Saisis 1 QUEENSRYCHE 2 BURN SEASON 3 DEFAULT	KXRX/Tri-Cities, WA PD: Scott Steele 2 HINDER RED HOT CHILI PEPPERS	
WWWX/Appleton, WI* PD/MD: Guy Dark No Adds	KROR/Chicago, CA OM/MD: Kelli Clogue PD: Brian Bedlow 1 RAMMSTEIN 2 RED HOT CHILI PEPPERS 3 10 YEARS 4 NINE INCH NAILS 5 FLYLEAF 6 SHINEDOWN	WWBN/Film, MI* OM: Jay Patrick PD: Brian Bedlow APD/MD: Tony LaBria 2 THREE DAYS GRACE RED HOT CHILI PEPPERS	WCCM/Hartford, CT* PD: Michael Picozzi APD/MD: Mike Karolyi RED HOT CHILI PEPPERS THREE DAYS GRACE	KDJE/Little Rock, AR* OM: Sonny Victory PD/MD: Jeff Peterson APD: Tessa Hall RED HOT CHILI PEPPERS THREE DAYS GRACE	WRAT/Monmouth, NJ* OM/MD: Carl Craft PD/MD: Robyn Lane RED HOT CHILI PEPPERS	WVCG/Morgantown, WV PD/MD: Jeff Miller MD: Dave Murdoch 2 THREE DAYS GRACE RED HOT CHILI PEPPERS	WNVE/Rochester, NY* PD: Erik Anderson APD/MD: Nick DiLuca 59 LINCOLN PARK 58 GODSMACK 57 KORN 43 BUCKCHERRY 41 ROB ZOMBIE 41 DISTURBED 38 10 YEARS 38 AVENGED SEVENFOLD 38 HINDER 37 FOO FIGHTERS 37 PEARL JAM 36 MUDVAYNE 35 NINE INCH NAILS 34 AUDIOSLAVE 34 NICKELBACK 24 SYSTEM OF A DOWN 15 SHINEDOWN 14 EVANS BLUE 12 STAIN'D 12 HURT 11 SEETHER 10 10 YEARS 10 SEVENFOLD 9 SYSTEM OF A DOWN 9 AVENGED SEVENFOLD 9 WOLFMOTHER 7 THREE DAYS GRACE RED HOT CHILI PEPPERS	XM Squiz/Satellite MD: Bodhi 9 NICKELBACK MERCY FALL RED HOT CHILI PEPPERS THREE DAYS GRACE	WKLL/Unica, NY PD: Scott Pembone APD/MD: Tim Noble 31 MUDVAYNE 23 HAWTHORNE HEIGHTS 22 STAIN'D 20 SEVENFOLD 10 SYSTEM OF A DOWN 10 THREE DAYS GRACE RED HOT CHILI PEPPERS
WCHZ/Augusta, GA* OM: Harley Drew PD: Chuck Williams RED HOT CHILI PEPPERS THREE DAYS GRACE	KILD/Colorado Springs, CO* OM: Rich Hawk PD: Ross Ford 8 THREE DAYS GRACE RED HOT CHILI PEPPERS	KRZR/Fresno, CA* OM/MD: E. Curtis Johnson APD/MD: The Rev RED HOT CHILI PEPPERS THREE DAYS GRACE	WAMX/Huntington 1 SHINEDOWN 2 RED HOT CHILI PEPPERS	WTFX/Louisville, KY* PD: Charlie Steele MD: Frank Webb RED HOT CHILI PEPPERS	WBUZ/Nashville, TN* OM: Jim Patrick PD/MD: Russ Schenck 1 THREE DAYS GRACE RED HOT CHILI PEPPERS	WNOR/Norfolk, VA* PD: Harvey Kojan APD/MD: Tim Parker SLAVE TO THE SYSTEM RED HOT CHILI PEPPERS	KFNK/Seattle, WA* OM: Shellie Hart MD: Ralzin 1 SYSTEM OF A DOWN ANGELS AND AIRWAYS ROB ZOMBIE RED HOT CHILI PEPPERS PANIC! AT THE DISCO	KFMW/Waterloo, IA MD: Craig Lane 10 THREE DAYS GRACE 9 HINDER 5 DAMO JONES	
KRAB/Bakersfield, CA* OM: Steve King PD/MD: Danny Sparks APD: Jared Mann RED HOT CHILI PEPPERS	WAZU/Columbus, OH OM/MD: Dave Cooper APD/MD: Slash 12 SYSTEM OF A DOWN 12 SYSTEM OF A DOWN 11 SLIPKNOT 10 10 YEARS 10 PAPA ROACH 10 NINE INCH NAILS 10 FOO FIGHTERS 10 AVENGED SEVENFOLD RED HOT CHILI PEPPERS	WRQC/Ft. Myers, FL* PD: Lance Hale MD: Shawn "Milo" Fennell 7 SYSTEM OF A DOWN	WRTT/Huntsville, AL* OM: Rob Harder PD/MD: Jimbo Wood 1 LACUNA COIL MERCY FALL RED HOT CHILI PEPPERS THREE DAYS GRACE	WJJO/Madison, WI* PD: Randy Hawke APD/MD: Blake Patton 1 THREE DAYS GRACE RED HOT CHILI PEPPERS	WNOR/Norfolk, VA* PD: Harvey Kojan APD/MD: Tim Parker SLAVE TO THE SYSTEM RED HOT CHILI PEPPERS	WKQZ/Saginaw, MI* PD: Hoser 2 THREE DAYS GRACE HINDER RED HOT CHILI PEPPERS	KISW/Seattle, WA* OM/MD: Dave Richards APD: Ryan Castle 4 THREE DAYS GRACE RED HOT CHILI PEPPERS	KICT/Wichita, KS* PD: Ray Michaels MD: Rick Thomas 4 RED HOT CHILI PEPPERS THREE DAYS GRACE	
WYBY/Baltimore, MD* PD: Dave Hill APD/MD: Rob Heckman VEEDOO BLUE RED HOT CHILI PEPPERS	WBZC/Columbus, OH* PD: Hal Fish APD/MD: Romni Hunter THEORY OF A DEADMAN RED HOT CHILI PEPPERS THREE DAYS GRACE	WBVR/Ft. Wayne, IN* MD: Stiller 3 THREE DAYS GRACE THEORY OF A DEADMAN EGYPT CENTRAL HINDER RED HOT CHILI PEPPERS	KORC/Kansas City, MO* PD: Bob Edwards RED HOT CHILI PEPPERS THREE DAYS GRACE	WGR/Manchester, NH PD: Alex James APD: Becky Pohotsky 9 RED HOT CHILI PEPPERS 5 SHINEDOWN 1 BUCKCHERRY 1 HINDER THREE DAYS GRACE	WVXO/Peoria, IL OM: Ric Morgan PD/MD: Matt Bahan 7 RED HOT CHILI PEPPERS THREE DAYS GRACE HINDER WOLFMOTHER	WZB/Salisbury, MD OM: Sue Timmons PD: Mike Hunter APD: Julie McDonnell MD: Shawn Quinn BURN SEASON HINDER P.O.D. RED HOT CHILI PEPPERS THREE DAYS GRACE	KHTO/Spokane, WA* PD/MD: Gary Bennett APD: Kris Siebers 9 GRANGE DAMO JONES RED HOT CHILI PEPPERS THREE DAYS GRACE HINDER	WWMZ/Youngstown, OH* 12 THEORY OF A DEADMAN 9 NICKELBACK 8 BLUE OCTOBER	
WCPR/Biloxi, MS* OM/MD: Jay Taylor APD/MD: Maynard 1 THREE DAYS GRACE RED HOT CHILI PEPPERS	KBP/Denver, CO* PD: Willie B. APD/MD: Aaron "Double A" Montell NINE INCH NAILS RED HOT CHILI PEPPERS	WRUF/Gainesville, FL* OM/MD: Harry Gussott APD: Monica Rix MD: Matt Lehtola WOLFMOTHER RED HOT CHILI PEPPERS HOBBASTANK	KLFX/Killeen, TX PD/MD: Bob Fonda 15 WOLFMOTHER 15 HOUR CAST	WJAX/Jackson, MS* APD/MD: Brad Stevens RED HOT CHILI PEPPERS	WJAX/Jackson, MS* APD/MD: Brad Stevens RED HOT CHILI PEPPERS	WVXO/Peoria, IL OM: Ric Morgan PD/MD: Matt Bahan 7 RED HOT CHILI PEPPERS THREE DAYS GRACE HINDER WOLFMOTHER	WLX/Springfield, MA* PD: Neal Minsky APD/MD: Courtney Quinn NICKELBACK RED HOT CHILI PEPPERS	POWERED BY MEDIABASE	
WAFB/Boston, MA* PD: Ron Valeri MD: Mistress Carrie KORN RED HOT CHILI PEPPERS	KAZR/Des Moines, IA* OM: Jim Schaefer PD: Ryan Patrick MD: Andy Hall 4 THREE DAYS GRACE 1 KORN RED HOT CHILI PEPPERS	WKLQ/Grand Rapids, MI* OM: Brent Alberts PD/MD: Darnn Arments 3 THREE DAYS GRACE 1 COHEED AND CAMBRIA RED HOT CHILI PEPPERS	KOMP/Las Vegas, NV* PD: John Griffin MD: Big Mary THREE DAYS GRACE HINDER RED HOT CHILI PEPPERS	WYSP/Philadelphia, PA* PD/MD: Gil Edwards MD: Spike RED HOT CHILI PEPPERS	WVXO/Peoria, IL OM: Ric Morgan PD/MD: Matt Bahan 7 RED HOT CHILI PEPPERS THREE DAYS GRACE HINDER WOLFMOTHER	KISS/San Antonio, TX* PD/MD: LA Lloyd Hout 5 COHEED AND CAMBRIA	K20/San Diego, CA* OM: Jim Richards PD/MD: Shauna Moran-Brown 1 WOLFMOTHER 1 BUCKCHERRY RED HOT CHILI PEPPERS	POWERED BY MEDIABASE	
WEDG/Buffalo, NY* PD/MD: Evil Jim RED HOT CHILI PEPPERS	WRIF/Detroit, MI* OM/MD: Doug Poddell APD/MD: Mark Pennington 4 THREE DAYS GRACE RED HOT CHILI PEPPERS	WXQR/Greenville, NC* PD: Tommy Collins RED HOT CHILI PEPPERS ROB ZOMBIE THREE DAYS GRACE	KZCO/Lawton, OK PD: Oon "Critic" Brown APD: David Combs 5 THEORY OF A DEADMAN	WVXO/Peoria, IL OM: Ric Morgan PD/MD: Matt Bahan 7 RED HOT CHILI PEPPERS THREE DAYS GRACE HINDER WOLFMOTHER	KUP/Phoenix, AZ* MD: Larry McFeele NONPOINT 3 THREE DAYS GRACE	K20/San Diego, CA* OM: Jim Richards PD/MD: Shauna Moran-Brown 1 WOLFMOTHER 1 BUCKCHERRY RED HOT CHILI PEPPERS	WAOX/Syracuse, NY* OM: Tom Mitchell PD: Alexis APD/MD: Don "Stone" Kelley THREE DAYS GRACE	POWERED BY MEDIABASE	
WYBB/Charleston, SC* OM/MD: Mike Allen 12 HAWTHORNE HEIGHTS 7 DAMO JONES 5 MERCY FALL 4 WOLFMOTHER HINDER RED HOT CHILI PEPPERS	KRBR/Duluth OM/MD: Mark Fleischer No Adds	WTPT/Greenville, SC* OM/MD: Mark Hendrix MD: Smack Taylor 1 RED HOT CHILI PEPPERS SEETHER	WXZZ/Lexington, KY* OM: Robert Lindsey PD: Fish APD: Twitch No Adds	WVXO/Peoria, IL OM: Ric Morgan PD/MD: Matt Bahan 7 RED HOT CHILI PEPPERS THREE DAYS GRACE HINDER WOLFMOTHER	WVXO/Peoria, IL OM: Ric Morgan PD/MD: Matt Bahan 7 RED HOT CHILI PEPPERS THREE DAYS GRACE HINDER WOLFMOTHER	KXFX/Santa Rosa, CA* OM: Jeff Lacy PD/MD: Scott Less THEORY OF A DEADMAN RED HOT CHILI PEPPERS	WXTB/Tampa, FL* OM: Brad Hardin PD: Mike Killabrew RED HOT CHILI PEPPERS	POWERED BY MEDIABASE	

Monitored Reporters

86 Total Reporters

58 Total Monitored

28 Total Indicator

Did Not Report,

Playlist Frozen (2):

WRBR/South Bend, IN

WYXX/Panama City, FL

Dropped Stations (1):

WAOX/Syracuse, NY

R&R ALTERNATIVE TOP 50

April 7, 2006

POWERED BY
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	PEARL JAM World Wide Suicide (J/RMG)	2239	+69	123542	4	75/2
2	2	FOO FIGHTERS No Way Back (RCA/RMG)	1809	+20	71338	10	70/2
6	3	BLUE OCTOBER Hate Me (Universal)	1632	+132	74055	11	64/4
4	4	NINE INCH NAILS Every Day Is Exactly The Same (Interscope)	1622	-54	66301	15	64/2
3	5	FALL OUT BOY Dance, Dance (Island/IDJMG)	1560	-162	90597	20	61/0
5	6	10 YEARS Wasteland (Universal Republic)	1383	-142	65828	38	54/1
8	7	SHE WANTS REVENGE Tear You Apart (Geffen)	1331	+22	65659	15	54/1
10	8	PANIC! AT THE DISCO The Only Difference Between... (Fueled By Ramen)	1307	+103	70316	11	62/3
11	9	GODSMACK Speak (Universal Republic)	1217	+30	46246	8	47/1
7	10	YELLOWCARD Lights And Sounds (Capitol)	1181	-182	39147	19	56/1
14	11	HAWTHORNE HEIGHTS Saying Sorry (Victory)	1156	+136	43607	12	62/2
12	12	WEEZER Perfect Situation (Suretone/Geffen)	1126	-24	62606	24	58/1
15	13	DEATH CAB FOR CUTIE Crooked Teeth (Atlantic)	1070	+64	43880	11	57/2
9	14	WHITE STRIPES The Denial Twist (Third Man/V2)	1030	-238	44196	17	54/1
16	15	SYSTEM OF A DOWN Lonely Day (American/Columbia)	1029	+83	54610	8	60/4
19	16	SHINEDOWN I Dare You (Atlantic)	984	+61	33790	9	53/3
20	17	HIM Rip Out The Wings Of A Butterfly (Sire/Warner Bros.)	953	+65	52731	25	47/1
13	18	GORILLAZ Dare (Virgin)	951	-108	47545	22	52/0
21	19	YEAH YEAH YEAHS Gold Lion (Dress Up/Interscope)	931	+82	48201	8	50/2
22	20	ARCTIC MONKEYS I Bet You Look Good On The Dancefloor (Domino)	927	+153	53281	6	47/3
33	21	RACONTEURS Steady, As She Goes (Third Man/V2)	776	+302	33815	2	56/9
26	22	MATISYAHU Youth (Or Music/Epic)	725	+116	41271	4	43/4
28	23	30 SECONDS TO MARS The Kill (Immortal/Virgin)	659	+67	19440	8	43/2
24	24	FLYLEAF I'm So Sick (Octone/RCA/RMG)	648	+10	16878	16	34/2
25	25	DISTURBED Just Stop (Reprise)	646	+31	19335	9	38/2
34	26	KORN Coming Undone (Virgin)	607	+138	19399	5	36/2
29	27	NICKELBACK Animals (Roadrunner/IDJMG)	607	+20	22942	17	24/1
30	28	EVANS BLUE Cold (But I'm Still Here) (Pocket/Hollywood)	581	+28	29356	13	31/2
27	29	ROB ZOMBIE Foxy, Foxy (Geffen/Interscope)	581	-24	19312	7	37/1
23	30	HOOBASTANK If I Were You (Island/IDJMG)	563	-83	27095	7	38/0
32	31	JACK JOHNSON Upside Down (Brushfire/Universal Republic)	559	+38	35220	11	28/1
42	32	ANGELS AND AIRWAVES The Adventure (Suretone/Geffen)	511	+200	46155	2	34/14
39	33	WOLFMOTHER Woman (Modular/Interscope)	503	+180	24420	2	40/6
41	34	ROCK KILLS KID Paralyzed (Fearless/Warner Bros./Reprise)	444	+130	25744	2	35/8
38	35	STAIN'D Everything Changes (Flip/Atlantic)	408	+66	13602	3	26/0
36	36	COHEED AND CAMBRIA Welcome Home (Equal Vision/Columbia)	382	+30	14047	5	28/0
46	37	WEEZER This Is Such A Pity (Suretone/Geffen)	355	+63	12171	3	24/3
44	38	PEOPLE IN PLANES If You Talk Too Much (My Head Will Explode) (Wind-Up)	341	+33	13364	7	27/0
40	39	NICKELBACK Savin' Me (Roadrunner/IDJMG)	336	+18	14815	4	16/2
35	40	HARD-FI Cash Machine (Atlantic)	331	-135	7290	15	29/0
50	41	TAKING BACK SUNDAY MakeDamnSure (Warner Bros.)	327	+62	9309	2	28/2
37	42	AUDIOSLAVE Out Of Exile (Epic/Interscope)	315	-36	21756	18	20/0
45	43	AVENGED SEVENFOLD Beast And The Harlot (Warner Bros.)	307	+1	13922	3	22/2
43	44	STROKES Heart In A Cage (RCA/RMG)	279	-31	14560	11	17/0
Debut	45	SEETHER The Gift (Wind-Up)	270	+50	11710	1	19/3
47	46	ANBERLIN Paperthin Hymn (Tooth & Nail/EMI Music Reactive)	254	-35	8397	13	20/0
Debut	47	10 YEARS Through The Iris (Universal Republic)	252	+80	6770	1	21/2
48	48	DEPECHE MODE Suffer Well (Mute/Sire/Reprise)	223	-59	10293	6	18/0
-	49	BRIL Far Away (Kirtland)	219	+2	5315	5	18/0
-	50	HINDER Get Stoned (Universal Republic)	218	-8	11364	16	9/0

MOST ADDED*

ARTIST TITLE LABEL(S)	ADDS
RED HOT CHILI PEPPERS Dani California (Warner Bros.)	70
THREE DAYS GRACE Animal I... (Jive/Zomba Label Group)	18
ANGELS AND AIRWAVES The Adventure (Suretone/Geffen)	14
RACONTEURS Steady, As She Goes (Third Man/V2)	9
ROCK KILLS KID Paralyzed (Fearless/Warner Bros./Reprise)	8
SNOW PATROL Hands Open (A&M/Interscope)	7
ANTI-FLAG The Press Corpse (RCA/RMG)	7
WOLFMOTHER Woman (Modular/Interscope)	6
DAMONE Out Here All Night (Island/IDJMG)	5

The Alternative add threshold is applied to monitored stations not allowed to report adds per their company policy: Songs that reach seven plays per week within one airplay week. An airplay week is defined as Sunday through Saturday. Adds from all other programmers are still accepted at any play level.

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
RACONTEURS Steady, As She Goes (Third Man, V2)	+302
ANGELS AND AIRWAVES The Adventure (Suretone/Geffen)	+200
WOLFMOTHER Woman (Modular/Interscope)	+180
ARCTIC MONKEYS I Bet You Look Good On The Dancefloor (Domino)	+153
KORN Coming Undone (Virgin)	+138
HAWTHORNE HEIGHTS Saying Sorry (Victory)	+136
BLUE OCTOBER Hate Me (Universal)	+132
ROCK KILLS KID Paralyzed (Fearless/Warner Bros./Reprise)	+130
MATISYAHU Youth (Or Music/Epic)	+116
SNOW PATROL Hands Open (A&M/Interscope)	+104

NEW & ACTIVE

TRAPT Waiting (Warner Bros.)	Total Plays: 215, Total Stations: 16, Adds: 1
FALL OUT BOY A Little Less Sixteen Candles... (Island/IDJMG)	Total Plays: 185, Total Stations: 17, Adds: 2
BUCKCHERRY Crazy Bitch (ElevenSeven)	Total Plays: 185, Total Stations: 10, Adds: 1
DAMONE Out Here All Night (Island/IDJMG)	Total Plays: 141, Total Stations: 14, Adds: 5
EDITORS Munich (Kitchenware UK)	Total Plays: 138, Total Stations: 10, Adds: 2
SNOW PATROL Hands Open (A&M/Interscope)	Total Plays: 124, Total Stations: 13, Adds: 7
SIA Breathe Me (Astralwerks/EMC)	Total Plays: 123, Total Stations: 14, Adds: 1
OREDSEN DOLLS Sing (Roadrunner)	Total Plays: 122, Total Stations: 8, Adds: 1
FAKTION Take It All Away (Roadrunner/IDJMG)	Total Plays: 100, Total Stations: 8, Adds: 0
SHE WANTS REVENGE These Things (Geffen)	Total Plays: 97, Total Stations: 9, Adds: 2

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

77 Alternative reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/26-4/1. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart unless a song has not yet reached the top 15. If after 20 weeks, the record is not in the top 15 and has two consecutive weeks of decreased plays, the song is then categorized as recurrent. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2006, Arbitron Inc.) © 2006 Radio & Records.



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America's Best Testing Alternative Songs 12 +
For The Week Ending 3/31/06

Artist Title (Label)	TW	LW	Familiarity	Burn	Persons 18-34	Men 18-34	Women 18-34
PANIC! AT THE DISCO The Only Difference... (Fueled By Ramen) <i>(Fueled By Ramen)</i>	4.15	4.05	81%	10%	4.06	3.72	4.34
WEEZER Perfect Situation (Suretone/Geffen)	4.14	3.98	97%	29%	4.08	3.92	4.23
FALL OUT BOY Dance, Dance (Island/IDJMG)	4.01	3.98	98%	36%	3.93	3.71	4.11
BLUE OCTOBER Hate Me (Universal)	3.96	3.62	70%	11%	4.02	3.75	4.27
10 YEARS Wasteland (Universal Republic)	3.91	3.72	86%	22%	3.84	3.56	4.09
YELLOWCARD Lights And Sounds (Capitol)	3.90	3.81	94%	26%	3.76	3.55	3.94
HAWTHORNE HEIGHTS Saying Sorry (Victory)	3.82	3.75	85%	19%	3.63	3.40	3.81
HIM Rip Out The Wings Of A Butterfly (Sire/Warner Bros.)	3.81	3.72	80%	17%	3.65	3.41	3.86
FOO FIGHTERS No Way Back (RCA/RMG)	3.77	3.77	84%	18%	3.73	3.70	3.76
DEATH CAB FOR CUTIE Crooked Teeth (Atlantic)	3.69	3.66	77%	15%	3.72	3.56	3.86
AVENGED SEVENFOLD Bat Country (Warner Bros.)	3.67	3.67	85%	29%	3.54	3.41	3.67
GORILLAZ Dare (Virgin)	3.62	3.62	92%	33%	3.68	3.71	3.65
HOOBASTANK If I Were You (Island/IDJMG)	3.62	-	69%	14%	3.69	3.44	3.89
SHINEDOWN I Dare You (Atlantic)	3.61	3.42	53%	8%	3.47	3.21	3.77
NINE INCH NAILS Every Day Is Exactly The Same (Interscope)	3.60	3.61	85%	26%	3.62	3.29	3.92
DISTURBED Just Stop (Reprise)	3.54	-	59%	11%	3.58	3.65	3.52
SYSTEM OF A DOWN Hypnotize (American/Columbia)	3.49	3.75	90%	32%	3.46	3.39	3.51
COLDPLAY Talk (Capitol)	3.46	3.30	90%	40%	3.50	3.46	3.54
HARD-FI Cash Machine (Atlantic)	3.45	3.37	48%	12%	3.43	3.38	3.49
NICKELBACK Animals (Roadrunner/IDJMG)	3.42	3.36	87%	27%	3.17	3.19	3.15
PEARL JAM World Wide Suicide (J/RMG)	3.42	3.27	64%	14%	3.50	3.64	3.38
SYSTEM OF A DOWN Lonely Day (American/Columbia)	3.35	3.55	69%	19%	3.39	3.21	3.57
WHITE STRIPES The Denial Twist (Third Man/V2)	3.32	3.52	84%	30%	3.44	3.35	3.51
FLYLEAF I'm So Sick (Octone/RCA/RMG)	3.32	3.24	63%	17%	3.27	3.13	3.42
SHE WANTS REVENGE Tear You Apart (Geffen)	3.24	3.23	59%	20%	3.24	3.00	3.46
GODSMACK Speak (Universal Republic)	3.18	3.18	63%	19%	3.19	3.25	3.13
ROB ZOMBIE Foxy, Foxy (Geffen/Interscope)	3.13	3.07	61%	16%	3.15	3.27	3.04
YEAH YEAH YEAHS Gold Lion (Dress Up/Interscope)	3.03	2.96	64%	22%	3.19	3.04	3.31

Total sample size is 308 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.

Anatomy Of A Music....

Continued from Page 58

The White Stripes as long as it's a guitar-based record that will at least be tolerated by a Disturbed, Slipknot or Metallica fan. Alternative records get a much closer look here than at a lot of other Active Rockers.

"We have a heritage Rocker on our flank, and there is no Alternative. For us, Ozzy, GNR and Aerosmith sound dated. Plus, we can't beat our heritage competitor by playing the same music they do, so we don't. The exception to that rule is Metallica, because they seem to cross most boundaries.

"Most of what's coming out today is congruent with Nirvana, Rage Against The Machine, Sublime and Metallica, so that's how we align ourselves, and because there is no Alternative, we can use some of that music to broaden our appeal."

Andrew praises the new Pearl Jam song, "World Wide Suicide," because, he says, "It is the first song from this band in about 12 years that actually rocks." He also likes 10 Years' "Through the Iris," Wolfmother's "Dimension," Sevendust's "Failure" and Coheed & Cambria's "Welcome Home."

WFNX/Boston

Alternative WFNX PD Max Tolkoff says, "There's generally a lot of yelling and screaming, jumping up and down, finger gestures and hand-wringing. Most of this is done while wearing nothing but undergarments. You can usually hear the sound of wet towels being snapped through the

door of my office — at least that's what the staff tells me.

"Asst. PD Keith Dakin, MD Paul Driscoll and Asst. MD Julie Kramer are afraid to attend in person. I have their suggestions in writing. I let Keith think he has some input, and then I do what I want. If Keith hates it, it goes in automatically. If Keith hates it and Paul hates it, it still goes in, but not right away. If Keith hates it, Paul hates it and Julie hates it, it goes in within two weeks. If I hate it and Keith, Paul and Julie like it, it never goes in.



Max Tolkoff

"If I really, really, really hate it and the three of them like it, it goes in eventually. If all four of us like it, something is definitely wrong. I then call KITS/San Francisco PD Sean Demery and ask him what I should do. Whatever he tells me to do, I do the opposite. It's usually correct."

Tolkoff likes The Arctic Monkeys. "My 81-year-old dad asked me about them after reading an article in the New York Times," he says. He's also into The Editors, Blackalicious, MC Lars and The Vines.

About The Vines' latest record, he says, "It's such an obvious hit, but I'm laughing out loud watching the format prove how stupid it is. The title of the song is 'Don't Listen to the Radio,' so the rocket scientists who were given the keys to a programming office are afraid their listeners are so lame they'll do what the song title suggests. Eek!"

REPORTERS

Stations and their adds listed alphabetically by market

WEQX/Albany, NY PD: Willabee MD: Nikki Alexander SHE WANTS REVENGE RED HOT CHILI PEPPERS	WRAX/Birmingham, AL PD: Ken Wall MD: Mark Lindsay 30 SECONDS TO MARS RED HOT CHILI PEPPERS SNOW PATROL	WXRX/Cleveland, OH PD: Dom Nardella RED HOT CHILI PEPPERS	KFRR/Fresno, CA PD/AM/D: Jason Squires ANGELS AND AIRWAVES ROCK KILLS KID RED HOT CHILI PEPPERS	KXTE/Las Vegas, NV PD: Kevin Weathersby NICKELBACK ROCK KILLS KID ANTI-FLAG RED HOT CHILI PEPPERS HOBBASTANK	WROX/Norfolk, VA PD: Edie Guillerez MD: Rob Brooks MD: Melanie Flores APD/MD: Tyler Randall 1 ROCK KILLS KID 2 ROCK KILLS KID 3 ROCK KILLS KID 4 ROCK KILLS KID 5 ROCK KILLS KID 6 ROCK KILLS KID 7 ROCK KILLS KID 8 ROCK KILLS KID 9 ROCK KILLS KID 10 ROCK KILLS KID 11 ROCK KILLS KID 12 ROCK KILLS KID 13 ROCK KILLS KID 14 ROCK KILLS KID 15 ROCK KILLS KID 16 ROCK KILLS KID 17 ROCK KILLS KID	KJEE/Santa Barbara, CA PD: Edie Guillerez MD: Dave Hanacek 8 RED HOT CHILI PEPPERS FLAMING LIPS STROKES YELLOWCARD	WSUN/Tampa, FL PD: Erik Kristensen 13 RACONTEURS 17 ACADAMY IS 10 ANGELS AND AIRWAVES 8 TAKING BACK SUNDAY
WHRL/Albany, NY MD/PO: Lisa Biello MD: Capron BUCKCHERRY RED HOT CHILI PEPPERS	KQXR/Boise, ID MD: Dan McColly MD: Mai Diabio MD: Jerami Smith RED HOT CHILI PEPPERS	WJRX/Boise, ID MD: Dan McColly MD: Mai Diabio MD: Jerami Smith RED HOT CHILI PEPPERS	WJBF/Fl. Myers, FL PD: John Rozz MD: Jeff Zilo 1 THREE DAYS GRACE RED HOT CHILI PEPPERS	KDLA/Los Angeles, CA PD: Michael Steele MD: Marc Savel RINDEROSE	WJRR/Orlando, FL PD: Rick Everett MD: Brian Dickerman 2 ATREYU 2 THREE DAYS GRACE RED HOT CHILI PEPPERS	WTZB/Sarasota, FL MD: Ron White PD: Ron Miller RED HOT CHILI PEPPERS SNOW PATROL THREE DAYS GRACE	WRWK/Toledo, OH PD: Dan McClintock APD/MD: Carolyn Stone No Adds
KTEG/Albuquerque, NM MD/PO: Bill May APD: Judi Davarolo MD: Aaron "Buck" Burnett 13 WOLF MOTHER 1 BLUE OCTOBER RED HOT CHILI PEPPERS	WBCN/Boston, MA PD: Dave Wellington MD: Dan O'Brien 2 PEARL JAM 2 ANTI-FLAG RED HOT CHILI PEPPERS	WWRD/Grand Rapids, MI PD: Jerry Tarrants SHE WANTS REVENGE RED HOT CHILI PEPPERS	KROQ/Los Angeles, CA PD: Kevin Weathersby MD: Carrie Sandblom MD: Lisa Worden RED HOT CHILI PEPPERS	WJRR/Orlando, FL PD: Rick Everett MD: Brian Dickerman 2 ATREYU 2 THREE DAYS GRACE RED HOT CHILI PEPPERS	WZNE/Rochester, NY PD: Stan Main MD: Jeff Sotolongo 8 THREE DAYS GRACE 1 DEATH CAB FOR CUTIE 1 RACONTEURS RED HOT CHILI PEPPERS ROCK 'N' ROLL SOLDIERS	Music Choice Alternative/Satellite PD: Justin Prager MD: Gary Susalis 14 FROM FIRST TO LAST 13 WEEZER 15 YELLOWCARD 9 NINE BLACK ALPS 8 DRESDEN DOLLS 8 MY CHEMICAL ROMANCE	WJZZ/Traverse City, MI MD: Chad Barron PD/MD: Chad Barron RED HOT CHILI PEPPERS SHINEDOWN
WBZZ/Atlanta, GA PD: Chris Williams APD: Aly Young 18 SYSTEM OF A DOWN 7 SYSTEM OF A DOWN 4 SHINEDOWN 3 SEVENDUST 1 THREE DAYS GRACE RED HOT CHILI PEPPERS FLYLEAF 10 YEARS 30 SECONDS TO MARS	WFN3/Boston, MA MD/PO: Max Tolkoff APD: Keith Dakin MD: Paul Driscoll 10 SNOW PATROL 7 JACK JOHNSON 6 DMC /HOLLY TODD YELLOWCARD RED HOT CHILI PEPPERS ANGELS AND AIRWAVES SHE WANTS REVENGE AS FAST AS	WXRZ/Dallas, TX PD: Duane Oshary APD/MD: Alan Ay 1 THREE DAYS GRACE 10 SUBWAYS WOLF MOTHER ROCK KILLS KID RED HOT CHILI PEPPERS	WLRD/Louisville, KY MD: J.D. Kunes MD: Anne Fitzgerald MD: Jon Stamm RACONTEURS RED HOT CHILI PEPPERS	WJRR/Orlando, FL PD: Rick Everett MD: Brian Dickerman 2 ATREYU 2 THREE DAYS GRACE RED HOT CHILI PEPPERS	WZNE/Rochester, NY PD: Stan Main MD: Jeff Sotolongo 8 THREE DAYS GRACE 1 DEATH CAB FOR CUTIE 1 RACONTEURS RED HOT CHILI PEPPERS ROCK 'N' ROLL SOLDIERS	Sirius Alt Nation/Satellite PD: Rich McLaughlin MD: Khalid Eisabai ANTI-FLAG RED HOT CHILI PEPPERS	KFMZ/Tucson, AZ MD: Greg Rampage MD: Gary Schoenwetter RED HOT CHILI PEPPERS SHINEDOWN
WNNX/Atlanta, GA MD/PO: Leslie Fram MD: Jay Harren 7 WOLF MOTHER 1 ROCK KILLS KID RED HOT CHILI PEPPERS SHINEDOWN SYSTEM OF A DOWN	WFTZ/Burlington MD/PO: Matt Grasso APD/MD: Kevin Mays 1 RACONTEURS 1 SNOW PATROL 1 THREE DAYS GRACE RED HOT CHILI PEPPERS	KTCL/Denver, CO PD: Joe Bravilacqua APD/MD: Neil 13 30 SECONDS TO MARS RED HOT CHILI PEPPERS	WJRR/Indianapolis, IN PD: Leny Diana MD: Michael Young 6 THREE DAYS GRACE RED HOT CHILI PEPPERS	WJRR/Orlando, FL PD: Rick Everett MD: Brian Dickerman 2 ATREYU 2 THREE DAYS GRACE RED HOT CHILI PEPPERS	WZNE/Rochester, NY PD: Stan Main MD: Jeff Sotolongo 8 THREE DAYS GRACE 1 DEATH CAB FOR CUTIE 1 RACONTEURS RED HOT CHILI PEPPERS ROCK 'N' ROLL SOLDIERS	WFSX/Wilkes Barre, PA MD: Jim Dorman MD: Chris Lloyd MD: James McKay RED HOT CHILI PEPPERS HOBBASTANK THREE DAYS GRACE	
WAGG/Augusta, GA MD: Ron Thomas PD: J.D. Kunes RED HOT CHILI PEPPERS	WAVF/Charlotte, SC MD: Suzie Bee 2 YEAH YEAH YEAHS RED HOT CHILI PEPPERS WEEZER PANIC! AT THE DISCO	CIMX/Detroit, MI PD: Murray Brookshaw APD: Vince Cannova MD: Matt Franklin 2 THREE DAYS GRACE 1 BLUE OCTOBER RED HOT CHILI PEPPERS	WPLA/Jacksonville, FL MD: Gail Austin PD/MD: Chad Chamley RED HOT CHILI PEPPERS	WJRR/Orlando, FL PD: Rick Everett MD: Brian Dickerman 2 ATREYU 2 THREE DAYS GRACE RED HOT CHILI PEPPERS	WZNE/Rochester, NY PD: Stan Main MD: Jeff Sotolongo 8 THREE DAYS GRACE 1 DEATH CAB FOR CUTIE 1 RACONTEURS RED HOT CHILI PEPPERS ROCK 'N' ROLL SOLDIERS	WFSM/Wilmington, NC PD/MD: Mike Kennedy 23 DEPECHE MODE 4 RED HOT CHILI PEPPERS 3 MATCHBOOK ROMANCE	
KROX/Austin, TX MD: Jeff Carroll MD: Lynn Barstow MD: Toby Ryan 5 WEEZER 5 ANGELS AND AIRWAVES RED HOT CHILI PEPPERS	WEND/Charlotte MD: Bruce Logan PD/MD: Jack Daniel 1 AVENGED SEVENFOLD WOLF MOTHER RACONTEURS MATISYAHU ANGELS AND AIRWAVES RED HOT CHILI PEPPERS	KXNA/Fayetteville, AR PD/MD: Dave Jackson 9 10 YEARS 8 PANIC! AT THE DISCO 6 WOLF MOTHER 5 LACUNA COIL 4 BLOODSIMPLE 4 ARCTIC MONKEYS 2 MATISYAHU 2 RACONTEURS	WJRR/Indianapolis, IN PD: Leny Diana MD: Michael Young 6 THREE DAYS GRACE RED HOT CHILI PEPPERS	WJRR/Orlando, FL PD: Rick Everett MD: Brian Dickerman 2 ATREYU 2 THREE DAYS GRACE RED HOT CHILI PEPPERS	WZNE/Rochester, NY PD: Stan Main MD: Jeff Sotolongo 8 THREE DAYS GRACE 1 DEATH CAB FOR CUTIE 1 RACONTEURS RED HOT CHILI PEPPERS ROCK 'N' ROLL SOLDIERS	WFSM/Wilmington, NC PD/MD: Mike Kennedy 23 DEPECHE MODE 4 RED HOT CHILI PEPPERS 3 MATCHBOOK ROMANCE	
WHSF/Baltimore, MD PD: Mike Murphy MD: Tim Virgin DAMONE ANTI-FLAG RED HOT CHILI PEPPERS	WKQX/Chicago, IL PD: Mike Stern 5 FORT MINOR /HOLLY BROOK RED HOT CHILI PEPPERS	WYFK/Fredricksburg, VA MD/PO: Paul Johnson APD/MD: Tre Clarke No Adds	WJRR/Indianapolis, IN PD: Leny Diana MD: Michael Young 6 THREE DAYS GRACE RED HOT CHILI PEPPERS	WJRR/Orlando, FL PD: Rick Everett MD: Brian Dickerman 2 ATREYU 2 THREE DAYS GRACE RED HOT CHILI PEPPERS	WZNE/Rochester, NY PD: Stan Main MD: Jeff Sotolongo 8 THREE DAYS GRACE 1 DEATH CAB FOR CUTIE 1 RACONTEURS RED HOT CHILI PEPPERS ROCK 'N' ROLL SOLDIERS	WFSM/Wilmington, NC PD/MD: Mike Kennedy 23 DEPECHE MODE 4 RED HOT CHILI PEPPERS 3 MATCHBOOK ROMANCE	
KNYX/Baton Rouge, LA MD/PO: Dave Dunaway APD: Phillip Kish MD: Darren Gauthier 1 ANGELS AND AIRWAVES 1 SNOW PATROL RED HOT CHILI PEPPERS RINDEROSE 10 YEARS NICKELBACK DAMONE	WQAZ/Cincinnati, OH PD/MD: Jeff Hugel ANGELS AND AIRWAVES RED HOT CHILI PEPPERS	WYFK/Fredricksburg, VA MD/PO: Paul Johnson APD/MD: Tre Clarke No Adds	WJRR/Indianapolis, IN PD: Leny Diana MD: Michael Young 6 THREE DAYS GRACE RED HOT CHILI PEPPERS	WJRR/Orlando, FL PD: Rick Everett MD: Brian Dickerman 2 ATREYU 2 THREE DAYS GRACE RED HOT CHILI PEPPERS	WZNE/Rochester, NY PD: Stan Main MD: Jeff Sotolongo 8 THREE DAYS GRACE 1 DEATH CAB FOR CUTIE 1 RACONTEURS RED HOT CHILI PEPPERS ROCK 'N' ROLL SOLDIERS	WFSM/Wilmington, NC PD/MD: Mike Kennedy 23 DEPECHE MODE 4 RED HOT CHILI PEPPERS 3 MATCHBOOK ROMANCE	



Monitored Reporters
93 Total Reporters

77 Total Monitored

16 Total Indicator

RR TRIPLE A TOP 30 INDICATOR

April 7, 2006

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	BEN HARPER Better Way (Virgin)	838	+20	9807	8	51/0
2	2	JACK JOHNSON Upside Down (Brushfire/Universal Republic)	719	-67	7736	12	42/0
5	3	KT TUNSTALL Suddenly I See (Relentless/Virgin)	653	+68	5384	5	47/1
3	4	SUBDUDES Papa Dukie & The Mud People (Back Porch/Narada/EMI)	575	-54	5515	12	41/0
4	5	BETH ORTON Conceived (Astralwerks/EMC)	560	-58	6282	14	40/0
7	6	SHAWN MULLINS Beautiful Wreck (Vanguard)	555	+9	4200	12	36/0
6	7	DAVID GRAY Tell Me Something (Hospital Food) (ATO/RCA/RMG)	546	-21	3558	12	30/1
8	8	DEATH CAB FOR CUTIE Crooked Teeth (Atlantic)	529	+2	3689	10	32/0
9	9	BRANDI CARLILE What Can I Say (Red Ink/Columbia)	441	+23	3142	7	35/0
11	10	DONALD FAGEN H Gang (Reprise)	406	-8	4525	10	33/0
12	11	TRAIN Cab (Columbia)	403	-5	3034	13	19/0
15	12	MAT KEARNEY Nothing Left To Lose (Aware/Columbia)	390	+36	1714	5	25/1
13	13	JACKIE GREENE I'm So Gone (Verve Forecast/VMG)	387	-1	2984	6	35/0
19	14	LITTLE WILLIES Roll On (Milking Bull/EMC)	368	+35	4812	3	32/2
10	15	DAVID GILMOUR On An Island (Columbia)	366	-51	2277	7	27/0
17	16	RHETT MILLER Help Me, Suzanne (Verve Forecast/VMG)	340	-6	3189	12	32/0
16	17	AUGUSTANA Boston (Epic)	331	-17	3365	10	26/1
Debut	18	GOMEZ How We Operate (ATO/RMG)	324	+98	2923	1	38/4
18	19	VAN MORRISON Playhouse (Last Highway)	323	-17	3446	8	33/0
22	20	JAMIE CULLUM London Skies (Verve Forecast/VMG/Universal)	305	+6	1205	3	27/0
20	21	MICHAEL STIPE In The Sun (Warner Bros.)	304	-15	1192	7	20/0
23	22	BLACK REBEL MOTORCYCLE CLUB Shuffle Your Feet (RCA/Red Ink)	295	+8	2128	3	27/0
14	23	COLDPLAY Talk (Capitol)	292	-76	1727	16	21/0
26	24	TREY ANASTASIO Tuesday (Columbia)	281	+20	752	4	22/0
24	25	MY MORNING JACKET Off The Record (ATO/RCA/RMG)	281	-1	2132	11	23/1
21	26	SUSAN TEDESCHI Evidence (Verve Forecast/VMG)	265	-38	1319	11	23/1
27	27	TEDDY THOMPSON I Should Get Up (Verve Forecast/VMG)	263	+12	1945	9	27/0
30	28	FRAY How To Save A Life (Epic)	258	+26	1168	3	21/1
28	29	SONYA KITCHELL Let Me Go (Velour)	255	+20	3453	2	30/1
Debut	30	UMPHREY'S MCGEE Women, Wine And Song (SCI-Fidelity)	254	+29	2198	1	28/0

MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
ERIC LINDELL Give It Time (Alligator)	13
RED HOT CHILI PEPPERS Dani California (Warner Bros.)	12
GUSTER One Man Wrecking Machine (Reprise)	9
SNOW PATROL Hands Open (A&M/Interscope)	7
CHRIS ISAAK King Without A Castle (Reprise)	7
EDWIN MCCAIN Gramercy Park Hotel (Vanguard)	6
MARK KNOPFLER... This Is Us (Nonesuch/Warner Bros.)	6

MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
GUSTER One Man Wrecking Machine (Reprise)	+155
GOMEZ How We Operate (ATO/RMG)	+98
DONAVON FRANKENREITER Move By Yourself (Last Highway)	+71
KT TUNSTALL Suddenly I See (Relentless/Virgin)	+68
JAMES BLUNT High (Custard/Atlantic)	+62
RACONTEURS Steady, As She Goes (Third Man/V2)	+60
EDWIN MCCAIN Gramercy Park Hotel (Vanguard)	+58
WORLD PARTY What Does It Mean Now? (Seaview)	+50
JOHN BUTLER TRIO Betterman (Lava/Atlantic)	+49
NEW CARS Not Tonight (ElevenSeven)	+43

SYNDICATED PROGRAMMING



World Cafe - Dan Reed 215-898-6677
No adds reported this week



Acoustic Cafe - Rob Reinhart 734-761-2043
MASON JENNINGS Be Here Now
PETER MULVEY You And Me And The Ten Thousand Things

54 Triple A reporters. Songs ranked by total plays for the airplay week of Sunday 3/26 - Saturday 4/1.
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REPORTERS

Stations and their adds listed alphabetically by market

WAPSAK/Akron, OH

PD/M: Bill Gruber
1. SHERYL CROW
1. MASON JENNINGS
1. EDWIN MCCAIN
1. GUSTER
1. SNOW PATROL

KNBA/Anchorage, AK

OM/MD: Loren Dixon
MD: Danny Preston
CHICAGO BLUES REUNION
DONAVON FRANKENREITER
NORTHVEY VALENZUELA

WQKL/Ann Arbor, MI

PD: Brad Savage
MD: Mark Copeland
2. NEW CARS
1. JOHN BUTLER TRIO

KSPN/Aspen, CO

PD/MD: Sam Scholl
1. RED HOT CHILI PEPPERS
1. SNOW PATROL

WZGC/Atlanta, GA*

PD: Michelle Engel
APD: Chris Brannen
MD: Margot Smith
RED HOT CHILI PEPPERS

KGSR/Austin, TX*

OM: Jeff Carroll
PD: Jody Denberg
APD: Jyl Hershman-Ross
MD: Susan Castle
7. TOM RUSSELL
6. BETTYE LAVETTE
3. DEL CASTILLO

KUT/Austin, TX

PD: Hawk Mendenhall
MD: Jeff McCord
7. BUDDS BAND
5. BETTYE LAVETTE
5. SUSAN TEDESCHI
4. MY MORNING JACKET
4. FLAMING LIPS
2. JAMES HUNTER

WRNR/Baltimore, MD

OM/MD: Bob Waugh
APD/MD: Alex Cortright
2. CASSANDRA WILSON
RED HOT CHILI PEPPERS

WTMD/Baltimore, MD

APD/MD: Mike Matthews Vasilikos
5. RHETT MILLER
1. STRAY'S DONT SLEEP
1. SNOW PATROL
MARK KNOPFLER & EMMYLOU HARRIS
ERIC LINDELL
WORLD PARTY

KLRR/Bend, OR

OM/MD: Doug Donoho
APD: Darl Donoho
MAT KEARNEY
EDWIN MCCAIN
GUSTER

KRVB/Boise, ID*

OM/MD: Dan McCally
MD: Tim Johnstone
1. GUSTER
1. SNOW PATROL

WBOS/Boston, MA*

OM: Buzz Knight
PD: Dave Douglas
MD: David Ginsburg
4. GUSTER

KMMS/Bozeman, MT

OM/MD: Michelle Wolfe
No Adds

KYSL/Breckenridge, CO

PD: Tom Fricke
MD: TJ Sanders
3. DONAVON FRANKENREITER
1. MARK KNOPFLER & EMMYLOU HARRIS
1. CHRIS ISAAK
1. RED HOT CHILI PEPPERS

WNCS/Burlington*

MD: Jamie Canfield
1. WOOD BROTHERS
DONAVON FRANKENREITER
SNOW PATROL
JOHN BUTLER TRIO

WMVY/Cape Cod, MA

PD: PJ Finn
2. GUSTER
2. SCOTT MILLER & COMMONWEALTH

WCDC/Charleston, SC*

OM: Mike Allen
PD: Ron Bowen
20. DAVE MATHESON BAND
18. KT TUNSTALL
18. WILL HOGE
19. SNOW PATROL
18. EDWIN MCCAIN
18. U2
17. JACK JOHNSON
17. TRAIN
14. TRACY CHAPMAN
14. DAVID GILMOUR
12. NEW CARS
11. BONNIE RAITT
11. DANNY YATE
10. JOHN MAYER TRIO
9. O.A.R.
9. DIRTY BLONDE
9. DONALD FAGEN
6. NEIL YOUNG
6. BRYSON JENNINGS

WNRN/Charlottesville, VA

OM: Jeff Reynolds
PD: Michael Friend
MD: Jay Tapelo
2. GUSTER
2. CHARLATANS UK
2. SNOW PATROL
1. DANIELLE HOWLE
1. DANNY YATE
1. RED HOT CHILI PEPPERS
1. WORLD PARTY

WDOO/Chattanooga, TN*

OM/MD: Brad Steiner
MD: Brad Steiner
1. FALL OUT BOY
RED HOT CHILI PEPPERS

WXRT/Chicago, IL*

OM/MD: John Farneda
PD: Norm Winer
2. YEAR YOUNG YEARS
RED HOT CHILI PEPPERS
MY MORNING JACKET

WCBE/Columbus, OH

OM: Tammy Allen
PD: Dan Muschak
MD: Maggie Brennan
6. CASSANDRA WILSON
6. ERIC LINDELL
3. RACHAEL SAGE
3. DANIELLE HOWLE
3. GOTAN PROJECT
3. JOSH RITTER

WVVV/Conway, NH

PD/MD: Mark Johnson
No Adds

KBCD/Denver, CO*

PD: Scott Arbaugh
MD: Mark Abuzzahab
14. YONDER MOUNTAIN STRING BAND
2. GUSTER
1. MAT KEARNEY
RED HOT CHILI PEPPERS

KHUM/Eureka, CA

OM: Cliff Berkowitz
PD/MD: Mike Ornters
APD: Larry Trask
4. ESSEX GREEN
3. MATT COSTA
3. TOM RUSSELL

KRVI/Fargo

OM: Mike "Big Dog" Kapel
PD: Ryan Kelly
MD: David Black
JAMES BLUNT
LITTLE WILLIES
GUSTER

WFIV/Farragut, TN

OM: Brian Tatum
PD/MD: Todd Ethridge
KT TUNSTALL
JAMES BLUNT
INKS
MATT COSTA
RED HOT CHILI PEPPERS

KOZT/Ft. Bragg, CA

PD: Tom Yates
APD/MD: Kate Hayes
5. MARK KNOPFLER & EMMYLOU HARRIS
5. CHRIS ISAAK

WENH/Hampsons, NY

MD: Brian Cosgrove
MD: Lauren Stone
2. SHERYL CROW
2. JAMES HUNTER

WVVV/Hilton Head, SC

OM: Susan Groves
PD: Gene Murrell
1. RACONTEURS
1. EDWIN MCCAIN
1. GUSTER
1. DONAVON FRANKENREITER

KSUT/Ignacio, CO

PD: Steve Rauworth
MD: Stasia Lanier
2. ERIC LINDELL

WTS/Indianapolis, IN*

OM/MD: Dan Duncan
APD/MD: Laura Duncan
2. RACONTEURS
RED HOT CHILI PEPPERS
JAMES BLUNT

KMTN/Jackson, WY

PD/MD: Mark "Fish" Fishman
OM/MD: John Farneda
1. CHARLATANS UK
1. ERIC LINDELL
1. SNOW PATROL

KTBG/Kansas City, MO

PD: Jon Hart
MD: Byron Johnson
No Adds

WEBK/Killington, VT

OM/MD: Mitch Terricciano
MD: Stasia Lanier
CALEXICO
CHICAGO BLUES REUNION
CHARLATANS UK

KOHO/Leavenworth, WA

OM/MD: Ernie Rodriguez
MD: Brad Pettit
LITTLE WILLIES
DEREK TRUCKS BAND
GOMEZ
ERIC LINDELL
DONAVON FRANKENREITER
AMERICAN CATAULT
RACHAEL SAGE

KRKC/Lee'sville, LA

OM: Rick Barnickel
PD/MD: Sandy Blackwell
21. O.A.R.
16. CRACKER
11. ANIMAL LIBERATION ORCHESTRA
2. EDWIN MCCAIN
7. JOHN BUTLER TRIO
6. JEWEL
5. ROSANNE CASH

WFPK/Louisville, KY

OM: Cliff Berkowitz
PD: Stacy Owen
RACONTEURS
WMMM/Madison, WI*

PD: Tom Teuber
MD: Gabby Parsons
1. SNOW PATROL
RED HOT CHILI PEPPERS

KTCZ/Minneapolis, MN*

PD: Lauren MacLeash
APD/MD: Mike Wolf
KT TUNSTALL

WZEW/Mobile, AL*

OM/MD: Tim Camp
MD: Leo Ann Konik
No Adds

WBUB/Monmouth, NJ

OM: Tom Brennan
PD: Rich Robinson
APD: Leo Zaccari
MD: Jeff Raspe
RED HOT CHILI PEPPERS
MATTHEW SWEET & SUSANNA HOFFS
SNOW PATROL
CHRIS ISAAK
MINT
NORTHVEY VALENZUELA

KPIG/Monterey, CA

OM: Frank Capra
PD/MD: Laura Ellen Hopper
APD: Alison MacNeary
5. SCOTT MILLER & COMMONWEALTH
3. ERIC LINDELL
3. SHAWN CAMP
2. RHYTHM & GROOVE CLUB

WRLT/Nashville, TN*

OM/MD: David Hall
APD/MD: Ron Keith Coos
JOHN BUTLER TRIO
ANIMAL LIBERATION ORCHESTRA
RACONTEURS
GOMEZ
GUSTER

WFUV/New York, NY

PD: Chuck Singleton
MD: Rita Houston
OSSE GONZALEZ
MATTHEW SWEET & SUSANNA HOFFS
DAVID FORD

WRSI/Northampton, MA

PD: Sean O'Neally
MD: Johnny Memphis
GNARLS BARKLEY
MINUS 5
DONAVON FRANKENREITER
MARK KNOPFLER & EMMYLOU HARRIS

KBBB/Park Hills, MO

OM/MD: Greg Camp
APD: Glenn Berry
7. FRAY
7. GUSTER

WXPN/Philadelphia, PA

OM/MD: Dan Reed
PD: Bruce Warren
2. DAVID GRAY
2. JAMES HUNTER
EDITORS
BEN HARPER

WYEP/Pittsburgh, PA

PD: Rosemary Welsch
MD: Mike Sauter
JOHN BUTLER TRIO
RICHARD ASHCROFT
DEL CASTILLO
CHARLATANS UK

WCLZ/Portland, ME

PD: Herb Ivy
MD: Brian James
CHRIS ISAAK

KINK/Portland, OR*

PD: Dennis Constantine
APD/MD: Kevin Welch
5. SNOW PATROL
RED HOT CHILI PEPPERS

WXRX/Portsmouth, NH*

PD/MD: Dana Marshall
APD: Katie Wilber
3. JAMES HUNTER
DONAVON FRANKENREITER
CHAD HOLLISTER BAND

WDSY/Poughkeepsie, NY

MD: Greg Galfine
PD: Jimmy Butt
MD: Rick Schneider
RED HOT CHILI PEPPERS
ERIC LINDELL

WBCC/Punta Gorda, FL

PD/MD: G. Michael Keating
7. LUKE DUCUET
2. CHARLATANS UK
2. MLX
2. MICHAEL TOLCHER
1. JULIA OTTMER
1. ERIC LINDELL
1. ABBOTTFINEY

KSOY/Rapid City, SD

PD/MD: Chad Carlson
3. MATSUYA
3. GOMEZ
3. SIA

KTHX/Reno, NV*

PD: Rob Brooks
APD/MD: Dave Herold
GOMEZ

KENZ/Salt Lake City, UT*

OM/MD: Bruce Jones
RED HOT CHILI PEPPERS

KPRI/San Diego, CA*

OM/MD: Bob Burch
1. SNOW PATROL
RED HOT CHILI PEPPERS
GUSTER

KFOG/San Francisco, CA*

PD: David Benson
MD: Kelly Ransford
10. SHAWN MULLINS
3. CHRIS ISAAK
2. MARK KNOPFLER & EMMYLOU HARRIS
RED HOT CHILI PEPPERS

KPND/Sandpoint, ID

OM/MD: Dylan Benefield
APD: Norm McBride
MD: Diane Michaels
ERIC LINDELL

KBAC/Santa Fe, NM

PD/MD: Ira Gordon
RACONTEURS
ERIC LINDELL

KRSH/Santa Rosa, CA*

PD/MD: Pam Long
CHICAGO BLUES REUNION
GUSTER
RACHAEL SAGE
ALEXANDRO ESCOBEDO
BRANDI CARLILE

DMX Folk Rock/Satellite

OM: Leanne Vince
MD: Dave Sloan
9. SHERYL CROW

Music Choice Adult Alternative/Satellite

PD: Justin Prager
15. RACONTEURS
7. CORINNE BAILEY RAE
5. GUSTER
5. CARY OTT
4. EDWIN MCCAIN
4. OASIS

Sirius Spectrum/Satellite

MD: Gary Schoenwetter
APD: Jessica Besack
2. ERIC LINDELL
1. MATTHEW SWEET & SUSANNA HOFFS
CHRIS ISAAK
JOHN BUTLER TRIO

XM Cafe/Satellite

PD: Bill Evans
MD: Brian Chamberlain
6. BETH ORTON
5. BETH ORTON
MATTHEW SWEET & SUSANNA HOFFS
MARK KNOPFLER & EMMYLOU HARRIS
CHRIS ISAAK
MATTHEW SWEET & SUSANNA HOFFS
CONCRETE
CONCRETE

KEXP/Seattle, WA

OM: Tom Mara
PD: Kevin Cole
APD: John Richards
MD: John Yates
8. TOM BROSSAU
MURS AND 9TH WONDER
EIGHTEENTH DAY OF MAY
GOTAN PROJECT
MON FRIERE
JETS OVERHEAD

KMTZ/Seattle, WA*

PD: Shawn Stewart
APD/MD: Haley Jones
7. DAVID GILMOUR
RED HOT CHILI PEPPERS

WKZE/Sharon, CT

OM: Will Stanley
PD: Tim Schaefer
10. CASSANDRA WILSON
10. DANIELLE HOWLE
8. LUZZIE WEST
8. RYAN LEE & THE MINDLESS
8. STRAY'S DONT SLEEP
8. SONYA KITCHELL



JOHN SCHOENBERGER
jschoenberger@radioandrecords.com

Solid As A Mountain

KMTT/Seattle celebrates 15 Years

KMTT (The Mountain)/Seattle was one of the first stations to adopt the then-emerging format that would come to be known as Triple A. At the time of its launch in 1991 there were only a few examples of successful stations that demonstrated that an intelligent and thoughtful mix of music and information for adults could be a formidable force in the right market.

The Mountain — which has been owned by Entercom since it signed on — was essentially the brainchild of Chris Mays, who programmed the station until her departure near the end of 2005. This week I talk with her (see the “Chris Mays Remembers” sidebar), as well as current PD Shawn Stewart, about the evolution of The Mountain and what the future holds for this successful Triple A radio station.

Says Mays of Stewart, “I am very pleased that she got the shot at PD. Shawn has the ability and the skills, and she is ready to take over. I am honored to have been the one to help her in that development. The station is in very good hands with her.”

Stewart began her radio career at Alternative KREV & WREV (Rev 105)/Minneapolis. Her next stop was in Philadelphia, at public radio Triple A juggernaut WXPB as Asst. PD. When she moved to Seattle the plan was to work for Amazon.com, which she did for a while, but she was also doing weekends and fill-in at KMTT. She now has six years under her belt at the station.

I talked with Stewart as she and her staff were preparing to celebrate The Mountain’s 15th anniversary. Format veteran Haley Jones had just been named new Asst. PD/MD and midday host. Add in recently named GM Melissa Forrest and Promotion Director Jennifer Orr, and we are talkin’ some serious girl power.



Shawn Stewart

R&R: How are things going now that you’re the PD at The Mountain?

SS: It’s been crazy and fun. It’s weird how people’s perceptions change. Whereas before you might run into someone in the hall and have a light conversation, now every-

thing is so serious and so businesslike. I have to remind folks that it is still just me.

R&R: I was talking to Chris Mays about how, after 15 years, the basic philosophy of the station hasn’t changed much at all.

SS: The core values of this station have always remained stable and focused, and that



is one of the main reasons why The Mountain has such strong brand recognition. A lot of things have changed over the past 15 years, but our commitment to the music and to the community has not changed in any way.

It is interesting when you look at the evolution of a radio station through its slogans. “A passion for the music” is one that we had for a very long time, and that is one of the best ways to describe how this station feels on the inside.

Sure, we are all dedicated to creating a successful and profitable radio station, but all of us who work here are really excited that we can accomplish that in tandem with our love for music.

R&R: It’s interesting that the station built itself on the progressive rock heritage of the market right at the time that the grunge scene was erupting.

SS: At the time we launched, our slogan was “Rock without the hard edge.” It was important to recognize that not everyone in Seattle was caught up in the grunge movement and that there were other styles of rock that had a real fan base here. The Mountain becoming the outlet for that created strong bonds very early on with some listeners who are still with us today.



THE GANG’S ALL HERE (Well, most of them.) Here is most of the current programming and promotions staff of KMTT/Seattle. Pictured are (l-r) Jennifer Orr, John Fisher, Marty Riemer, Haley Jones, Miles Peterson, Shawn Stewart, Mike West, Jason Parker, Amanda Thorne and Chris Kellogg.

Chris Mays Remembers

KMTT (The Mountain)/Seattle was the brainchild of Chris Mays back in the early '90s, and she was intimately involved with many aspects of the station, going from PD to Station Manager to GM, until her departure at the end of 2005. Below are her thoughts about the station.



Chris Mays

When I first came up with the concept for The Mountain in 1991, it was pre-deregulation, and we were still in the era when a company could only own seven AMs and seven FMs nationally. The station was one of Entercom’s seven FMs. It was an Easy Listening station, KBRD (K-Bird), at the time. Michael Donovan was just in from Chicago as the new GM, and they were interested in doing something different with the station but weren’t sure what.

Rich History

Seattle had a rich history of Progressive Rock stations leading up to The Mountain. When I first came to Seattle in 1981 I worked for a legendary Progressive Rock station called KZAM. It ultimately switched to AC as KSLY with me as PD.

There was another successful Progressive station in the market, KEZX, which my ex-husband, Peyton Mays, had flipped from Beautiful Music to fill the void left by KZAM. That lasted until the fall of 1989.

So at the time I was discussing options with Entercom, there was no Progressive Rock station left in the market. I felt that you could take that rich history of music and audience and build on it with a slightly different type of station. The idea was to take the things I had learned and used at AC radio and adapt them to an adult Rock-type station.

I felt that if you gave a station some real air personalities — like a morning show, for example — and if you gave it the marketing, research and production muscle that Progressive stations never had, you could come up with a successful formula for the competitive landscape of the '90s. The idea was to make the station have more going for it than just the music.

The Mountain represented a different kind of sound, a blues, rock and folk tradition, with artists like Bonnie Raitt, Tom Petty, The Rolling Stones and Bruce Springsteen. Plus, there were already acts like The Indigo Girls out there that represented an equally important new singer-songwriter movement that was just getting underway.

Core Values

In addition, we saw the need for community involvement early on. We felt that we had to develop benchmarks that we could rely on over time. At about the time The Mountain was launching, Rush Limbaugh and a few others were starting to come on strong as voices for the conservative side. We decided to take a more liberal approach — not an extremely radical, hippie-type position, but certainly something to the left of the center.

The most logical first move was to become the green station, the one that stood up for the environment. That was a bit gutsy, with the logging and fishing industries so big in the area, but I felt there were enough people concerned about the environment that it made sense for us to be that voice. We expanded from there.

It was about having core values — musical integrity, supporting environmental issues, giving back to the community via local charities and standing up for women’s rights. I encouraged our jocks to be more than just announcers and to express their feelings and beliefs about these things.

We also instituted a number of events and action groups to support these causes. Besides the Wilderness Society, everything was focused on a local

Continued on Page 68

What is interesting, though, is that over time we have come to embrace the best of the grunge music that was forged back then. To some extent, the sound that was so edgy and foreign back then has moved a bit closer to the center. Plus, over time adults have learned to appreciate what the movement was all about.

Further, as we are trying to attract younger adults to the station, this is the music that was central to their tastes 10 or 15 years ago.

R&R: The station was also fortunate in its early years to see a tremendous number of great new artists emerge who blended well with the library of core artists it launched with.

SS: That’s very true. Plus, today we are seeing so many younger artists who are looking past hip-hop — and even the

grunge stuff — and are reaching back to earlier generations for inspiration. Not only does this give us some great new music to mix with our library, it is another way to invite younger adults to tune in.

There is also a sizable segment of young adults who genuinely want to learn about the artists who have inspired this new generation of singer-songwriters. They appreciate how good they were and, in many cases, still are.

R&R: From a musical point of view, there is no lack of choices out there for you to program on your station. In fact, I’ll wager that you’d like to play more music than you do, if you could.

Continued on Page 68

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Secret Machines
Neil Young
Gabe Dixon Band
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Goo Goo Dolls
Mark Knopfler & Emmylou Harris
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Ben Folds • Los Lonely Boys • Keb Mo • Mason Jennings • Tori Amos • Fiona Apple • Indigo Girls • Howie
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"Her passionate voice has been compared to Billie Holiday's, but it owes as much to Lauryn Hill and Macy Gray's. It's so warm and her style so intimate...she's a genuine star"

– *The Guardian*



www.corinnebaileyrae.net

PUBLISHER'S **Profile** BY ERICA FARBER

Jason Shrinsky is a telecommunications specialist. He served as Attorney-Adviser to the Complaints and Compliance Division of the Mass Media Bureau of the FCC, then entered private practice.

Over the years Shrinsky has represented telecommunications clients before the FCC in a variety of matters. He also owns radio and television stations, giving him a unique perspective on broadcasting from both regulatory and operational standpoints.

Getting into the business: "My senior year in law school I did an internship at the FCC. Upon graduation, I was offered a full-time position there, which I accepted. I started in the fall of 1961, during my senior year of law school, and left in April of '64 to enter the private sector."

On the changes in the broadcast business: "They say that the more things change, the more things stay the same. When I was a clerk at the FCC and still in law school, the hot issue was payola and the fixing of game shows on television. Fast-forward some 40 years, and we have the attorney general of New York crying out that payola is running the world. It seems that every decade there is someone who sees this as a hot topic, and here we go again."

Why payola is a hot topic: "Payola is a hot-button topic from a political standpoint because you're dealing with an industry regulated by the federal government. We've had congressmen and senators who think their children are paying too much for concert tickets and figure that's because somebody is doing something wrong."

"As in every industry, some people try to take advantage of the system. But, by and large, broadcasting is a healthy industry run by businessmen and -women of high caliber. For whatever reason, Spitzer has taken on the recording industry, feeling that they have done a lot of bad things, and he is trying his best to pressure the FCC into doing something with respect to payola."

Defining payola: "Payola is fairly simple: The FCC has sponsorship-identification rules: If I, as a radio operator, am paid to make a commercial announcement, I have to let people know that I have been paid. The extension of that goes to music. If I, as an owner or employee of a station, am given something — whether it's a trip to Las Vegas or a new computer — in consideration for playing a song and I don't play a disclaimer before or after that song saying that it was paid for by XYZ Recording Company, that would constitute payola."

Thoughts about the Entercom complaint: "The suit is coming out of left field. What Spitzer is basically saying is that, while the record companies and certain individuals have participated in fraud and bribery, which is against New York State law, he has no jurisdiction with respect to payola or allegations of payola because that's within the jurisdiction of the FCC, but he seems to be trying to prod the FCC into doing something to back up his case."

How the FCC feels about this issue: "Certain senators have been putting pressure on them for the last several years. Spitzer brought this action and put out a press release saying, 'I sort of hope the FCC will do something.'"

"Segue back to the '70s, when the FCC decided to have open hearings. At that time they subpoenaed concert promoters, a number of whom retained me to represent them. The deal back then was that concert promoters were pressuring stations into giving them free advertising for artists. I spoke to the people in charge of the hearings and said, 'Nothing is going to come out of these hearings because they're open. No one is going to go on an open record.'"

"After five days of nobody being willing to answer any questions under oath, they decided to drop the whole thing. What will happen here is anybody's guess. My feeling is, based upon precedent, that the FCC may hold hearings. That's what Congress does all the time because it takes the pressure off. If the FCC does have hearings, I would encourage them not to make them open, if they really want these hearings to be fact-finding."

The effect of the controversy on the relationship between radio and the record industry: "There is no balance when government is on the other side, and I say that as a citizen and as someone who has practiced before the FCC for years. The agency has always been responsible. I don't think it has ever gone out of its way to harm people. They told you the rules and how you're supposed to govern yourself."

"But now you have a politician who has tremendous ambition. He has gone after an industry that's very prominent in his state, the recording industry, and frightened them to death because they are now public conglomerates. Many have foreign ownership, and these people are frightened of authority and caved in. Now he's thinking, 'I've gotten on the labels' case, and now I've got to get the FCC to burn down the houses of the broadcasters.'"

"It's overkill. It impacts publications like yours. There is nothing intrinsically wrong with having a publication that accurately reports what music stations are adding. You and I both know

that there are stations that don't have the money for research and callout, and you're doing them a service."

"Now there's an assumption that Spitzer has put out there through his allegations that everything being reported is wrong and that it's being paid for. If that was the case, all the radio stations would be out of business because they would be playing the wrong music. If you go into any industry where there are thousands of owners, you will find isolated instances of abuse. But that doesn't taint the whole industry, and that doesn't mean that there are a bunch of bandits stealing from the public."

Radio's biggest challenge: "Dealing with consolidation and with the day-to-day aspects of running a public corporation vs. a private one. In the early days everybody was private. Today, everybody's public. Everybody has to worry about the fourth quarter, the third quarter, the second quarter. Everybody's worried about the young man or woman who just graduated from business school and now knows everything about radio and tells you what you should earn, what you shouldn't earn and that it's a bad business."

"I find it fascinating that in the radio industry you have 30% to 50% returns on a dollar and people are saying that it's not a good business, that it's flat and not growing. There aren't five industries in the world that have those operating margins."

"The other challenge today is satellite radio. Radio needs to hire full-time PR people. Sirius and XM won't make money for the next 4,000 years, they're paying bundles for product, and yet they are the darlings of the analysts. Terrestrial radio, on the other hand, has good companies earning good margins, but analysts damn the terrestrial sector and sing the praises of two companies that have no profit model."

"The biggest challenge today, whether it's the broadcaster, the rep or the periodical, is to have people out there beating the drum and saying that radio is a good business and a good industry, that it serves the public and does all these wonderful things, in order to neutralize all this negativism we keep reading."

Something about the FCC that might surprise our readers: "Historically, the biggest job the chairperson has is building a consensus, and I don't think Joe Public or even people within the industry understand that. You have five people now, all political appointees, and they all have their opinions. From the standpoint of Joe Public, it's a very political agency because of the political appointees. They are indebted to the people who got them there and have to be cognizant of the wishes of those people."

"Why these people were considered for their positions at the end of the day is because someone in the House or the Senate prevailed, so the FCC's agenda comes from the Hill."

"The broadcast community has to rally. If Entercom is this decade's scapegoat, we need this industry to rally behind them and to support

them in every way they can so that people who have a political agenda don't ruin this industry."

Favorite radio format: "Oldies and Jazz."

Favorite television show: "My wife would say that if it doesn't have a ball, I don't watch it. I watch *The Sopranos*, and I find *Boston Legal* hilarious."

Favorite song: "My Funny Valentine."

Favorite movie: "Gone With the Wind."

Favorite book: "I read a lot, but I really don't have a favorite."

Favorite restaurant: "Morton's and the Palms throughout the country."

Beverage of choice: "1978 Pommard. I like big red wine."

Hobbies: "I am a very avid golfer. I read a lot and like legitimate theater."

E-mail address: "jshrinsky@kayescholer.com."

Advice for broadcasters: "Broadcasters have to be great advocates for their business, their product and what they are doing. The younger generation thinks satellite radio is the greatest thing since chopped liver. It has its place, but the broadcaster today has to champion terrestrial radio and be out there and do whatever it takes. Be proud of what you do because there is nobody in the world that does it as well."

Advice for the music community: "The label side is much more difficult because of the layers of ownership today and the foreign ownership that doesn't understand how the political game is played here. The best thing I could say to them is that they have to defend themselves because they've been put on the defensive. It's unfortunate that they didn't go on the offensive."

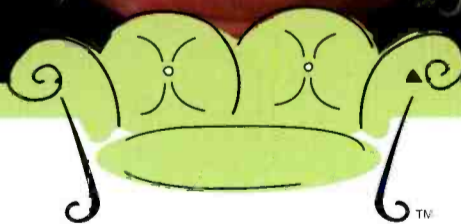
"Just like radio people, the label people have to go out and speak about all the wonderful things they do, the things their artists bring and the entertainment value of what they do. They have to be relentless in pursuing that — relentless."



JASON SHRINSKY

Partner, Kaye Scholer LLP

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Accepting on behalf of
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Nicolas



NAB Digital Cinema Summit

Sunday, April 23

Keynote Speakers



James Cameron
Filmmaker



John Fithian
President
National Association
of Theatre Owners


Super Sessions

Monday, April 24
10:30 AM – 12:00 PM

The Digital Home — Present & Future

Kevin Corbett
VP of Digital Home Group
Intel Corporation



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2:30 PM – 4:00 PM

The Shape of Things to Come: News 2010

Produced by:  

Monday, April 24
1:00 PM – 2:00 PM

Internet TV — What the New World of Ubiquitous Home Broadband Means for Broadcasters

Jeremy Allaire
Founder and President
Brightcove




Monday, April 24
2:30 PM – 4:00 PM

Next Generation Television — The Content Provider's Opportunity

Phil Corman
Director of Worldwide Partner Development
Microsoft TV Division
Microsoft Corporation



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Tuesday, April 25
10:00 AM – 11:30 AM

Earthquake Insurance — Are You Ready for the Tectonic Shift in New Media?

Jim Guerard
Vice President of Web and Video
Adobe Systems Incorporated




Wednesday, April 26
10:00 AM – 11:30 AM

New Technologies for Digital Media Distribution

Frank Dangeard
Chairman and CEO
Thomson



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Tuesday, April 25

Keynote Speaker


Walter Mossberg
Technology Columnist
The Wall Street Journal



NAB Radio Hall of Fame Recipient

Dick Purtan
Legendary Detroit
Radio Personality

NAB Post-Production World Conference

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Saturday, April 22

Keynote Speaker

Dylan Tichenor, A.C.E.
Editor of Oscar Award winning
"Brokeback Mountain"



Sunday, April 23

Keynote Speaker

Hughes Winborne
Oscar Award winning
Editor of "Crash"



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RTNDA Paul White Award Recipient

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