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News Focus

MOVER

Ammons Ready To Go 'APE'

After less than a year programming Wilks CHR/top 40 KMXV/Kansas City, J.R.

Ammons has accepted the PD position at Cox top 40 WAPE/Jacksonville, a job that's been up for grabs since Cat Thomas left in March after 12 years.

Ammons says, "Cox Radio is a company that I competed against in Atlanta and have a tremendous amount of respect for."

Before Ammons took on the PD position at KMXV in July 2006 he spent 11 years as APD/MD at WSTR (Star 94)/Atlanta.

—Kevin Carter



Ammons

SHAKER

Lasorte Scores Q101, Loop Brand Manager Gig

Tisa Lasorte is the new brand manager for Emmis/Chicago's alternative WKQX (Q101) and classic rock WLUP (97.9 the Loop).

Lasorte joined the cluster as interactive sales manager in March 2006 and was later promoted to her most recent position of director of new media. Lasorte will oversee programming, marketing and new media for the stations, whose PDs left in February.

A veteran programmer, Lasorte spent 10 years at crosstown Tribune news/talk WGN, two as PD. Her most recent programming run was at sports KTAR-AM and KMVP (ESPN Radio)/Phoenix, which she left in December 2005. —Keith Berman

DEALMAKER

Citadel To Close On ABC Stations June 12

The 17-month-old dance will be over on June 12. That is when Citadel Broadcasting will take over ABC Radio's 22 radio stations and the ABC Radio Networks as part of a \$2.7 billion deal first announced in February 2006. The transaction does not include ESPN Radio and Radio Disney.

Meanwhile, Citadel's board of directors declared a special cash dividend of \$2.46 per share to all shareholders of record on June 8. The payment is tied to the acquisition.

—Ken Tucker and Jeffrey Yorke

CBS Revives New York's 'K-Rock'

May 24, 2007, at 5 p.m. will be remembered in the annals of New York radio history as the day rock music was revived on the 92.3 frequency. CBS Radio gave up on the ratings-challenged talk "Free FM" format on WFNY after 17 months, bringing back the "K-Rock" music brand that preceded Howard Stern's departure in December 2005.

The new format kicked off with Nirvana's "All Apologies." Featured acts on the station's recurrent/gold-driven playlist include Linkin Park, Red Hot Chili Peppers, Pearl Jam, Guns N' Roses, Metallica and Led Zeppelin. "The Opie & Anthony Show" will continue to air from 6 a.m. to 9 a.m.

CBS Radio senior VP of programming and PD of alternative KROQ/Los Angeles Kevin Weatherly oversaw the station's flip, along with former KROQ GM Trip Reeb, who is also consulting and acting as interim PD. The search is now on for a new PD, as Free FM PD John Mainelli, who joined the company last October, exits. Talk hosts vacating the station include Nick DiPaolo, Leslie "the Radio Chick" Gold and Ron & Fez. The new format will initially run jockless, but airshifts will be filled in the near future.

Calling the format change "the right move . . . from a competitive standpoint," longtime station VP/GM Tom Chiusano says the market has "an unsatisfied appetite for rock music which can't be ignored."

Meanwhile, with the company's Cleveland alternative "K-Rock" giving back the WXRK calls to its New York sister, Cleveland's new call letters become WKRI. —Mike Boyle



ON THE WEB

Smith Leaves Clear Channel/Chicago

Clear Channel urban AC WVAZ (V103)/Chicago PD Elroy Smith announced May 23 that he was leaving the company at the end of May, when his contract expired. WVAZ APD Armando Rivera was set to temporarily take over as PD upon Smith's departure.

Smith relinquished OM duties at urban WGCI, WVAZ and gospel WGRB in a March management reshuffling where the company assigned one PD for each of its urban Chicago properties.

Under Smith's leadership, WGCI has ranked No. 1 or No. 2 in persons 12+ for the past five Arbitron quarterly surveys.

—Mike Boyle and Hillary Crosley

Cox Steps Up To PPM

Arbitron announced that Cox Radio, one of the most vocal critics of the ratings company's Portable People Meter and one of five radio groups supporting testing of a rival ratings methodology, has signed on for the PPM service as part of a five-year contract renewal for its radio stations in 18 markets.

The agreement covers Cox's four Houston stations, as well as seven other markets on Arbitron's PPM rollout schedule, including Nassau-Suffolk, New York, Atlanta, Miami, Tampa, San Antonio, Orlando and Jacksonville. Cox showed a change of heart in February, agreeing to encode stations in Houston following Media Rating Council accreditation for the service in the market. —Katy Bachman, Mediaweek

Tyler Exits Columbia

On the heels of uber-producer Rick Rubin joining Columbia to run the label with chairman Steve Barnett, executive VP of promotion Bruce Tyler has exited. Tyler joined Sony Music Label Group U.S. in mid-2005 as executive VP of promotion and market strategies, overseeing the promotion departments of Columbia, Epic and Sony Urban Music. In December 2006 he moved over to Columbia as executive VP. Rumors are now swirling that former Capitol Records exec Mark DiDia, who formerly worked with Rubin at American Recordings, will join Columbia in an undisclosed capacity. —Kevin Carter

NUMBER CRUNCH

36%	36	\$4
Percentage of 8- to 18-year-olds who have illegally downloaded digital works, according to a recent study by Harris Interactive. That number is down significantly from 2004, when 60% of those surveyed admitted to the practice. Meanwhile, 30% of respondents admitted to downloading music without paying for it, down from 32% in 2006 and from 53% in 2004.	The number of years journalist Susan Stamberg has spent at National Public Radio. Stamberg, who joined the network when it was founded in 1971, will receive the Gracie Allen Tribute Award from American Women in Radio and Television June 18 in New York.	The amount Nine Inch Nails frontman Trent Reznor says he would charge for his next album if it were up to him. In an interview with Australia's Herald Sun, Reznor called major labels "thieves" and said he bars label reps from attending his shows for free.

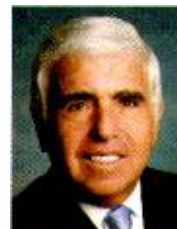
Karmazin Says 'We Suck Less'

You know a CEO is between a rock and a hard place when he resorts to comparing a rival company to his own with the acknowledgment "we suck less." But that was the route taken by Sirius boss Mel Karmazin during the satellite broadcaster's annual shareholders meeting May 24 while talking about the share price decline by Sirius and direct competitor XM. His proclamation is subject to discussion, however, since Sirius stock is off 40% from its 52-week high, while XM shares are down 33%.

Karmazin also said it was a "disgrace" the way syndicated morning man Don Imus was forced from his job at CBS Radio, which he once helmed.

Meanwhile, the NAB is stepping up efforts to squash Karmazin's dream of merging XM with Sirius. The NAB has hired Washington, D.C., firm Wilkinson, Barker, Knauer to compel the FCC to respond to Freedom of Information Act requests filed by the NAB in March that seek "records relating to the FM modulators/transmitters and terrestrial repeaters used in [XM's and Sirius'] systems."

The NAB alleges that the FM modulators and repeaters were constructed and deployed inconsistently with FCC rules. —Jeffrey Yorke



Karmazin

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Salem Taps Cohagan As Boston GM

Sales and management veteran Scott Cohagan joins Salem as GM for its Boston cluster, which includes talk WTTT, Christian teaching WEZE and religious WROL. He succeeds Alex Canavan, who recently retired.



Cohagan

Salem VP of operations Michael Reichert, who has been filling the position in the interim, says Cohagan's "creative approach to leadership, sales and team-building enables us to strengthen our relationships with listeners and businesses throughout the Boston community."

Most recently with Forever Broadcasting in various Pennsylvania markets as a general sales manager, station manager and market manager, Cohagan has also served as an account executive for Entercom in Scranton, Pa.—Ken Tucker

Cox To High Desert

High Desert Broadcasting has tapped Chris Cox as director of programming for its six-station Lancaster/Palmdale, Calif., cluster: hot AC KGMX (K-Mix 106.3), alternative KKZQ (the Edge 100.1 FM), classic rock KLKX (the Quake 93.5), news/talk KUTY, Spanish oldies KWJL (Joyas 1380 AM) and regional Mexican KCEL (Radio Lazer 106.9). In addition, Cox will be KGMX's full-time PD. Most recently doing part-time airwork at CBS Radio oldies KRTH (K-Earth)/Los Angeles, Cox has also programmed stations in Louisville; Orange County, Calif.; and Cincinnati.—Mike Boyle

SoundExchange Offers Small Streamers A Break

SoundExchange last week offered to extend the webcast royalty rates set by the Small Webcaster Settlement Act through 2010. The SWSA, which expired in 2005, let qualifying webcasters pay 10% of gross revenue up to \$250,000 and 12% of gross revenue above that amount.

SoundExchange's offer—made in response to a House Judiciary Subcommittee's request that it negotiate with webcasters—gives small streamers an alternative to the royalties recently set by the Copyright Royalty Board.

The CRB in March upped webcast royalties to 0.08 cents per performance in 2006, rising to 0.19 cents by 2010, with a minimum annual fee of \$500 per channel. Webcast-industry representatives including the Digital Media Assn. quickly protested that the higher rates could bankrupt the Internet-radio industry.

AFTRA's recording-artist members embraced the SoundExchange proposal, as did the American Assn. of Independent Musicians.

Meanwhile, the NAB Radio Board on May 22 adopted a resolution saying it "supports a comprehensive approach to addressing the CRB rate determination, including legislation that vacates the CRB decision and establishes an interim royalty rate structure."

That puts the NAB among the supporters of the Internet Radio Equality Act. Both the House and Senate versions of the bill would set aside the CRB rate hike and set a transitional royalty rate of 7.5% of revenue for 2006-2010 for webcasters of all sizes.—Brida Connolly

USRN, JamTraxx Extend Deal

United Stations Radio Networks announced a multiyear extension of its agreement to sell network commercial time for JamTraxx Media.

JTM produces customized mixshows to global affiliates, including urban, CHR/top 40 and AC formats. As part of the agreement, JTM will continue to provide affiliate relations services and act as producer for all programming. In addition, affiliates are able to barter for commercial inventory for the JTM mixshow services.

USRN has represented JTM to national advertisers since early 2004; this renewal extends that partnership beyond the end of the decade.—Mike Boyle

KPIG's Hopper Succumbs To Cancer

KPIG/Monterey co-founder and PD Laura Ellen Hopper died on Memorial Day due to complications from cancer. She was 57.

Hopper, who was born in Texas, came to Northern California in the early 1970s and helped launch legendary alt-country KFAT in Gilroy in 1974. After the station's demise, she helped found triple A/Americana hybrid KPIG, which, under her direction in 1994, became the first radio station to stream on the Internet. In 2001, KPIG became part of Mapleton Communications, with Hopper serving as PD/midday host.

She is survived by her husband Frank Caprista, KPIG's GM.—John Schoenberger

Blazer Replaces O'Connor At WTKK/Boston

As expected, Grace Blazer, who recently exited CBS Radio talk WPHT/Philadelphia, joins Greater Media's similarly formatted WTKK/Boston as PD. She replaces Paula O'Connor, who exited the station last week.

Blazer spent 11 years at WPHT, the last six as PD. Prior to joining the station as executive producer, she was morning news editor/producer at KDKA/Pittsburgh.

"When I made the difficult decision to leave CBS in order to evaluate my career goals, this position was exactly the kind of challenge I had in mind," Blazer said in prepared statement.—Ken Tucker

VRDC Is 'Fresh FM' Consultant

MRH Marketing, holder of the "Fresh" radio moniker, has named Vallie-Richards-Donovan Consulting exclusive agent and consultant for new Fresh AC stations.

MRH representative Nathan Foushee says, "We chose Vallie-Richards-Donovan Consulting to be the agent for our trademarks and the consultant of choice for the new Fresh stations because they offer the best opportunity to maximize potential."

In related news, VRDC has announced that former Coleman VP Greg Dunkin has joined the company. Prior to Coleman, Dunkin's programming résumé includes stops in New York, Los Angeles, Baltimore, Indianapolis and Tucson.—Mike Boyle



Dunkin

5

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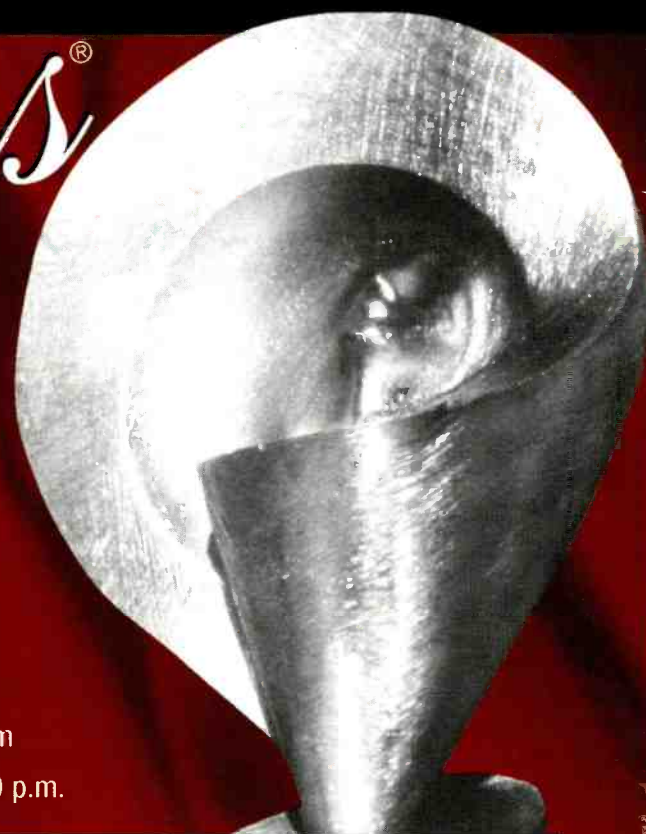
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For information about the Gracie Awards Luncheon on June 19, contact AWRT headquarters at (703) 506-3290 or visit our Web site at www.awrt.org.



BMG Music Publishing Buy Complete

Universal Music Group on May 25 completed its \$2.05 billion acquisition of BMG Music Publishing following clearance by the European Commission three days earlier.

The combined company, which will operate under the Universal Music Publishing Group banner and be led by current chairman/CEO David Renzer, will include a roster of local and international songwriters and composers, as well as a vast catalog.

To please regulators, Universal offered to shave off the rights of key companies in the music giant's roster, including Rondor U.K., Zomba U.K., BBC Music, 19 Songs and 19 Music, as well as a European license for the Zomba U.S. catalog. —Susan Butler and Leo Cendrowicz, *Billboard*

Zuroweste New Clear Channel/Dayton Market Manager

Thirty-year radio veteran Bob Zuroweste has been named VP/market manager for Clear Channel's eight-station Dayton cluster, replacing Chuck Fredrick, who was promoted to market manager of Clear Channel/Cincinnati in March. Zuroweste will report directly to Clear Channel Radio senior VP Bill Gentry.

Zuroweste most recently served as senior VP/director of sales for CBS Radio. He previously held the VP/market manager position for Entercom's nine-station Kansas City cluster. —Susan Visakowitz

MOVERS AND SHAKERS

Rich Tunkel, an 11-year Arbitron veteran, rises from senior sales manager of national group services to VP of national group services. Tunkel will manage sales and service relationships with Clear Channel, Univision, Entravision and Spanish Broadcasting System, and will oversee Hispanic broadcasters' transition to Arbitron's Portable People Meter . . .

Leon Clark rejoins Emmis urban AC WRKS/New York as general sales manager. Clark, who replaces Travia Charmont, previously held the position in 2002. He has also worked as general sales manager at CBS Radio WXRK/New York and as sales manager for ABC and Radio One . . . **Veteran talk programmer John Manzo** joins liberal talk Nova M Radio Network in the newly created position of COO. Manzo, who has served with Saga Communications, Jacor and Clear Channel, was most recently with Air America as VP. He also served as executive producer of "The Randi Rhodes Show" . . . **EMI Music North America** has named Lauren Berkowitz its new senior VP of digital. She reports to EMI North American head Roger Ames and global head of digital Barney Wragg. Berkowitz comes to EMI from Sony ATV Music Publishing, where she was VP of the global digital business.

Business Briefing

By Jeffrey Yorke

NAB Backs Kohl's Rejection Of Satcaster Merger

The NAB has embraced Sen. Herb Kohl's, D-Wis., letter to top FCC and Department of Justice antitrust officials asking the regulatory bodies to quash the proposed \$13.6 billion Sirius-XM merger on grounds that it would "cause substantial harm to competition and consumers."

"NAB is delighted that Senate Antitrust Subcommittee chairman Kohl has recommended a rejection of this proposed monopoly merger," NAB spokesman Dennis Wharton says.

Kohl on May 23 delivered a detailed two-page letter to regulators that read, in part: "Elimination of the head-to-head competition currently offered by XM and Sirius, leaving only a monopoly satellite radio service, will likely result in higher prices and poorer service being offered to consumers."

CC Shareholders Should Take 'Mix Of Cash And Equity'

JP Morgan Securities analyst John Blackledge tells clients holding Clear Channel shares they should "take a mix of cash and equity" in the latest CC buyout offer "if they vote in favor of the deal."

Clear Channel shareholders this summer will consider whether to accept the latest, sweetened buyout offer from Bain Capital and Thomas H. Lee Partners, which have improved their bid to \$39.20 per share plus a stock exchange for a percentage of shares in the new company.

Blackledge says there is "significant upside" for growth by the new organization in 2009 and 2010.

Startup Blackstrap Buys New York, Boston Stations

Peter Davidson's newly formed Blackstrap Broadcasting is buying ethnic WSNR/New York and sports WWZN/Boston from Microsoft co-founder Paul Allen's Rose City Radio for an undisclosed amount. Both stations target U.S. immigrants, which Davidson calls "the source of America's strength and prosperity," adding that the company was "formed to celebrate, champion and provide mass-media access to these newly arrived Americans."



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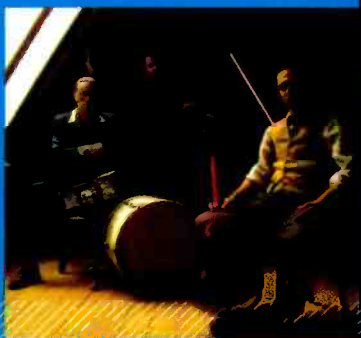


SHOP BOYZ' "PARTY LIKE A ROCKSTAR" REIGNS AT RAP FOR A SECOND WEEK WHILE HOLDING AT NO. 2 AT URBAN, RISING 7-3 AT RHYTHMIC AND DEBUTING AT NO. 33 AT CHR/ TOP 40.

R&R NO.1

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"BETTER THAN" BY THE JOHN BUTLER TRIO TOPS TRIPLE A FOR A SECOND ISSUE. THE AUSSIE ACT'S FOURTH ALBUM, "GRAND NATIONAL," CROWNED BILLBOARD'S TOP HEATSEEKERS CHART UPON ITS RELEASE IN APRIL.



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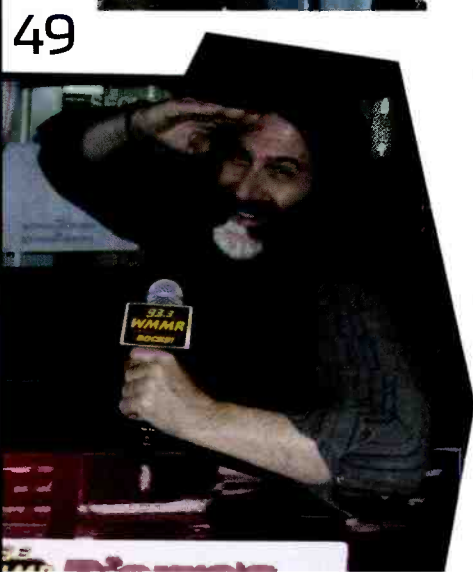
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'Radio DJs need to stop asking their program director for money. If a major corporation gives you an opportunity to say your name on the radio and you're getting a paycheck, so be it. Do not ever think a radio station cannot move on without you.' p.20



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T

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T

June 7
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June 8
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MARKET SNAPSHOT:



Motor Your Way To Sales In Jacksonville

The RAB and Scarborough Research recently put together an automotive study for radio that is available for free download at scarborough.com/freestudies.php. As a taster, we look this week at the car-buying habits of Jacksonville consumers and make suggestions for using the data to attract clients.

The first chart examines the reasons why Jacksonville consumers chose to buy or lease their last new vehicle from a particular dealership. This data could be used as a starting point for a promotions brainstorm. With "price/value" being the No. 1 reason Jacksonville consumers are choosing dealers, sales execs can work with clients to figure out what types of spots can best serve this interest and get customers through the door.

The second chart looks more closely at one particular Jacksonville dealership, Mike Shad Ford, to find out why people who bought a car there during the past year chose this dealer.

Sales execs should approach dealerships with as much information about their customer base as possible to help them build a marketing framework. Let your client view you as a "valued marketing consultant" instead of just a sales rep. —Susan Visakowitz

Duval County is awaiting the outcome of a special session of the Florida legislature on property tax reform, scheduled to take place June 12-22. If passed, the proposals would cut into Jacksonville's budget and affect city operations across the board. The city is trying to muster support against the reform.

POPULATION: 1,083,700

RADIO MARKET RANK: 47

DEMOGRAPHICS:*

	TOTAL 79-MARKET POPULATION %	JACKSONVILLE ARBITRON METRO %	INOEX
AGE 18-24	13%	13%	102
AGE 25-34	18%	17%	96
AGE 35-44	20%	20%	101
AGE 45-54	19%	20%	104
FEMALE	52%	52%	101
WHITE	83%	76%	92
AFRICAN-AMERICAN	12%	20%	177
HISPANIC ORIGIN	14%	7%	46
HHLD OWNS SAT RADIO SUB	5%	7%	131

NO. OF RADIO STATIONS: 25

RADIO OWNERSHIP:

OWNER	NO. OF STATIONS	RATINGS SHARE**
CLEAR CHANNEL	1 AM, 6 FM (7)	32.9%
COX	1 AM, 5 FM (6)	23.8%
RENDA	4 FM	11.6%

FORMATS: 3 country, 3 N/T, 2 AC, 2 urban AC, 2 CHR/top 40, 2 smooth jazz, 2 sports, 1 urban, 1 classic hits, 7 other

RATINGS LEADERS:**

STATION	FORMAT	AQH SHARE 12-PLUS
WQIK-FM	COUNTRY	8.4
WJBT-FM	URBAN	7.0
WEJZ-FM	AC	6.0
WSOL-FM	URBAN AC	5.5
WOKV-AM	NEWS/TALK	5.3

INTERESTING FACT:*

CHR/top 40 listeners in Jacksonville really like Chinese food. Fifty-six percent of these listeners visited a Chinese restaurant in the past 30 days, compared with only 26% choosing a Mexican restaurant and only 19% going to an Italian restaurant.

*Source: Scarborough Research 2006
**Source: Arbitron Winter 2007 Report

Car Shopping In Jacksonville

REASONS HHLD USED DEALER TO BUY/LEASE LAST NEW VEHICLE

	TOTAL %	TOTAL %
PRICE - VALUE	25	13
REPUTATION OF DEALER	16	11
SELECTION OF MAKES/MODELS	16	9
LOCATION	14	8
SERVICE		
OTHER REASON		
FINANCING THROUGH DEALER		
WARRANTY		

Mike Shad Ford Of Orange Park

REASONS HHLD USED DEALER TO BUY/LEASE LAST NEW VEHICLE

	TOTAL %	TARGET %	INDEX
PRICE - VALUE	25	39	156
LOCATION	14	27	194
SERVICE	13	26	203
REPUTATION OF DEALER	16	25	150
FINANCING THROUGH DEALER	9	19	211
WARRANTY	8	16	195
SELECTION OF MAKES/MODELS	16	14	89
OTHER REASON	11	10	93

SOURCE: Scarborough Research 2006

Transactions at a Glance

Banks-Jackson Broadcasting's WJCC-AM/Commerce, Ga., to Side Communications for \$240,000 . . . HF Broadcasting Perry's WPRY-AM/Perry, Fla., to Perry's Community Radio for \$150,000 . . . Morris Broadcasting & Communications' CP for a new FM in McConnellsburg, Pa., to Four Rivers Community Broadcasting for \$25,000 . . . Educational Media Foundation swaps WRRI-FM/Brownsville, Tenn., and five FM translators with Radio Assist Ministry and Edgewater Broadcasting's six FM translators.

Deal of the Week

KWNC-AM/Quincy, KPQ-AM-FM/Wenatchee, Wash.

PRICE: \$3.4 million **TERMS:** Sale of stock

BUYER: Cherry Creek Radio, headed by president/CEO Joseph Schwartz. Phone: 303-468-6500. It owns 64 other stations, including KWWW-FM/Quincy.

SELLER: Wescoast Broadcasting, headed by president John Wallace. Phone: 509-663-5121

FORMATS: Country; news/talk/sports; classic hits

BROKER: Jody McCoy of Media Services Group

COMMENT: Sale of Wescoast Broadcasting's stock to Cherry Creek Radio for \$3.4 million, payable in cash at closing, with a \$300,000 escrow deposit and a \$500,000 escrow reserve at closing. Wescoast Broadcasting is the licensee of KWNC-AM/Quincy and KPQ-AM-FM/Wenatchee.

2007 Deals to Date

Dollars to Date:	\$1,226,346,974	(Last Year: \$3,316,852,432)
Dollars This Quarter:	\$926,147,842	(Last Year: \$220,934,120)
Stations Traded This Year:	654	(Last Year: 376)
Stations Traded This Quarter:	410	(Last Year: 127)

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Howard Stern left at the right time

Freedom's Finale

Rob Barnett

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'Talk radio is not the culprit. There's a lack of leadership and little to no support for talent.'

—Rob Barnett

Radio sounds like it's ready to sing a swan song for the freedom of speech. A wild witch hunt began the moment Don Imus played into the hands of a slow news cycle. Imus became the poster boy for every evil thought that's passed through the lips of radio broadcasters since Marconi. This witch hunt has sparked a slew of overreactions, and the body count is mounting daily.

Personalities, stations and now formats are being dropped in the fear that one more special interest group or one more advertiser comes forward to complain. ■ New media and TV "news" have had a field day beating up on radio. Journalism has been replaced by a gossip-filled cesspool of "gotcha." Hypocrisy abounds. There isn't an executive, a network, a reverend, a politician or an on-air personality that looks good in all this media mayhem. Talk radio is not the culprit. There's a lack of leadership and little to no support for talent. It's hard to find any heroes left.

So I ask myself, how did I get here?

My media journey has included radio, TV, film and new media. I've been able to collaborate and learn from a diverse, long list of talented communicators like Bruce Springsteen & the E Street Band, Little Steven, Bob Dylan, former President Bill Clinton, Mick Jagger, Keith Richards, Oprah Winfrey, Martin Scorsese, Jimmy Kimmel, Adam Carolla, Harry Shearer, Don Was, Penn Jillette and Johnny Rotten. These people are fearless co-conspirators who are able to create original content on their own terms.

I followed Howard Stern's footsteps in college radio at Boston University. In 2005, I was

appointed president of CBS Radio programming and was given the responsibility to figure out how to fill Stern's oversized shoes when he left (code word: terrestrial) radio behind. Stern hosted one of the highest-rated, most profitable shows in radio. He created a new form of talk radio that was raw, risky, honest and free. Stern took years to steadily build his kingdom.

While other broadcasters like David Letterman enjoy poking fun at the corporate establishments that cut their checks, Stern was a unique, major-market entertainer, willing to wage an ongoing war to fight for the right to run his show as he pleased. Stern put fear into the

hearts of many well-paid executives when he shocked the industry by leaving. We all knew he was irreplaceable. We all knew recapturing his digits and dollars, built over decades, would never happen overnight.

After initial meetings with Jon Stewart and dozens of others who eyed the throne, it became increasingly clear that Stern could never be replaced by one show alone. I replaced him by creating an idea called "Free FM." Individual stations in markets across the country hired talk talent, new morning shows and full-day lineups. The breakout star and funniest man on morning radio has proved to be Adam Carolla. His ratings have risen steadily, and he is laying the foundation for long-term success. Opie & Anthony came back to radio for a dozen obvious reasons, including their brains and their balls. Now O&A can smell the stench of witch burnings wafting all the way to the heavens on satellite.

Free FM was developed by seven of radio's best programmers. I won't name names here because, sadly, some hide quietly in fear of rocking the boat. Free FM was launched to give more talent the opportunity to open a new market of ideas, to inform and entertain with smart, topical, controversial dialogue between broadcasters and listeners.

We didn't create Free FM to champion sexism and racism, but the new-media machinery did a masterful job exploiting a bit of bad news and sending old-media tycoons running for cover.

If broadcasters continue to choose retreat and retro programming over risk and innovation, they'll be doomed to more revenue erosion. Broadband video is the new arbiter of "cool." Radio needs to find a way to embrace this technology more quickly than it adopted streaming, podcasting, digital media and the new revenue generation or this bloody body count will continue to rise.

Stern did right by leaving his past behind to build a new kingdom with satellite and video on demand. Technology forces constant change, but honest, original content will always be the true and timeless King of All Media. **R&R**

Rob Barnett is former president of programming at CBS Radio. He has created and produced original content for radio, TV, film and new media for 30 years, including 12 years at MTV and VH1. He is currently CEO of Rob Barnett Media.



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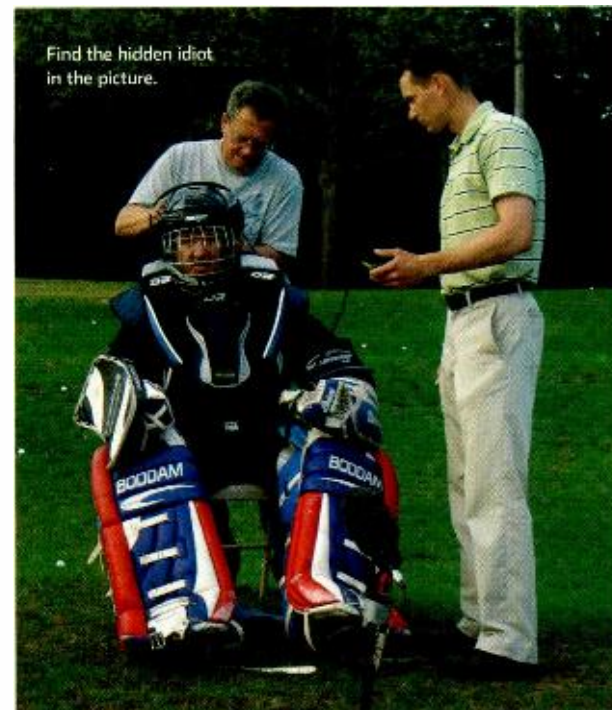
Hey, That Sidekick's Nuts!

Baby Poop

■ Congrats to **KGOT/Anchorage, Alaska, PD Bill Stewart** and wife **Abbey** on the arrival of daughter **Loreilai Faith Stewart**, who was born at 8:14 a.m. on May 15 and weighed in at a tasteful 6 lbs., 15 oz. Always the consummate pro, Mr. Stu offers these golden words of wisdom to future fathers-to-be: "Remember to never wear your ring while your bride is getting a 12-inch epidural needle in her back—yes, it left a mark."

■ "A few years ago, you ran an article about my daughter **Audra** getting married to one of my part-time jocks, **Ryon Collins**, aka **Spaz**," Entercom/Memphis OM **Jerry Dean** says. "Due to the various stations he's been on over the past two years, his name has changed from **Spaz** to **Brody** to the current **Ezra** at **KVGS (Area 108)** in Las Vegas. This union between a PD's daughter and his former DJ has now produced a son: **Noah Collins**, who was born April 22 and weighed in at 8 lbs. Needless to say, 'Grandpa Jerry' is quite proud, but would've been even prouder if they'd gone with my suggestion for a middle name: **Noah 'Records Truly Is My Middle Name' Collins**—but, for some reason, that didn't fly . . . maybe next time."

WZLX/Boston morning dudes **Karlson & McKenzie** recently hosted their second annual Drive for Charity to benefit the Shriner's Hospital for Children. Rather than simply ask for donations, the guys decided to go the, um, less traditional route: They swaddled their poor bastard producer **Jeremy the Radio Fairy** in hockey goalie gear and parked his unfortunate ass at the 170-yard marker on a local driving range and invited listeners to come by and try to pelt him with buckets of golf balls. Whoever hit Jeremy went into a drawing for a pair of free spots in the sold-out **WZLX Open Container Open** golf outing. "I couldn't help but chuckle when Jeremy took a Titleist to the crotch," a grinning PD **Mike Thomas** tells ST. "That's always funny . . . well, for me, probably not for him." Thanks to Jeremy's fearless/dumb efforts, more than \$1,000 was raised for the hospital—that amount will, pardon the pun, swell considerably when added to the total raised from the golf outing.



Quick Hits

■ "Howard Stern Show" cohort **Artie Lange** announced he's leaving the show in January after five years. Lange, who was great playing a millionaire on a recent episode of "Entourage," says he needs to "dry out," and that he's "totally burned and needs a break." The revelation allegedly came after Lange visited a doctor who apparently scared the crap out of him . . . Given Lange's legendarily atrocious eating and drinking habits, we're really not surprised by this one.



Artie Lange: Just happy to be breathing.

■ After a few years away, **Kris Metzendorf** is back—this time on the radio side as midday goddess on alternative **KRXF (92.7 FM)/Bend, Ore.** Metzendorf was last seen as Atlantic national director of alternative, but was caught up in that huge consolidation wave in April 2004 when Elektra was folded into Atlantic.

■ After a four-year run at Cox hot AC **KSMG (Magic 105.3)/San Antonio**, morning co-host **Jay Charles** has left the building. His longtime counterpart **Karen Clauss** remains aboard, teaming up with weekend **Joe Caruso** to form "The Joe & Karen Magic Morning Show." Charles previously spent four years as PD/morning talent at **KWTX/Waco, Texas**, and three years doing mornings in Kansas City at what was then alternative **KISF**. Charles is now looking for his next opportunity and can be reached at 830-755-8599 or jaychaz@hotmail.com.

■ **Mia Amor** has joined Clear Channel rhythmic **KDON/Monterey** to host the late-night make-out show "Night Moves." Amor used to work in the **KDON** promotions department, before joining Univision's **KVVF/San Francisco** a few years ago.

■ Promotions director **Debbie Daniele** has resigned from CBS Radio rhythmic **WMBX (X102.3)/West Palm Beach**. Daniele joined the station as a promotions assistant when it signed on six years ago and was promoted to director last year.

■ **Cumulus CHR/top 40 WKFR** in lovely Kalamazoo—yes, the one in Michigan—is looking for a morning star to team up with existing co-host **Shelly Kay**. Three-year veteran **Glen Dillon** has left the building. Police are not investigating.

■ **Clear Channel CHR/top 40 WZEE (Z104)/Madison** is in immediate need of a morning show producer as **Dan Ginsburg** leaves "The Connie & Fish Show." PD **Jon Reilly** is spearheading that search as we speak.

■ **Dylan Paul** is preparing to demonstrate a deep and abiding love of cheese and beer now that he's the new imaging director/overnight dude at Milwaukee Radio Alliance alternative **WLUM (FM 102.1)/Milwaukee**. Paul is making the perilous dive-in from top 40, having previously done imaging/on-air work at **KHTT/Tulsa** and **WHBQ/Memphis**. And now, please welcome **WLUM PD Jacent Jackson** to extol his virtues: "We're excited to have Dylan come to Milwaukee and be our production nerd," he tells ST. "Every great radio sta-

tion has a socially awkward, sonically brilliant recluse who likes to talk to themselves in a small room. I knew from our first conversation filled with awkward silences that he would be perfect for the job." Not to be outdone, here's Paul on his own self: "I love alternative radio, and I'm pumped about being part of the team behind it in Milwaukee. I've always been a left-brained person with crazy ideas—though for the past few years, most of that energy has gone toward getting an air-worthy phone call out of a 12-year-old."

■ **Jay Pitts**, night guy on Clear Channel alternative **KHBZ (94-7 the Buzz)/Oklahoma City**, expands his domain into daylight hours as he adds promo director stripes valid for the entire cluster, which also includes country **KTST (101.9 the Twister)**, CHR/top 40 **KJYO**, news/talk **KTOK-AM** and country **KXXY**.

■ Former **WNCI/Columbus, Ohio**, APD/imaging director **Danny Wright** has magically reappeared in Salt Lake City as imaging director for Clear Channel hot AC sister **KJMY (MY99.5)**. Wright will continue to be the main voice dude for **WNCI** and sister **WLAN/Lancaster, Pa.** Reach Wright at 614-306-7056 or djdannywright@aol.com.

■ **Lauren Balsbaugh** has been named promotion director of Entercom triple A **KQMT (99.5 the Mountain)/Denver**. Balsbaugh heads west from Boston, where she was marketing and events manager for Boston Common magazine. If her last name sounds eerily familiar, it should: Lauren is the daughter of Boston radio legend **Richie Balsbaugh**.

The Programming Department

■ Here's some news from across the hall—literally—from our next-door neighbors at Magic Broadcasting urban **KDAY/Los Angeles**: PD **Rob Scorpio**, who already operates his own consultancy, is stepping down from his day-to-day PD duties and will revert back to his previous role as KDAY's consultant. Look for midday/late-night personality Theo to be named interim PD. Scorpio began consulting KDAY in August 2006 and was named PD last October. He previously spent three-and-a-half years programming Radio One's crosstown competitor **KKBT (100.3 the Beat)**, which is now urban AC **KRBV (V100)**. He can be reached at his consultancy, at 310-500-9911 or rscorpio@mostlymedia.net.

■ Northshire alternative **WEQX/Albany, N.Y.**, gets an infusion of kickassness (is that a word? It is now.) with the addition of **Amber Miller** as MD/morning co-host, replacing **Nikki Alexander**, who left in April. Miller, who was last heard on **WDCG (G105)/Raleigh**, is senior editor and duly designated "Renegade of Funk" at prep service Preppermint. According to her bio, "Amber got started off in radio as most do, driving around in a van and slinging T-shirts. After locking herself out of said van, she was tagged as management material and promoted to morning show producer at **WDVD/Detroit**."

The One, The Only, Original Albie 'Dee Cee'

Congrats and a manly ass-out hug to unofficial Washington, D.C., Mayor **Albie Dee**, who celebrated his 20th anniversary in the market this past Memorial Day weekend. He recalls that fateful day in 1987 when he was MD/overnight host at **WKSS/Hartford**—and the phone rang: "It was **Jerry Clifton**, who hired me when 95.5 in Washington flipped from **WCLY (Classy 95)** to **WPGC 95**—'Your always-at-least-18-songs-in-a-row continuous music station' . . . now that's a slogan," he says with a laugh. "I started doing nights and then switched to afternoons six-and-a-half [years] later. In 1997, I transferred to sister **WXYV/Baltimore** to launch top 40 102.7 'XYV and do mornings. Two years later, I went over to jammin' oldies **WJMO 99.5**, then flipped it to top 40 as **WIHT (Hot 99.5)**." As we speak, Dee's dulcet tones can still be heard on three different formats in the greater D.C. area: He's in nights on triple A **WTGB (the Globe)** on an interim basis; weekends on **WWMX/Baltimore**; and mornings worldwide on XM's channel 30, the Hit List. In his vast spare time, Dee runs his concert promotion company on Grand Cayman Island, All Star Entertainment-Cayman Limited.



Doesn't look a day over 19.

Caller 9 X 6 = Trouble

No one was more surprised and semipleased than we were to get the call last week from our pal **Yankee Pete Herrick**, the executive producer of the syndicated "Ace & TJ" show, who just happened to be here in Los Angeles and wanted to see the plush, air-conditioned **ST Daily World Headquarters & Breast Augmentation Clinic**. He wasn't alone, however: With six listeners in tow, Herrick, based at

WNKS/Charlotte (home of **R&R '07**), had been on the road since last Thursday and headed to Hollywood in a stretch Lincoln Navigator. Their mission: crash the "American Idol" season finale. Why? Because it's good radio. You see, they left on this half-assed trip without having secured any actual tickets to the event—their ill-advised plan was to try and bluff their way past security, as

well as the hundreds of other rabid fans who were already camped out along Hollywood Boulevard, near the Kodak Theatre, all trying to do the exact same thing. Oh, and did we mention that the limo was fully stocked with adult beverages, which may partially explain the early demise of one listener, who was invited to leave the trip in Phoenix? But that's a story for another time . . . Anyway, a day

after the "American Idol" show, we received this missive from Herrick: "Three of the girls got in by sweet-talking a security guard, and the other girl cried as we were leaving your office because it was so damn cool—I am not lying about that. Oh, and the two guys got a picture with **Denise Richards** after the show. Everyone is happy. We're headed home in a few hours. Thanks for everything."

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Getting To Know You: Relationship Marketing

Building Lasting Bonds With Listeners Is A Two-Way Street

By Susan Visakowitz

Marketing generally aims to motivate a single transaction and, correspondingly, looks first to draw in new consumers. Relationship marketing, in contrast, targets the long term and therefore places emphasis on capturing a series of transactions during an extended time period. ■

In radio, the latter has been a primary focus of marketing and promotion departments for some time, in part because it is a natural fit for the medium. With listeners often incorporating a favorite station into their daily routine, much of the effort toward building a connection is already accomplished.

As CBS triple A WXRT/Chicago director of new media and station marketing Tom Lisack says, "Even before there was a marketing department, we were doing relationship marketing. Some of our DJs have been on the air for 20 or 25 years, which means some of our listeners have made us a part of their lives for just as long."

This association is aided by the fact that radio stations are really, in the words of Presslaff

Interactive Revenue president Ruth Presslaff, "huge megaphones, able to send out constant reminders to audiences to stay tuned for this or that, or to visit the station's Web site."

But truly effective relationship marketing is a two-way street, as much about getting to know one's audience as it is about having the audience know you. Greater Media/Detroit director of interactive marketing Jennifer Williams says, "Listeners need to know we are listening to them. We laugh now that it took us so long to figure this out, but it's really as easy as asking our listeners the same things we would ask friends and family: 'What are you up to? What are your interests? What motivates you?'"

This shift in thinking has driven stations to approach their databases in new, more meaningful ways. Instead of aiming to collect only basic demographic information, stations now dig deeper, "going beyond the usual registration process," Presslaff says. "If you're a music station, the question shouldn't just be, 'Who's your favorite artist?' We need to be looking at lifestyle. We should want to know everything relevant about listeners, from what types of home improvement projects they're planning to what kind of clothes they like."

Opening up this dialogue becomes increasingly important when considering how technologies like the Internet have evolved to become more interactive, equipping users with the means to shape informational environments.

Clear Channel/New York senior VP of programming and marketing Tom Poleman says, "Listeners no longer just want to be on the reception end of entertainment. They want to be a part of creating it. Hearing their voice is a must."

Capitalizing on more robust technologies, radio is finally hitting its stride when it comes to maximizing the potential of relationship marketing. In areas like e-mail, text messaging and the Web, the ability to form lasting bonds with listeners—and clients—has never been stronger.

Give 'Em What They Want

"The real word in database marketing right now is segmentation," Presslaff says. "Listeners are people. They have a variety of needs and interests. The idea of relationship marketing is that we want to identify those needs and interests, and be a conduit for them."

Stations now use data as simple as ZIP codes to better-target e-mail and text alerts. For instance, Lisack recalls a recent event WXRT organized, sponsored by Miller Lite, that involved gathering people in Chicago's Wrigley Field neighborhood for a pub crawl.

"Our sales rep promised the client, without asking, that an e-mail bulletin about the event would be sent to our entire database. I realized it would not be valuable to most of our listeners, so we incorporated news of the event into our weekly

Continued on page 16

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'Listeners no longer just want to be on the reception end of entertainment. They want to be a part of creating it. Hearing their voice is a must.'

—Tom Poleman

Continued from page 14

e-mail, which made it softer—and then sent a dedicated e-mail to people in the Wrigley Field neighborhood ZIP code and adjoining ZIP codes. This way we served the beast, but it was targeted.”

Clear Channel triple A KBCO/Denver PD Scott Arbough knew a skiing-related product would make sense for the market. “But not all of our listeners need to know the latest ski conditions,” he says. “So, we created a text service where the listener texts the word ‘iski’ to us, and we hit them back with the snow conditions for that day. We also send information on ski package discounts. They’re in control, opting in for these alerts, so it’s completely targeted.” Local advertisers sponsor the service, Arbough says.

Entercom triple A KMTT/Seattle APD/MD Haley Jones says her station offers a similar service, albeit by e-mail. “We built a Web survey that we sent to our entire database and asked listeners what they were most interested in.” According to Jones, nearly 5,000 listeners said they wanted ski-related information, so KMTT responded with a “Ski Mail.” Clients for the product include ski destination resorts, local hills and sports expos.

In the Greater Media/Detroit cluster, emphasis has been placed on “really specialized e-mails, what we call ‘subcategory newsletters,’” Williams says. These are primarily based around station shows or personalities. AC WMGC, for instance, offers a monthly “Harper E-Cap” from longtime morning man Jim Harper that sums up topics discussed on his show. Midday host Mitzy, meanwhile, sends out a recipe-exchange e-mail. “Listeners submit recipes to her, and she shares her own,” Williams says, adding, “These are really lifestyle e-mails, and the open rate on them is high, because people asked to be signed up.”

Get Interactive . . .

Jill Clapp, who in February took on the newly created position of director of integrated marketing for Greater Media/Boston, says interactive is a “challenging new area, but something radio needs to conquer. We need to reach listeners at multiple touch points, which is good not only for our own brands but client brands as well.”

One of her cluster’s stations, classic hits

WROR, recently made strides on the interactive side with an innovative promotion. Clapp says, “We had a guy known only as ‘the Fugitive’ quietly roaming all over Massachusetts. We made announcements every day on-air with a clue as to his whereabouts, and listeners could phone in if they thought they’d spotted him. But people who signed up for a text component of the game would get additional clues.”

The station, whose average listener is 47 years old, hadn’t previously interacted with its audience via texting. “We sort of struggled to figure out how best to use the technology. Some people assume that if their station has an older demo, it’s not relevant, but it absolutely is. We had 4,000 participants in the text campaign, and for a first-time launch, we thought that was pretty successful.”

WROR also built a microsite for the promotion, incorporating audio, video and daily blogs written by the Fugitive himself, and created a MySpace profile. “We gave people lots of ways to participate and interact. And to some degree we were educating our listeners in the process, because there’s a bit of a learning curve for all of this stuff. But we were clearly sending our listeners the message, ‘We want to hear your voice.’ ”

The promotion featured some cleverly integrated sponsorships as well. For instance, the Fugitive went to several Dunkin’ Donuts locations during the five-week campaign and would leave behind customized Dunkin’ Donuts gift cards. “This clued in listeners that he had been there, but also gave them an immediate reward for participating and drove traffic back to Dunkin’ Donuts,” Clapp says.

The contest was structured as a classic forced-listening promotion, with listeners having to tune in for clues at certain times of the day and various rewards for catching the Fugitive during the course of the campaign. All in all, there were 18 winners, with “bounties” running as high as \$5,000.

Clear Channel is also making inroads with interactivity, recently announcing two pioneering initiatives. The first is a social networking feature that looks and feels much like MySpace, but is built directly into a station’s Web site, functioning essentially as a microsite. CHR/top 40 WHTZ (Z100)/New York was among the first of an initial group of 10 stations to launch the feature, in this case branded as the “Z-Zone.” More

than 4,500 users signed up in the first two weeks.

Poleman says, “Social networking is a phenomenon our listeners are heavily involved with, but radio can do this even better than a site like MySpace, because radio is all about community—and even better, community at a local level. It’s a tight-knit world.”

One primary feature of the Z-Zone, and something that sets it apart from MySpace, is a real-time chat room that logged-in members can use to communicate with each other and with on-air DJs. Clicking on the station’s streaming player, even from the station’s home page, now displays activity in the chat room, enticing all listeners to join the community.

Clear Channel/New York online PD Zena Burns says that the Z-Zone has “really changed how DJs prep for their shows. It used to be you would read up on pop culture for a bit and have a couple of things ready. Now you need to check on the Z-Zone chat room, as well as texts and e-mails coming in.”

Clear Channel also just introduced a texting initiative offering customized interactive mobile phone applications to listeners, who can now send text messages to the studio, participate in contests, receive alerts before their favorite song plays, make requests and dedications, and view the last 10 songs played, among other things. By July, listeners will also be able to customize their cell phones with station logos, wallpaper and format-specific ringtones.

The initiative will launch at all five stations in Clear Channel/New York’s cluster, where previously only Z100 and urban WWPR (Power 105.1) listeners could send text messages into the studio. The company expects to launch similar programs at up to 100 more outlets by the end of 2008.

“What we’re doing will really change the face of relationship marketing,” Poleman says. “There’s no better way to create and strengthen relationships on the Web than to give listeners this level of interactivity with jocks.”

Just Don’t Get Overwhelmed

While the seemingly unending pathways radio stations can take to enhance relationship marketing efforts might have some station heads throwing up their hands, Williams assures that it’s not really about the technology.

“The key word in this whole thing is ‘relationship.’ It comes back to the relationship your station has with listeners. Look at every option that will give you a chance to build that bond, but at the end of the day, realize that what matters most is what your listeners want. Just ask them,” she says.

Lisack says, “Reaching listeners is not just about placing billboard advertising up on a highway or making research calls. Reaching listeners is about how well your station becomes a part of that person’s lifestyle—through music, experiences with the radio station and events. It’s all about the relationship . . . and it has to be based on trust and credibility.”

Presslaff adds, “Simply give people what they want, nothing more, nothing less. You will please them and your clients.”

R&R



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Marketing And Promotion In A PPM World

Electronic Audience Measurement Brings New Insights To Listener Behavior And Preference

By Mike Boyle

It already feels like a quaint practice from times of yore. But on April 27—at long, long last, Arbitron’s Portable People Meter replaced the decades-old paper-and-pencil diary method of data collection, becoming the “currency” of radio ratings measurement in Philadelphia. ■ Still in its demo phase in Houston, the first data release for that market is set for July 18. Coming next, the PPM will launch in New York in December, followed by Los Angeles and Chicago in March 2008, with the remaining top 10 radio markets up and running by December 2008. ■ As the industry does its best to read into the tea leaves—making sense of the early PPM data and trying to draw a road map for the future—along the way, more than a handful of questions have arisen about how the PPM will affect the way radio stations handle marketing and promotions, based on how the data is ultimately interpreted.

To help sort some of these issues, dnr Interactive president/COO Tripp Eldredge theorizes about some similarities the PPM shares with the diary, key differences between the two and, perhaps most important, new insights the PPM will bring to marketing and promotion.

Eldredge’s own observations are driven in part by a project dnr first started with the University of Wisconsin’s AC Nielsen Center for Marketing Research in the summer of 2005, comprising reviews of a slew of technical white papers and interviews conducted with advertisers and agencies, as well as other stakeholders in the industry. It also undertook continuous review of the PPM data from Houston and Philadelphia. The university is known for its analysis of consumer data.

Late last fall, dnr and the university implemented the first study of consumer listening behavior and preference (P1, P2, etc.) patterns

over time, using more than a year’s worth of daily panelist-by-panelist level data from the Houston PPM demo. The new study, “P1s in a PPM World: New Insight Into Who Matters Most,” will be available in white paper format with related material, and is scheduled for release this summer.

Among the highlights of the study:

- Not all P1s are created equal: A new measure called “percent of listening” uncovers who really matters.

- Even so-called mass-appeal stations derive the majority of listening from a small, important group: Less than 2% of the Houston market drives nearly

half of market-leading AC KODA’s listening.

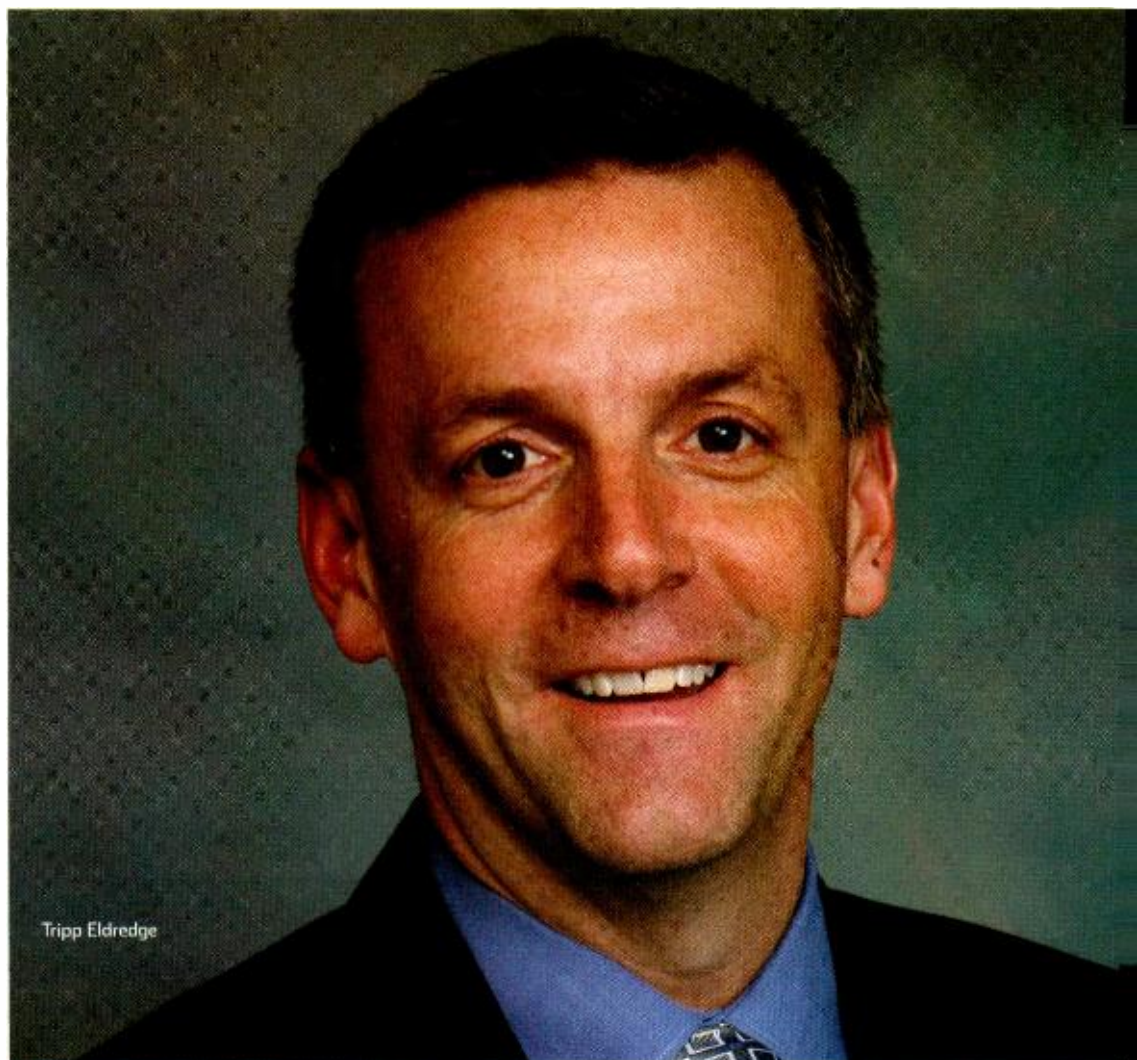
- Not all radio listeners are created equal. Heavy radio users account for nearly 90% of the ratings.

Highlighting Similarities

Eldredge says the first valid fundamental, regardless of methodology, is the notion that P1s drive the average quarter-hour of the radio station.

“The AQH is still very much the unit of measure that advertisers and agencies want, because, in a sense, they want to know how many consumers are going to hear their commercial when

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Tripp Eldredge

it runs. That may change eventually, but initially with PPM that is very much the unit of measure from a currency perspective.”

Eldredge adds, “Digging down into that, what is AQH? For the most part, we see in [all audience research] that P1s drive AQH. The higher number of P1s that you have in general, the higher your AQH. That’s not new. Any programmer or marketer knows that it’s heavy users, those folks that are loyalists, [that] drive listening.”

A second fundamental that he says remains the same is that stations have distinct geographic footprints in most large markets.

“This idea that birds of a feather flock together is true. Friends and family tend to live near each other. Right now with the diary data, if you look at it closely, you can see that in most larger markets, about one-third of the ZIP codes account for as much as 70% of the AQH of a radio station. So, it’s a highly concentrated group that drives listening. That’s true in the diaries and in the PPM as well.”

Eldredge concludes that these two patterns account for how consumers behave.

“It doesn’t really matter what methodology we use to get at it, which is reassuring if you’re a marketer or programmer. You already know that there are hot ZIPs in your market and you want to make sure you’re there for neighborhood festivals, personal appearances, remotes, billboards or whatever it is that’s part of your communications plan. It’s the same thing in the world of the PPM.”

New Insights

Apart from the frequency of the data being reported weekly and monthly instead of monthly and quarterly with the diary, there exist new insights in the switch from the diary to the PPM in these markets.

“To a certain extent they tell us things about consumers that we never knew before, so it’s not really a diary versus a PPM market. It’s more about how consumers really are. We just never had the resolution with diaries to be able to look into consumers this way.”

One of those new insights is “phantom” cume. “We always suspected it in the world of diaries,” Eldredge says. “We could see it when we asked people on the phone, ‘Have you ever heard of WXYZ?’ A certain amount of people would say, ‘Yes,’ but they didn’t mention it in an unaided question. That phantom cume is now being proven by the meters picking up all of this listening that we knew was occurring, but was essentially not picked up by the diaries.”

A second element is that time spent listening is driven differently in the PPM. “In the diary world, the number of occasions is a little less than two per day. In the meter world it’s about double that,” Eldredge says. “The interesting part is that in diaries, the number of occasions a station is written in is relatively consistent. It doesn’t vary much—it’s two, three or maybe four per station. In the meter world, the number of occasions per station can be as few as one, or as many 10, 11 or more.”

Eldredge adds that it’s interesting to note that the opposite is true with time spent per occasion.

In the diary world, the average time spent per occasion is one hour, 20 minutes, but in the PPM world, it’s about 30 minutes, he says.

“In the diary world, the time spent per occasions varies wildly—some short, others very long. In the PPM world, it’s almost always a half-hour.” In fact, in morning drive, it seldom exceeds more than 45 minutes in many cases. “So what varies in the PPM world is occasions, and what varies in the diary world is time spent per occasion. The idea then is: How do you construct better TSL? In the meter world it’s definitely about creating these occasions.”

P1 Fluidity

The most interesting new insight, Eldredge says, is the concept of P1s.

“We know that P1s are just as important, maybe more, in the PPM world as they were in the diary world, but what we didn’t realize—and this was a big fear for a lot of folks—is that P1s aren’t as loyal as they may seem on the surface.”

It used to be that programmers would be mightily concerned about finding their listeners with the meters, but the PPM reveals that even if they’re not your listeners this week, they may be next week. In fact, after two weeks, 30% of listeners switched their P1 station at least once. After four weeks, 45% switched their P1 station at least once, and after two months, more than half, 52%, switched their P1 more than once. “There’s a lot more fluidity to these folks than we initially thought,” Eldredge says.

He concludes that with the new data, we can begin to see that radio shares similar patterns to many different consumer categories that exhibit a similar kind of brand switching. That, he says, is a key metric for brand managers.

“Going forward, it’s going to be critical to find out why these people are switching P1 stations. We need to dive down into that group to understand who these consumers are. Are all of them switching? When they switch, do they switch totally? Do they switch back? What happens to their time spent listening between different P1 choices? What is this whole idea of preference and loyalty now?”

Marketing Implications

Based on what the data shows so far, what are we learning from the PPM that we can use now in diary markets? In addition, what are we learning from the PPM that we can use in PPM markets?

“In both PPM or diary worlds, unless you’re a brand-new property, conversion is really the name of the game,” Eldredge says. “It turns out, whether you know it or not, you’re just not seeing it in a diary market, whereas you are in a PPM market. So, getting more isn’t necessarily going to be the best use of your resources, because in a diary market, getting someone to remember that they listen to you 15 minutes in a week isn’t going to have any sizable impact on your average quarter-hour rating. And in terms of ROI, it will probably lose out to something more substantial in terms of conversion.”

Secondly, Eldredge says, in either the diary or PPM world, the priority remains keeping P1s happy.

“They are the lifeblood, and you want to mini-

mize them switching away. In a diary, you don’t know if they’ve switched, because they only keep it for a week, though we know switching is going on. So you really want to reach out to those folks, both on and off the air, to build and cement loyalty because they have so much impact on your station.”

Finally, Eldredge says that it is essential to build a database of these people. “You want to establish an identity for these folks, to be able to reach out and nurture relationships with these P1s, whether you’re in the diary or the PPM world.”

Another thing to keep in mind with PPM, Eldredge stresses, is that a station is no longer locked into a specific start date with regard to promotions and marketing plans. A company can be more strategic about when to expend resources, rather than worrying about when that magical start date is for the Arbitron diary period. **R&R**

‘P1s aren’t as loyal as they may seem on the surface. There’s a lot more fluidity to these folks than we initially thought.’

—Tripp Eldredge



Early PPM Conclusions

Acknowledging that it’s still early to draw concrete conclusions about the outpouring of data from the Portable People Meter, Arbitron senior VP of marketing and business development Bill Rose says, “In the world of PPM, the data comes out on a survey basis—not every three months, but one month. In addition, we also have weekly data.

“So, you can almost get an immediate read in terms of things that you’re doing and whether it’s translating into ratings.”

That, he says, is the biggest difference between the diary and the PPM. “People haven’t figured that out yet and how to turn it to their advantage.”

Greater Media/Philadelphia VP/market manager John Fullam, who now has the PPM as “currency” in his market, says, “We’ve observed some shifts, especially in listening patterns that might influence our promotion and marketing.”

For instance, “We used to think Thursdays were so important because they were the first diary days of the week. With PPM for music stations in Philadelphia, Thursdays and Fridays initially seem to be the largest listening days. So the question becomes, Are you putting promotional priorities on Thursdays and Fridays and making sure that those large occasions of listening are being exposed to your programming and promotional priorities?”

A big fan of the opportunities that the PPM has brought to his cluster so far, Fullam admits that advertisers still have a lot of questions, but seem to like the methodology for its accountability and potential opportunities. —MB



Flex-ing Marketing Muscle To Build A One-Man Brand

How DJ Funkmaster Flex Translated On-Air Ratings Into Outside Opportunities

By Darnella Dunham

For most, holding down an on-air gig at the nation's foremost hip-hop radio station would be fulfilling enough as a career goal. ■ But DJ Funkmaster Flex, night-show personality at Emmis' legendary WQHT (Hot 97)/New York, always intended to shift gears into other opportunities. In addition to his coveted shift, Flex has built himself into a one-man brand, with a separate and equally impressive career as a TV personality at MTV, Spike TV, ESPN and ESPN2, fostering a rabid following among 18-34 males. ■ He also has released six compilations of "60 Minutes of Funk," a collection of commercial mixtapes that has earned him four gold albums and sales of 2.5 million units. ■ But it's his innate adoration of automobiles that has perhaps ignited Flex's greatest achievement to date. Following corporate sponsorships with Castrol motor oil, Cooper Tires and Turtle Wax, as well as the formation of his own Team Baurtwell, a lucrative vehicle customizing company—he recently reached the apex of name-brand appeal with the announcement that this fall Ford Motor will release a vehicle with his namesake—the limited-edition Funkmaster Flex Expedition sport utility vehicle.

A Natural Alliance

Bridging the worlds of broadcasting and automobiles came naturally for Flex. "My dad was a DJ," he says. "He played nightclubs and house parties—and he was big on cars, too. He loved music and muscle cars, so I kind of got into the same type of thing."

While cars may not rev the engines of every



on-air personality, a closer look at Flex's methodical career trajectory demonstrates that broadcasting can certainly be a launching pad to help personalities promote themselves among many diverse opportunities, all the while maintaining day jobs.

In Flex's case, he does not have an agent, manager or publicist, so his ability to market

himself as a DJ onto other platforms is all the more noteworthy.

He admits that he certainly isn't the first DJ to propel himself outside the radio biz. "Kid Capri was on WBLS [New York] every day at 7 p.m., and he was simultaneously on HBO, DJ'ing on 'Def Comedy Jam,'" Flex says. "Seeing that, I understood the power of being on radio and TV

at the same time. That became the blueprint for what I wanted my career to be.”

After he began working for Hot 97 full time—15 years ago in December—a conversation with former GM Judy Ellis (now Citadel COO) helped change his perspective on what he should expect from radio, which motivated him to aggressively seek outside opportunities.

“Radio DJs need to stop asking their program director for money. Stop it. You don’t deserve a raise. It’s not where this game is at now,” he says. “If a major corporation gives you an opportunity to say your name on the radio and you’re getting a paycheck, so be it. Do not ever think a radio station cannot move on without you. They may not be as hot, but they’ll move on. Judy Ellis taught me that I better go out and make money, which I’m very grateful for.”

Flex first established himself as a national personality through the “60 Minutes of Funk” series, released on Loud Records, which came to fruition after he noticed there was demand for such a product and decided to capitalize on it. “I would go out of town and into stores and people would be selling tapes of me on the radio,” Flex says. “One time I heard a tape that wasn’t a good show for me. My first reaction was, ‘I’m going to put out a CD that best-represents me so people can buy it.’ So I licensed some records, and I did freestyles. I wanted to make it what my radio show is.”

With his six commercial mixtapes and total sales in the millions, “60 Minutes of Funk” has made him the best-selling commercial DJ ever.

“In the beginning, I wanted to make albums because I wanted to become more national. I knew if a record company is shooting videos on me and promoting me, I could become a national name.”

Face Time

Flex made his next move into TV, mindful of the type of network he wanted to be associated with. “I didn’t want to work for VH1 or BET. I wanted to work for MTV because it was black, Spanish and white. I was at a radio station that appealed to all three, so it made sense to go with that.”

When approaching executives, Flex didn’t just sell himself, he sold his success on Hot 97 in a language they spoke fluently—ratings and demographics. “I knew that I wanted to be on a television network that catered to 18–34, because that’s where my strength is.

“I’m big on understanding my audience and numbers, and while I know they’re not end-all, I want to know about them,” he says. “If you’re a radio DJ—mixshow, night personality, whatever you are—when ratings come out, you should pull your numbers. Break down your 12+, 12–17, 18–34, even your 25–54. DJs don’t look at the demographics of their radio show enough. That’s the only way you can get better, because you know what you’re lacking. I’ve done this my whole career.”

The Hot 97 audience is 80% male listeners, 20% female, he adds, making male-targeted Spike an ideal network destination. “Of course, I’m going to Spike, since they’re looking for male viewership, and I’m a male magnet. I went to ESPN because it was another male network and had a younger side to it. Because I always knew my demographics and where I was strong, I was able to say to a TV network, ‘Look at my radio ratings. I am an 18–34 monster. I can help your network.’”

Flex also used the knowledge of his audience to appeal to corporations, which has helped him land major sponsorships. “Because I was always such an 18–34 powerhouse, I gravitated to companies like Ford and Castrol that were in need of 18–34 help,” Flex says.

An opportunity to merge Castrol and TV came with the creation of “Car Wars,” a reality show in which contestants competed in customizing cars. Castrol has been linked to Flex since 2005.

Castrol Syntec brand manager Melanie Losey says, “We’ve had a great experience with Flex and are looking forward to continuing our relationship with him. His enthusiasm and love for cars is inspiring, and we’re excited to have our highest-performing motor oil brand, Castrol Syntec, alongside him.”

Flex’s affinity for cars turned into opportunity six years ago, after he was hired to host a local car show. “The first show I did brought 8,000 kids. I expected 4,000,” he says. “I wasn’t the promoter, a guy paid me a set fee of \$40,000. I knew after that first show that I was creating and cultivating something I needed to get control of and make a business. I realized I needed to hire a staff, learn how to do this and make it a tour. It was never confusing to me; that’s what I wanted to do.”

Flex says he worked day and night until he got it right, which has now catapulted into a 10-city tour that he runs from his office.

Flex’s concerted efforts to spread his brand beyond New York radio early in his career is still paying off, and he is stacked with outside opportunities. In addition to issuing the special-edition Expedition (see story, below) and a customized Mustang, Ford also sponsors his car show. He has the endorsement deals with Castrol, Cooper and Turtle Wax, all currently running. He owns his TV shows, which he personally licenses overseas.

Realizing that a radio career seldom lasts a lifetime, particularly in the youth-oriented hip-hop format, he asks, “Where is there for you to go after being a night jock for so many years? What’s important to me is setting up not just my job in radio but a career.”

In short, Flex says, “I am in control of my destiny.”

‘Radio DJs need to stop asking their program director for money. Judy Ellis taught me that I better go out and make money, which I’m very grateful for.’

—Funkmaster Flex

Varoom

Ford Expedition Funkmaster Flex limited-edition SUV will be hard to miss on the highway

Ford Motor is hitting the accelerator with plans to release the 2008 Ford Expedition Funkmaster Flex limited-edition sport utility vehicle, which will reach dealerships in the fall.

Recognizing Flex’s appeal and impact in the hip-hop community, he will be featured in the accompanying TV campaign. “Funkmaster Flex is finding ways to connect with new customers,” Ford Division Marketing GM Barry Engle says. “He is a perfect fit for the Ford brand, because he brings so much energy and enthusiasm to the table. He knows what customers want, and he can really deliver.”

Flex adds, “Once Ford and I finished the concept Expedition, we knew we had something serious. We then started showing it at auto shows, to dealers and to my fans and realized we hit on some themes that we could turn into a limited-edition production ride.”

Among the features of the 2008 Ford Expedition Funkmaster Flex limited-edition:

■ **Custom-paint job:** The vehicle is a two-tone Colorado red and black with orange pinstriping. Flex says, “The scheme developed shouldn’t be too busy or overloaded

with color. You want to make a statement at a stoplight with no overkill.”

■ **Quality body kit:** The vehicle has a 3-D carbon body kit with custom front/rear fascia with integrated fog lamps, side skirts and a trailer hitch cover. “Quality body kits are essential to any customization,” he says. “They need to be expressive and distinctive without compromising drivability.”

■ **Personal touches:** Each vehicle has custom FMF chrome badges accenting fenders and the 20-inch chrome-clad aluminum wheels. “Chrome accents and custom badges can really define a vehicle,” Flex says. The logo used for the badges is also stitched onto the headrests, and there’s a limited-edition Funkmaster Flex numbered dash plaque signed by the DJ.

■ **Interior:** Inside are black leather and Colorado red stitching; a matching center console bezel, shifter and switch bezels; plus captain’s chairs and FMF-logo floor mats.

■ **Sound system:** The vehicle’s entertainment system includes an MP3 player audio-input jack, rear-seat DVD player and Sirius Satellite Radio. —DD



Demand for more cash flow often leads management to do strange and sometimes harmful things

The Inside Poop On What's Holding Back Your Ratings

22

'Infomercials destroy audience. If infomercials had the ability to attract listeners, we would pay the advertisers for the privilege of airing them.'

—Jack Swanson

Jack Swanson
Jack.C.Swanson@abc.com

did you know that while you're reading this article, three pounds of fecal matter are impacted deep inside your colon? ■ I know this because I'm an avid listener to talk radio. And on a recent weekend, cleaning out your colon was the topic of a half-hour infomercial airing on one of my competitors: A competitor owned by one of the world's largest radio companies. A competitor with a decent signal. And, most important, a competitor that has invested a good sum of money in efforts to unseat ABC Radio news/talk KGO and talk sister KSFO or, at least, take a sizable portion of our audience. ■ I shook my head as I listened to the purported benefits of colon cleansing. And then I turned the dial.

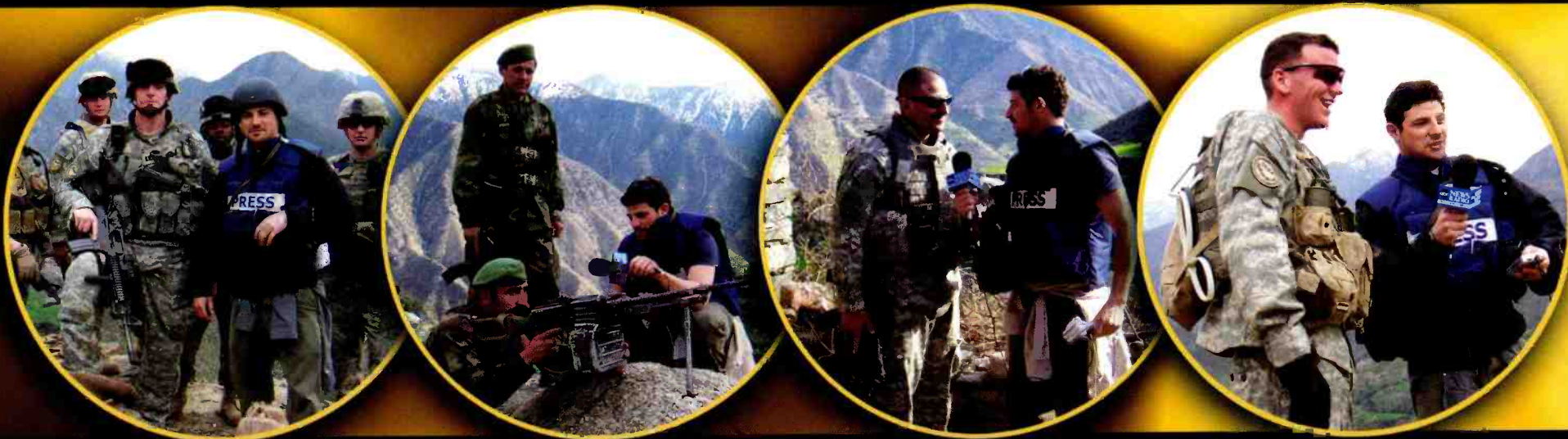
I'm not picking on that radio company or the management of the station. I have a great deal of respect for both. Virtually every radio company in America is now inhaling the crack cocaine of infomercial dollars. And it's an addiction that particularly afflicts news/talk radio.

The same old wives' tale that claims talk listeners have a greater tolerance for high commercial loads also claims that since it's all talk anyway, infomercials somehow "belong" on talk stations. Radio companies that would never dream of running these shows on their AC or smooth jazz stations have no problem airing them on their talk stations.



Jack Swanson

ABC NEWS RADIO CORRESPONDENT MATT GUTMAN REPORTING FROM AFGHANISTAN



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Before your sales manager stands up and hollers, "Hey, our infomercials aren't that bad," let me tell you, they are that bad. Just because the topic isn't poop doesn't mean the show doesn't smell. In market after market, a look at hour-by-hour ratings will show you exactly where the infomercials are placed—without needing to cross-reference a program guide.

Infomercials destroy audience. If infomercials had the ability to attract listeners, we would pay the advertisers for the privilege of airing them. But we don't. And we all know why.

What about TV? They run lots of infomercials. True. The problem is the difference in the way audiences use the medium. TV viewers are program-loyal. Except, perhaps, for local news, they have little or no affinity for any particular station or network. Drive them away with 30 minutes on Tae Bo, Ginsu knives or ThighMasters and they'll still come back the next hour or the next day if you have something good to show them.

In radio, listeners have favorite stations with whom they've developed relationships. They want to stay loyal to those stations—in part because it just makes their lives easier—unless they're driven away by you.

We all know times are tough for the radio business. Let me correct that. Times are definitely not tough for the radio business. We are in a great, vital industry. But we all feel the stress of financial markets that demand continued growth, even when it's not in the industry's long-term interest.

When the demand comes down for more cash flow and ratings and traditional revenue are at their peak, it often leads station management to do strange and sometimes harmful things.

Imagine you're in the airline business, under pressure to improve the bottom line, and some dumb goose at headquarters suggests that since the jets are just sitting at the terminal overnight, why not fill them up with dead fish? And ship fish overnight? Tuna, salmon, mackerel, all kinds of fish. All over the country. Found money.

Genius, right? Wrong. The planes will smell the next morning, fewer passengers will fly, and fares will go down. Things will get worse, not better.

It's the same thing in radio. Listeners can smell that something's wrong with a troubled radio station. I hope some of you were fortunate enough to attend the R&R

Talk Radio Seminar in Southern California a couple of years ago, when research guru Jon Coleman staged a focus group with L.A. talk radio listeners.

While a room crowded with PDs and GMs watched, real listeners told the truth about what they think of us. Etched forever in my brain are the words of a man in his 40s, talking about weekends on his favorite talk station: "What the hell is going on? It's like nobody cares. Like management takes weekends off and nobody bothers to put on anything good until Monday morning."

Before you start saying that people aren't interested in spoken-word radio on the weekend, it's simply not true. I've heard a million excuses for why commercial talk radio has done a lousy job with weekend programming (and selling that programming).

But while our industry was asleep at the switch, public radio stepped up to the plate, with home-run shows like "Car Talk," "A Prairie Home Companion" and "Wait, Wait . . . Don't Tell Me!" Shows so good they became appointment-book listening. Shows that inspired listeners around the nation to change their habits and their preset buttons to ensure they wouldn't miss a program. Today in San Francisco, "Car Talk" routinely delivers double-digit shares of persons 12+ and adults 25-54.

Any of you who've been exposed to audience research knows that the No. 1 way listeners find their new favorite station is not through TV spots, outdoor boards or direct mail. They find stations by accident. Want to make an educated guess on when those "accidents" are likely to occur? It's frequently on the weekend, when listeners' schedules are far less fixed and predictable and they've got the opportunity and the time to try new things.

The better your weekend programming, the more likely it is that listeners will be willing to start up a relationship and try you during the week. And make you a big success.

The best way to never get addicted to crack cocaine is to never try it in the first place. Because once you do, it's almost impossible to kick the habit before it kills you. Same with infomercials.

Let's take a random figure, and say that by adding infomercials to your station's programming schedule, you've added another \$500,000 in revenue. And let's even

'Virtually every radio company in America is now inhaling the crack cocaine of infomercial dollars. And it's an addiction that particularly afflicts news/talk radio.' —Jack Swanson

go so far as to say that these were unusually good and entertaining infomercials. Maybe they were the most interesting infomercials anyone ever heard.

Question: How will you replace that revenue if the infomercial goes away?

And what if the next infomercial coming down the road isn't as good as the old one? You don't have much choice, do you? You take what's available. You can't let the revenue drop.

Now your ratings start to decline. Subtly—almost imperceptibly—at first. Then faster. Your station that used to be high on the buyers' 25-54 rankers now slides out of sight. So how do you make up the money once they stop buying you? With more infomercials, of course.

The infomercial companies won't pay as much because you're not as attractive anymore. But you take their money because you have no choice. And sooner or later you're running colon-cleansing shows, or maybe worse.

And then you get fired.

Call me naive, but after a long time in the radio business, I still believe the best way to big profits is by attracting a lot of listeners to programs, keeping them satisfied and loyal to the station and then attracting the best sales talent you can find to maximize their financial value.

My boss Mickey Luckoff has always said, "Profits flow from ratings." He's right. R&R

Jack Swanson is operations director for ABC Radio's KGO and KSFO/San Francisco.

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BIG SHOTS

Compiled by Alexandra Cahill
ACahill@RadioandRecords.com



Back To The Future

1. Zomba Label Group/Jive Records executives presented Justin Timberlake with a platinum plaque to mark 6 million worldwide sales of his sophomore CD, "FutureSex/LoveSounds," on the last day of his U.S. tour. From left are ZLG VP of video/adult promotion Shannah Miller, ZLG senior VP of international John Fleckenstein, ZLG senior VP Peter Thea, ZLG VP of top 40 radio promotion John Strazza, Wright Entertainment Group's Johnny Wright, Timberlake, ZLG senior VP of video production Janet Kleinbaum, ZLG president/CEO Barry Weiss, ZLG executive VP of CHR promotion Joe Riccitelli, ZLG executive VP/GM Tom Carrabba, M2M Construction's Sonia Muckle and ZLG senior VP of new media/Internet operations Jeff Dodes.

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

2. Catch of the Day Clear Channel hot AC KBIG/Los Angeles morning host Charlie Tuna interviewed actress Jessica Alba and other red carpet arrivals at the Revlon Run/Walk at the L.A. Coliseum. The annual charity event raised \$4 million to fight women's cancers. **3. Second to None** John Vesely of Secondhand Serenade was named an MTV Discover & Download artist, and his video for "Vulnerable" is in big 10 rotation. The singer/songwriter's CD "Awake" was released Feb. 6 on Daniel Glass' Glassnote Records. From left are MTV music programming manager Turna Basa, Vesely and ILG/EastWest/Asylum national director of promotion Tyson Haller. **4. Pop Matters** Mat Kearney's future is so bright that Citadel hot AC KKOB/Albuquerque midday jock Sean O'Donnell has to wear shades. The Nashville-based singer/songwriter stopped by the station to discuss his new album and summer tour with Kelly Clarkson. **5. One Fine Day** Virgin recording artist A Fine Frenzy recently performed at the triple A Noncommvention held in Louisville, Ky. Convention founder/coordinator and University of Pennsylvania triple A WXPN/Philadelphia OM/MD Dan Reed posed with the artist (also known as Alison Sudol) after the show. Her debut album, "One Cell in the Sea," will be released July 17. **6. In Good Company** Cole Deggs & the Lonesome dropped by Curtis Media Group's country WQDR/Raleigh to promote debut single "I Got More" and their self-titled album, which hits stores July 10. From left are WQDR DJs Billy Dukes and Lisa McKay with band members Cole Deggs, Brian Hayes, Shade Deggs, Jimmy Wallace and David Wallace (kneeling). **7. Triple Threat** Actor/singer/dancer Corbin Bleu enjoyed moonlighting as a guest celebrity DJ on Radio Disney. The "High School Musical" co-star's debut album, "Another Side," was released May 1 on Hollywood Records and debuted at No. 36 on The Billboard 200.

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Formats

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

R&R TIMELINE

1 YEAR AGO Tom Hunter joins ABC Radio as OM of KSCS and KTYS/Dallas and PD of KSCS. ■ Settlement reached in CBS Radio's breach-of-contract suit against former morning host Howard Stern. ■ Country WDAF/Kansas City picks up Michael Cruise as PD.



5 YEARS AGO Mark Hannon adds market captain duties for Infinity's five-station Boston cluster. ■ Infinity loses five-year battle with FCC, and pays \$2,000 fine for broadcast of Consolidated's "You Suck" on KROQ/Los Angeles. ■ KXST/San Diego acquires heritage market calls KPRI.

10 YEARS AGO FCC chairman Reed Hundt announces resignation. ■ Mel Karmazin rises to chairman/CEO of new CBS Station Group with oversight of 77 radio and 14 TV stations. ■ Ken Berry is promoted to president of newly formed EMI Recorded Music Group.



15 YEARS AGO Greg Stevens joins KQLZ (Pirate Radio)/Los Angeles as PD. ■ General sales manager Donna Fadal is upped to VP/GM at CHR/top 40 KEGL/Dallas. ■ AOR KYYS/Kansas City GM Herndon Hasty elevated to president/GM of KYYS and country sister WDAF.

20 YEARS AGO KPKE/Denver announces format flip from CHR/top 40 to Transtar's Format 41. ■ MCA Nashville senior VP/GM Bruce Hinton is promoted to executive VP/GM. ■ Dennis Elliott becomes PD at CHR/top 40 WEAG/Indianapolis.



25 YEARS AGO Richard Greener is promoted to VP/GM of WAOK/Atlanta. ■ WQAM/Miami officially taps Tim Baxter as PD. ■ Dave Lange is named OM at WSHE and WSRF/Fort Lauderdale.

30 YEARS AGO KSL/Salt Lake City resumes contesting after attorney general's office gives all-clear that the station won't be in violation of Utah's anti-lottery regulations. ■ KZJE/Oklahoma City launches rock format under PD Johnny Lang. ■ PD Michael St. John exits WMPS/Memphis.

THE SPIN



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



James Jumps To Smooth Jazz Summit

Boney James tops the Smooth Jazz chart with "Hypnotic" (Concord), which rises 2-1. The track follows the saxophonist's "The Total Experience," featuring George Duke, which spent four weeks at No. 1 last fall.

On Billboard's Top Contemporary Jazz Albums chart, all of James' entries have reached the top 10 dating back to "Trust" in 1992, with his latest set, "Shine," having become his fourth No. 1 upon its debut in October.

Rowland Takes The Lead On Top 10 Journey

Former Destiny's Child member Kelly Rowland nets her first Urban top 10 as a lead artist with "Like This" (Columbia), which climbs 11-10. The track, featuring Eve, is her 13th trip into the upper quarter of the chart, having made 10 with her former trio and two as a featured artist on tracks by Nelly and Trina. Her collaboration on Nelly's "Dilemma" spent nine weeks at No. 1 on the Urban chart and 11 on the Rhythmic list in 2002.

Rihanna Totes A Top 10 'Umbrella'

"Umbrella" (IDJMG) by Rihanna rolls 12-8 at CHR/Top 40, becoming her sixth top 10 at the format in slightly less than two years. Since the time she first hit the top 10 in July 2005 with "Pon De Replay," no other artist has amassed more top 10s (Akon and Justin Timberlake have had five in that time). The 19-year-old Barbados singer's new album, "Good Girl Gone Bad," streets June 5.

Big & Rich Takes Long Road To Top 10

After more than three years and 11 charted singles, Big & Rich finally cracks the top 10 on the Country chart with "Lost in This Moment" (WRN), which gains 1.8 million audience impressions and rises 12-9.

The quirky duo just missed a top 10 when the highly commercial (CD single certified gold) "Save a Horse (Ride a Cowboy)" stopped at No. 11 on the Nielsen BDS-driven chart dated July 30, 2004. The new single introduces "Between Raising Hell and Amazing Grace," due June 5.

Big & Rich's chart count includes three collaborative outings, which have included Cowboy Troy, Gretchen Wilson, Hank Williams Jr. and Van Zant in assorted combinations. A former member of Lonestar, John Rich also charted a pair of solo singles: "I Pray for You" (2000) and "Forever Loving You" (2001).

Raye Returns On A 'Prayer'

Collin Raye graces the Country chart for the first time in five-and-a-half years, as "A Soldier's Prayer" (StarPoint) debuts at No. 59. Raye last appeared on the list with "Ain't Nobody Gonna Take That From Me," a No. 43 hit in the fall of 2001. "Prayer" is Raye's 33rd chart entry. From 1991 through 2000, Raye enjoyed 21 top 10 hits, four of which went to No. 1.

Pumpkins Smash Alternative Top 10 Streak

The Smashing Pumpkins extend their record string of consecutive top 10 hits at Alternative to 17 as "Tarantula" (Reprise) blasts 30-5. After falling shy of the top 10 with their first two charting tracks, the Billy Corgan-led group's streak started in July 1993 when "Cherub Rock" peaked at No. 7. The Pumpkins' prior top 10 was "Stand Inside Your Love," seven years and two months ago.

Blink-182 holds the second-longest consecutive top 10 string at 10 (from July 1999 to July 2004), and Linkin Park has the next longest active streak of six straight top 10s.

"Tarantula" earns Most Increased Plays and Airpower stripes at Alternative and Active Rock, debuting at No. 14 on the latter list.

Velvet Revolver Makes 'Quick' Work At Alternative

Velvet Revolver's "She Builds Quick Machines" (RMG) leads six new entries onto this week's Alternative chart as it comes onboard at No. 22. The six debuts are the most at the format since the Oct. 10, 2003, Nielsen BDS-fed chart welcomed six new tracks. The debut of "Machines" is the second-highest at Alternative in 2007 trailing only Linkin Park's "What I've Done," which opened at No. 1 eight weeks ago. The track also vaults 32-13 and claims Airpower honors at Active Rock.

More 'Change' At The Top

With a 3-1 rebound, John Mayer's "Waiting On the World to Change" (Columbia) returns to the top of the AC chart for a record-tying fifth separate stint at the summit. From September 2006 through February, Natasha Bedingfield's "Unwritten" also made five distinct ascensions to the AC throne. The reign of "Change" now totals 12 aggregate frames, dating back to its first week at No. 1 in the Feb. 16 issue.



Clear Channel/Cleveland electrifies the market with interactive billboards

Thanks To Clear Channel Outdoor, Bill-Bored No More

Kevin Carter

KCarter@RadioandRecords.com

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a few weeks ago, our pal Bo Matthews, PD of WAKS (96.5 Kiss FM) and WMMS (the Buzzard)/Cleveland tipped us off about a cool billboard campaign he was running. Before you start to doze off, stop your traditional thinking that billboards are boring and ordinary—these are no regular boards. Daktronics, the same company that makes those cool electronic scoreboards for ballparks and stadiums, has come up with really sweet electronic full-color billboards that are constantly changing—and the best part is that they can be updated instantly from the comfort of anywhere that has an Internet connection.

“We’re the first or second market in the country where they’re beta-testing this product,” Matthews says, and we’ve seen a few of them starting to pop up around Los Angeles as well. “We pay for them—we buy them in rotation with a bunch of other clients.”

Joyce Fijalkovich, who wields the weighty title of Clear Channel/Cleveland’s digital outdoor network manager, says the brilliance of the concept is the flexibility of the boards, which rotate through different designs every eight seconds. Clients can design a graphic shell with a field for editable text, which anyone authorized for access can update anytime with anything they want. In addition to regular time-and-temperature info, Clear Channel has found a way to link its stations’ RDS title and artist feed so the boards can display what’s playing on the station that very second.

“We can talk about anyone visiting the morning show or ‘American Idol’ talk at 7:10 a.m.,” Matthews says. “One morning we were talking about Alec Baldwin, Valentine did a bit on the show where he cut up the infamous phone call, so we said ‘Alec Baldwin calls at 7:30’ on the board—it was a bit, but it drove people to the station while they’re driving to work.” It’s like making constant listening appointments with potential audience members while they’re trapped like rats in their cars.

“It’s taken advertisers a while to adjust to it,” Fijalkovich says. “They get very excited about it, but don’t realize how much work it is. Each

eight-second spot in a 64-second rotation will run 1,250 times per day. Clients like to hear about that amount of flexibility, but when they’re faced with it, it’s almost impossible to keep up with, so they revert back to rotating through a couple.”

Once the designs have been uploaded to the boards, authorized personnel literally can sit all day at their computers and update the text. The graphic shell allows for 26 characters of text, and Matthews says he’s going way beyond time-and-temp to provide up-to-the-minute information to drivers.

“This is a huge sports town, and we have the rights to the sports teams, so we’re allowed to use the logos—and I’m going to take advantage of that,” he says. “Throughout football season, we



were updating real-time scores on the Browns games on the boards and telling people to tune in [news/talk] WTAM after the game—my promotions director was at home with his laptop, updating the score on the boards.”

Fijalkovich says, “Just saying something like ‘good morning’ or ‘drive safely’ makes a huge difference because you’re actually giving the driver something to look for versus having the same thing all the time. Plus, it’s personalized. It’s very cool.”



Matthews

It’s a hell of a lot more eye-catching—and timely—than those regular boards that stay up

for months at a time, until they’re either covered in graffiti or taken down—or worse, left up way past their expiration date. “With the old boards, you had to think of something that will last that long, so it’s usually very product-based and generic,” Matthews says, adding that he’s already got a bunch of ideas for his next round of advertising on the boards that can be tied in with current events and the city’s sports teams.

“In the past few months, Bo has been designing like a madman,” Fijalkovich says with a laugh. “When these went up a couple of years ago, Cleveland was the first market for Clear Channel, and one of the Mays brothers said that in a few years we’ll look at this and think of it as a toy.”

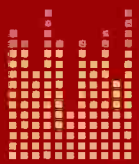
Interestingly enough, the actual file size of the graphics is way small, making designing and transferring them to the boards super easy. “It lines up pixel to pixel—they’re literally 280 high and 720 wide,” Fijalkovich says. “So the design winds up being about half-an-inch high by two-and-a-half inches wide at 300 dpi.” All the electronic boards are networked to the system, but they are individually managed by a computer at the base of each board, so it’s easy to just fire off the graphic to the billboard’s computer to change it—no more crews standing out there, slowly and dangerously taking down old signs.

Clear Channel, owner of the world’s largest outdoor advertising company, scored national coverage for its use of electronic boards—and not just in this publication—when it used them to spread the news that the Cleveland Browns had scored Brady Quinn and Joe Thomas in the NFL draft. Matthews posted the Buzzard logo and a short love note to Browns GM Phil Savage that read, “Welcome Joe and Brady. Thank U Phil” (see photo, left). ESPN and the South Florida Sun-Sentinel both picked up the story.

“I still think we’re just scratching the surface of figuring out what we can do with them, and we’re learning as we go,” Matthews says. “It’s really cool.”

R&R

Additional reporting by Keith Berman.



CHR/TOP 40

► **FERGIE'S "BIG GIRLS DON'T CRY" TAKES MOST INCREASED PLAYS FOR A SECOND STRAIGHT WEEK (UP 1,201) AND LOCKS UP AIRPOWER STRIPES WITH A 26-19 JUMP.**



POWERED BY



Nielsen Broadcast Data Systems

TITLE	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	26	U + UR HAND PINK	NO. 1 (4 WKS)	LAFACE/ZOMBA	8874 -336	53.036	1
2	2	11	GIRLFRIEND AVRIL LAVIGNE		RCA/RMG	8718 +94	46.270	4
3	3	17	GIVE IT TO ME TIMBALAND FEAT. NELLY FURTADO & JUSTIN TIMBERLAKE		MOSLEY/BLACKGROUND/INTERSCOPE	7965 -259	51.439	2
4	5	8	SUMMER LOVE JUSTIN TIMBERLAKE		JIVE/ZOMBA	7629 +1032	48.526	3
5	8	9	HOME DAUGHTRY		RCA/RMG	6627 +646	37.002	5
6	7	9	MAKES ME WONDER MAROON 5		A&M/OCTONE/INTERSCOPE	6332 +249	32.089	9
7	4	19	GLAMOROUS FERGIE FEATURING LUDACRIS		WILL.I.AM/A&M/INTERSCOPE	5908 -727	30.904	11
8	12	8	UMBRELLA RIHANNA FEATURING JAY-Z		SRP/DEF JAM/DJMG	5688 +371	34.421	7
9	10	16	BEFORE HE CHEATS CARRIE UNDERWOOD		ARISTA/ARISTA NASHVILLE/RMG	5600 +118	29.806	12
10	9	12	LAST NIGHT DIDDY FEATURING KEYSHIA COLE		BAD BOY/ATLANTIC	5204 -446	33.679	8
11	6	20	CUPID'S CHOKEHOLD/BREAKFAST IN AMERICA GYM CLASS HEROES FEAT. PATRICK STUMP		DECAYDANCE/FUELED BY RAMEN/ATLANTIC/LAVA	5167 -1256	31.631	10
12	15	6	BUY U A DRANK (SHAWTY SNAPPIN') T-PAIN FEATURING YUNG JOC		KONVICT/NAPPY BOY/JIVE/ZOMBA	5096 +739	35.370	6
13	11	23	THE SWEET ESCAPE OWEN STEFANI FEATURING AKON		INTERSCOPE	4415 -997	21.876	14
14	13	16	DON'T MATTER AKON		KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN	4103 -1061	20.012	17
15	14	16	BETTER THAN ME HINDER		UNIVERSAL REPUBLIC	3986 -354	16.508	19
16	16	19	FACE DOWN THE RED JUMPSUIT APPARATUS		VIRGIN	3642 -558	20.787	16
17	19	7	I TRIED BONE THUGS-N-HARMONY FEATURING AKON		FULL SURFACE/INTERSCOPE	3622 +143	20.980	15
18	18	21	IF EVERYONE CARED NICKELBACK		ROADRUNNER/ATLANTIC/LAVA	3512 -382	15.041	21
19	26	3	BIG GIRLS DON'T CRY FERGIE	AIRPOWER/MOST INCREASED PLAYS	WILL.I.AM/A&M/INTERSCOPE	3400 +1201	22.041	13
20	23	6	THNKS FR TH MMRS FALL OUT BOY	AIRPOWER	FUELED BY RAMEN/ISLAND/DJMG	3395 +331	15.443	20
21	25	6	WAIT FOR YOU ELLIOTT YAMIN		HICKORY	3304 +650	17.630	18
22	22	10	THE WAY I LIVE BABY BOY DA PRINCE FEATURING LIL BOOSIE		UNIVERSAL REPUBLIC	2661 -439	11.346	28
23	21	6	NEVER AGAIN KELLY CLARKSON		RCA/RMG	2562 -695	12.308	25
24	27	6	WHAT I'VE DONE LINKIN PARK		MACHINE SHOP/WARNER BROS.	2340 +417	9.155	29
25	24	12	BECAUSE OF YOU NE-YO		DEF JAM/DJMG	2318 -724	4.126	24
26	30	5	LIKE A BOY CIARA		LAFACE/ZOMBA	2068 +447	14.268	22
27	28	6	OUTTA MY SYSTEM BOW WOW FEATURING T-PAIN & JOHNTA AUSTIN		COLUMBIA	2009 +249	14.233	23
28	34	2	WHINE UP KAT DELUNA FEATURING ELEPHANT MAN		EPIC	1865 +653	11.949	27
29	29	9	STOLEN DASHBOARD CONFSSIONAL		VAGRANT/INTERSCOPE	1665 +36	6.063	38
30	31	8	THE KILL (BURY ME) 30 SECONDS TO MARS		IMMORTAL/VIRGIN	1627 +51	6.182	36
31	36	2	4 IN THE MORNING GWEN STEFANI		INTERSCOPE	1329 +349	5.536	-
32	NEW		HEY THERE DELILAH PLAIN WHITE T'S		HOLLYWOOD	1292 +506	6.199	35
33	NEW		PARTY LIKE A ROCKSTAR SHOP BOYZ	MOST ADDED	ONDECK/UNIVERSAL REPUBLIC	1203 +519	6.250	34
34	33	15	THIS IS WHY I'M HOT MIMS		CAPITOL	1153 -214	5.610	40
35	37	2	THE GREAT ESCAPE BOYS LIKE GIRLS		COLUMBIA	1063 +126	2.372	-
36	NEW		GET IT SHAWTY LLOYD		THE INC./UNIVERSAL MOTOWN	1039 +214	6.832	31
37	32	12	BEAUTIFUL LIAR BEYONCE & SHAKIRA		MUSIC WORLD/COLUMBIA	1018 -580	7.018	30
38	NEW		BEAUTIFUL GIRLS SEAN KINGSTON		BELUGA HEIGHTS/EPIC	1003 +663	12.037	36
39	38	2	I'M A FLIRT R. KELLY OR BOW WOW (FEATURING T.I. & T-PAIN)		COLUMBIA/JIVE/ZOMBA	999 +106	6.171	37
40	35	4	SMILE LILY ALLEN		CAPITOL	954 -20	2.325	-

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
PARTY LIKE A ROCKSTAR Shop Boyz (ONDECK/UNIVERSAL REPUBLIC) KJYO, KOCH, KRBE, KWYL, KXXM, WAKS, WEZB, WFBC, WHHY, WHOT, WKGS, WKSC, WKSE, WSSX, WTVR, WYKS, WYCK, WYVQ, WXLK, WXSS, WYKS, WZAT, WZYP	23
BIG GIRLS DON'T CRY Fergie (WILL.I.AM/A&M/INTERSCOPE) KHTS, KKRZ, WAEV, WAO, WFMF, WHHY, WHOT, WHYI, WIHT, WKFS, WKST, WKXJ, WLAN, WLDI, WLKT, WSNX, WSSX, WXXL, WZKF	19
BEAUTIFUL GIRLS Sean Kingston (BELUGA HEIGHTS/EPIC) KBKS, KLAL, KWYL, KZHT, KZZP, WABB, WBLI, WCCG, WDKF, WFBC, WFKS, WHBQ, WIHB, WKFS, WKGS, WLDI, WYKS, WXSS, WZKL	19
WHINE UP Kat Deluna Feat. Elephant Man (EPIC) KHFI, KHOP, KHTS, KKDM, KXXM, KZCH, KZMG, WBVD, WDCG, WKRZ, WKZL, WRVQ, WSSX, WYKS, WZKL	15
HEY THERE DELILAH Plain White T's (HOLLYWOOD) KQCH, KZMG, WBHT, WGTZ, WHKF, WHTS, WIHB, WIOG, WKSE, WLAN, WQEN, WRVW, WYKS, WWST, WYKS	15
4 IN THE MORNING Gwen Stefani (INTERSCOPE) KHTS, KLAL, KQCH, KRUF, KSLZ, WERO, WFBC, WFLY, WHTS, WIOG, WKCI, WXLK, WYKS	13
WAIT FOR YOU Elliott Yamin (HICKORY) KBKS, KDND, KMXV, WDCG, WGTZ, WHHY, WKCI, WKRZ, WLDI, WNTQ, WWST	11
LIKE A BOY Clara (LAFACE/ZOMBA) KBKS, KZMG, WAKS, WAKZ, WEZB, WKKF, WLDI, WLKT, WYKS, WZKL	10
WHAT I'VE DONE Linkin Park (MACHINE SHOP/WARNER BROS.) KOWB, KHFI, KRUF, WAEV, WBVD, WLKT, WNCI, WNOK, WQEN	9
GET IT SHAWTY Lloyd (THE INC./UNIVERSAL MOTOWN) KDND, KKDM, KSLZ, KZHT, WFKS, WHTZ, WHYI, WQKI	8

ADDED AT...
KHOP
Modesto, CA
PD: Joe Roberts
MD: Tricia Jenkins
Timbaland Feat. Keri Hilson & D.O.E., The Way I Are, 13
Kat Deluna Feat. Elephant Man, Whine Up, 1
Katharine McPhee, Love Story, 0
FOR MORE STATIONS GO TO:
www.RadioandRecords.com

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
DO YOU KNOW? (THE PING PONG SONG) Enrique Iglesias (UNIVERSAL LATINO/INTERSCOPE) TOTAL STATIONS: 60	950/75	EASY Paula DeAnda Feat. Bow Wow (ARISTA/RMG) TOTAL STATIONS: 43	514/153
ROCKSTAR Nickelback (ROADRUNNER/ATLANTIC/LAVA) TOTAL STATIONS: 49	906/149	FIRST TIME Lifehouse (GEFFEN) TOTAL STATIONS: 32	486/82
POP, LOCK & DROP IT Huey (HITZ COMMITTEE/JIVE/ZOMBA) TOTAL STATIONS: 78	904/166	SEXY LADY Yung Berg Feat. Junior (YUNG BOSS/EPIC) TOTAL STATIONS: 36	480/75
CLOTHES OFF Gym Class Heroes (DECAYDANCE/FUELED BY RAMEN/ATLANTIC/LAVA) TOTAL STATIONS: 52	686/77	LITTLE WONDERS Rob Thomas (WALT DISNEY/MELISMA/ATLANTIC) TOTAL STATIONS: 2	466/9
TIME AFTER TIME Quietdrive (RED INK/EPIC) TOTAL STATIONS: 38	518/113	THE WAY I ARE Timbaland Feat. Keri Hilson & D.O.E. (MOSLEY/BLACKGROUND/INTERSCOPE) TOTAL STATIONS: 44	385/124

MOST INCREASED PLAYS

+1201	BIG GIRLS DON'T CRY Fergie (will.i.am/A&M/Interscope) KKRZ +43, WWSR +35, KIIS +31, WAEZ +31, WKFS +31, WHYY +29, WNTQ +27, KOCH +24, WKSC +24, WHTS +23
+1032	SUMMER LOVE Justin Timberlake (Jive/Zomba) KHHT +45, KZMG +45, WHKF +41, WYKS +41, WLKT +37, WSSX +36, KXXM +35, KQMK +32, WKFS +31, WNCI +31
+739	BUY U A DRANK (SHAWTY SNAPPIN') T-Pain Feat. Yung Joc (Konvict/Nappy Boy/Jive/Zomba) WKFS +42, KIIS +36, SIHT +34, KDND +33, KZMG +28, KZZP +27, KZCH +27, WLAN +26, KHTS +25, KKMG +24
+663	BEAUTIFUL GIRLS Sean Kingston (Beluga Heights/EPIC) WKFS +36, WDKF +36, WKZF +31, WYKS +28, WYKS +26, KHOP +25, WHTZ +24, KZZP +23, KBKS +22, WXXX +22
+653	WHINE UP Kat Deluna Feat. Elephant Man (EPIC) KQCH +40, WBLI +25, KHFI +24, WAEZ +23, WWSR +23, WJIM +22, WFKS +20, WZKF +19, KHHT +18, WCCG +18

FOR WEEK ENDING MAY 27, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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CHR/TOP 40

CHR/TOP 40 INDICATOR REPORTERS

KQID/Alexandria, LA OM: D.K. Pierce PD/MD: D.K. Pierce	WSTO/Evansville, IN OM: Tim Huel sing PD: Jason Addams	WWXM/Myrtle Beach, SC OM: Jimmy Fueger PD: AJ Seliga MD: Larry Knight
KGOT/Anchorage, AK OM: Mark Murphy PD/MD: Bill Stewart	WDAY/Fargo, ND PD: Troy Dayton MD: Special Ed	WQGN/New London, CT PD: Kevin Palana
WWBX/Bangor, ME OM: Jeff Pierce APD: Holly Rae	KMXF/Fayetteville, AR OM: Dave Ashcraft PD/MD: Jay Steele	WSPK/Newburgh, NY PD: Scotty Mac APD: Sky Walker MD: Danny Valentino
KRSQ/Billings, MT OM: Kyle McCoy PD/MD: Jason "Big J" Harris	WJMX/Florence, SC OM: Randy "Mudflap" Wilcox PD/MD: Scotty G.	KCRS/Odessa, TX PD/MD: Nate Rodriguez
WWYL/Binghamton, NY PD: Matt Johnson	KISR/Ft. Smith, AR OM/PD: "Big Dog" Rick Hayes APD/MD: Mike "Mike at Night" Oldham	WILN/Panama City, FL PD/MD: Chris Alan APD: Kris Kaane
WBNQ/Bloomington, IL OM: Dan Westhoff PD: Dave Adams APD: Chad Fasig MD: Mason Schreuder	KKXL/Grand Forks, ND OM: Rick Acker PD/MD: Trevor D APD: Dave Andrews	KRCS/Rapid City, SD OM/PD: Charlie O'Douglas APD/MD: Jayden McKay
KNDE/Bryan, TX OM/PD: Lesley Henton	WQPO/Harrisonburg, VA PD: Bobby Mason MD: Ryan O'Bryan	KIXY/San Angelo, TX OM: Jay Michaels PD/MD: David Carr APD: Teri Jacobs
WRZE/Cape Cod, MA OM: Steve McVie PD: David Duran	WKEE/Huntington, WV PD: Jim Davis APD/MD: Gary Miller	WNDV/South Bend, IN PD: Karen Rite MD: Scotty Wylde
KTRS/Casper, WY OM/PD: Donovan Short	KSYN/Joplin, MO OM: Jason Knight PD: Steve Kraus MD: Chris Cortez	KCLD/St. Cloud, MN OM: Matt Senne PD: JJ Holiday APD: Wayne D. MD: Timmy Daniels
KZIA/Cedar Rapids, IA OM: Rob Norton PD: Greg Runyon MD: Ric Swann	WAZY/Lafayette, IN OM: Karen Rite PD: Chris MD: Kim	WHTF/Tallahassee, FL PD/MD: Brian O'Conner
WQQB/Champaign, IL PD: Jack Taddeo	KFRX/Lincoln, NE OM: Lester St. James PD: Matt McKay APD/MD: JJ Ryan	WMGI/Terre Haute, IN MD: Jamie Dawson
WJYY/Concord (Lake Regions), NH PD/MD: AJ Dukette	KZII/Lubbock, TX OM: Wes Nessmann PD: Jacqui Neal	WKHQ/Traverse City, MI OM/PD: Luke Spencer MD: Dave B. Goode
WKMX/Dothan, AL PD/MD: Squirrel	WCIL/Marion, IL PD: Jon E Quest MD: Ivy	KUJJ/Tri-Cities, WA PD: AJ Brewster
WWAX/Duluth, MN OM: Bill Jones PD/MD: Tony Hart	KIFS/Medford, OR OM/PD: Michael Moon	WWKZ/Tupelo, MS OM/PD: Rick Stevens MD: Marc Allen
WLWV/Elmira, NY PD/MD: Mike Strobel APD: Shawn James	KNOE/Monroe, LA OM/PD: Bobby Richards MD: Mike Austin	WIFC/Wausau, WI PD: John Jost MD: Belky
WNKI/Elmira, NY OM/PD: Scott Free MD: Eric McKay	WVAQ/Morgantown, WV OM: Hoppy Kercheval PD: Lacy Neff	WAZO/Wilmington, NC OM/PD: Jerry Mac
WRTS/Erie, PA PD: Jessica Curry APD: Danial Baxter	KFFM/Yakima, WA OM: Ron Harris PD/MD: Steve Rocha	
WDKS/Evansville, IN PD: Keith Curry		



► **JHEVON PARIS** HAS HIS FIRST TOP 30 HIT ON THE CANADA CHR/TOP 40 CHART AS "NEVA EVA" JUMPS TO NO. 29.

THIS WEEK	LAST WEEK	WEEKS ON CHART	CHR/TOP 40 INDICATOR		PLAYS	
			TITLE ARTIST	IMPRINT / PROMOTION LABEL	TW	+/-
1	1	11	GIRLFRIEND AVRIL LAVIGNE	RCA/RMG	3123	+13
2	2	23	U + UR HAND PINK	LAFACE/ZOMBA	2856	-85
3	4	7	SUMMER LOVE JUSTIN TIMBERLAKE	JIVE/ZOMBA	2805	+189
4	3	16	GIVE IT TO ME TIMBALAND FEAT. NELLY FURTADO & JUSTIN TIMBERLAKE	MOSLEY/BLACKGROUND/INTERSCOPE	2754	+20
5	6	8	MAKES ME WONDER MAROON 5	A&M/OCTONE/INTERSCOPE	2637	+161
6	8	9	HOME DAUGHTRY	RCA/RMG	2415	+200
7	5	19	GLAMOROUS FERGIE FEAT. LUDACRIS	WILL.I.AM/A&M/INTERSCOPE	2258	-354
8	10	7	UMBRELLA RIHANNA FEAT. JAY-Z	SRP/DEF JAM/IDJMG	2229	+206
9	9	10	LAST NIGHT DIDDY FEAT. KEYSHIA COLE	BAD BOY/ATLANTIC	2135	-34
10	7	19	CUPI'S CHOKHOLD/BREAKFAST IN AMERICA GYM CLASS HEROES	DECAYDANCE/FUELED BY RAMEN/ATLANTIC/WARNER	2077	-258
11	15	7	BUY U A DRANK (SHAWTY SNAPPIN') T-PAIN FEAT. YUNG JOC	KONVICT MUZIK/NAPPY BOY/JIVE/ZOMBA	1764	+182
12	12	6	NEVER AGAIN KELLY CLARKSON	RCA/RMG	1552	-159
13	16	15	BEFORE HE CHEATS CARRIE UNDERWOOD	ARISTA/ARISTA NASHVILLE/RMG	1549	-6
14	11	16	DON'T MATTER AKON	KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN	1549	-375
15	18	6	THNKS FR TH MMRS FALL OUT BOY	FUELED BY RAMEN/ISLAND/IDJMG	1539	+138
16	19	7	I TRIED BONE THUGS-N-HARMONY FEAT. AKON	FULL SURFACE/INTERSCOPE	1494	+127
17	14	19	FACE DOWN THE RED JUMPSUIT APPARATUS	VIRGIN	1484	-161
18	13	21	THE SWEET ESCAPE GWEN STEFANI FEAT. AKON	INTERSCOPE	1425	-254
19	17	17	BETTER THAN ME HINDER	UNIVERSAL REPUBLIC	1395	-46
20	20	12	THE WAY I LIVE BABY BOY DA PRINCE	UNIVERSAL REPUBLIC	1282	-33
21	24	3	BIG GIRLS DON'T CRY FERGIE	WILL.I.AM/A&M/INTERSCOPE	1267	+342
22	25	4	WAIT FOR YOU ELLIOTT YAMIN	HICKORY	1214	+391
23	23	6	WHAT I'VE DONE LINKIN PARK	MACHINE SHOP/WARNER BROS.	1021	+48
24	24	20	IF EVERYONE CARED NICKELBACK	ROADRUNNER/ATLANTIC/LAVA	988	-74
25	26	4	LIKE A BOY CIARA	LAFACE/ZOMBA	958	+159
26	21	12	BECAUSE OF YOU NE-YO	DEF JAM/IDJMG	835	-466
27	28	7	OUTTA MY SYSTEM BOW WOW	COLUMBIA	708	+62
28	29	4	THE KILL (BURY ME) 30 SECONDS TO MARS	IMMORTAL/VIRGIN	641	+57
29	30	6	STOLEN DASHBOARD CONFSSIONAL	VAGRANT/INTERSCOPE	549	+60
30	31	5	I'M A FLIRT R. KELLY OR BOW WOW (FEAT. T.I. & T-PAIN)	COLUMBIA/JIVE/ZOMBA	514	+68
31	34	2	4 IN THE MORNING GWEN STEFANI	INTERSCOPE	509	+162
32	38	2	PARTY LIKE A ROCKSTAR SHOP BOYZ	ONDECK/UNIVERSAL REPUBLIC	467	+172
33	NEW	NEW	WHINE UP KAT DELUNA FEAT. ELEPHANT MAN	EPIC	456	+212
34	27	12	BEAUTIFUL LIAR BEYONCE & SHAKIRA	MUSIC WORLD/COLUMBIA	456	-277
35	35	3	GET IT SHAWTY LLOYD	THE INC./UNIVERSAL MOTOWN	435	+51
36	32	14	THIS IS WHY I'M HOT MIMS	CAPITOL	373	-46
37	37	5	POP, LOCK & DROP IT HUEY	HITZ COMMITTEE/JIVE/ZOMBA	351	+45
38	35	4	FIND A NEW WAY YOUNG LOVE	ISLAND/IDJMG	320	-2
39	39	2	DO YOU KNOW? (THE PING PONG SONG) ENRIQUE IGLESIAS	UNIVERSAL LATINO/INTERSCOPE	303	+11
40	NEW	NEW	HEY THERE DELILAH PLAIN WHITE T'S	HOLLYWOOD	276	+67

THIS WEEK	LAST WEEK	WEEKS ON CHART	CANADA CHR/TOP 40		PLAYS	
			TITLE ARTIST	IMPRINT / PROMOTION LABEL	TW	+/-
1	1	7	SUMMER LOVE JUSTIN TIMBERLAKE	JIVE/SONY BMG	576	+27
2	2	8	UMBRELLA RIHANNA FEATURING JAY-Z	SRP/DEF JAM/UNIVERSAL	547	+21
3	4	8	MAKES ME WONDER MAROON 5	A&M/OCTONE/INTERSCOPE/UNIVERSAL	486	+37
4	3	17	GIVE IT TO ME TIMBALAND FEAT. NELLY FURTADO & JUSTIN TIMBERLAKE	MOSLEY/BLACKGROUND/INTERSCOPE/UNIVERSAL	449	-41
5	7	9	ALL GOOD THINGS (COME TO AN END) NELLY FURTADO	MOSLEY/CEFFEN/UNIVERSAL	415	+2
6	6	14	GIRLFRIEND AVRIL LAVIGNE	RCA/SONY BMG	403	-14
7	5	16	CUPI'S CHOKHOLD/BREAKFAST IN AMERICA GYM CLASS HEROES	DECAYDANCE/FUELED BY RAMEN/ATLANTIC/WARNER	395	-53
8	8	14	PARALYZER FINGER ELEVEN	WIND-UP	392	+9
9	12	9	LAST NIGHT DIDDY FEATURING KEYSHIA COLE	BAD BOY/ATLANTIC/WARNER	336	+46
10	10	21	U + UR HAND PINK	LAFACE/SONY BMG	310	+8
11	21	3	BIG GIRLS DON'T CRY FERGIE	WILL.I.AM/A&M/UNIVERSAL	305	+79
12	15	7	BEFORE HE CHEATS CARRIE UNDERWOOD	ARISTA/ARISTA NASHVILLE/SONY BMG	295	+24
13	11	14	SECOND CHANCE FABER DRIVE	UNIVERSAL REPUBLIC/UNIVERSAL	290	-3
14	9	18	DON'T MATTER AKON	KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN/UNIVERSAL	289	-44
15	13	12	BEAUTIFUL LIAR BEYONCE & SHAKIRA	MUSIC WORLD/COLUMBIA/SONY BMG	277	-13
16	26	3	THE WAY I ARE TIMBALAND FEAT. KERI HILSON & D.O.E.	MOSLEY/BLACKSTONE/INTERSCOPE/UNIVERSAL	265	+64
17	14	13	BECAUSE OF YOU NE-YO	DEF JAM/UNIVERSAL	259	-20
18	22	4	BUY U A DRANK (SHAWTY SNAPPIN') T-PAIN FEAT. YUNG JOC	KONVICT/NAPPY BOY/JIVE/SONY BMG	251	+39
19	20	7	DON'T BE SHY BELLY FEATURING NINA SKY	CP	236	+9
20	16	6	NEVER AGAIN KELLY CLARKSON	RCA/SONY BMG	235	0
21	24	6	HOME DAUGHTRY	RCA/SONY BMG	232	+29
22	27	5	WHAT I'VE DONE LINKIN PARK	MACHINE SHOP/WARNER BROS./WARNER	224	+24
23	23	8	BETTER THAN ME HINDER	UNIVERSAL REPUBLIC/UNIVERSAL	215	+9
24	29	4	I TRIED BONE THUGS-N-HARMONY FEATURING AKON	FULL SURFACE/INTERSCOPE/UNIVERSAL	213	+20
25	30	3	THNKS FR TH MMRS FALL OUT BOY	FUELED BY RAMEN/ISLAND/UNIVERSAL	211	+49
26	18	23	THE SWEET ESCAPE GWEN STEFANI FEATURING AKON	INTERSCOPE/UNIVERSAL	205	-30
27	17	12	FACE DOWN THE RED JUMPSUIT APPARATUS	VIRGIN/EMI	191	-44
28	25	11	READY SET NO LIVE ON ARRIVAL	ROCKSTAR	176	-27
29	35	6	NEVA EVA JHEVON PARIS	FIVE MIL	175	+24
30	28	20	IT'S NOT OVER DAUGHTRY	RCA/SONY BMG	171	-24



What promotions directors can gain from events gone wrong

Lessons Learned

Darnella Dunham

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Even the best promotions directors have seen perfectly planned events go awry. Sometimes predicaments arise that couldn't have been anticipated, and sometimes circumstances are simply out of their control. ■ "Radio promotions is one part art form and one part science," XHTZ (Z90)/San Diego promotions director Rob Zilla says. "If you make it all science, then you're boring, and if it's all art form, you're all over the road."

Figuring out how to avoid nightmarish situations like the ones described below is essential for every promotions director. But no matter how well you plan and prepare for an event, something can always go wrong. Promotions directors must also be able to come up with solutions and appease unhappy listeners on the spot.

Here, some of rhythmic's finest promotions directors talk about how they dealt with promotions gone wrong and, more important, what they learned.

"Last year was the first time we did it, but the day that tickets went on sale for our Summer Jam, we offered listeners who came to the site of our show at a certain time tickets for \$9.33, at one ticket per person," KUBE/Seattle's Anna Lee says. "We anticipated only about 500 people showing up because it was a Saturday and we figured people wouldn't get up at 10 a.m. to buy a ticket.

"We got there to set up two hours before it was supposed to start, and the line was already around the building. We ended up staying later because we wanted to make sure that everybody who came out got a ticket, and it was over 3,000 people within a three-hour period.

"We didn't anticipate that many, so when it came to the change, we didn't have enough pennies. We didn't hire that much security, so on-air DJs and promotions people had to become security, and it was nuts.

"We took that as a successful event. Granted, there were some hiccups along the way. You have to problem-solve and you can't panic or freak out."

Lesson learned: "This year we hired more security," Lee says, "and we're going to have a food vendor and more parking spaces open. The ticket people at the booth will get plenty of change, as in pennies and nickels.

"We're actually creating more of a fun atmosphere. We [arranged for] a small stage, and we're going to have our mixers onstage to entertain the crowd while they're waiting. It's turned from a small event to a huge function for us."

KZFM (Hot Z95)/Corpus Christi, Texas' Gino Flores describes a holiday promotion that turned sour. "Before I was here," he says, "they did a turkey drop for Thanksgiving, and there were people out there with nets because they thought we were going to drop real turkeys out of a helicopter.

"Hundreds of people gathered in a shopping-center parking lot, and then they see these fake cutout turkeys being dropped. Some of the turkeys said, 'Congratulations, you won a turkey,' and the rest of them said, 'You won a Z95 T-shirt,' or sticker. These people went berserk. They started rocking the station vehicle, and it was madness.

"The media was all over it, and people still talk about that until this day."

Lesson learned: "Whenever Thanksgiving comes around, it's an ongoing joke to do it again," Flores says. "But it will never be done again."

"I'm not going to mention the station I was at," WLLD (WiLD 98.7)/Tampa's Drew Fleming says, "but we did an Easter promotion for some family movie—something like a

How To Avoid Promotion Nightmares:

- Don't deceive listeners
- Hire additional security
- Supply ticket sellers with sufficient change
- Provide ample parking
- Secure a food vendor
- Conduct background checks of people involved with promotions for children
- Put it in writing



'Shrek' or 'Finding Nemo,' something huge. We took over the movie theater and gave away tickets to families and encouraged them to come down and take pictures with the Easter Bunny.

"Come to find out, the photographer I hired was a convicted sex offender. I did not know this—I just basically looked for a photographer with the best rate. One of the parents who brought one of their kids by called the following week and told me that she recognized the photographer as a convicted sex offender. Sure enough, we did some follow-up, and he was.

"We reported the info to the police because we didn't know if [the offense] was statutory rape or involved a minor. We just knew that he was a sex offender."

Lesson learned: "If you're doing a promotion with kids, make sure you background-check everybody involved," Fleming says. "Nowadays, with all the current laws, there's more info on the Internet and you can find any registered sex offender in your area. It's pretty easy to do."

WZMX (Hot 93.7)/Hartford's Jason Ricketts recalls a celebrity event that got out of hand. "We did a roller-skating party hosted by Omarion a year or so ago," he says. "The skating rink was going to call the police and make sure they were there. We went on the air and did a good month of promotion with it, gave away CDs and the whole nine.

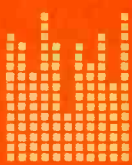
"We pulled up to set up a couple of hours before, and there were already a thousand kids there. The skating rink was just too small to control all these kids, and the police never showed up. So it was me and station personnel trying to coordinate and do crowd control. The catch was, President Clinton was in town that same day, and all the police and authorities had their focus on him being in town.

"The roller-skating rink was already filled to capacity when Omarion pulled up, so there were actually more people outside than inside. We didn't want to call off the promotion, and we had given away a meet-and-greet to 30 listeners. So we went inside, grabbed those listeners, had Omarion go behind the roller-skating rink and did the meet-and-greet there. Omarion never actually went into the building, and all the kids thought he never showed up.

"People that couldn't get in were mad, and it was out of the radio station's hands because, at the end of the day, it's not our venue. But I took the names of listeners that were really irate and gave them family four-packs of passes to Six Flags New England any day they wanted to go. That's one of the ways that we calmed people's nerves."

Lesson learned: "Paper trail," Ricketts says. "A lot of the stuff we did was word-of-mouth with the roller-skating rink: 'You guys take care of the police, we'll bring the artist, and we'll be all set.' If we had something in writing where we had more signoffs from both parties, we could have placed the blame on one side instead of everybody taking the fall."

R&R



RHYTHMIC

JAMAICA NATIVE SEAN KINGSTON SHINES WITH MOST INCREASED PLAYS (UP 783) AND AIRPOWER AWARDS FOR "BEAUTIFUL GIRLS" (25-15).



POWERED BY Nielsen Broadcast Data Systems

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	12	BUY U A DRANK (SHAWTY SNAPPIN') T-PAIN FEATURING YUNG JOC	NO. 1 (6 WKS)	☆	5738 -217	47.454 1
2	2	10	GET IT SHAWTY LLOYD			4425 +186	31.726 2
3	7	6	PARTY LIKE A ROCKSTAR SHOP BOYZ		☆	3850 +571	26.162 6
4	4	14	I TRIED BONE THUGS-N-HARMONY FEATURING AKON		☆	3813 -277	26.433 5
5	3	18	OUTTA MY SYSTEM BOW WOW FEATURING T-PAIN & JOHNITA AUSTIN		☆	3560 -607	28.956 3
6	8	12	POP, LOCK & DROP IT HUEY			3468 +209	24.245 8
7	5	11	I'M A FLIRT R. KELLY OR BOW WOW (FEATURING T.I. & T-PAIN)			3313 -181	28.387 4
8	10	7	UMBRELLA RIHANNA FEATURING JAY-Z		☆	3095 +272	24.817 7
9	6	13	LIKE A BOY CIARA		☆	2940 -419	18.874 10
10	9	17	GIVE IT TO ME TIMBALAND FEAT. NELLY FURTADO & JUSTIN TIMBERLAKE		☆	2798 -398	18.234 11
11	15	9	ROCK YO HIPS CRIME MOB FEATURING LIL SCRAPPY		☆	2281 +119	16.644 13
12	16	8	SEXY LADY YUNG BORG FEATURING JUNIOR			2000 +71	17.163 12
13	12	15	BECAUSE OF YOU NE-YO		☆	1989 -266	19.504 9
14	19	5	SUMMER LOVE JUSTIN TIMBERLAKE	AIRPOWER		1971 +159	13.792 17
15	25	3	BEAUTIFUL GIRLS SEAN KINGSTON	AIRPOWER/MOST INCREASED PLAYS		1932 +783	16.501 14
16	11	18	GLAMOROUS FERGIE FEATURING LUDACRIS		☆	1925 -494	12.740 19
17	13	20	LAST NIGHT DIDDY FEATURING KEYSHIA COLE		☆	1842 -381	15.700 15
18	20	5	LEAN LIKE A CHOLO DOWN A.K.A. KILO	AIRPOWER		1826 +192	12.211 20
19	18	15	2 STEP UNK		☆	1774 -82	12.742 18
20	17	27	THIS IS WHY I'M HOT MIMS		☆	1695 -229	11.373 22
21	24	5	LIKE THIS MIMS			1495 +188	8.508 28
22	22	8	ANONYMOUS BOBBY VALENTINO FEATURING TIMBALAND		☆	1440 +106	11.439 21
23	23	8	CAN U WERK WIT DAT THE FIXERS AKA DJ QUIK & AMG			1374 +51	9.024 26
24	19	3	BARTENDER T-PAIN FEATURING AKON			1245 +417	9.860 24
25	9	9	PUSH IT BABY PRETTY RICKY			1185 -280	4.981 38
26	18	3	MAKE ME BETTER FABOLOUS FEATURING NE-YO		☆	1082 +220	14.261 16
27	26	11	CUPID'S CHOKEHOLD/BREAKFAST IN AMERICA GYM CLASS HEROES FEAT. PATRICK STUMP		☆	1074 -71	11.282 23
28	30	2	WALL TO WALL CHRIS BROWN	MOST ADDED		1058 +274	9.795 25
29	2	2	BIG THINGS POPPIN' (DO IT) T.I.		☆	861 +220	7.826 30
30	36	2	WIPE ME DOWN LIL BOOSIE FEATURING FOXX & WEBBIE			834 +164	5.722 34
31	27	19	GO GETTA YOUNG JEEZY FEATURING R. KELLY		☆	823 -174	8.512 27
32	35	3	CANDY KISSES AMANDA PEREZ			813 +109	4.043 -
33	40	2	LIL LOVE BONE THUGS-N-HARMONY FEAT. MARIAH CAREY & BOW WOW			776 +155	5.344 35
34	33	14	LIKE THIS KELLY ROWLAND FEATURING EVE		☆	756 +11	5.857 33
35	32	19	THROW SOME D'S RICH BOY FEATURING POLOW DA DON		☆	724 -29	4.965 39
36	34	9	WE TAKIN' OVER DJ KHALED FEAT. T.I., AKON, RICK ROSS, FAT JOE, LIL WAYNE & BABY		☆	691 -42	7.849 29
37	37	3	HOW DO I BREATHE MARIO		☆	670 +5	2.184 -
38	NEW		TAMBOURINE EVE			652 +80	4.992 37
39	NEW		SAME GIRL R. KELLY DUET WITH USHER		☆	645 +108	6.369 31
40	RE-ENTRY		MY 64 MIKE JONES FEAT. BUN B & SNOOP DOGG			611 +49	5.057 36

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
WALL TO WALL Chris Brown (JIVE/ZOMBA)	24
AMUSEMENT PARK 50 Cent (SHADY/AFTERMATH/INTERSCOPE)	19
CYCLONE Baby Bash Feat. T-Pain (ARISTA/RMG)	15
BEAUTIFUL GIRLS Sean Kingston (BELLUGA HEIGHTS/EPIC/KOCH)	9
EASY Paula DeAnda Feat. Bow Wow (ARISTA/RMG)	9
BARTENDER T-Pain Feat. Akon (KONVICT/NAPPY BOY/JIVE/ZOMBA)	8
MONEY IN THE BANK Swizz Beatz (UNIVERSAL MOTOWN)	8
MAKE ME BETTER Fabolous Feat. Ne-Yo (DESERT STORM/DEF JAM/IDJMG)	7
THE WAY I ARE Timbaland Feat. Keri Hilson & D.O.E. (MOSLEY/BLACKGROUND/INTERSCOPE)	7
LIKE THIS Mims (CAPITOL)	6

NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
KRISPY Kinfolk Kia Shine (RAP HUSTLAZ/UNIVERSAL MOTOWN)	609/89	DO YOU Ne-Yo (DEF JAM/IDJMG)	386/119
U + UR HAND Pink (LAFACE/ZOMBA)	507/79	THE WAY I ARE Timbaland Feat. Keri Hilson & D.O.E. (MOSLEY/BLACKGROUND/INTERSCOPE)	343/182
EASY Paula DeAnda Feat. Bow Wow (ARISTA/RMG)	491/256	A BAY BAY Hurricane Chris (POLO GROUNDS//RMG)	322/141
GIRLFRIEND Avril Lavigne (RCA/RMG)	448/131	BIG GIRLS DON'T CRY Fergie (WILL.I.AM/A&M/INTERSCOPE)	311/105
WHINE UP Kat Deluna Feat. Elephant Man (EPIC)	388/139	AMUSEMENT PARK 50 Cent (SHADY/AFTERMATH/INTERSCOPE)	305/91

MOST INCREASED PLAYS

+783	BEAUTIFUL GIRLS Sean Kingston (Belluga Heights/Epic/Koch) KVEG +48, KLUC +36, KIKI +35, KKWD +34, KZZA +33, KBDS +33, WRDW +33, KPWR +32, KXJM +31, KEZE +27
+571	PARTY LIKE A ROCKSTAR Shop Boyz (OnDeck/Universal Republic) XHTZ +50, WHZT +37, KBDS +35, WLTO +34, KPWT +32, KEZE +30, WZMX +26, KVEG +25, WXIS +21, KZFM +18
+417	BARTENDER T-Pain Feat. Akon (Konvict/Nappy Boy/Jive/Zomba) WBTT +32, KBST +26, WXIS +25, WKHT +23, KBDS +22, KBOS +22, WWXX +22, KVEG +19, KUUL +18, KPWR +18
+274	WALL TO WALL Chris Brown (Jive/Zomba) WHZT +50, WXIS +38, WMBX +37, KDGS +32, KQKS +28, KISV +23, WRDW +20, KBOS +15, KSEK +12, WRCL +10
+272	UMBRELLA Rihanna Feat. Jay-Z (SRP/Def Jam/IDJMG) WKHT +46, XHTZ +38, XMOR +33, KSEK +22, WBTS +21, KEZE +19, WJFX +18, KDOB +17, KPWR +16, WWXX +15

ADDED AT... KXBT
Austin, TX
MD: Rico
Kelly Rowland Feat. Eve, Like This, 35
Kinfolk Kia Shine, Krispy, 34

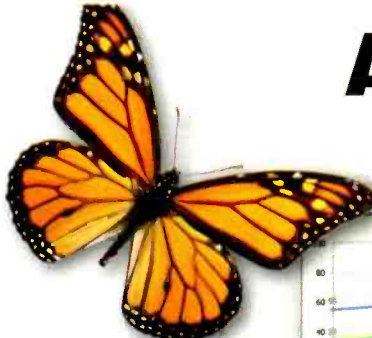
FOR MORE STATIONS GO TO:
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FOR WEEK ENDING MAY 27, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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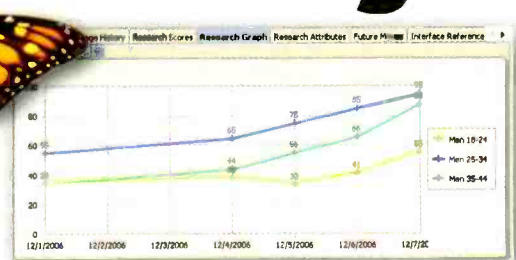
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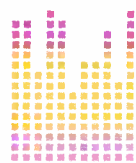
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Advantage

Research Reinvented #3





Hot 97 midday host chronicles his crossover and says any jock can do it

Fatman Scoop Leaves Radio For TV

Hillary Crosley

HCrosley@RadioandRecords.com

may 21 was a bittersweet day for Emmis WQHT (Hot 97)/New York midday man Fatman Scoop. After 12 years with the influential hip-hop beacon, the beloved jock bid farewell to his audience. Co-workers such as mixshow coordinator Mister Cee helped him break the news to his listeners and said they would miss him. PD Ebro Darden told his staff he'd known Scoop "since he was 16 years old and that he was one of the building's most beloved people."

Later, in a lighter moment, Scoop joked that few people are able to leave radio without security ushering them to the exit. Indeed, Scoop maneuvered an envious and savvy departure, trading radio for TV—and it all started with a podcast.

"I consulted with everyone at the station, including Ebro, [Emmis/New York senior VP/market manager] Dan Halyburton, as well as [Emmis radio division president] Rick Cummings," Scoop says about his decision to exit. "I let everyone know what I was doing, and they were very supportive."

Scoop and his wife Shanda are finalizing the contractual details and couldn't fully reveal their new employer. However, Scoop says his new small-screen home is a major cable network "with other successful reality shows and offices in the middle of New York's Times Square." The channel, which has successfully aired such programs as "The Osbournes" and "Newlyweds: Nick and Jessica," will carry "Man and Wife: Love Is Beautiful" for an undisclosed number of episodes. (Visit radioandrecords.com for the latest information.)

"Everyone can do a video countdown, but yours has to be unique," he says. "You have to promote it and make it available for people to see. If 50 Cent used mixtapes to become recognized, I used the Internet because you have to walk to the negotiation table with a set following."

Visit Scoop's MySpace page and the "Man and Wife: Love Is Beautiful" show pops up at the top of the site. In the episode "Needle Phobia," the camera follows the jock, who is deathly afraid of

needles, and his wife through their health insurance physical. While Scoop whines and frets, Shanda calmly assures him that the checkup is in his best interest.

It turns out that Shanda is an experienced phlebotomist, and if the nurse has a hard time hitting a vein to draw Scoop's blood, she will. At the end, Scoop's blood is finally drawn—Shanda got it on her second try—and his wife kisses his wound. The couple's wholesome interaction is reminiscent of the familial interplay of MTV reality show "Run's House," featuring Run-D.M.C.'s Reverend Run and his crew of five kids.

It was awareness of the demand for such family reality shows that led Scoop to hatch his idea one day while in bed with his wife.

"It was natural," he says. "My radio show was different because it was me giving advice, with my twist on it. With 'Man and Wife,' my wife and I just took that concept and rolled with it."

The couple began with a trailer. Using a minimal camera crew, they shot several episodes in their home and aired them on a holding page for friends. The podcast caught the attention of Vibe magazine, which linked to it from its Web site, driving hefty traffic to manandwife.tv. Soon after, the couple's manager, Charlie Stettler, heard from New York's Comix comedy club. The venue thought "Man and Wife" was hilarious and wanted the couple to perform it onstage. The conversation led to Scoop and Shanda doing their interactive routine from a bed onstage at the club. While cameras rolled, the audience asked questions, and the pair doled out their comical yet practical advice.

Scoop and Shanda next partnered with MySpace, which listed them as a featured profile page. iTunes head of podcasting Pete Alcorn called not long after, offering to showcase the podcast at its online music store. To date, "Man and Wife" has attracted almost 2 million viewers. According to the show's producer, Lasky Media president Alex Lasky, anyone can do it.

"All it takes is a video camera, some passion and following the instructions on whatever Web site where you choose to create a channel," Lasky says. "I would recommend creating your own channel. You can use your own

editing software or even iMovie. You don't have to get fancy."

Though he's preparing for his TV debut, Fatman Scoop is not completely abandoning radio. He'll continue to host his "Full Throttle Radio," syndicated by United Stations Radio Networks, and plans to release an album, "In the Club." And Shanda is finishing her provocatively titled book "There's a Dick in my Bed," which Scoop calls "a pro-man, sex and relationship book." Asked if he has advice for radio talent moving into TV, Scoop says, "Be original because your show has to be real. TV has become so phony, it's all packaged and canned. When it comes to 'Man and Wife,' there is no script. We just do whatever we feel. I'm a guy that's well-to-do, but I still deal with average things minus all the performing. I just deal with Scoop and Shanda's life."

R&R



Fatman Scoop and wife Shanda

For The Record
WQHT/New York has been reclassified an R&R rhythmic reporting station. This column was reported before its transition.

'Sucker Free' Crossover

WQHT (Hot 97) midday man Fatman Scoop is not the only radio personality who has leveraged on-air pizzazz into on-screen popularity. Cipa Sounds hosts "The Cipa Sounds Effect" weekday mornings on Sirius Satellite Radio's Shade 45 channel and is heard Saturday mornings on Hot 97. But his two radio gigs haven't stopped Cipa Sounds from also juggling host duties of MTV's "Sucker Free" show, where his cornball humor has brought a year and a half of successful ratings.

"My 'Sucker Free' producer used to work at Hot 97," Cipa says. "She'd always say, 'You're such a good personality,' and then she left Hot for MTV. Six months later, she set me on a path and I got hired."

And although Cipa loves his

new digs, he does notice that as a longtime radio personality, TV demands much more animation.

"I'm very animated in clubs," Cipa says. "But on radio I'm more relaxed because all of your emotions are shown through your voice. But on TV you have to show your emotions, so it was hard at first. There's no real training. They just throw you in and say, 'Read this cue card.' I was extremely nervous when I started."

As for advice, Cipa says, "The funny thing is everyone talks about it but doesn't do it. It's about making your tapes and sending them to the right people. It's hard to do, but you have to show something different in your personality. Ultimately, you can do overnights and leave or put your all into whatever you're doing."

—HC

► "A BAY BAY" BY HURRICANE CHRIS STORMS UP THE URBAN CHART, GAINING 411 DETECTIONS TO EARN MOST INCREASED PLAYS (34-24).



THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	12	BUY U A DRANK (SHAWTY SNAPPIN') T-PAIN FEATURING YUNG JOC	NO. 1 (6 WKS)	KONVICT/NAPPY BOY/JIVE/ZOMBA	4955 -289	53.594 1
2	2	9	PARTY LIKE A ROCKSTAR SHOP BOYZ		ONDECK/UNIVERSAL REPUBLIC	4117 +188	35.490 2
3	3	11	GET IT SHAWTY LLOYD		THE INC./UNIVERSAL MOTOWN	3325 -186	30.431 4
4	4	17	POP, LOCK & DROP IT HUEY		HITZ COMMITTEE/JIVE/ZOMBA	3266 -111	32.056 3
6	10	10	WIPE ME DOWN LIL BOOSIE FEATURING FOXX & WEBBIE		TRILLA/ASYLUM/ATLANTIC	3262 +217	25.401 7
8	11	11	WHEN I SEE U FANTASIA		J/RMG	2891 +165	20.949 12
10	4	4	SAME GIRL R. KELLY DUET WITH USHER		JIVE/ZOMBA	2824 +243	28.894 5
8	5	16	I'M A FLIRT R. KELLY OR BOW WOW (FEATURING T.I. & T-PAIN)		COLUMBIA/JIVE/ZOMBA	2791 -572	24.942 8
9	7	19	PLEASE DON'T GO TANK		GOOD GAME/BLACKGROUND/UNIVERSAL MOTOWN	2646 -119	27.371 6
11	9	9	LIKE THIS KELLY ROWLAND FEATURING EVE		MUSIC WORLD/COLUMBIA	2488 +43	21.711 10
11	13	14	OUTTA MY SYSTEM BOW WOW FEATURING T-PAIN & JOHNTA AUSTIN		COLUMBIA	2294 -107	18.046 16
12	19	5	BIG THINGS POPPIN' (DO IT) T.I.		GRAND HUSTLE/ATLANTIC	2150 +363	18.209 15
13	12	24	ROCK YO HIPS CRIME MOB FEATURING LIL SCRAPPY		CRUNK/BME/REPRISE/WARNER BROS.	2146 -257	22.707 9
14	9	13	LIKE A BOY CIARA		LAFACE/ZOMBA	2122 -512	21.664 11
15	18	5	UMBRELLA RIHANNA FEATURING JAY-Z	AIRPOWER	SRP/DEF JAM/IDJMG	1952 +187	19.143 13
16	15	18	2 STEP UNK		BIG OOMP/KOCH	1913 -194	17.211 18
17	21	5	GET ME BODIED BEYONCE		MUSIC WORLD/COLUMBIA	1823 +162	18.672 14
18	14	14	BECAUSE OF YOU NE-YO		DEF JAM/IDJMG	1778 -351	17.523 17
19	20	9	ANONYMOUS BOBBY VALENTINO FEATURING TIMBALAND		DTP/DEF JAM/IDJMG	1762 +62	13.952 23
20	22	6	TEACHME MUSIQ SOULCHILD		ATLANTIC	1710 +115	16.221 19
21	24	4	TAMBOURINE EVE		AFTERMATH/FULL SURFACE/RUFF RYDERS/GEFFEN	1674 +217	12.821 25
22	29	2	WALL TO WALL CHRIS BROWN		JIVE/ZOMBA	1613 +367	14.434 21
23	16	13	DON'T MATTER AKON		KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN	1541 -495	13.725 24
24	34	3	A BAY BAY HURRICANE CHRIS	MOST INCREASED PLAYS	POLO GROUNDS/J/RMG	1501 +411	14.435 20
25	26	4	HOW DO I BREATHE MARIO		3RD STREET/J/RMG	1350 -48	10.487 27
26	23	11	WE TAKIN' OVER DJ KHALED FEAT. T.I., AKON, RICK ROSS, FAT JOE, LIL WAYNE & BABY		TERROR SQUAD/KOCH	1344 -199	10.069 29
27	32	3	MAKE ME BETTER FABOLOUS FEATURING NE-YO		DESERT STORM/DEF JAM/IDJMG	1327 +219	14.097 22
28	31	9	I TRIED BONE THUGS-N-HARMONY FEATURING AKON		FULL SURFACE/INTERSCOPE	1213 +61	7.446 32
29	27	7	LIP GLOSS LIL MAMA		JIVE/ZOMBA	1152 -239	7.992 30
30	25	20	COME WITH ME SAMMIE		ROWDY/UNIVERSAL MOTOWN	1063 -399	10.426 28
31	35	6	TATTOO THE ALLIANCE FEATURING FABO		NCE/ASYLUM/ATLANTIC	1060 +32	7.528 31
32	38	2	SEXY LADY YUNG BERG FEATURING JUNIOR		YUNG BOSS/EPIC/KOCH	933 +31	5.554 37
33	NEW		AMUSEMENT PARK 50 CENT	MOST ADDED	SHADY/AFTERMATH/INTERSCOPE	925 +405	6.305 34
34	40	3	LIKE THIS MIMS		CAPITOL	903 +20	4.489 -
35	NEW		MY 64 MIKE JONES FEAT. BUN B & SNOOP DOGG		ICE AGE/SWISHAHOUSE/ASYLUM/WARNER BROS.	842 +99	3.835 -
36	NEW		UNTIL THE END OF TIME JUSTIN TIMBERLAKE		JIVE/ZOMBA	837 +99	12.080 26
37	NEW		DO YOU NE-YO		DEF JAM/IDJMG	824 +190	6.189 35
38	33	18	LAST NIGHT DIDDY FEATURING KEYSHIA COLE		BAD BOY/ATLANTIC	808 -293	7.366 33
39	36	8	BOY LOOKA HERE RICH BOY		ZONE 4/INTERSCOPE	804 -156	4.096 -
40	NEW		WONDERFUL MARQUES HOUSTON		T.U.C./UNIVERSAL MOTOWN	774 +61	4.014 -

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
AMUSEMENT PARK 50 Cent (SHADY/AFTERMATH/INTERSCOPE) KBTT, KHTE, KIPR, KJMM, KKDA, KMJJ, KNDA, KOPW, KPSS, KRRQ, KVSP, WAMO, WBFA, WBLK, WBLX, WBTF, WBTJ, WCDX, WDXK, WEMX, WEUP, WFXE, WHTD, WHXT, WIKS, WJMS, WJMI, WJTT, WJUC, WJZD, WJZE, WPEG, WPHH, WPRW, WQBT, WQHH, WQJE, WRBJ, WTMG, WWWZ, WZFX, WZHT, XM The City	43
LIVIN' IN THE PROJECTS Lil Scrappy (BME/REPRISE/WARNER BROS.) KBTT, KHTE, KIPR, KJMM, KKDA, KNDA, KOPW, KRRQ, KVSP, WAMO, WBFA, WBLK, WBLX, WBTF, WDXK, WEMX, WEUP, WFXE, WHXT, WIKS, WJMI, WJTT, WJUC, WJZD, WJZE, WPEG, WQHH, WRBJ, WTMG, WWWZ, WZFX, WZHT	32
MONEY IN THE BANK Swizz Beatz (UNIVERSAL MOTOWN) KBTT, KHTE, KIPR, KJMM, KKDA, KNDA, KOPW, KRRQ, KVSP, WAMO, WBFA, WBLK, WBLX, WBTF, WDXK, WEMX, WERQ, WEUP, WFXE, WJMI, WJTT, WJUC, WJZD, WPEG, WQHH, WRBJ, WTMG, WWWZ, WZFX, WZHT	30
COME AROUND Collie Buddz (COLUMBIA) KBTT, KHTE, KIPR, KJMM, KRRQ, KVSP, WBLK, WDXK, WEUP, WHXT, WIKS, WJTT, WJUC, WJZD, WJZE, WQHH, WZFX	17
WALL TO WALL Chris Brown (JIVE/ZOMBA) KATZ, KBTT, WBTJ, WEUP, WHRK, WHTD, WHXT, WIKS, WJMI, WKKV, WDWI, WWPR	12
A BAY BAY Hurricane Chris (POLO GROUNDS/J/RMG) KOPW, WBTJ, WEAS, WERQ, WIKS, WIZF, WPRW, WQOK, WXB, WXT, XM The City	10
HEY, HEY, HEY Natasha (JIVE/ZOMBA) KJMM, KOPW, KVSP, WBFA, WJMS, WJTT, WJUC, WJZD, WQHH, WZHT	10
BIG THINGS POPPIN' (DO IT) T.I. (GRAND HUSTLE/ATLANTIC) Sirius Hot Jamz, WBTP, WHHH, WJLB, WQOK, WQJE, WWPR, WXB	8
GET ME BODIED Beyonce (MUSIC WORLD/COLUMBIA) WBTP, WCKX, WEDR, WFXA, WHHL, WPHH	6

ADDED AT... KKDA

Dallas, TX
PD: Skip Cheatham
MD: Gary Saunders
50 Cent, Amusement Park, 1 Lil Scrappy, Livin' In The Projects, 0 Swizz Beatz, Money In The Bank, 0

FOR MORE STATIONS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
CAN U WERK WIT DAT The Fixxers AKA DJ Quik & AMG (INTERSCOPE)	692/93	BARTENDER T-Pain Feat. Akon (KONVICT/NAPPY BOY/JIVE/ZOMBA)	421/177
TOTAL STATIONS:	69	TOTAL STATIONS:	53
SHAWTY Plies Feat. T-Pain (SLIP-N-SLIDE/ATLANTIC)	658/62	NAW MEEN Baby Boy Da Prince Feat. Mannie Fresh (EXTREME/UNIVERSAL REPUBLIC)	385/20
TOTAL STATIONS:	53	TOTAL STATIONS:	46
KRISPY Kinfolk Kia Shine (RAP HUSTLAZ/UNIVERSAL MOTOWN)	480/62	MAMA AFRICA Akon (KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN)	340/156
TOTAL STATIONS:	51	TOTAL STATIONS:	41
CUPID SHUFFLE Cupid (ATLANTIC)	463/139	HOOD FIGGA Gorilla Zoe (BLOCK/BAD BOY SOUTH/ATLANTIC)	281/31
TOTAL STATIONS:	29	TOTAL STATIONS:	36
COFFEE SHOP Yung Joc Feat. Gorilla Zoe (BLOCK/BAD BOY SOUTH/ATLANTIC)	457/152	CAN U BELIEVE Robin Thicke (STAR TRAK/INTERSCOPE)	257/54
TOTAL STATIONS:	58	TOTAL STATIONS:	28

MOST INCREASED PLAYS

+411	★	A BAY BAY Hurricane Chris (Polo Grounds/J/RMG) KBFB +33, WHRK +32, KKDA +30, WHHH +27, WEMX +27, WJWZ +20, WWWZ +20, KJMM +17, WZFX +16, WQOK +15
+405	★	AMUSEMENT PARK 50 Cent (Shady/Aftermath/Interscope) WRBJ +31, WPRW +29, SHJ +25, KIPR +21, KNDA +21, XCTY +20, WWWZ +16, WPHH +16, WZFX +15, WQBT +14
+367	★	WALL TO WALL Chris Brown (Jive/Zomba) KOPW +30, WZHT +24, WIKS +23, WEMX +19, WHTD +18, KJMM +18, WBTJ +16, WJZD +15, WCKX +15, KIPR +15
+363	★	BIG THINGS POPPIN' (DO IT) T.I. (Grand Hustle/Atlantic) SHJ +54, KNDA +34, WPRW +23, WCDX +21, WBTP +21, WJWZ +20, WHRK +18, WXB +16, KRRQ +15, KKDA +14
+243	★	SAME GIRL R. Kelly Duet With Usher (Jive/Zomba) WJLB +26, WPRW +25, WPEG +24, KOPW +23, WZHT +21, KVSP +21, WCDX +17, WJTT +15, WXB +15, WTMG +15

FOR WEEK ENDING MAY 27, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations. 83 urban stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Rap chart comprised of 87 urban and 73 Rhythmic electronically monitored Nielsen Broadcast Data Systems stations. © 2007 Nielsen Business Media, Inc. All rights reserved.

CHART LEGEND

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

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

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

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

AIRPOWER:
Awarded to songs appearing in the top 20 on both the Airplay and

Audience charts for the first time with increases in both plays and audience.

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

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

MOST ADDED:
A listing of songs with the total number

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

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

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

RECURRENT RULE:
Songs below the top 20 (top 15 for Urban AC, Hot AC, Christian AC, Christian CHR, Inspo, Christian Rock, Gospel, Rock, Triple A and Smooth Jazz) become recurrents and are removed from the chart after 20 weeks. In addition, songs that have been on the chart for more than 52 weeks and rank below No. 10 become recurrents and are removed from the chart. Descending Country titles move to recurrent after 20 weeks if they rank below No. 10 in either audience or plays. Descending AC titles move to recurrent after 52 weeks if they rank below No. 5, after 26 weeks if they rank below No. 10, or after 20 weeks if they rank below No. 15. Songs on Latin

charts move to recurrent after 20 weeks if they rank below No. 20 in both audience and plays.

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

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

URBAN AC

► **MUSIQ SOULCHILD** BECOMES THE FIRST ARTIST TO SIMULTANEOUSLY PLACE THREE SONGS INSIDE THE URBAN AC TOP 10 AS "TEACHME" CLIMBS 12-10 TO JOIN HIS OTHER TRACKS AT NO. 5 AND NO. 9.



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THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	34	PLEASE DON'T GO TANK	NO. 1 (4 WKS) GOOD GAME/BLACKGROUND/UNIVERSAL MOTOWN	1861 -28	16.692 1
2	2	32	LOST WITHOUT U ROBIN THICKE	STAR TRAK/INTERSCOPE	1613 -27	15.378 2
3	4	19	IF I WAS YOUR MAN JOE	JIVE/ZOMBA	1475 +34	13.363 4
4	5	21	IN MY SONGS GERALD LEVERT	ATLANTIC	1402 +72	12.545 5
5	3	21	BUDDY MUSIQ SOULCHILD	ATLANTIC	1390 -82	14.497 3
6	6	14	WHAT'S MY NAME BRIAN MCKNIGHT	WARNER BROS.	1245 +65	9.482 8
7	8	17	MAKE YA FEEL BEAUTIFUL RUBEN STUDDARD	J/RMG	1204 +81	9.496 7
8	9	13	WHEN I SEE U FANTASIA	J/RMG	1179 +73	9.964 6
9	7	15	STRUGGLE NO MORE (THE MAIN EVENT) ANTHONY HAMILTON, JAHEIM & MUSIQ SOULCHILD	ATLANTIC	1094 -44	7.484 11
10	12	10	TEACHME MUSIQ SOULCHILD	ATLANTIC	915 +196	8.066 10
11	11	41	TAKE ME AS I AM MARY J. BLIGE	MATRIARCH/GEFFEN/INTERSCOPE	839 +18	6.918 13
12	10	10	DJ DON'T GERALD LEVERT	ATLANTIC	810 -6	8.231 9
13	7	7	CAN U BELIEVE ROBIN THICKE	STAR TRAK/INTERSCOPE	769 +53	7.040 12
14	6	6	ANOTHER AGAIN JOHN LEGEND	G.O.O.D./COLUMBIA	582 +13	3.443 16
15	14	14	SIMPLE THINGS ELISABETH WITHERS	BLUE NOTE/VIRGIN	566 +41	4.327 15
16	14	14	SHOO BE DOO (NO WORDS) MACY GRAY	WILL.I.AM/GEFFEN	561 -41	2.632 19
17	17	15	FORCE OF NATURE SUNSHINE ANDERSON	MUSIC WORLD	465 -56	2.407 21
18	18	20	AND I AM TELLING YOU I'M NOT GOING JENNIFER HUDSON	MUSIC WORLD/COLUMBIA	428 -38	3.020 18
19	19	11	BECAUSE OF YOU NE-YO	DEF JAM/IDJMG	363 -29	4.678 14
20	21	3	DON'T MATTER AKON	KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN	340 +45	2.116 22
21	26	4	BLOCK PARTY CHUCK BROWN FEATURING DJ KOOL	FULL CIRCLE/RAW VENTURE	307 +85	3.166 17
22	20	11	TELL ME WHAT WE'RE GONNA DO NOW JOSS STONE FEATURING COMMON	VIRGIN	295 -69	1.889 25
23	23	8	VALENTINE LLOYD	THE INC./UNIVERSAL MOTOWN	273 +4	2.450 20
24	24	10	2 PIECES CARL THOMAS	UMBRELLA/BUNGALO	256 +22	1.123 34
25	22	16	DEEPER STILL RICK JAMES	STONE CITY	245 -38	0.662 -
26	29	3	RISE UP R. KELLY	JIVE/ZOMBA	220 +39	1.396 29
27	30	6	ANYTHING PATTI LABELLE FEAT. MARY MARY WITH KANYE WEST & CONSEQUENCE	UMBRELLA/BUNGALO	198 +34	1.033 36
28	31	3	WHAT HAPPENED ALCEBRA	KEDAR	194 +38	0.825 -
29	28	4	STAY WITH ME NORMAN BROWN	PEAK/CONCORD	189 +5	0.766 -
30	27	6	I'M NOT PERFECT J MOSS FEATURING ANTHONY HAMILTON	PAJAM/GOSPO CENTRIC/ZOMBA	178 -11	0.697 -
31	25	5	BREATHLESS CORINNE BAILEY RAE	CAPITOL	178 -46	1.955 24
32	32	7	IN THE RAIN BONEY JAMES	CONCORD	155 +10	0.915 40
33	34	2	HOW DID YOU KNOW PAUL TAYLOR FEATURING REGINA BELLE	PEAK/CONCORD	144 +14	1.001 38
34	35	10	CUPID SHUFFLE CUPID	ATLANTIC	140 +13	1.157 33
35	33	7	SO NOT OVER YOU SIMPLY RED	SIMPLYRED.COM	136 -2	0.286 -
36	36	13	I APOLOGIZE K-CI	HEAD START/BUNGALO	129 -11	0.381 -
37	NEW		IF I HAVE MY WAY CHRISSETTE MICHELE	DEF JAM/IDJMG	128 +73	0.700 -
38	39	2	SAME GIRL R. KELLY DUET WITH USHER	JIVE/ZOMBA	128 +51	1.845 26
39	37	9	I'M A FLIRT R. KELLY OR BOW WOW (FEATURING T.I. & T-PAIN)	COLUMBIA/JIVE/ZOMBA	127 -6	1.172 30
40	NEW		SPEND THE NIGHT DONELL JONES	LAFACE/ZOMBA	93 -63	1.996 23

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
IF I HAVE MY WAY Chrisette Michele (DEF JAM/IDJMG) KJLH, WKXI, WMGL, WPHR, WSRB, WVBE, WVKL, WWDM	8
THINKING OF YOU Victor Fields (REGINA) KMEZ, KOKY, KQXL, WAGH, WKXI, WLXC, WVBE, WXST	8
THE REASON Justin Holley (CRYSTAL CLEAR) KMEZ, KOKY, KQXL, WLXC, WWDM	5
BLOCK PARTY Chuck Brown Feat. DJ Kool (FULL CIRCLE/RAW VENTURE) WDLT, WQOK, WVBE, WWDM	4
WHEN I SEE U Fantasia (J/RMG) WAKB, WHQT, WYLD	3
CAN U BELIEVE Robin Thicke (STAR TRAK/INTERSCOPE) KJMS, WDAS, WLVI	3
ANOTHER AGAIN John Legend (G.O.O.D./COLUMBIA) WAMJ, WSOL, WTYB	3
DON'T MATTER Akon (KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN) WAGH, WLVI, WSOL	3
RISE UP R. Kelly (JIVE/ZOMBA) KMJK, WKSP, WQNC	3
TEACHME Musiq Soulchild (ATLANTIC) KSOC, WDAS	2

ADDED AT... WKXI
Jackson, MS
PD: Stan Branson
Chrisette Michele, If I Have My Way, O
Victor Fields, Thinking Of You, O

FOR MORE STATIONS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
LEAVING TONIGHT Ne-Yo Feat. Jennifer Hudson (DEF JAM/IDJMG) TOTAL STATIONS: 9	93/23	HE IS Onitsha (STILL WATERS/HIDDEN BEACH) TOTAL STATIONS: 8	59/6
OLD SCHOOL PARTY Jeff Hendrick (BOU TIME) TOTAL STATIONS: 30	88/88	HOOK LINE & SINKER BJ (REGATTA) TOTAL STATIONS: 6	54/14
HATE ON ME Jill Scott (HIDDEN BEACH) TOTAL STATIONS: 32	81/77	I LOVE ME BETTER THAN THAT Shirley Murdock (TYSCOT) TOTAL STATIONS: 44	49/31
IF I WERE YOU Dannie (SOUL THOUGHT) TOTAL STATIONS: 12	79/9	HOW DO I BREATHE Mario (3RD STREET/J/RMG) TOTAL STATIONS: 6	48/8
I JUST WANNA DANCE Jeff Hendrick (BOU TIME) TOTAL STATIONS: 30	59/28	I CAN LOVE YOU BETTER Keith Sweat Feat. Keyshia Cole (SWEATSHOP) TOTAL STATIONS: 10	40/19

MOST INCREASED PLAYS

+196	TEACHME Musiq Soulchild (Atlantic) KSOC +6, WUHT +1, WRNB +10, WLVI +10, KJMS +9, WMB +9, WSOL +7, WKXS +6, WHPR +6, KMEZ +6
+88	OLD SCHOOL PARTY Jeff Hendrick (Bout Time) KMEZ +3, KNEK +3, KQXL +3, KSOC +3, WAMJ +3, WBVA +3, WCFB +3, WDAS +3, WDLT +3, WFUN +3
+85	BLOCK PARTY Chuck Brown Feat. DJ Kool (Full Circle/Raw Venture) WDLT +10, KNEK +9, WQOK +8, WMMJ +6, WHUR +6, WMGL +5, KMJZ +5, WHPR +4, WKSP +4, KQXL +4
+81	MAKE YA FEEL BEAUTIFUL Ruben Studdard (J/RMG) WLVI +3, WMGL +9, WMMJ +6, WTYB +6, WRNB +6, WVBE +5, WDOZ +5, KVMA +5, WYLD +5, KRNB +4
+77	HATE ON ME Jill Scott (Hidden Beach) WUHT +6, KMEZ +3, KNEK +2, KQXL +2, KSOC +2, WAMJ +2, WBVA +2, WCFB +2, WDAS +2

FOR WEEK ENDING MAY 27, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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URBAN REPORTERS

- | | | | |
|--|---|--|--|
| WJIZ/Albany, GA
PD/MD: Jammin' Jay | KNDA/Corpus Christi, TX*
OM/MD: Napp-1
PD: Richard Leal | KHTE/Little Rock, AR*
PD: Joe Ratliff
APD/MD: Toni Seville | KMEL/San Francisco, CA*
OM: Michael Martin
PD: Stacy Cunningham
MD: Von "Big Von" Johnson |
| KBCE/Alexandria, LA
PD: Darrel Johnson
MD: GQ Riley | KBFB/Dallas, TX*
OM/PD: John Candelaria
MD: DJ Big Bink Theodore Turner | KIPR/Little Rock, AR*
OM: Mark Dylan
PD: Joe Booker | Music Choice R&B-Hip Hop/Satellite
OM/PD: Damon Williams
MD: Lamonda Williams |
| KKST/Alexandria, LA
OM/PD: Jay Stevens
APD: Wade Hampton
MD: Corey B. | KKDA/Dallas, TX*
PD/MD: Skip Cheatham
APD: Gary Saunders | KDAY/Los Angeles, CA* | Music Choice Rap/Satellite
OM/PD: Damon Williams
APD: Mecca Thames
MD: Lamonda Williams |
| WHTA/Atlanta, GA*
PD: Jerry Smokin B
APD: Bill Black
MD: Stix Malone | WOHT/Dayton, OH*
OM: J.D. Kunes
PD: Reggie Beas | WGZB/Louisville, KY*
PD: Tim Gerard Girton | Sirius Hip Hop Nation/Satellite
OM: Geronimo
PD: Reggie Hawkins
MD: Ron Mills Triana |
| WVEE/Atlanta, GA*
PD: Reggie Rouse | WHTD/Detroit, MI*
PD: Spudd
APD: Benita "Lady BG" Gray | WFXM/Macon, GA
PD/MD: Dock "DJ Doc" Ervin | Sirius Hot Jamz/Satellite*
OM: Geronimo
PD: Tonya Byrd
MD: Vanessa Grullon |
| WFXA/Augusta, GA*
OM/PD: Ron Thomas | WJLB/Detroit, MI*
PD: KJ Holiday | WEDR/Miami, FL*
PD: Derrick Baker
MD: Shelby Rushin | XM Raw/Satellite
PD: Leo G. |
| WPRW/Augusta, GA*
OM: Steve Burke
PD: Tim "Fattz" Snell
MD: TuTu | WJNN/Dothan, AL
OM/PD: JR Wilson | WKKV/Milwaukee, WI*
PD: Bailey Coleman
APD/MD: Reggie Brown | XM The City/Satellite*
PD: Lisa M. Ivery
MD: DJ Xclusive |
| WERQ/Baltimore, MD*
PD: Victor Starr
MD: Neke Howse | WZFX/Fayetteville, NC*
OM: Mac Edwards
PD: Victor Anderson
APD: Mike Tech
MD: Sherman "DJ Drocc" Howse | WBLX/Mobile, AL*
OM: James Alexander
PD: Al Weeden | WEAS/Savannah, GA*
OM/PD: Sam Nelson
APD/MD: Kenya Cabine |
| WEMX/Baton Rouge, LA*
PD: J-Tweez
MD: Kool DJ Supa Mike | WMXV/Florence, AL
OM/PD: Brian Rickman | KRVV/Monroe, LA
PD: Chris Collins | WQBT/Savannah, GA*
PD: Bo Money
APD: Jeff Nice |
| KTCX/Beaumont, TX*
PD: Doug Harris
APD/MD: Adrian Scott | WTMG/Gainesville, FL*
PD/MD: Jamie "DJ Babyface" Pendleton
APD: Terence Brown | WJWZ/Montgomery, AL*
OM: Terry Barber
PD/MD: Marvin "Doughboy" Nugent | KBTT/Shreveport, LA*
PD/MD: Quenn Echois |
| WJZD/Biloxi, MS*
PD: Rob Neal | WJMH/Greensboro, NC*
OM/PD: Brian Douglas
MD: Tap Money | WUBT/Nashville, TN*
PD/MD: Pamela Aniese | KMJJ/Shreveport, LA*
PD: Jay Tek |
| WBHJ/Birmingham, AL*
PD: Mickey Johnson
APD: Mary K.
MD: Lil Homie | WIKS/Greenville, NC*
PD: J-Dot
APD: Teresa Terry | WQUE/New Orleans, LA*
PD: Angela Watson | KATZ/St. Louis, MO*
PD: Terrence Bibb |
| WBLK/Buffalo, NY*
PD: Chris Reynolds | WPHH/Hartford, CT*
PD/MD: Mychal Maguire
APD: Spank Buddah | WWPR/New York, NY*
PD: Helen Little
APD/MD: Nadine Santos | WHHL/St. Louis, MO*
OM/PD: Jowcol "Boogie D" Gilchrist
APD/MD: Staci Static |
| WWWZ/Charleston, SC*
OM/PD: Terry Base
MD: Yonni "Da Rude Bwoi" Rude | KBXX/Houston, TX*
PD: Terri Thomas
APD: Kevin Jackson
MD: J Mac | WOWI/Norfolk, VA*
OM: Travis Dylan
PD: DJ Law
MD: DJ Fountz | WBTP/Tampa, FL*
PD: Ron "Jomama" Shepard
MD: Coka-Lani Kimbrough |
| WPEG/Charlotte, NC*
PD: Terri Avery
MD: Deon Cole | WEUP/Huntsville, AL*
OM: Steve Murry
PD: Anthony "Big Ant" Simmons
MD: Jeffrey "DJ Illie III" Rice | KVSP/Oklahoma City, OK*
OM/PD: Terry Monday
MD: Jo Corleone | WJUC/Toledo, OH*
PD: Charlie Mack |
| WUVA/Charlottesville, VA
OM/PD: Tanisha R. Thompson | WHHH/Indianapolis, IN*
PD: Brian Wallace
MD: Don "DJ Wreck 1" Williams | KOPW/Omaha, NE*
PD: Bryant McCain
MD: Albert "Big Al" Harper | WJZE/Toledo, OH*
APD: Brandi Brown |
| WJTT/Chattanooga, TN*
PD: Keith Landecker
MD: Magic Crutcher | WJMI/Jackson, MS*
OM/PD: Stan Branson
APD: Alice Marie | WJHM/Orlando, FL*
PD: Michael Saunders
APD: Keith Memoly
MD: Dawn Campbell | KJMM/Tulsa, OK*
OM/PD: Terry Monday
APD: Aaron Bernard |
| WGCI/Chicago, IL*
PD: Kris Kelley | WRBJ/Jackson, MS*
PD: Kwasi Kwa | WPHI/Philadelphia, PA*
PD: Colby Colb
MD: Bent Roc | WESE/Tupelo, MS
OM: Rick Stevens
PD: Stan Allen
APD: Jeff Lee
MD: Julian "DJ XTC" Vaughn |
| WPWX/Chicago, IL*
PD: Jay Alan
MD: Barbara McDowell | WJBT/Jacksonville, FL*
OM: Gail Austin
PD: G-Wiz | WUSL/Philadelphia, PA*
PD: Thea Mitchem
APD/MD: Kashon Powell | WLYX/Valdosta, GA
PD: Shailuv
MD: Fabian Croom |
| WIZF/Cincinnati, OH*
PD: Eddie Bauer
MD: Greg Williams | KPRS/Kansas City, MO*
OM: Andre Carson
PD/MD: Myron Fears | WAMO/Pittsburgh, PA*
PD: DJ Boogie
MD: Kode Wred | WSTI/Valdosta, GA
OM: Clark Johnson
PD: James "Killa Groove" Walton |
| WENZ/Cleveland, OH*
OM/PD: Kim Johnson
APD: Robin Simone
MD: DJ Latin Assassin | KRRQ/Lafayette, LA*
PD: D-Rock | WQOK/Raleigh, NC*
OM/PD: Cy Young
APD/MD: Shawn Alexander | WKYS/Washington, DC*
OM: Kathy Brown
PD: Steve Hegwood
APD: Dionne Burkett
MD: Paul Stewart |
| WHXT/Columbia, SC*
PD: Chris Connors
MD: Shanik Mincie | KJMH/Lake Charles, LA
OM: Bryan Taylor
PD/MD: Erik Thomas
APD: Gina Cook | WBTJ/Richmond, VA*
PD: Aaron Maxwell
APD/MD: Mike Street | WPGC/Washington, DC*
PD: Graham "Skip" Dillard
MD: Brown Hornhit |
| WXBT/Columbia, SC*
OM: LJ Smith
PD: Wes McCain | KZWA/Lake Charles, LA
OM: Antony Bartie
MD: Tammy Tousand | WCDX/Richmond, VA*
OM: Al Payne
PD/MD: Reggie Baker | WJKS/Wilmington, DE*
PD: Tony Quartarone
MD: Manuel Mena |
| WBFA/Columbus, GA*
OM: Brian Waters
PD: Derrick "Lil' D" Greene | WQHH/Lansing, MI*
PD: Brant Johnson
MD: J. Hicks | WDXK/Rochester, NY*
OM/PD: Andre Marcel
APD: Jim Jordan
MD: Tariq Spence | |
| WFXE/Columbus, GA*
OM: Carl Conner, Jr.
PD: Michael Soul
MD: Kenya White | KJMZ/Lawton, OK
OM/PD: Terry Monday
APD: Tony Tone | | |
| WMSU/Columbus, MS
PD: Steve Poston
APD: Sebastian Riley
MD: Shawna Young | WBTF/Lexington, KY*
PD/MD: Jay Alexander | | |
| WCKX/Columbus, OH*
PD: J.D. Kunes
MD: B-Slim | | | |

* Monitored Reporters

▶ **T.I.'S CAREER CONTINUES TO BOOM AS "BIG THINGS POPPIN' (DO IT)" HIKES 11-9 TO BECOME HIS 11TH RAP TOP 10.**

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THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIELSEN BOS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS	RANK
1	1	10	PARTY LIKE A ROCKSTAR SHOP BOYZ	NO. 1 (2 WKS)/MOST INCREASED PLAYS ONDECK/UNIVERSAL REPUBLIC	7967 +759	61.653	1
2	19	19	POP, LOCK & DROP IT HUEY	HITZ COMMITTEE/JIVE/ZOMBA	6734 +98	56.301	2
3	2	20	I'M A FLIRT R. KELLY OR BOW WOW (FEATURING T.I. & T-PAIN)	COLUMBIA/JIVE/ZOMBA	6104 -753	53.330	3
4	4	19	OUTTA MY SYSTEM BOW WOW FEATURING T-PAIN & JOHN TA AUSTIN	COLUMBIA	5854 -726	47.002	4
5	5	14	I TRIED BONE THUGS-N-HARMONY FEATURING AKON	FULL SURFACE/INTERSCOPE	5026 -216	33.880	6
6	6	29	ROCK YO HIPS CRIME MOB FEATURING LIL SCRAPPY	CRUNK/BME/REPRISE/WARNER BROS.	4427 -138	39.351	5
7	8	13	WIPE ME DOWN LIL BOOSIE FEATURING FOXX & WEBBIE	TRILL/ASYLUM/ATLANTIC	4096 +381	31.123	7
8	7	20	2 STEP UNK	BIG OOMP/KOCH	3687 -276	29.953	8
9	11	6	BIG THINGS POPPIN' (DO IT) T.I.	GRAND HUSTLE/ATLANTIC	3011 +583	26.034	10
10	9	8	SEXY LADY YUNG BERG FEATURING JUNIOR	YUNG BOSS/EPIC/KOCH	2933 +102	22.717	11
11	10	37	THIS IS WHY I'M HOT MIMS	Capitol	2581 -244	18.799	12
12	17	5	MAKE ME BETTER FABOLOUS FEATURING NE-YO	DESERT STORM/DEF JAM/IDJMG	2409 +439	28.358	9
13	13	7	LIKE THIS MIMS	Capitol	2398 +208	12.997	16
14	16	5	TAMBOURINE EVE	AFTERMATH/FULL SURFACE/RUFF RYDERS/GEFFEN	2327 +298	17.834	14
15	18	9	CAN U WERK WIT DAT THE FIXXERS AKA DJ QUIK & AMG	INTERSCOPE	2066 +144	12.732	17
16	12	14	WE TAKIN' OVER DJ KHALED FEAT. T.I., AKON, RICK ROSS, FAT JOE, LIL' WAYNE & BABY	TERROR SQUAD/KOCH	2035 -241	17.917	13
17	20	6	LEAN LIKE A CHOLO DOWN A.K.A. KILO	SILENT GIAN/MACHETE	1831 +191	12.215	18
18	23	5	A BAY BAY HURRICANE CHRIS	AIRPOWER POLO GROUNDS/JRMG	1824 +553	17.528	15
19	14	11	PUSH IT BABY PRETTY RICKY	BLUESTAR/ATLANTIC	1691 -438	7.856	23
20	19	8	LIP GLOSS LIL MAMA	JIVE/ZOMBA	1561 -275	9.756	19
21	22	9	MY 64 MIKE JONES FEAT. BUN B & SNOOP DOGG	ICE AGE/SWISHAHOUSE/ASYLUM/WARNER BROS.	1453 +148	8.892	22
22	21	11	TATTOO THE ALLIANCE FEATURING FABO	NCE/ASYLUM/ATLANTIC	1390 +23	9.704	20
23	31	3	AMUSEMENT PARK 50 CENT	SHADY/AFTERMATH/INTERSCOPE	1231 +497	9.594	21
24	15	8	STRAIGHT TO THE BANK 50 CENT	SHADY/AFTERMATH/INTERSCOPE	1226 -846	7.111	26
25	27	4	KRISPY KINFOLK KIA SHINE	RAP HUSTLAZ/UNIVERSAL MOTOWN	1089 +150	5.705	28
26	28	4	SHAWTY PLIES FEATURING T-PAIN	SLIP-N-SLIDE/ATLANTIC	955 +51	7.650	24
27	25	8	BOY LOOKA HERE RICH BOY	ZONE 4/INTERSCOPE	901 -180	4.582	34
28	24	11	I'M THROWN PAUL WALL FEATURING JERMAINE DUPRI	SWISHAHOUSE/ASYLUM/ATLANTIC	857 -249	6.466	27
29	32	3	LIL LOVE BONE THUGS-N-HARMONY FEAT. MARIAH CAREY & BOW WOW	FULL SURFACE/INTERSCOPE	842 +171	5.533	29
30	26	5	DREAMIN' YOUNG JEEZY FEATURING KEYSHIA COLE	CORPORATE THUGZ/DEF JAM/IDJMG	818 -185	3.448	37
31	29	9	NAW MEEN BABY BOY DA PRINCE FEATURING MANNIE FRESH	EXTREME/UNIVERSAL REPUBLIC	774 -70	2.511	-
32	34	3	INTERNATIONAL PLAYERS ANTHEM (I CHOOSE YOU) LUCK FEATURING GUTKAST	JIVE/ZOMBA	665 +18	4.670	31
33	33	15	IT'S ME SNITCHES SWIZZ BEATZ	UNIVERSAL MOTOWN	593 -61	7.480	25
34	30	8	SLAP LUDACRIS	DTP/DEF JAM/IDJMG	581 -259	4.365	35
35	36	3	YOU AIN'T KNOW BIRDMAN & LIL WAYNE	CASH MONEY/UNIVERSAL MOTOWN	571 -3	4.632	32
36	NEW		COFFEE SHOP YUNG JOC FEATURING CORILLA ZOE	BLOCK/BAD BOY SOUTH/ATLANTIC	489 +155	3.078	39
37	35	16	BREAK 'EM OFF PAUL WALL FEATURING LIL' KEKE	SWISHAHOUSE/ASYLUM/ATLANTIC	444 -105	4.048	36
38	37	2	SMILE JIBBS	BEASTA/GEFFEN/INTERSCOPE	422 -19	1.162	-
39	38	12	COME AROUND COLLIE BUDDZ	COLUMBIA	393 -29	3.232	38
40	NEW		STREETZ ON LOCK HOT DOLLAR	DOLLA FIGGA/DEF JAM/IDJMG	391 +70	1.698	-

FOR WEEK ENDING MAY 27, 2007

ALL REPORTING STATION PLAYLISTS!

Alternative Playlists
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Search Stations
By Calls & Formats List

MARKET #2
KROQ-FM/Los Angeles
CBS Radio

Station Info
Rank, Owner, PDs, MDs

Station Playlist
Featuring R&R EPKs

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► **MARVIN SAPP** BOWS AT NO. 25 AS MOST ADDED AND WITH MOST INCREASED PLAYS (UP 72) FOR "NEVER WOULD HAVE MADE IT," THE LEAD SINGLE FROM HIS UPCOMING ALBUM, "THIRSTY."



THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS		AUDIENCE	
					TW	+/-	MILLIONS	RANK
1	1	25	ENCOURAGE YOURSELF DONALD LAWRENCE PRESENTS THE TRI-CITY SINGERS	NO. 1 (10 WKS) EMI GOSPEL	806	-24	3.684	1
2	2	28	FAITHFUL IS OUR GOD HEZEKIAH WALKER & LFC	VERITY/ZOMBA	782	-1	3.663	2
3	3	13	BLESSED AND HIGHLY FAVORED THE CLARK SISTERS	EMI GOSPEL	741	-26	3.123	3
4	5	27	WE PRAISE YOU THE MCLURKIN PROJECT	GOSPO CENTRIC/ZOMBA	564	+17	2.511	6
5	6	29	LET GO DEWAYNE WOODS & WHEN SINGERS MEET	QUIET WATER/VERITY/ZOMBA	559	-22	2.505	7
6	4	38	UM GOOD SMOKIE NORFUL	EMI GOSPEL	532	-11	2.897	5
7	7	25	HIGH PRAISE ANOINTED PACE SISTERS	TYSCOT	495	-7	2.359	8
8	8	36	BROKEN BUT I'M HEALED BYRON CAGE	GOSPO CENTR/CZOMBA	473	+4	2.920	4
9	12	11	NOBODY BUT THE LORD ALVIN DARLING & CELEBRATION	EMTRO GOSPEL	432	+44	1.537	12
10	9	38	HALLELUJAH TROY SNEED	EMTRO GOSPEL	420	-12	1.923	9
11	10	39	HEAVEN KNOWS DETRICK HADDON	TYSCOT/VERITY/ZOMBA	408	-13	1.867	10
12	14	12	PRAYIN' 4 U 7 SONS OF SOUL	SOUL WORLD/VERITY/ZOMBA	397	+54	1.511	13
13	11	13	STEP ASIDE YOLANDA ADAMS	ATLANTIC	375	-6	1.562	11
14	15	17	JESUS, JESUS, JESUS REV. TIMOTHY WRIGHT & THE NEW YORK FELLOWSHIP MASS CHOIR	MQM/JEG	350	+2	1.312	15
15	13	18	SO GOOD TO ME VANESSA BELL ARMSTRONG	EMI GOSPEL	323	-39	0.998	22
16	18	16	I'LL TRUST RICHARD SMALLWOOD	SOUL WORLD/VERITY/ZOMBA	314	+17	0.987	23
17	19	14	IT'S ON THE WAY NEAL ROBERSON	BLACKBERRY/MALACO	302	+27	1.374	14
18	24	6	YOU KEEP ON BLESSING ME LUTHER BARNES & THE RED BUDD GOSPEL CHOIR	AIR GOSPEL/MALACO	294	-10	1.255	17
19	20	7	THE BLOOD JAMES FORTUNE & FIYA	AIRPOWER WORLDWIDE	292	+10	1.142	20
20	17	16	GOD IS IN CONTROL (IT'S NOT OVER) WILMINGTON CHESTER MASS CHOIR	EMTRO GOSPEL	270	-26	0.578	-
21	25	6	ONE GOD MAURETTE BROWN CLARK	AIR GOSPEL/MALACD	260	+33	0.787	26
22	21	4	PRAISE ON THE INSIDE J MOSS	PAJAM/GOSPO CENTRIC/ZOMBA	252	+5	1.068	21
23	22	13	I LOVE ME BETTER THAN THAT SHIRLEY MURDOCK	TYSCOT	246	-26	0.731	29
24	26	4	HOW GOOD AND PLEASANT NEW BREED	INTEGRITY GOSPEL	230	+16	0.612	-
25	NEW		NEVER WOULD HAVE MADE IT MARVIN SAPP	MOST INCREASED PLAYS/MOST ADDED VERITY/ZOMBA	205	+72	0.733	28
26	23	3	I GET JOY COKO	LIGHT	198	-11	1.306	16
27	30	11	SEPTEMBER KIRK FRANKLIN	STAX/CONCORD	183	+13	0.573	-
28	NEW		CALL JESUS BRUCE PARHAM	EMTRO GOSPEL	179	+14	0.531	-
29	27	2	MERCY JEFF MAJORS	MUSIC ONE/EPIC/COLUMBIA	176	+3	1.236	19
30	28	3	THIS KIND BY FASTING & PRAYER JIMMY HICKS & THE VOICES OF INTEGRITY	WORLDWIDE	165	-14	0.821	25

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
NEVER WOULD HAVE MADE IT Marvin Sapp (Verity/Zomba) WCAO, WFLT, WXEZ	3
CALL JESUS Bruce Parham (EMTRO GOSPEL) KHLR, WSOK, WXOK	3
FAITHFUL IS OUR GOD Hezekiah Walker & LFC (Verity/Zomba) WFLT, WYLD	2
NOT ABOUT US Bishop Noel Jones Presents The City Of Refuge Sanctuary Choir (Alpha Dog/Tyscot) WCAO, WFLT	2
CELEBRATE Smokie Norful (EMI GOSPEL) WEUP, WHLH	2
ANOTHER BLESSING Melvin Williams (BLACKBERRY/MALACO) WFLT, WOAD	2
MIGHTY GOD Coko (LIGHT) WFLT, WYLD	2
HOW GOOD AND PLEASANT New Breed (INTEGRITY) WCAO	1
ALL THINGS WORKING Lashun Pace (EMI GOSPEL) WFLT	1

ADDED AT...
XM THE SPIRIT
Satellite
PD/MD: Jay Bryant
Jonathan Butler, Brand New Day, O

FOR MORE STATIONS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
THERE'S HOPE India Arie (UNIVERSAL MOTOWN)	164/12	CLOSEST FRIEND The Rance Allen Group (TYSCOT)	130/11
TOTAL STATIONS: 6		TOTAL STATIONS: 16	
TEACH ME Antwaun Stanley (BAJADA/LIGHTYEAR)	161/7	BRAND NEW DAY Jonathan Butler (MARANATHA/CORINTHIAN)	128/34
TOTAL STATIONS: 11		TOTAL STATIONS: 20	
I BELIEVE Micah Stampley (LEVITICAL)	137/13	GRATEFUL Hezekiah Walker & LFC (Verity/Zomba)	126/23
TOTAL STATIONS: 16		TOTAL STATIONS: 11	
NOT ABOUT US Bishop Noel Jones Presents The City Of Refuge Sanctuary Choir (Alpha Dog/Tyscot)	133/45	RISE Jamie Jones Featuring All-4-One (GENESIS)	118/13
TOTAL STATIONS: 18		TOTAL STATIONS: 9	
JESUS IS LOVE Melvin Williams (BLACKBERRY/MALACO)	133/3	THANK YOU (I WON'T COMPLAIN) Fred Hammond (Verity/Zomba)	107/14
TOTAL STATIONS: 15		TOTAL STATIONS: 13	

MOST INCREASED PLAYS

- +72 **NEVER WOULD HAVE MADE IT**
Marvin Sapp (Verity/Zomba)
WCAO +13, WFLT +10, WXVI +9, WUFO +8, WLOU +6, WLJB +5, WLOK +4, WXOK +3, WSOX +3, WJMI +3
- +54 **PRAYIN' 4 U**
7 Sons Of Soul (Soul World/Verity/Zomba)
WTLN +12, WFPZ +11, WPZE +9, WPTZ +9, WJYD +5, WUFO +5, KRDI +5, WXEZ +3, WNNL +3, WXOK +3
- +45 **NOT ABOUT US**
Bishop Noel Jones Presents The City Of Refuge Sanctuary Choir (Alpha Dog/Tyscot)
WFMV +17, WCAO +11, WPGC +6, WFLT +2, WJMI +2, WTBE +2, WEUP +1, WXVI +1, WUFO +1, WDJL +1
- +44 **NOBODY BUT THE LORD**
Alvin Darling & Celebration (Emtro Gospel)
WJYD +12, WFPZ +7, WXTX +6, WNNL +6, KHLR +3, WFMV +3, WPGC +3, WHLW +2, XSRT +2, WFLT +2
- +41 **CELEBRATE**
Smokie Norful (EMI Gospel)
WLJB +11, WXVI +8, WHLH +8, WUFO +5, WLOU +4, KOKA +2, WJMI +2, WFLT +1, WCAO +1, WNOO +1

RECURRENTS

THIS WEEK	TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS		THIS WEEK	TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS	
		TW	LW			TW	LW
1	THE STRUGGLE IS OVER YOUTH FOR CHRIST (EMTRO GOSPEL)	332	376	6	HEALING KELLY PRICE (GOSPO CENTRIC/ZOMBA)	233	267
2	IMAGINE ME KIRK FRANKLIN (FO YO SOUL/GOSPO CENTRIC/ZOMBA)	331	355	7	YOU SHOWED ME KAREN CLARK-SHEARD (WORD-CURB)	231	255
3	I'M STILL STANDING BISHOP PAUL S. MORTON (TEHILLAH/LIGHT)	322	289	8	WALK AROUND HEAVEN PATTI LABELLE (UMBRELLA/BUNGALO)	196	217
4	EVERY BODY EVERY BODY! KENNY LEWIS & ONE VOICE (ICEE INSPIRATIONAL/ICEE)	309	314	9	REMEMBER ME THE CARAVANS (MALACO)	189	195
5	VICTORY TYE TRIBBETT & G.A. (INTEGRITY GOSPEL/COLUMBIA)	287	271	10	IS MY LIVING IN VAIN ZIE' L (LIGHT)	187	171

FOR WEEK ENDING MAY 27, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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Promotion and marketing tips from KCMS/Seattle and WCQR/Johnson City

Creative, Different And Life-Changing

Kevin Peterson

KPeterson@RadioandRecords.com

36

Radio promotions and marketing campaigns are done for many reasons: to increase listening, to secure a client buy or to build the bond between a station and its listeners. There are many ways to accomplish those goals, and this week, a couple of creative minds share what works for them. ■ KCMS/Seattle promotion/marketing director Mike Tedesco says, "Because we're a commercial station, a lot of our promotions are sales-driven. We have so many advertisers looking for ideas to help bring in the buy. There might be 10 stations pitching, and the client can only buy three or four, so what's going to separate you? It's usually the ideas.

"Our philosophy has always been to come up with ideas that are new and different for the client, that will make our radio station good and that the listener will be excited about. We call it our 'win, win, win' formula—a win for the client, a win for the station and a win for the listener."

For example, Tedesco cites Argosy Cruises, a small cruise line that takes people out on Puget Sound. Argosy's challenge to radio stations is to "come up with a theme for a cruise, and if we think it's something that can sell out a boat, we'll buy you."

"Every little girl dreams of being a princess, so we developed our own Argosy princess cruise," Tedesco says. "We invited listeners to bring their little girls. They could dress up in costumes, or we had costume rental onboard. We had makeup stations, glitter stations, craft stations, ice cream sundae sta-

tions and a princess parade in the latter part of the cruise. They could also get their picture taken with Prince Charming.

"The cruise sold out quickly, so obviously Argosy was very pleased. We came up with an experience that was good for the client, good for our listeners and good for the station. And people have been calling Argosy asking if they're going to do the princess cruise again."

WCQR/Johnson City PD Jason Sharp says one of the best promotions the station has ever done was called College Mom. Mothers who hadn't finished college signed up to win a full-tuition scholarship at local King College; the school narrowed the list to five finalists and listeners got to vote on the winner.

"It's our target demographic, so we knew it would

'Any radio station can give away stuff but what makes us memorable are the experiences and the relationships. That's really our marketing.'

—Mike Tedesco



'When other people who didn't win can be just as thrilled for the person who did, you've connected on a cool level with your listeners.'

—Jason Sharp



really connect emotionally with moms who have put a lot of things on hold to raise her family," Sharp says. "Our philosophy is to try to make lives better in the Tri-Cities area, and we really thought this promotion would make a mom's life better.

"We were providing something for her that she couldn't provide for herself. It connected on many levels. The cool thing was that we gave it away right before Mother's Day."

Sharp says the station was able to get textbooks and a laptop computer donated for the winner, and a local mall provided a \$500 back-to-school shopping spree, which the winner got to use for herself. The local CBS-TV affiliate was looking for Mother's Day stories, so WCQR received TV exposure, too. The promotion was so successful that now the station is sponsoring a College Dad promotion.

Shifting gears to marketing, Tedesco says, "A lot of people equate marketing with advertising, but advertising is just one of our marketing functions. We buy a lot of TV in our area, and bus boards, billboards, direct mail, Real Call and everything else, but we're also doing a lot of talking to our customers—our listeners and our advertisers.

"We constantly try to keep an open dialogue with customers about what pleases them and what delights them. We don't just want to have them feeling good about us, we want to go over the top and have them be delighted about everything we do.

"We do listener parties every month where they can win an experience with us, like white-water river rafting or rock climbing. Any radio station can give away stuff, and we give away our portion, but what makes us memorable are the experiences and the relationships. And that's really our marketing."

Sharp says WCQR has never had the luxury of a marketing budget. "We rely on our promotions to be our marketing tool," he says. "We take the mindset of 'This is what we can do to spread the word about us. How can we do it most effectively?'"

"You can tell if a promotion connects emotionally. If you're giving away a car, it might light up the phones and generate a lot of excitement, but I think what makes it successful is if you've connected emotionally with your audience. When Lora Surber won the College Mom contest, people were excited for her.

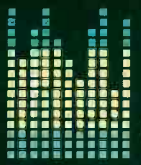
"Maybe that's a great sign of a successful promotion," Sharp adds. "When other people who didn't win can be just as thrilled for the person who did. That means you've connected on a cool level with your listeners."

R&R

VICKY BEECHING new single
"Hallelujah What A Savior"
 impacting now!

painting the invisible in stores now

for promotional information contact brian thiele at bthiele@emicmg.com **EMI** Music
 CMG Label Group

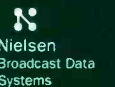


CHRISTIAN AC

NICOLE C. MULLEN
OPENS AT NO. 30 WITH
"CONVINCED," HER
SECOND CHARTED
SINGLE AND FIRST
SINCE "I AM" FROM
JANUARY 2005.



POWERED BY



THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS		AUDIENCE	
					TW	+/-	MILLIONS	RANK
1	1	20	UNDO RUSH OF FOOLS	NO. 1 (6 WKS) MIDAS	1648	+38	5.237	1
2	2	14	EVERY TIME I BREATHE BIG DADDY WEAVE	FERVENT/WORD-CURB	1591	+92	4.665	3
3	3	10	GIVE YOU GLORY JEREMY CAMP	BEC/TOOTH & NAIL	1505	+69	5.025	2
4	6	13	I'M NOT WHO I WAS BRANDON HEATH	REUNION/PLG	1324	+94	4.588	4
5	4	28	EVERLASTING GOD LINCOLN BREWSTER	VERTICAL/INTEGRITY	1309	+28	4.144	5
6	5	28	MADE TO LOVE TOBYMAC	FOREFRONT/EMI CMG	1282	+16	3.862	6
7	8	9	BRING THE RAIN MERCYME	INO	1192	+91	2.559	9
8	7	18	HOW CAN I KEEP FROM SINGING CHRIS TOMLIN	SIXSTEPS/SPARROW/EMI CMG	1155	-35	2.390	12
9	9	14	SOMETHING BEAUTIFUL NEWSBOYS	INPOP	1078	-21	2.685	7
10	10	17	WHAT COULD BE BETTER (THE DAYS AHEAD) 33MILES	INO	943	+17	2.610	8
11	13	11	TUNNEL THIRD DAY	ESSENTIAL/PLG	799	+68	1.558	16
12	11	34	DOES ANYBODY HEAR HER CASTING CROWNS	BEACH STREET/REUNION/PLG	790	-2	2.287	13
13	14	39	I WILL LIFT MY EYES BEBO NORMAN	ESSENTIAL/PLG	653	+1	2.406	10
14	12	21	BY HIS WOUNDS GLORY REVEALED FEAT. MAC POWELL, MARK HALL, STEVEN CURTIS CHAPMAN, BRIAN LITRELL	REUNION/PLG	626	-127	1.748	14
15	15	9	WHEN I GET WHERE I'M GOING GEOFF MOORE	ROCKETOWN	604	+66	1.183	20
16	19	2	ONLY THE WORLD MANDISA	MOST INCREASED PLAYS/MOST ADDED SPARROW/EMI CMG	540	+124	1.278	18
17	18	5	YOU BRITT NICOLE	SPARROW/EMI CMG	524	+46	1.033	21
18	17	6	ANYWAY MARTINA MCBRIDE	RCA/PLG	495	+5	2.402	11
19	16	19	WALKING HER HOME MARK SCHULTZ	WORD-CURB	456	-82	0.831	24
20	24	6	OVER MY HEAD BRIAN LITRELL	REUNION/PLG	415	+40	0.612	27
21	20	17	HOW TO SAVE A LIFE THE FRAY	EPIC	412	+3	1.615	15
22	25	2	GIVE ME WORDS TO SPEAK AARON SHUST	BRASH	410	+65	0.590	29
23	23	13	YOU KNOW MY NAME DETOUR 180	SLANTED/SPRING HILL	397	+10	1.522	17
24	21	12	THERE IS A RIVER JARS OF CLAY	ESSENTIAL/PLG	395	-4	0.645	26
25	26	9	SAVED THE DAY PHILLIPS, CRAIG & DEAN	INO	351	+19	0.224	-
26	28	3	INTO THE DAY BEBO NORMAN	ESSENTIAL/PLG	309	+44	0.382	-
27	30	4	FIND ME TONIGHT EVERYDAY SUNDAY	INPOP	287	+38	0.744	25
28	27	18	THE BLESSING JOHN WALLER	BEACH STREET/REUNION/PLG	276	-16	0.597	28
29	RE-ENTRY		PROMISE OF A LIFETIME KUTLESS	BEC/TOOTH & NAIL	268	+57	0.380	-
30	NEW		CONVINCED NICOLE C. MULLEN	WORD-CURB	265	+38	0.241	-

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
ONLY THE WORLD Mandisa (SPARROW/EMI CMG) KBIQ, KKFS, KLVA, WFHM, WPOZ, WVFJ	6
OUR GREAT GOD Todd Agnew Feat. Rebecca St. James (INO) KXDJ, Sirius Spirit 66, WCSG, WJTL	4
GIVE YOU GLORY Jeremy Camp (BEC/TOOTH & NAIL) KKFS, WAKW, WJTL	3
GIVE ME WORDS TO SPEAK Aaron Shust (BRASH) WCQR, WMSJ, WPAR	3
FIND ME TONIGHT Everyday Sunday (INPOP) Sirius Spirit 66, WFZH, WRCL	3
LONE RANGER Nate Sallie (CURB) KXDJ, WBDX, WJTL	3
I'M NOT WHO I WAS Brandon Heath (REUNION/PLG) KLVA, WCVO	2
SOMETHING BEAUTIFUL Newsboys (INPOP) WFFH, WFHM	2
YOU Britt Nicole (SPARROW/EMI CMG) KBNJ, WMSJ	2

ADDED AT...

KLVA K-LOVE
Phoenix, AZ
PD: David Pierce
MD: Jon Rivers
Brandon Heath, I'm Not Who I Was, 2
Mandisa, Only the World, 1

FOR MORE STATIONS GO TO:
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NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
SUFFICIENT Adie Camp (BEC/TOOTH & NAIL) TOTAL STATIONS: 16	207/23	GIVE ME AMAZING GRACE Jackson Waters (WORD-CURB) TOTAL STATIONS: 9	163/4
LONE RANGER Nate Sallie (CURB) TOTAL STATIONS: 19	196/19	TEARS OF THE SAINTS Leeland (ESSENTIAL/PLG) TOTAL STATIONS: 12	148/36
YOU CARRIED ME Building 429 (WORD-CURB) TOTAL STATIONS: 20	179/48	COMING BACK TO LIFE Echoing Angels (INO) TOTAL STATIONS: 11	148/18
COLD Marie Miller (CURB) TOTAL STATIONS: 10	170/1	THE REMEDY Ayiesha Woods (GOTEE) TOTAL STATIONS: 10	139/9
YOU ARE MY GOD Adam Cunningham (TRACK STAR) TOTAL STATIONS: 8	169/15	BE STILL StorySide:8 (SILENT MAJORITY/GOTEE) TOTAL STATIONS: 8	126/10

MOST INCREASED PLAYS

+124	ONLY THE WORLD Mandisa (Sparrow/EMI CMG) WPAR +37, WCQR +27, WBSN +15, KTIS +14, KXDJ +12, KBNJ +10, WPOZ +8, WCRJ +5, WAFJ +5, WVFJ +5
+94	I'M NOT WHO I WAS Brandon Heath (Reunion/PLG) KTIS +16, WRCL +15, WCVO +12, KKFS +10, WAKW +8, WFFH +6, KAIM +4, WMSJ +4, WVFJ +4
+92	EVERY TIME I BREATHE Big Daddy Weave (Fervent/Word-Curb) KCMS +18, WGTB +16, KTSJ +12, KLTY +10, WPOZ +9, KSBJ +6, KFSS +5, WCVO +5, KAIM +4, KKFS +4
+91	BRING THE RAIN MercyMe (INO) KFSS +38, KTSY +15, KTIS +11, WRCL +7, WJQK +7, WCVO +4, WMSJ +4, WBDX +4, WFFH +4, KVMV +3
+75	ALL THE WORLD Point Of Grace (Word-Curb) KXDJ +24, WCSG +19, KBNJ +15, KLIC +12, KFIS +2, KBIQ +1, KLTY +1, WFSH +1

RECURRENTS

THIS WEEK	TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS		THIS WEEK	TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS	
		TW	LW			TW	LW
1	MY SAVIOR MY GOD AARON SHUST (BRASH)	771	782	6	VOICE OF TRUTH CASTING CROWNS (BEACH STREET/REUNION/PLG)	507	489
2	PRAISE YOU IN THIS STORM CASTING CROWNS (BEACH STREET/REUNION/PLG)	602	619	7	HOW GREAT IS OUR GOD CHRIS TOMLIN (SIXSTEPS/SPARROW/EMI CMG)	507	513
3	BLESSED BE YOUR NAME TREE63 (INPOP)	563	519	8	MADE TO WORSHIP CHRIS TOMLIN (SIXSTEPS/SPARROW/EMI CMG)	492	481
4	HOLY IS THE LORD CHRIS TOMLIN (SIXSTEPS/SPARROW/EMI CMG)	541	531	9	STRONG TOWER KUTLESS (BEC/TOOTH & NAIL)	483	474
5	YOU ALONE ECHOING ANGELS (INO)	534	535	10	I CAN ONLY IMAGINE MERCYME (INO)	482	491

FOR WEEK ENDING MAY 27, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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WCDR/Dayton, OH OM: Keith Hammer PC/MD: Eric Johnson		WGSL/Rockford, IL OM: Ron Tietsort PD: Corey Neese MD: Charmel Jacobs	KCFB/St. Cloud, MN PD: Jim Park MD: Chuck Heuberger	WGNV/Wausau, WI OM: Karen Benke PD: Mark Bystrom MD: Todd Christopher *Monitored Reporters

CHRISTIAN

▶ IN ITS THIRD WEEK INSIDE THE TOP 10, **MERCYME** TAKES THE FAST TRACK TO NO. 1 ON THE CHRISTIAN INSPO CHART WITH "BRING THE RAIN" (2-1).



R&R

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	1	14	THE LAST NIGHT SKILLET	ARDENT/SRE/INO	1069	+12
2	2	14	AFTER THE WORLD DISCIPLE	SRE/INO	1043	+9
3	6	13	SOMETHING BEAUTIFUL NEWSBOYS	INPOP	1002	+58
4	2	22	FORGIVEN RELIENT K	CAPITOL/GOTEE	975	-76
5	4	18	FIND ME TONIGHT EVERYDAY SUNDAY	INPOP	973	-32
6	5	21	DON'T GIVE UP SANCTUS REAL	SPARROW/EMI CMG	972	-21
7	7	16	WORK JARS OF CLAY	ESSENTIAL/PLG	927	+29
8	8	12	MISSING PAGES SEVENTH DAY SLUMBER	BEC/TOOTH & NAIL	770	+48
9	13	8	AWAKENING SWITCHFOOT	SPARROW/COLUMBIA/EMI CMG	714	+109
10	10	9	YOU BRITT NICOLE	SPARROW/EMI CMG	712	+34
11	9	10	TUNNEL THIRD DAY	ESSENTIAL/PLG	688	-4
12	12	14	DEARLY LOVED JIMMY NEEDHAM	INPOP	630	-1
13	11	16	WHAT I HEAR JESSIE DANIELS	MIDAS	601	-59
14	15	6	LET IT FADE JEREMY CAMP	BEC/TOOTH & NAIL	564	+55
15	17	3	I'M FOR YOU TOBYMAC	FOREFRONT/EMI CMG	548	+77
16	14	13	YOUR WAY ADIE CAMP	BEC/TOOTH & NAIL	520	-23
17	13	7	BEAUTY AYIESHA WOODS	GOTEE	488	+55
18	15	9	UNDO RUSH OF FOOLS	MIDAS	485	+9
19	21	6	I'M NOT WHO I WAS BRANDON HEATH	REUNION/PLG	455	+69
20	19	9	LEAST OF THESE DECEMBER RADIO	SLANTED/SPRING HILL	426	-7
21	24	6	REACHING LEELAND	ESSENTIAL/PLG	364	+40
22	23	8	JESUS ON THE RADIO ALL STAR UNITED	7 SPIN	358	+23
23	22	5	PRaise AND ADORe (SOME LIVE WITHOUT IT) WAVORLY	FLICKER/PLG	351	-13
24	20	20	REACH JILL PARR	WHIPLASH	332	-84
25	25	9	COLD MARIE MILLER	CURB	319	-4
26	26	16	LOVE IS A BEAUTIFUL THING/AMOR ES ALGO PRECIOSO GROUP 1 CREW	FERVENT/WORD-CURB	290	-26
27	28	8	TOGETHER KRYSTAL MEYERS	ESSENTIAL/PLG	286	+16
28	27	6	EVERY TIME I BREATHE BIG DADDY WEAVE	FERVENT/WORD-CURB	285	-6
29	30	2	LONE RANGER NATE SALLIE	CURB	280	+28
30	NEW		ONLY THE WORLD MANDISA	SPARROW/EMI CMG	270	+50

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	1	16	A WHISPER & A CLAMOR ANBERLIN	TOOTH & NAIL	309	+3
2	2	12	BREAK ME DOWN RED	ESSENTIAL/PLG	278	+6
3	4	10	PERFECT FLYLEAF	A&M/OCTONE/INTERSCOPE	276	+10
4	5	15	SAY THIS SOONER (NO ONE WILL SEE THINGS THE WAY I DO) ALMOST.	TOOTH & NAIL	271	+14
5	3	14	SAY YOUR PRAYERS WEDDING	BRAVE NEW WORLD	270	-2
6	6	15	THE LAST NIGHT SKILLET	ARDENT/SRE/INO	254	-3
7	8	19	WAKE UP! WAKE UP! EVERYDAY SUNDAY	INPOP	250	+4
8	7	13	AN EPIPHANY SEND	TOOTH & NAIL	248	-5
9	9	15	GOING UNDER THIS BEAUTIFUL REPUBLIC	FOREFRONT/EMI CMG	244	+1
10	10	13	SURFACE DEAS VAIL	BRAVE NEW WORLD	228	-1
11	14	8	CROSS THE LINE RUTH	TOOTH & NAIL	210	+12
12	13	10	AWAKENING SWITCHFOOT	SPARROW/COLUMBIA/EMI CMG	204	+4
13	12	11	I LOVE YOU TO DEATH FAMILY FORCE 5	MAVERICK/GOTEE	202	-4
14	11	9	WAKE UP KJ-52	BEC/TOOTH & NAIL	199	-7
15	16	6	ATTITUDE FIREFLIGHT	FLICKER/PLG	190	-1
16	18	8	MADMEN WAVORLY	FLICKER/PLG	188	+2
17	23	11	FIENDS (SELLING OUT AIN'T EASY) CHASING VICTORY	MONO VS STEREO	174	+12
18	17	2	PLAY IT SAFE DIZMAS	CREDENTIAL/EMI CMG	174	-12
19	21	5	EVIL (A CHORUS OF RESISTANCE) PROJECT 86	TOOTH & NAIL	171	+5
20	15	18	WHEN TOMORROW COMES PILLAR	FLICKER/PLG	171	-21
21	20	5	SOMEWHERE IN THE SKY KUTLESS	BEC/TOOTH & NAIL	169	0
22	19	15	HIT THE FLOOR THOUSAND FOOT KRUTCH	TOOTH & NAIL	166	-4
23	24	7	TIME IS RUNNING OUT (WHERE TO START) HIGH FLIGHT SOCIETY	RKT/ROCKETOWN	164	+5
24	22	11	BOOMIN' TOBYMAC	FOREFRONT/EMI CMG	159	-6
25	25	8	TOGETHER KRYSTAL MEYERS	ESSENTIAL/PLG	132	-2
26	27	20	PROCRASTINATING STELLAR KART	WORD-CURB	124	-3
27	26	18	AFTER THE WORLD DISCIPLE	SRE/INO	123	-6
28	28	3	SING TO ME RUNKID RUN	TOOTH & NAIL	100	+2
29	29	2	ZERO HAWK NELSON	TOOTH & NAIL	99	+8
30	NEW		FIGHT LIKE THIS DECYFER DOWN	SRE/INO	86	+19

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	2	7	BRING THE RAIN MERCYME	INO	321	+25
2	1	14	UNDO RUSH OF FOOLS	MIDAS	316	+9
3	4	16	BE LIFTED HIGH MICHAEL W. SMITH	REUNION/PLG	300	+17
4	5	10	I BELIEVE IN YOU JOEL ENGLE	SPIN 360	296	+39
5	3	18	BY HIS WOUNDS GLORY REVEALED FEAT. MALPOWELL, MARK HALL, STEVEN CURTIS CHAPMAN, BRIAN LITTELL	REUNION/PLG	271	-16
6	7	12	SAVED THE DAY PHILLIPS, CRAIG & DEAN	INO	270	+27
7	5	14	HOW CAN I KEEP FROM SINGING CHRIS TOMLIN	SIX STEPS/SPARROW/EMI CMG	256	-5
8	10	9	EVERY TIME I BREATHE BIG DADDY WEAVE	FERVENT/WORD-CURB	248	+27
9	9	6	WHEN I GET WHERE I'M GOING GEOFF MOORE	ROCKETOWN	239	+17
10	11	5	BE THOU NEAR TO ME SELAH	CURB	230	+15

INSPO

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
11	8	12	SUFFICIENT ADIE CAMP	BEC/TOOTH & NAIL	214	-19
12	12	4	FATHER JADON LAVIK	BEC/TOOTH & NAIL	203	+4
13	14	6	I'M NOT WHO I WAS BRANDON HEATH	REUNION/PLG	190	+21
14	13	15	ON THE THIRD DAY MICHAEL OLSON	ROCKETOWN	172	-9
15	16	8	THERE IS A RIVER JARS OF CLAY	ESSENTIAL/PLG	142	-17
16	17	8	THE BLESSING JOHN WALLER	BEACH STREET/REUNION/PLG	140	-7
17	19	2	UNTO THE ONE MATT PAPA	SPIN 360	122	-13
18	NEW		CONVINCED NICOLE C. MULLEN	WORD-CURB	121	+29
19	13	8	ANYTHING & EVERYTHING NICOL SPONBERG	CURB	121	-15
20	RE-ENTRY		HOSANNA PAUL BALOCHE	INTEGRITY	108	-18

CHRISTIAN CHR REPORTERS

KLYT/Albuquerque, NM
PD: Vait Gertry
MD: Joey Belville

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

WHMX/Bargor, ME
OM/PC: Tim Collins
APC/MD: Morgan Smith

KWOP/Cedar Rapids, IA
OM/PC: Jack Davis

WONU/Chicago, IL*
OM: Justin Knight
PD: Jonathan Eltrevoog
MD: Mallory DeWees

KXWA/Denver, CO
PD: Scott Veigel

KZZQ/Des Moines, IA
PD: Mike Schlote

WJRF/Duluth, MN
PD/MD: Terry Michaels

KNMI/Farmington, NM
OM: Wilann Thomas
PD: Darren Nez
MD: Kenny Montano

WSCF/Ft. Pierce, FL
PD/MD: Paul Tipton

WORQ/Green Bay, WI
OM/PD: Jim Raider

WAYK/Kalamazoo, MI
PD/MD: Mike Coughman

WYLV/Knoxville, TN*
PD/MD: Jonathan Unthank

WAYM/Nashville, TN*
OM: Dave Senes
PD: Jeff Brown
MD: Stace Whitmore

WNAZ/Nashville, TN*
OM/PD: Dave Queen
APD: Jennifer Hou chin
MD: Seth Rutzahn

WJLZ/Norfolk, VA*
OM/PD: JP Morgan
APD: Anne Verebely

WTEB/Fonca City, OK
PD/MD: Tony Weir
APD: Jeremy Louis

KZR /Portland, OR*
OM: Mike Novak
PD: David Pierce
APD: Eric Allen

KFFR/Fullman, WA
OM/PD: Chris Gilbreth

KTPT/Rapid City, SD
OM: Tom Schoensted
PD/MD: Joseph Standish

WPRJ/Saginaw, MI
OM: Gary Bugh
PD/MD: Aaron Dicer

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

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

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

WBVM/Tampa, FL*
PD: Johnny Vincent
MD: Olivia Paff

WYSZ/Toledo, OH
PD/MD: Jeff Howe
APD: Rob Fairchild

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

WCLQ/Wausau, WI
PD/MD: Matt Deane

* Monitored Reporters



CHRISTIAN

CHRISTIAN AC REPORTERS

- KGZ/Abilene, TX**
PD/MD: Gary Hill
- WFSH/Atlanta, GA***
PD: Kevin Avery
MD: Mike Stoudt
- WVJ/Atlanta, GA***
OM/PD: Don Schaeffer
APD: Steve Williams
- WAFJ/Augusta, GA***
PD/MD: Steve Swanson
- KPEZ/Austin, TX**
OM: Mac Daniels
PD: Gary Walsh
APD/MD: Steve Etheridge
- WRBS/Baltimore, MD***
PD: David Paul
MD: Mike Alley
- WDJC/Birmingham, AL***
APD/MD: Ronnie Bruce
- KTSY/Boise, ID***
OM: Chris Gilbreth
PD: Jerry Woods
APD/MD: Travis Culver
- WCVK/Bowling Green, KY**
OM: Ken Burns
PD: Dale McCubbins
MD: Whitney Yule
- WAYR/Brunswick, GA**
PD/MD: Bart Wagner
- WRCM/Charlotte, NC***
OM: Gary Morland
PD: Dwayne Harrison
- WBDX/Chattanooga, TN***
OM/PD: Jason McKay
APD/MD: Justin Wade
- WAKW/Cincinnati, OH***
PD: Rob Lewis
MD: Daryl Pierce
- WFHM/Cleveland, OH***
PD: Len Howser
MD: Josh Booth
- KGTS/College Place, WA**
PD/MD: Elizabeth Nelson
- KBIQ/Colorado Springs, CO***
PD: Bret Stevens
MD: Jack Hamilton
- KCVO/Columbia, MO**
OM/PD: Jim McDermott
- WMHK/Columbia, SC***
PD: Steve Sunshine
- WCVO/Columbus, OH***
OM/PD: Tate Luck
APD/MD: Mike Russell
- KBNJ/Corpus Christi, TX***
PD: Joe Fahl
- KLTY/Dallas, TX***
PD: Chuck Finney
APD/MD: Michael Prendergast
- KNWI/Des Moines, IA**
PD/MD: Dave St. John
- WMUZ/Detroit, MI***
PD: Miranda Belcher
APD: Randi Myles
MD: Jon Culbert
- WWIB/Eau Claire, WI**
OM: Paul Anthony
PD/MD: Greg Steward
- WCTL/Erie, PA**
OM: Ronald Raymond
PD/MD: Adam Frase
- KHPE/Eugene, OR**
OM: Jeff McMahon
MD: Paul Hernandez
- KYTT/Eugene, OR**
OM: Dave DeAndrea
PD/MD: Rick Stevens
- KLRC/Fayetteville, AR**
PD/MD: Mark Michaels
- WCLN/Fayetteville, NC**
OM/PD: Dan DeBruler
APD: Syndi Long
MD: Steve Turley
- KGCB/Flagstaff, AZ**
OM: Daniel White
PD/MD: Mike Medlin
- WPER/Fredericksburg, VA**
PD: Frankie Morea
- KZKZ/Ft. Smith, AR**
OM/PD: Dave Burdue
- WLAB/Ft. Wayne, IN***
PD: Don Buettner
MD: Melissa Montana
- WCSG/Grand Rapids, MI***
OM: Don Michael
PD/MD: Chris Lemke
APD: John Balyo
- WJQK/Grand Rapids, MI***
OM/PD: Troy West
MD: Brian Nelson
- WBFJ/Greensboro, NC**
PD/MD: Wally Decker
APD: Darren Stevens
- WLFJ/Greenville, SC***
PD/MD: Rob Dempsey
APD: Gary Miller
- KAIM/Honolulu, HI***
OM: Jack Waters
PD/MD: Corry Reynolds
- KSBH/Houston, TX***
PD: Chuck Pryor
MD: Jim Beeler
- WCRJ/Jacksonville, FL***
PD: Roger Henderson
MD: Theresa Ross
- WCQR/Johnson City, TN***
PD/MD: Jason Sharp
APD: Chalmer Harper
- KOBC/Joplin, MO**
OM/PD: Lisa Davis
- KLJC/Kansas City, MO***
PD/MD: Michael Grimm
- WJTL/Lancaster, PA***
PD: John Shirk
MD: Phil Smith
- WLGH/Lansing, MI**
- KFSH/Los Angeles, CA***
OM: Jim Tinker
PD: Chuck Tyler
APD/MD: Bob Shaw
- WJIE/Louisville, KY***
PD: Jim Galipeau
APD/MD: Chris Crain
- WRVJ/Louisville, KY**
OM/PD: C.C. Matthews
APD: Dave Reichel
- KSWP/Lufkin, TX**
OM/PD: Al Ross
APD/MD: Michelle Ross
- KVMV/McAllen, TX***
PD: James Gambin
APD/MD: Bob Malone
- KJLL/Meade, KS**
PD/MD: Michael Luskey
- WMCU/Miami, FL***
OM/PD: Dwight Taylor
- WFZH/Milwaukee, WI***
PD/MD: Danny Clayton
- KTIS/Minneapolis, MN***
APD/MD: Paul Perrault
- KBMQ/Monroe, LA**
PD/MD: Phillip Brooks
- WFFH/Nashville, TN***
PD/MD: Vance Dillard
- New Life Media Network/Network**
PD/MD: Joe Buchanan
- WBSN/New Orleans, LA***
OM: Julie Headrick
PD: Tom Krimsier
MD: Libby Krimsier
- WAWZ/New York, NY***
OM: Scott Taylor
PD: Johnny Stone
MD: Keith Stevens
- KGBI/Omaha, NE***
PD: Melody Miller
MD: Jeff Devereaux
- WPOZ/Orlando, FL***
OM/PD: Dean O'Neal
APD: Jeff Cruz
MD: Scott Smith
- KLVA/Phoenix, AZ***
- WMSJ/Portland, ME***
PD: Paula K.
APD: Joe Polek
- KFIS/Portland, OR***
PD: Dave Arthur
MD: Kat Taylor
- KSLT/Rapid City, SD**
OM: Tom Schoenstedt
MD: Jennifer Walker
- KSGN/Riverside, CA***
PD/MD: Bryan O'Neal
- WPAR/Roanoke, VA***
OM: Jackie Howard
PD: Jason Sharp
MD: Brian Sumner
- WRCI/Rochester, NY***
PD: Mark Shuttleworth
- WQFL/Rockford, IL**
OM: Ralph Trentadue
PD/MD: Rick Hall
- KKFS/Sacramento, CA***
PD: Max Miller
APD/MD: Mark Standriff
- KOAY/Salt Lake City, UT**
PD/MD: Alan Hague
- Sirius Spirit 66/Satellite***
PD/MD: Al Skop
- XM The Message/Satellite***
PD: Jon Zellner
MD: Jim Epperlein
- KCMS/Seattle, WA***
PD: Scott Valentine
MD: Sarah Taylor
- WFRN/South Bend, IN**
PD: Jim Carter
MD: Doug Moore
- WHPZ/South Bend, IN**
PD/MD: Tom Scott
- KTSL/Spokane, WA***
PD/MD: Beau Tyler
- KWND/Springfield, MO***
PD/MD: Jeremy Morris
- KKJM/St. Cloud, MN**
OM/PD: Diana Madsen
- KHZR/St. Louis, MO***
OM: Sandi Brown
PD/MD: Greg Cassidy
- WLPJ/Tampa, FL***
PD: Carmen Brown
APD: Dave Cruse
MD: Jeff MacFarlane
- KKCM/Tulsa, OK***
OM: Steve Hunter
PD: Chris Kelly
APD: Dale Christopher
- KXOJ/Tulsa, OK***
PD: Bob Thornton
APD: Dave Gordon
- WGTS/Washington, DC***
PD: Ty McFarland
MD: Rob Conway
- WGRC/Williamsport, PA**
OM: Don Casteline
PD/MD: Larry Weidman
- WXHL/Wilmington, DE**
OM: Dan Edwards
PD/MD: Dave Kirby
APD: Sal April

* Monitored Reporters



▶ AS **TOBYMAC** HANGS TOUGH INSIDE THE TOP 10 WITH "MADE TO LOVE" (IN ITS 22ND CHART WEEK), HIS NEW SINGLE "I'M FOR YOU" ARRIVES AT NO. 27.

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL	PLAYS TW +/-
1	1	18	UNDO RUSH OF FOOLS	MIDAS	948 -23
2	2	14	EVERY TIME I BREATHE BIG DADDY WEAVE	FERVENT/WORD-CURB	883 +13
3	4	10	GIVE YOU GLORY JEREMY CAMP	BEC/TOOTH & NAIL	866 +42
4	3	15	SOMETHING BEAUTIFUL NEWSBOYS	INPOP	817 -11
5	7	10	BRING THE RAIN MERCYME	INO	762 +36
6	5	17	HOW CAN I KEEP FROM SINGING CHRIS TOMLIN	SIXSTEPS/SPARROW/EMI CMG	762 -61
7	6	12	I'M NOT WHD I WAS BRANDON HEATH	REUNION/PLG	759 +7
8	9	11	TUNNEL THIRD DAY	ESSENTIAL/PLG	670 +24
9	8	21	EVERLASTING GOD LINCOLN BREWSTER	VERTICAL/INTEGRITY	606 -50
10	11	22	MADE TO LOVE TOBYMAC	FOREFRONT/EMI CMG	477 -32
10	18		BY HIS WOUNDS GLORY REVEALED FEAT. MAC POWELL, MARK HALL, STEVEN CURTIS CHAPMAN, BRIAN LITRELL	REUNION/PLG	451 -83
12	12	16	WHAT COULD BE BETTER (THE DAYS AHEAD) 33MILES	INO	445 -45
13	13	7	OVER MY HEAD BRIAN LITRELL	REUNION/PLG	417 +31
14	18	7	INTO THE DAY BEBONORMAN	ESSENTIAL/PLG	375 +68
15	14	13	THERE IS A RIVER JARS OF CLAY	ESSENTIAL/PLG	362 0
16	15	3	GIVE ME WORDS TO SPEAK AARON SHUST	BRASH	349 +21
17	24	2	ONLY THE WORLD MANDISA	SPARROW/EMI CMG	343 +109
18	19	5	YOU CARRIED ME BUILDING 429	WORD-CURB	325 +23
19	16	10	SAVED THE DAY PHILLIPS, CRAIG & OEAN	INO	325 -1
20	23	4	YOU BRITT NICOLE	SPARROW/EMI CMG	309 +59
21	22	14	DON'T GIVE UP SANCTUS REAL	SPARROW/EMI CMG	265 -7
22	21	17	WALKING HER HOME MARK SCHULTZ	WORD-CURB	253 -22
23	20	18	GIVE ME AMAZING GRACE JACKSON WATERS	WORD-CURB	215 -84
24	17	16	SUNRISE NICHOLE NORDEMAN	SPARROW/EMI CMG	209 -99
25	30	2	CONVINCED NICOLE C. MULLEN	WORD-CURB	205 +42
26	26	2	THE REMEDY AYESHA WOODS	GOTEE	195 +8
27	NEW		I'M FOR YOU TOBYMAC	FOREFRONT/EMI CMG	190 +34
28	25	10	BLESSED BE JASON GRAY	CENTRICITY	183 -10
29	28	15	BE LIFTED HIGH MICHAEL W. SMITH	REUNION/PLG	172 +2
30	27	2	WHEN I GET WHERE I'M GOING GEOFF MOORE	ROCKETOWN	165 -5

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Hit Music Research		TOTAL	FAM%	BURN%	W 18-24	W 25-34	W 18-34
THE LAST NIGHT SKILLET	ARDENT/SRE/INO	4.36	92%	14%	4.31	4.32	4.32
MADE TO LOVE TOBYMAC	FOREFRONT/COLUMBIA/EMI CMG	4.22	98%	25%	4.28	4.15	4.21
AWAKENING SWITCHFOOT	SPARROW/EMI CMG	4.20	75%	11%	4.18	4.21	4.19
SOMETHING BEAUTIFUL NEWSBOYS	INPOP	4.14	86%	15%	4.13	4.10	4.11
AFTER THE WORLD DISCIPLE	SRE/INO	4.11	92%	13%	3.79	4.15	3.96
EVERY TIME I BREATHE BIG DADDY WEAVE	FERVENT/WORD-CURB	4.07	80%	8%	4.00	3.95	3.97
FIND ME TONIGHT EVERYDAY SUNDAY	INPOP	4.05	91%	16%	3.88	4.16	4.02
FORGIVEN RELIENT K	CAPITOL/GOTEE	4.03	98%	21%	3.92	3.99	3.96
UNDO RUSH OF FOOLS	MIDAS	4.01	83%	10%	3.76	3.96	3.88
MISSING PAGES SEVENTH DAY SLEEPER	BEC/TOOTH & NAIL	3.98	87%	18%	3.57	4.07	3.83
DON'T GIVE UP SANCTUS REAL	SPARROW/EMI CMG	3.94	96%	22%	3.98	3.82	3.90
DON'T WAIT FOR DAYLIGHT NEEDTOBREATHE	SIXSTEPS/SPARROW/EMI CMG	3.94	77%	17%	3.97	4.25	4.06
FOREVER AND EVER ETC. DAVID CROWDER BAND	SIXSTEPS/SPARROW/EMI CMG	3.93	96%	20%	3.84	3.82	3.83
WORK JARS OF CLAY	ESSENTIAL/PLG	3.91	82%	18%	3.82	3.98	3.89
DEARLY LOVED JIMMY NEEDHAM	INPOP	3.89	77%	20%	3.53	4.28	3.91
REACH JILL PARR	WHIPLASH	3.82	87%	22%	3.63	3.90	3.78
WHAT I HEAR JESSIE DANIELS	MIDAS	3.82	87%	24%	3.78	3.86	3.83
LET IT FADE JEREMY CAMP	BEC/TOOTH & NAIL	3.80	68%	10%	3.53	3.88	3.64
TUNNEL THIRD DAY	ESSENTIAL/PLG	3.77	93%	20%	3.60	3.98	3.80
REACHING LEELEAND	ESSENTIAL/PLG	3.75	72%	20%	3.80	4.00	3.86

This report is a cumulative sample of current online music surveys conducted by Christian CHR stations across the country. Total sample size is 644 respondents. Total average favorability estimates are based on a scale of 1-5. (1= don't like it at all, 5 = love it). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Sample composition is based on persons 12+. Persons are screened via the internet. Once passed, they can take the music test when invited to do so by their local radio station. When comparing this data with what is happening at your station please keep in mind that number of spins, percentage of familiarity, and other factors must be considered, and that your results may vary accordingly. HitMusicResearch.com results are intended to show opinions of participants on the internet only. Hit Music Research is a registered trademark of HitMusicResearch.com. The HMR system is available exclusively for local Christian radio stations by contacting Ken Farley at (615) 331-0736 or Ken@hitmusicresearch.com



The power of generous brands

It's The 'Why' That Matters

R.J. Curtis

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this may appear unusual, but this time I'm going to start by giving you the moral of this story, something I learned in the process of reporting it: It's the "why" that matters. As you read on, be sure to keep that mantra in mind. ■ In an effort to showcase Lincoln Financial's KSON/San Diego and its enormously successful Double Your Paycheck contest, my first instinct was to focus on the "what" and the "how." Those are two important elements, no doubt, and helpful in understanding the larger philosophy that KSON PD John Marks and Lincoln Financial/San Diego market manager Darrel Gooden share with R&R.

Double Your Paycheck is now in its fifth year at KSON, but it's been on the radio station continuously for the past three. Listeners register online, and when they hear their name announced at specific times (8:15 a.m., 12:15 p.m., 4:15 p.m.), they have to call the station within 30 minutes to have KSON double their weekly paycheck. Thursdays are every-hour bonus days, where names are announced every hour between 8:15 a.m. and 5:15 p.m.

Marks says the contest resonates strongly with listeners in San Diego, one of the most expensive cities in America. It's also a huge military town and can be tough for many families living off base with no other means of support besides the check of a spouse who may also happen to be deployed.

"Through all those things we found it has deep meaning," Marks says. "Not everybody makes enough money to buy a million-dollar house." The median price of a home in San Diego is \$750,000. "Every little bit can be a meaningful contribution to those bills," he adds.

Explaining the rationale for running Double Your Paycheck 50 weeks out of the year, Gooden says, "It's something we learned from the smooth jazz business." Across the hall from KSON is smooth jazz sister KIFM, which Gooden says has always done a trip-a-day contest with great success, demonstrated by three consecutive books ranked No. 1 12+. Gooden makes an argument against running contests in flights (such as Song

of the Day for six weeks), saying, "If you really do your homework, you know by the time people over the age of 35 or 40 figure out what you're doing, it's over."

In the three years since KSON raised the profile of Double Your Paycheck, the station has distanced itself from its direct competitor, Clear Channel's KUSS (US95.7), in spite of the defection of KSON's longtime morning duo Tony & Chris to KUSS in December 2003.

While KSON initially took a few lumps during the search for a new morning show, it regained solid footing in April 2004 with Cliff & Company for wakeups and hasn't looked back since.

Gooden says the tipping point for KSON wasn't Double Your Paycheck, but rather, a commitment to becoming what he calls a "generous brand." That philosophy became a marketing umbrella for the entire radio station, and thus, the "why" that matters so much.

To offer some background on the concept of generous brands, according to international design and branding agency Fitch, brands "need to be more human and 'generous' in their relationships with consumers." According to research the company conducted in the United Kingdom, 68% of consumers don't believe brands are interested in improving customers' lives. Additionally, honesty, trust and transparency rank high on the agenda for consumers. Some 56% believe reliability is the best way to demonstrate trust, while 68% trust brands that have a "tell it like it is" mentality.

Many of the station's promotional efforts—including Double Your Paycheck, \$5 concerts, Operation Helping Hand for the military, Everyday Heroes and Gas Blasts—fall under a big halo, Gooden says, "that says we are working hard to make a positive difference in the lives of our listeners every day. The concept of being a gen-

erous brand works especially well for a station like KSON and can only exist when you're a hometown radio station for 45 years and doing this format."

Using an approach that seems to speak directly to the Fitch study results of "honesty and telling it like it is," Gooden adds, "When we do promos for Double Your Paycheck and other

things, we always start with how we live here too and we know how tough it is. We know how hard you have to work to make ends meet for your family. We're just here to help."

Marks adds, "We've never treated it like a coupon. It's a values thing, a relationship thing."

KSON has often incorporated twists into Double Your Paycheck. "You don't have to be static with the contest," Gooden says. "You have to be aware of what's going on in the lives of your listeners."

Bonus checks have been handed out as often as six days per week. At the top of each hour, caller 10 wins \$100 while listeners wait to double their paycheck. "For a period of time last year, everybody who won a bonus check qualified for a year's worth of free gas," he says. Other prizes included trips to see artists in concert in different cities. "You innovate with the prize, but not the how-to. The key is, we don't spend as much time telling them what we're doing as why we're doing it: It's the 'why' that matters."

In addition to the on-air marketing of Double Your Paycheck, KSON supports the contest with TV, which Gooden says is used strategically in combination with other media campaigns: "Between John Marks and [marketing director] Chris Turner, we reach consensus on when the station needs a push."

The creative for Double Your Paycheck TV spots focuses on contest winners. Artists or station personalities are not promoted. "We just put winners on the air and let them tell their story—people who represent our audience. There's a lot of validation in that."

While conducting this contest five straight years, the station has closely monitored the progress and potential fatigue, which Gooden says is a nonissue. "It's almost shocking, after four years, it seems to be picking up steam. When you do focus groups, there's not one inkling of fatigue. In fact, it starts up conversation among participants who compare notes about what they've won or played." R&R



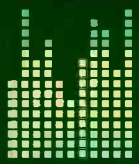
Darrel Gooden, left, and John Marks

'Not everybody makes enough money to buy a million-dollar house. Every little bit can be a meaningful contribution to those bills.'

—John Marks

'Double Your Paycheck promos always start with how we live here too and we know how hard you have to work to make ends meet for your family.'

—Darrel Gooden

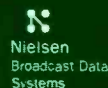


COUNTRY

▶ UP 3.4 MILLION IMPRESSIONS, ROWDY DUO MONTGOMERY GENTRY CLAIMS MOST INCREASED AUDIENCE WITH "LUCKY MAN" (10-7).



POWERED BY



THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS	AUDIENCE (IN MILLIONS) TW +/-	PLAYS TW RANK
1	1	34	GOOD DIRECTIONS BILLY CURRINGTON	NO. 1 (3 WKS)	☆	35.038 -1.334	4946 1
2	2	24	MOMENTS EMERSON DRIVE		☆	34.330 +1.253	4808 2
3	4	13	TICKS BRAD PAISLEY		☆	32.085 +2.217	4475 3
4	6	39	FIND OUT WHO YOUR FRIENDS ARE TRACY LAWRENCE		☆	30.316 +1.035	4348 4
5	5	17	HIGH MAINTENANCE WOMAN TOBY KEITH		☆	30.184 -0.389	4300 5
6	5	23	A WOMAN'S LOVE ALAN JACKSON		☆	29.652 +0.343	4259 6
7	10	18	LUCKY MAN MONTGOMERY GENTRY	MOST INCREASED AUDIENCE	☆	28.227 +3.563	3844 7
8	9	12	WRAPPED GEORGE STRAIT		☆	26.630 +1.755	3801 8
9	12	16	LOST IN THIS MOMENT BIG & RICH		☆	22.284 +1.860	3046 11
10	8	21	STAND RASCAL FLATTS		☆	22.004 -3.319	3062 9
11	7	7	I TOLD YOU SO KEITH URBAN		☆	21.927 +1.459	3050 10
12	15	31	DON'T MAKE ME BLAKE SHELTON		☆	18.799 -0.017	2903 12
13	14	34	STARTIN' WITH ME JAKE OWEN		☆	18.328 +0.822	2822 13
14	15	17	JOHNNY CASH JASON ALDEAN		☆	18.086 +0.752	2722 14
15	16	16	TEAR DROPS ON MY GUITAR TAYLOR SWIFT		☆	17.119 +1.425	2642 15
16	17	9	I NEEDED YOU TIM MCGRAW WITH FAITH HILL		☆	16.140 +1.217	2374 18
17	18	20	A DIFFERENT WORLD BUCKY COVINGTON		☆	15.532 +0.956	2460 16
18	19	12	THESE ARE MY PEOPLE RODNEY ATKINS		☆	15.007 +1.466	2399 17
19	20	17	I WONDER KELLIE PICKLER	AIRPOWER	☆	12.109 +0.312	1871 20
20	21	13	TOUCH CRAIG MORGAN	AIRPOWER	☆	11.883 +0.712	1919 19
21	22	19	GUYS LIKE ME ERIC CHURCH		☆	10.392 -0.084	1759 21
22	23	15	A LITTLE MORE YOU LITTLE BIG TOWN		☆	9.379 +0.744	1695 22
23	24	18	ALL MY FRIENDS SAY LUKE BRYAN		☆	7.125 +0.315	1120 25
24	28	13	LIVIN' OUR LOVE SONG JASON MICHAEL CARROLL		☆	6.461 +0.613	1174 24
25	25	19	I GOT MORE COLE DEGGS AND THE LONESOME		☆	6.329 +0.037	1195 23
26	27	23	ISN'T SHE CAROLINA RAIN		☆	6.312 +0.256	1051 26
27	29	6	HOW I FEEL MARTINA MCBRIDE		☆	6.123 +1.197	973 27
28	26	17	THAT KIND OF DAY SARAH BUXTON		☆	5.899 -0.227	944 28
29	35	2	IF YOU'RE READING THIS TIM MCGRAW		☆	5.646 +2.278	534 39
30	31	9	I WANNA FEEL SOMETHING TRACE ADKINS		☆	5.535 +1.158	817 30

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS	AUDIENCE (IN MILLIONS) TW +/-	PLAYS TW RANK
31	42	2	BECAUSE OF YOU REBA MCENTIRE DUET WITH KELLY CLARKSON	MOST ADDED	☆	4.619 +2.425	628 36
32	30	12	DIRTY GIRL TERRI CLARK		☆	4.518 -0.241	806 31
33	32	10	FALL CLAY WALKER		☆	4.510 +0.321	819 29
34	34	7	MEASURE OF A MAN JACK INGRAM		☆	4.095 +0.364	724 33
35	36	10	FAMOUS IN A SMALL TOWN MIRANDA LAMBERT		☆	3.992 +0.693	693 34
36	33	13	TENNESSEE THE WRECKERS		☆	3.555 -0.226	619 37
37	45	2	EVERYDAY AMERICA SUGARLAND		☆	3.491 +1.767	438 42
38	38	10	JUST MIGHT HAVE HER RADIO ON TRENT TOMLINSON		☆	3.461 +0.344	773 32
39	37	18	SAY YES DUSTY DRAKE		☆	3.167 -0.058	602 38
40	39	5	ONE OF THE BOYS GRETCHEN WILSON		☆	3.163 +0.284	448 41
41	40	12	SHE AIN'T RIGHT LEE BRICE		☆	2.830 -0.025	672 35
42	41	4	ANOTHER SIDE OF YOU JDE NICHOLS		☆	2.767 +0.208	452 40
43	43	5	I'LL STAND BY YOU CARRIE UNDERWOOD		☆	2.664 +0.620	274 47
44	48	2	LOST FAITH HILL		☆	2.188 +1.000	279 46
45	44	9	DAISY HALFWAY TO HAZARD		☆	2.065 +0.261	381 43
46	51	4	YOU NEVER TAKE ME DANCING TRAVIS TRITT		☆	1.540 +0.520	153 55
47	46	3	SUNDAY MORNING IN AMERICA KEITH ANDERSON		☆	1.380 -0.105	360 44
48	49	9	YOU'RE GONNA LOVE ME CHRIS YOUNG		☆	1.259 +0.081	244 49
49	NEW		THIS IS MY LIFE PHIL VASSAR	HOT SHOT DEBUT	☆	1.113 +0.462	172 53
50	57	3	LAST TRAIN RUNNING WHISKEY FALLS		☆	1.102 +0.255	345 45
51	47	8	WHAT YOU GIVE AWAY VINCE GILL WITH SHERYL CROW		☆	1.092 -0.262	213 50
52	52	6	THAT SCARES ME VAN ZANT		☆	0.972 +0.017	266 48
53	50	11	MISSING YEARS LITTLE TEXAS		☆	0.971 -0.078	177 52
54	56	4	THE ONE IN THE MIDDLE SARAH JOHNS		☆	0.869 +0.007	193 51
55	NEW		FREE AND EASY (DOWN THE ROAD I GO) DIERKS BENTLEY		☆	0.803 +0.471	150 56
56	54	9	GOD DON'T MAKE MISTAKES JAMIE O'NEAL		☆	0.798 -0.093	170 54
57	59	2	DAYS OF THUNDER MARK WILLS		☆	0.798 +0.126	99 -
58	58	8	ALL I NEED DONOVAN CHAPMAN		☆	0.753 -0.037	145 58
59	NEW		A SOLDIER'S PRAYER COLLIN RAYE		☆	0.630 +0.513	75 -
60	NEW		MEN BUY THE DRINKS (GIRLS CALL THE SHOTS) STEVE HOLY		☆	0.608 +0.251	140 59

MOST INCREASED AUDIENCE (IN MILLIONS)

+3.563 LUCKY MAN

Montgomery Gentry (Columbia)
WYOK +0.528, WJML +0.259, WYCD +0.223, KPLX +0.223, KQWV +0.222, WJFH +0.192, WCOL +0.192, WMAZ +0.184, WUSY +0.177, KSON +0.175

+2.425 BECAUSE OF YOU

Reba McEntire Duet With Kelly Clarkson (MCA Nashville)
KPLX +0.288, WCAZ +0.253, KSCS +0.220, WJFL +0.179, WXTU +0.159, WMAZ +0.146, KYGO +0.122, WCTM +0.121, KRZY +0.118, WKIS +0.097

+2.278 IF YOU'RE READING THIS

Tim McGraw (CBS-TV Audio)
KFRG +0.285, KEEY +0.230, WGH +0.212, WJLB +0.190, KSCS +0.186, WRHX +0.159, KILT +0.155, WRTW +0.141, KMPS +0.128, MSOP +0.121

+2.217 TICKS

Brad Paisley (Arista Nashville)
WDAF +0.249, WYCD +0.246, WMIL +0.199, WCOL +0.185, WYVK +0.178, KFRG +0.175, KUBL +0.171, WJWX +0.158, KILT +0.138, KMPS +0.126

+1.860 LOST IN THIS MOMENT

Big & Rich (Warner Bros./WFN)
WYCD +0.300, WJQR +0.209, WXTU +0.200, WYVK +0.175, KILT +0.150, KIMI +0.120, KSD +0.114, WJBE +0.112, WGGY +0.105, WGAR +0.104

NEW AND ACTIVE	
TITLE ARTIST / LABEL	AUD / GAIN
FLIP-F-OP SUMMER Kenny Chesney (BNA)	0.588/0.140
NOTHIN' BETTER TO DO LeAnn Rimes (ASYLUM-CURB)	0.579/0.213
ILLEGALS Cledus T. Judd (ASYLUM-CURB)	0.469/0.104
NINETEEN Waycross (DREAMCATCHER)	0.375/0.120
THE ROAD AND THE RADIO Kenny Chesney (BNA)	0.356/0.181
BETTER PLACES THAN THIS Tracy Byrd (BLIND MULE/COS)	0.353/0.279

MOST ADDED

BECAUSE OF YOU 28
Reba McEntire Duet With Kelly Clarkson (MCA Nashville)
KFDI, KFKF, KFRG, KHKI, KIIM, KILT, KKNG, KMDL, KRYS, KTST, KUPL, KUSS, KWJJ, WAMZ, WBEE, WCTQ, WGAR, WGGY, WJNA, WJTL, WKCQ, WKHX, WMAD, WOKQ, WRNS, WXY, WYCD, WYRK

EVERYDAY AMERICA 23
Sugarland (Mercury)
KCYE, KFRG, KHKI, KRMD, KRST, KSKS, KWJJ, KYGO, WAMZ, WBCT, WDAF, WDTW, WGXK, WKCQ, WKDF, WMAD, WOKQ, WQBE, WUSJ, WYQM, WXBQ, WXY, WXTU

IF YOU'RE READING THIS 16
Tim McGraw (CURB)
KBEB, KEEY, KFRG, KHEY, KIIM, KMPS, KNCL, KNIX, KSKS, KSSN, KUPL, WAMZ, WMIL, WQHK, WUBE, WYCD

NOTHIN' BETTER TO DO 13
LeAnn Rimes (ASYLUM-CURB)
KATC, K545, KUBL, WBEE, WCTK, WGGY, WJBE, WJTL, WQHK, WYMU, WYQM, WYXN

FREE AND EASY (DOWN THE ROAD I GO) 10
Dierks Bentley (Capitol Nashville)
KRYS, KYGO, WJFL, KYGO, WCTK, WGXK, WGTY, WKXC, WNCY, WYUR

FOR WEEK ENDING MAY 27, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations. 127 country and 24 Canada country stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Indicator chart comprised of 33 reporters. © 2007 Nielsen Business Media, Inc. All rights reserved.

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COUNTRY

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▶ CANADIAN GROUP EMERSON DRIVE HOPS 2-1 ON THE COUNTRY INDICATOR LIST WITH THE EMOTIONALLY CHARGED BALLAD "MOMENTS."

THIS WEEK	LAST WEEK	WEEKS ON CHART	COUNTRY INDICATOR		PLAYS TW +/-	TOTAL AUD.
			TITLE ARTIST	IMPRINT / PROMOTION LABEL		
1	2	21	MOMENTS	EMERSON DRIVE	MIDAS/NEW REVOLUTION	3663 +110 7.805
2	1	12	TICKS	BRAD PAISLEY	ARISTA NASHVILLE	3580 +10 8.023
3	4	19	FIND OUT WHO YOUR FRIENDS ARE	TRACY LAWRENCE	ROCKY COMFORT/COS	3526 +103 7.641
4	7	16	LUCKY MAN	MONTGOMERY GENTRY	COLUMBIA	3293 +212 7.281
5	5	17	HIGH MAINTENANCE WOMAN	TOBY KEITH	SHOW DOG NASHVILLE	3276 +94 7.044
6	6	21	A WOMAN'S LOVE	ALAN JACKSON	ARISTA NASHVILLE	3210 +11 6.969
7	8	12	WRAPPED	GEORGE STRAIT	MCA NASHVILLE	3127 +240 6.674
8	3	28	GOOD DIRECTIONS	BILLY CURRINGTON	MERCURY	2999 -478 6.167
9	10	26	DON'T MAKE ME	BLAKE SHELTON	WARNER BROS./WRN	2730 +153 6.313
10	9	14	LOST IN THIS MOMENT	BIG & RICH	WARNER BROS./WRN	2680 +73 6.033
11	11	6	I TOLD YOU SO	KEITH URBAN	CAPITOL NASHVILLE	2590 +201 5.680
12	13	17	A DIFFERENT WORLD	BUCKY COVINGTON	LYRIC STREET	2332 +112 4.770
13	12	15	JOHNNY CASH	JASON ALDEAN	BROKEN BOW	2325 +97 4.969
14	14	14	TEARDROPS ON MY GUITAR	TAYLOR SWIFT	BIG MACHINE	2247 +36 4.911
15	18	5	I NEED YOU	TIM MCGRAW WITH FAITH HILL	CURB	2186 +163 4.741
16	19	22	STARTIN' WITH ME	JAKE OWEN	RCA	2097 +119 4.618
17	17	10	THESE ARE MY PEOPLE	RODNEY ATKINS	CURB	2088 +50 4.434
18	20	10	TOUGH	CRAIG MORGAN	BROKEN BOW	1905 +141 4.013
19	21	17	GUYS LIKE ME	ERIC CHURCH	CAPITOL NASHVILLE	1866 +104 4.090
20	22	11	I WONDER	KELLIE PICKLER	BNA	1642 +70 3.533
21	23	12	A LITTLE MORE YOU	LITTLE BIG TOWN	EQUITY	1546 +75 3.293
22	16	19	STAND	RASCAL FLATTS	LYRIC STREET	1530 -616 3.244
23	26	9	ALL MY FRIENDS SAY	LUKE BRYAN	CAPITOL NASHVILLE	1188 +122 2.245
24	25	7	I WANNA FEEL SOMETHING	TRACE ADKINS	CAPITOL NASHVILLE	1183 +105 2.383
25	28	4	HOW I FEEL	MARTINA MCBRIDE	RCA	1138 +172 2.291
26	29	17	I GOT MORE	COLE DEGGS AND THE LONESOME	COLUMBIA	1002 +109 2.058
27	27	13	THAT KIND OF DAY	SARAH BUXTON	LYRIC STREET	943 -52 1.897
28	30	5	FALL	CLAY WALKER	ASYLUM-CURB	895 +57 1.796
29	37	7	LIVIN' OUR LOVE SONG	JASON MICHAEL CARROLL	ARISTA NASHVILLE	871 +125 1.817
30	32	6	JUST MIGHT HAVE HER RADIO ON	TRENT TOMLINSON	LYRIC STREET	862 +45 1.751
31	33	3	MEASURE OF A MAN	JACK INGRAM	BIG MACHINE	846 +68 1.768
32	31	8	DIRTY GIRL	TERRI CLARK	BNA	844 +22 1.778
33	36	9	TENNESSEE	THE WRECKERS	MAVERICK/WARNER BROS./WRN	778 +16 1.405
34	34	15	SAY YES	DUSTY DRAKE	BIG MACHINE	701 -75 1.482
35	38	8	ISN'T SHE	CAROLINA RAIN	EQUITY	695 -48 1.300
36	NEW		ONE OF THE BOYS	GRETCHEN WILSON	COLUMBIA	652 +130 1.326
37	NEW		ANOTHER SIDE OF YOU	JOE NICHOLS	UNIVERSAL SOUTH	635 +125 1.276
38	NEW		BECAUSE OF YOU	REBA MCGENTIRE DUET WITH KELLY CLARKSON	MCA NASHVILLE	632 +401 1.426
39	NEW		EVERYDAY AMERICA	SUGARLAND	MERCURY	616 +265 1.304
40	40	2	FAMOUS IN A SMALL TOWN	MIRANDA LAMBERT	COLUMBIA	598 +54 1.432

THIS WEEK	LAST WEEK	WEEKS ON CHART	CANADA COUNTRY		PLAYS TW +/-	
			TITLE ARTIST	IMPRINT / PROMOTION LABEL		
1	1	11	TICKS	BRAD PAISLEY	ARISTA NASHVILLE/SONY BMG	647 -7
2	5	11	WRAPPED	GEORGE STRAIT	MCA NASHVILLE/UNIVERSAL	587 +78
3	3	12	LOST IN THIS MOMENT	BIG & RICH	WARNER BROS./WARNER	526 +4
4	4	6	I TOLD YOU SO	KEITH URBAN	CAPITOL NASHVILLE/EMI	521 +18
5	2	15	HIGH MAINTENANCE WOMAN	TOBY KEITH	SHOW DOG NASHVILLE/UNIVERSAL	493 -72
6	8	11	GOOD DIRECTIONS	BILLY CURRINGTON	MERCURY/UNIVERSAL	481 +27
7	11	5	CHEAPER TO KEEP HER	AARON LINES	OUTSIDE THE LINES	478 +31
8	7	7	PICKUP TRUCK	SHANE YELLOWBIRD	306/UNIVERSAL	473 -5
9	6	10	DRIVING WITH THE BRAKES ON	DOC WALKER	MAPLEMUSIC	467 -14
10	10	14	FIND OUT WHO YOUR FRIENDS ARE	TRACY LAWRENCE	ROCKY COMFORT/COS	453 +4
11	13	9	LET'S TALK ABOUT LOVE	JESSIE FARRELL	UNIVERSAL	440 -8
12	20	7	THESE ARE MY PEOPLE	RODNEY ATKINS	CURB/EMI	419 +64
13	16	11	DIRTY GIRL	TERRI CLARK	BNA/SONY BMG	411 +9
14	12	18	SETTLIN'	SUGARLAND	MERCURY/UNIVERSAL	391 -51
15	21	3	I NEED YOU	TIM MCGRAW WITH FAITH HILL	CURB/EMI	389 +59
16	14	10	INTO YOU	CAROLYN DAWN JOHNSON	ANGELINE/UNIVERSAL	385 -29
17	17	16	I WANT YOU TO LIVE	GEORGE CANYON	UNIVERSAL	366 -14
18	18	21	MOMENTS	EMERSON DRIVE	MONTAGE/MIDAS/UNIVERSAL	362 -9
19	9	19	WASTED	CARRIE UNDERWOOD	ARISTA/ARISTA NASHVILLE/SONY BMG	361 -82
20	23	13	LUCKY MAN	MONTGOMERY GENTRY	COLUMBIA/SONY BMG	342 +24
21	15	20	A WOMAN'S LOVE	ALAN JACKSON	ARISTA NASHVILLE/SONY BMG	340 -75
22	27	3	KICKING STONES	JOHNNY REID	MAPLEMUSIC	329 +58
23	19	19	STAND	RASCAL FLATTS	LYRIC STREET/UNIVERSAL	328 -41
24	24	7	TEARDROPS ON MY GUITAR	TAYLOR SWIFT	BIG MACHINE/UNIVERSAL	321 +18
25	22	12	LEAVING LOUISIANA	JIMMY RANKIN	SONG DOG/EMI	310 -13
26	26	9	JOHNNY CASH	JASON ALDEAN	BROKEN BOW/SONY BMG	302 +14
27	25	12	BETTER WORLD	CHARLIE MAJOR	KOCH	286 -25
28	29	5	ONE BREATH FROM A HEARTACHE	ADAM GREGORY	MENSA/EMI	276 +9
29	28	9	WHAT D'Y SAY	QUANE STEELE	ICON	251 -7
30	30	4	HOW I FEEL	MARTINA MCBRIDE	RCA/SONY BMG	233 +20



Marketing efforts involve listeners interactively . . . not to mention the allure of local acclaim and cash prizes

AC/Hot AC Promotions: Fun, Fame And Fortune

Chuck Taylor

CTaylor@RadioandRecords.com

despite the allure of a tailored music playlist and on-air personalities who play a daily role in listeners' lives, there is nothing quite as exciting to an active segment of a radio station's audience as the opportunity to participate in a big, glossy promotion that presents the momentary enchantment of local acclaim and the prospect of a big prize. Even for the majority of listeners who choose not to participate, well-planned and executed contests and promotions provide entertainment value—and perhaps the opportunity to live vicariously through others.

Exploiting the demand for user-generated content, Clear Channel hot AC KYSR (Star 98.7)/Los Angeles offered listeners the opportunity to foster :15 Seconds of Fame by creating a 15-second commercial promoting the station in a fun, positive manner. Qualifying videos were posted on the station Web site, with a panel of judges selecting the 10 best. Listeners then voted online to determine the winning clip. The victorious video, "Keeping You Sane," which showed the calming effect of Star in an office setting, ran in a commercial break during Fox's "24," while creator Geoff Marillo received a \$25,000 cash prize. According to Star marketing guru Robert Lyles, "This contest turned out to be the best viral promotion the station has ever done. We received almost 600 commercials."

Cumulus AC WMXS (Mix 103)/Montgomery, Ala., morning team JT & Leanne sponsored the inaugural Doxie Races—a nationally known recreational sport in which Dachshunds playfully race



Winner Geoff Marillo, left, with Star 98.7's Valentine and Lisa.

one another—raising more than \$800 for the local humane society. "This community is very animal-



Wiener dogs race for charity at Mix 103.

friendly, and we were able to promote the event through our radio station and on the local NBC-TV affiliate's 'Today in Alabama' and also on the 11 a.m. newscast of 'Alabama Live,'" Leanne says. "Next year is going to be even bigger and better."

ABC hot AC WPLJ/New York sponsored a Prison Break promotion where nine contestants had to survive for one week—more than 100 hours—in a prison cell in the middle of Menlo Park Mall in nearby Edison, N.J., sleeping, drinking and eating in the confines of their makeshift home. Each day, morning show hosts Scott Shannon and Todd Pettengill put entrants through reward contests, games and challenges played on the air between 6 a.m. and 10 a.m. A webcam allowed listeners to view the action live online at plj.com.

"Contestants competed for the grand prize of a \$5,000 Menlo Park Mall shopping spree and five days and four nights, all expenses paid for two, at the Westin Aruba Resort & Casino," WPLJ marketing director Theresa Angela says. "They entered by e-mailing an application with a couple of paragraphs on why they would want to be locked up. Scott and

'It's been a phenomenal promotion with a lot of buzz, and best of all, it constantly reiterates our position as the no repeat workday station in town.'

—Brian DeMay

Todd and a panel of judges selected and announced participating inmates during the morning show."

The final three inmates, bordering on exhaustion, had to balance two bars of prison soap using only a spatula with one hand, as Scott and Todd broadcast their entire show from the mall. Trish Bulinsky, a 35-year-old school bus driver, held her soap the longest and was crowned the winner.

Greater Media AC WMGC/Detroit held the Magic 105.1 '80s Prom Dance, with tickets awarded to 600 winning listeners. The event, held at the local Adiamo Italia restaurant, featured hors d'oeuvres, a chocolate fountain, dancing, a photo booth and an '80s cover band. A \$300 cash prize was awarded for the best outfit, with runner-up prizes of \$200, \$100 and \$50. The promotion tied-in sponsors Castleman Eye Center, the Michigan Dental Assn. and the restaurant.

Barnstable Broadcasting hot AC WMJC/Long Island, N.Y., promoted good will within the community with an on-air stunt to assist the New York Islanders in their NHL playoff series against the Buffalo Sabres by refusing to play songs by any band from the Buffalo area on game days. "Watching the games the Islanders played in Buffalo, it seemed like every song played in the arena was by the Goo Goo Dolls," WMJC PD Jon Daniels says. "If the Sabres are associating themselves with songs by that group, then we're not going to play their music, in support of our Islanders."

Meanwhile, Entercom AC WTSS (Star 102.5)/Buffalo also hosted a sports-related promotion surrounding the Sabres, guaranteeing listeners that if the station repeated a song during its 9-to-5 no repeat workday, caller 102 identifying the title was awarded playoff tickets. "The Buffalo Sabres are huge here. Playoff tickets sold out in minutes," Star PD Brian DeMay says. "Now, all five studio lines ring nonstop from 9 to 5. It's been a phenomenal promotion with a lot of buzz, and best of all, it constantly reiterates our position as the no repeat workday station in town."

"The Jack Diamond Morning Show" on ABC hot AC WRQX (Mix 107.3)/Washington celebrated Military Spouse Appreciation Day May 11 by inviting area military spouses to the station. They were treated to a catered brunch by the local Olney Tavern, spa treatments courtesy of Klinger Salon, prizes and presents galore.

"The show was all about them and the challenges they face supporting our armed forces on the home front," Diamond says. "We also surprised one of our wives with a phone call from her husband, who is a general serving in Iraq. These brave and courageous women support our troops and keep the home lights burning and the prayers continuing for their safe return. It was our honor and pleasure to host them," Diamond says.

R&R



WRQX morning host Jack Diamond with local military wives.

► **KT TUNSTALL** BECOMES THE FIRST FEMALE SINCE DIDO IN 2004 TO CRACK THE TOP 10 WITH HER FIRST TWO AC ENTRIES, AS "SUDDENLY I SEE" RISES 11-10. "BLACK HORSE & THE CHERRY TREE" TROTTED TO NO. 4 LAST FALL.



THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL	PLAYS		AUDIENCE	
						TW	+/-	MILLIONS	RANK
1	3	39	WAITING ON THE WORLD TO CHANGE JOHN MAYER	N ³	NO. 1 (12 WKS) AWARE/COLUMBIA	1759	-84	16,998	1
2	2	32	HOW TO SAVE A LIFE THE FRAY	N ⁴	EPIC	1719	-101	14,566	3
3	1	33	CHASING CARS SNOW PATROL	N ³	POLYDOR/A&M/INTERSCOPE	1658	-213	16,321	2
4	4	9	EVERYTHING MICHAEL BUBLE	N ¹	143/REPRISE	1357	+63	10,486	4
5	5	39	FAR AWAY NICKELBACK	N ³	ROADRUNNER/ATLANTIC/LAVA	1117	-75	8,828	7
6	7	34	STREETCORNER SYMPHONY ROB THOMAS	N ¹	MELISMA/ATLANTIC	1113	-25	8,658	9
7	6	33	HURT CHRISTINA AGUILERA	N ²	RCA/RMG	1087	-98	8,663	8
8	9	19	CHANGE KIMBERLEY LOCKE	N ²	CURB/REPRISE	938	+9	3,769	16
9	8	49	PUT YOUR RECORDS ON CORINNE BAILEY RAE	N ¹	CAPITOL	915	-78	9,462	5
10	11	21	SUDDENLY I SEE KT TUNSTALL	N ¹	RELENTLESS/VIRGIN	718	+24	6,395	12
11	12	18	RAINCOAT KELLY SWEET	N ²	RAZOR & TIE	681	-9	2,241	21
12	10	20	IRREPLACEABLE BEYONCE	N ⁴	COLUMBIA	673	-92	6,544	11
13	14	6	THE SWEET ESCAPE GWEN STEFANI FEATURING AKON	N ²	INTERSCOPE	661	+78	8,935	6
14	13	14	FOOLED AROUND AND FELL IN LOVE ROD STEWART	N ²	J/RMG	644	-22	6,070	13
15	15	6	BEFORE HE CHEATS CARRIE UNDERWOOD	N ²	ARISTA/ARISTA NASHVILLE/RMG	640	+109	7,015	10
16	16	13	NEVER ALONE JIM BRICKMAN FEATURING LADY ANTEBELLUM	N ²	SLG	554	+17	2,339	19
17	17	17	MY LITTLE GIRL TIM MCGRAW	N ¹	CURB/REPRISE	465	-19	1,837	24
18	18	11	FEBRUARY SONG JOSH GROBAN	N ¹	143/REPRISE	410	-10	3,735	17
19	19	14	IT'S NOT OVER DAUGHTRY	N ²	RCA/RMG	358	-8	3,169	18
20	22	3	HOME DAUGHTRY	N ²	RCA/RMG	353	+78	3,860	15
21	20	10	ANYWAY MARTINA MCBRIDE	N ²	RCA NASHVILLE	343	+2	1,389	28
22	23	7	LITTLE WONDERS ROB THOMAS	N ¹	WALT DISNEY/MELISMA/ATLANTIC	336	+60	4,262	14
23	21	16	JUST TO FEEL THAT WAY TAYLOR HICKS	N ¹	ARISTA/RMG	281	-20	2,285	20
24	27	2	MY WISH RASCAL FLATTS	N ²	LYRIC STREET/HOLLYWOOD	249	+52	0,986	30
25	24	10	SAY IT RIGHT NELLY FURTADO	N ³	MOSLEY/GEFFEN	238	+7	1,916	23
26	25	17	SO NOT OVER YOU SIMPLY RED	N ²	SIMPLYRED.COM	214	-24	1,407	27
27	28	2	MAKES ME WONDER MAROON 5	N ²	A&M/OCTONE/INTERSCOPE	191	+30	2,132	22
28	30	2	IF EVERYONE CARED NICKELBACK	N ²	ROADRUNNER/ATLANTIC/LAVA	152	-3	0,757	-
29	29	11	KEEP HOLDING ON AVRIL LAVIGNE	N ²	FOX/RCA/RMG	133	-9	1,411	26
30	RE-ENTRY		I NEEDED TO FALL REO SPEEDWAGON	N ²	SPEEDWAGON/MAILBOAT	120	-2	0,475	-

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
HOME Daughtry (RCA/RMG) KGBX, KSSK, WCRZ, WHUD, WLEV, WMJX, WTFM, XM The Blend	8
HEAVEN KNOWS Taylor Hicks (ARISTA/RMG) KQIS, KWAV, WDEF, WHLG, WJXB, WRSA, XM The Blend	7
THE SWEET ESCAPE Gwen Stefani Feat. Akon (INTERSCOPE) KKCW, KKMV, WLTJ, WMXS, WSNE, WYYY	6
MAKES ME WONDER Maroon 5 (A&M/OCTONE/INTERSCOPE) KBEE, KGBY, WHUD, WLTJ, WLTW, WMGN	6
LEMONADE Chris Rice (IND/COLUMBIA) KQIS, KTSN, KWAV, WLHT, WRSA, WTFM	6
BEFORE HE CHEATS Carrie Underwood (ARISTA/ARISTA NASHVILLE/RMG) KGBY, KKMV, WGSY, WLIT, WMCS	5
MY WISH Rascal Flatts (LYRIC STREET/HOLLYWOOD) KISC, KSSK, WLRQ, XM The Blend	4
SUDDENLY I SEE KT Tunstall (RELENTLESS/VIRGIN) KVLY, WLRQ, WMJX	3

ADDED AT... WMJX
Boston, MA
OM/PD: Don Kelley
APD: Candy O'Terry
MD: Mark Laurence
Daughtry, Home, O
Justin Timberlake, What Goes Around... Comes Around, D
KT Tunstall, Suddenly I See, O
Nelly Furtado, Say It Right, O
FOR MORE STATIONS GO TO:
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NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
EVER PRESENT PAST Paul McCartney (MPL/HEAR/CONCORD) TOTAL STATIONS: 18	88/11	GLAMOROUS Fergie Feat. Ludacris (WILL.I.AM/A&M/INTERSCOPE) TOTAL STATIONS: 2	41/2
WHAT GOES AROUND... COMES AROUND Justin Timberlake (JIVE/ZOMBA) TOTAL STATIONS: 6	71/0	BIG GIRLS DON'T CRY Fergie (WILL.I.AM/A&M/INTERSCOPE) TOTAL STATIONS: 2	33/0
SOMETIMES WHEN WE TOUCH Donny Osmond (DECCA) TOTAL STATIONS: 14	47/11	U - UR HAND Pink (LAFACE/ZOMBA) TOTAL STATIONS: 4	32/8
LEMONADE Chris Rice (EB+FLO/INO/COLUMBIA) TOTAL STATIONS: 9	42/41	CHANGES Lareau (WARRIOR) TOTAL STATIONS: 7	29/14
SOMETHING IN YOUR EYES David Martin (ASTONISH) TOTAL STATIONS: 7	41/6	BETTER THAN ME Hinder (UNIVERSAL REPUBLIC) TOTAL STATIONS: 3	28/13

MOST INCREASED PLAYS

+109	BEFORE HE CHEATS Carrie Underwood (Arista/Arista Nashville/RMG) WRVF +2, WFMK +1, WRVR +10, WGSY +10, WLHT +9, KMGA +9, WMXC +8, KESZ +7, WYJB +7, WHBC +5
+78	THE SWEET ESCAPE Gwen Stefani Feat. Akon (Interscope) WHUD +7, KGBA +7, KTDY +7, WMAS +6, WGSY +6, KLTQ +6, WKJY +5, WDOO +5, WMXC +5, WVAF +5
+78	HOME Daughtry (RCA/RMG) WHBC +14, WRVR +14, WLTW +10, WDOO +6, KMGL +5, WBEE +5, WRVF +4, WLHT +4, WZID +4, WMCS +3
+63	EVERYTHING Michael Buble (143/Reprise) KBEE +20, KGBY +10, WLHT +8, KTDY +7, KMGL +7, WDOO +5, KISC +5, WVAF +5, WMJX +5, KQIS +4
+60	LITTLE WONDERS Rob Thomas (Walt Disney/Melisma/Atlantic) WHLD +6, WMTX +11, WRRM +11, WCDV +8, KKMV +5, WMGN +4, WMXS +3, WHLG +3, WLHT +2, KISC +2

RECURRENTS

THIS WEEK	TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS		THIS WEEK	TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS			
		TW	LW			TW	LW		
1	UNWRITTEN NATASHA BEDINGFIELD (EPIC)	N ⁵	1166	1234	6	BECAUSE OF YOU KELLY CLARKSON (RCA/RMG)	N ⁵	712	718
2	WHAT HURTS THE MOST RASCAL FLATTS (LYRIC STREET/HOLLYWOOD)	N ³	933	1020	7	YOU'RE BEAUTIFUL JAMES BLUNT (CUSTARD/ATLANTIC)	N ⁴	703	765
3	BAD DAY DANIEL POWDER (WARNER BROS.)	N ⁴	912	1066	8	YOU AND ME LIFEHOUSE (GEPFEN)	N ⁶	702	709
4	THE RIDDLE FIVE FOR FIGHTING (AWARE/COLUMBIA)	N ²	816	784	9	BREAKAWAY KELLY CLARKSON (WALT DISNEY/HOLLYWOOD)	N ⁵	687	532
5	DRIFT AWAY UNCLE KRACKER FEAT. DOBIE GRAY (LAVA)	N ⁶	723	622	10	BLACK HORSE & THE CHERRY TREE KT TUNSTALL (RELENTLESS/VIRGIN)	N ²	608	662

FOR WEEK ENDING MAY 27, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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Wake Up Sunday Mornings

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-Ken Lanphear, WVFM, Kalamazoo, MI

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▶ AFTER REACHING NO. 1 AT CHR/TOP 40, **HINDER'S** "BETTER THAN ME" SECURES TOP 10 STATUS AT HOT AC WITH AN 11-10 ADVANCE.



THIS WEEK	LAST WEEK	TITLE	ARTIST	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	PLAYS	AUDIENCE	RANK
	WEEKS ON CHART				IMPRINT / PROMOTION LABEL	TW +/-	MILLIONS	
1	1	23	IF EVERYONE CARED NICKELBACK	NO. 1 (6 WKS)	★	2952	-122	13.923
2	2	20	THE SWEET ESCAPE GWEN STEFANI FEATURING AKON		★	2867	-60	15.187
3	4	8	HOME DAUGHTRY		★	2837	+224	15.385
4	3	9	MAKES ME WONDER MARCOON 5		★	2800	+46	14.010
5	6	17	LITTLE WONDERS ROB THOMAS		★	2368	-48	9.874
6	7	24	BEFORE HE CHEATS CARRIE UNDERWOOD		★	2329	-6	12.985
7	5	26	IT'S NOT OVER DAUGHTRY		★	2313	-229	12.735
8	3	28	U + UR HAND PINK		★	2088	+101	9.750
9	3	24	SAY IT RIGHT NELLY FURTADO		★	2084	-217	10.835
10	1	14	BETTER THAN ME HINDER		★	1659	+3	6.236
11	10	50	HOW TO SAVE A LIFE THE FRAY		★	1627	-143	8.023
12	13	6	NEVER AGAIN KELLY CLARKSON		★	1569	-21	6.797
13	15	4	FIRST TIME LIFEHOUSE		★	1481	+299	6.113
14	12	51	CHASING CARS SNOW PATROL		★	1401	-215	8.000
15	14	18	GRAVITY JOHN MAYER		★	1277	-183	6.684
16	17	20	COLORFUL ROCCO DELUCA & THE BURDEN		★	1182	+6	4.855
17	15	19	WHAT GOES AROUND...COMES AROUND JUSTIN TIMBERLAKE		★	1168	-19	6.071
18	19	7	GIRLFRIEND AVRIL LAVIGNE		★	1166	+139	5.815
19	18	13	CUPID'S CHOKEHOLD/BREAKFAST IN AMERICA GYM CLASS HEROES FEAT. PATRICK STUMP		★	1047	-38	3.607
20	20	9	OTHER SIDE OF THE WORLD KT TUNSTALL		★	1021	+6	3.222
21	21	9	(YOU WANT TO) MAKE A MEMORY BON JOVI		★	970	-9	3.994
22	23	12	UNDENIABLE MAT KEARNEY		★	917	+51	2.468
23	22	18	LOOK AFTER YOU THE FRAY		★	833	-119	3.745
24	25	4	HEY THERE DELILAH PLAIN WHITE T'S		★	643	+156	2.252
25	25	7	GLAMOROUS FERGIE FEATURING LUDACRIS		★	578	+20	2.200
26	27	8	FACE DOWN THE RED JUMPSUIT APPARATUS		★	567	+56	1.653
27	26	13	THE KILL (BURY ME) 30 SECONDS TO MARS		★	509	-24	1.645
28	24	9	LIFE IS BEAUTIFUL VEGA4		★	455	+22	1.301
29	31	6	DON'T MATTER AKON		★	401	+36	2.339
30	30	5	EXTRAORDINARY MANDY MOORE		★	385	+31	1.680
31	30	20	ROCKSTAR NICKELBACK		★	358	+101	1.785
32	33	5	WHAT I'VE DONE LINKIN PARK		★	352	+35	2.038
33	36	5	DIG INCUBUS		★	342	+78	1.438
34	24	12	SMILE LILY ALLEN		★	323	-239	0.456
35	35	4	SIGNAL FIRE SNOW PATROL		★	283	+9	1.792
36	37	3	BEAUTIFUL DISASTER JON MCLAUGHLIN		★	272	+16	0.540
37	NEW		IF YOU'RE GONNA LEAVE EMERSON HART		★	261	+54	0.500
38	40	2	SUMMER LOVE JUSTIN TIMBERLAKE		★	261	+21	0.821
39	34	16	READ MY MIND THE KILLERS		★	258	-41	1.401
40	RE-ENTRY		WHEN WE DIE BOWLING FOR SOUP		★	251	+11	0.876

MOST ADDED

TITLE	ARTIST / LABEL	NEW STATIONS
BEFORE IT'S TOO LATE (SAM AND MIKAELA'S THEME)	Goo Goo Dolls (WARNER BROS.)	9
HEY THERE DELILAH	Plain White T's (HOLLYWOOD)	8
ROCKSTAR	Nickelback (ROADRUNNER/ATLANTIC/LAVA)	8
REHAB	Amy Winehouse (UNIVERSAL REPUBLIC)	5
FIRST TIME	Lifehouse (Geffen)	4
EXTRAORDINARY	Mandy Moore (FIRM)	4
BIG GIRLS DON'T CRY	Fergie (WILL.I.AM/A&M/INTERSCOPE)	4
WONDERFUL WORLD	James Morrison (POLYDOR/INTERSCOPE)	4
BUBBLY	Colbie Caillat (UNIVERSAL REPUBLIC)	4
HOLLYWOOD	Collective Soul (EL)	4

ADDED AT... KMHX
Santa Rosa, CA
PD: Danny Wright
Mandy Moore, Extraordinary, 1
James Morrison, Wonderful World, 0
Kaiser Chiefs, Ruby, 0
Nickelback, Rockstar, 0
FOR MORE STATIONS GO TO:
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NEW AND ACTIVE

TITLE	ARTIST / LABEL	PLAYS /GAIN	TITLE	ARTIST / LABEL	PLAYS /GAIN
REHAB	Amy Winehouse (UNIVERSAL REPUBLIC)	213/68	WAIT FOR YOU	Elliott Yamin (HICKORY)	136/6
BIG GIRLS DON'T CRY	Fergie (WILL.I.AM/A&M/INTERSCOPE)	189/59	THNKS FR TH MMRS	Fall Out Boy (FUELED BY RAMEN/ISLAND/IDJMG)	123/8
THE STORY	Brandi Carlile (COLUMBIA)	180/22	FOREVER	Papa Roach (EL TONAL/GEFFEN)	113/1
4 IN THE MORNING	Gwen Stefani (INTERSCOPE)	174/21	AWAKENING	Switchfoot (COLUMBIA)	89/17
THE OLDER I GET	Skilliet (ARDENT/ATLANTIC/LAVA)	156/22	BEFORE IT'S TOO LATE (SAM AND MIKAELA'S THEME)	Goo Goo Dolls (WARNER BROS.)	88/71

MOST INCREASED PLAYS

+299	★ FIRST TIME Lifehouse (Geffen) WDVD +26, KQKQ +23, KFBZ +21, WAVY +19, KILY +12, WTSS +12, WMGX +11, WZPT +11, WALK +10, KYIS +10
+224	★ HOME Daughtry (RCA/RMG) KMHX +32, KIOI +28, WKRQ +27, KMXB +22, WXMA +20, KLCA +19, KPLZ +14, WMGX +14, KDMX +13, WHYN +11
+156	★ HEY THERE DELILAH Plain White T's (Hollywood) XF26 +20, WZPL +16, WXMA +16, WMGX +16, KVUU +15, KZLU +14, KYSR +13, KMXB +12, SIPL +10, WWHA +10
+139	★ GIRLFRIEND Avril Lavigne (RCA/RMG) XF26 +20, KRSK +17, KZLU +17, KQKQ +14, WQAL +13, KYSR +12, KIOI +12, WDVD +11, KFBZ +11, WPLJ +9
+101	★ U + UR HAND Pink (LaFace/Zomba) KRSK +26, WXMA +19, KYIS +17, WZPL +16, KFBZ +14, KYKY +14, WZPT +13, KIMN +12, KCDA +8, WBMX +7

FOR WEEK ENDING MAY 27, 2007
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AC/HOT AC

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WLEV/Allentown, PA* OM/PD: Shelly Easton APD/MD: Jerry Padden	WCRZ/Flint, MI* OM/PD: J. Patrick APD/MD: George McIntyre	WOBM/Monmouth, NJ* PD: Steve Ardolina MD: Brian Moore	KGBY/Sacramento, CA* OM: Don Alias PD: Sonia Jimenez
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KKMJ/Austin, TX* PD: Alex O'Neal APD: Stephen Michael Kerr MD: Terri McCormick	KSOE/Fresno, CA* OM: Paul Wilson PD: Mike Brady MD: Kristen Kelley	WALK/Nassau, NY* PD/MD: Rob Miller APD: Patrick Shea	KBAY/San Jose, CA* PD: Dana Jang
WCDV/Baton Rouge, LA* OM: LeBron "LBJ" Joseph PD: Jeff Johnson	KTRR/Ft. Collins, CO OM/PD: Mark Callaghan	WKJY/Nassau, NY* PD: Bill Edwards MD: Jodi Vale	KSBL/Santa Barbara, CA OM/PD: Keith Royer MD: Peter Bie
KKMY/Beaumont, TX* OM: Joey Armstrong PD: Don Rivers	WHLG/Ft. Pierce, FL* PD/MD: George Coles	WLTW/New York, NY* PD: Jim Ryan APD/MD: Morgan Prue	XM The Blend/Satellite* PD: Mike Abrams
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WMJX/Boston, MA* OM/PD: Don Kelley APD: Candy O'Terry MD: Mark Laurence	WSPA/Greenville, SC* OM: Mark Harmin PD/MD: Mike McKeel	WWDE/Norfolk, VA* PD: Don London MD: Mark McCarthy	WMAS/Springfield, MA* OM/PD: Paul Cannon APD/MD: Rob Anthony
WEBC/Bridgeport, CT* OM/PD: Curt Hansen MD: Danny Lyons	WRCH/Hartford, CT* PD: Allan Camp MD: Joe Hann	KCHX/Odessa, TX OM: Steve Driscoll PD/MD: Grace Tijerina	KGBX/Springfield, MO* OM/PD: Paul Kelley
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WHBC/Canton, OH* PD: Hunter Scott APD/MD: Kaleigh Kriss	KUMU/Honolulu, HI* MD: Lee Kirk	WMTX/Tampa, FL* OM: Chris Kampmeier PD/MD: Ken Payne APD: Brenda Matthews	WRVF/Toledo, OH* OM: Bill Michaels PD: Tom Cook
WSUY/Charleston, SC* OM/PD: Mike Edwards APD/MD: John Quincy	WRSB/Huntsville, AL* PD: John Malone MD: Nate Cholevik	KEZN/Palm Springs, CA PD/MD: Rick Shaw	KONA/Tri-Cities, WA PD: Doug Daniels
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WRRM/Cincinnati, OH* PD: TJ Holland APD: Ted Morro	KUDL/Kansas City, MO* OM/PD/MD: Thom McGinty	WESZ/Phoenix, AZ* PD: Kevin Gossett	WLZW/Utica, NY PD: Eric Miller MD: Mark Richards
WDOK/Cleveland, OH* PD: Scott Miller MD: Ted Kowalski	WJXB/Knoxville, TN* PD: Jeff Jarrigan	WLTJ/Pittsburgh, PA* PD/MD: Chuck Stevens	WASH/Washington, DC* PD: Bill Hess
WTCC/Columbia, SC* OM/PD: Brent Johnson APD: Jennifer Jensen	KQIS/Lafayette, LA* PD: "Fast Eddie" Nelson MD: Ed "Big Tuna" Perkins	WSHH/Pittsburgh, PA* PD/MD: Ron Antill	KRBB/Wichita, KS* OM/PD: Lyman James MD: Dave Wilson
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KKBA/Corpus Christi, TX* OM: Ed Ocanas PD/MD: Bart Allison APD: Norma Jean Morales	WFMK/Lansing, MI* OM: Brent Alberts PD/MD: Chris Reynolds	WBYB/Portsmouth, NH OM/PD: Duncan Dewar APD: Ian Horne MD: Pat McCrueden	WJBR/Wilmington, DE* OM/PD: Michael Waite MD: Caty Hill
WLQT/Dayton, OH* OM/PD: Jeff Stevens APD/MD: Brian Michaels	KSNE/Las Vegas, NV* PD: Tom Chase MD: John Berry	WSNE/Providence, RI* PD: Rick Everett APD/MD: David O'Leary	WRSR/Worcester, MA* PD/MD: Tom Holt
KOSI/Denver, CO* PD: Dave Symonds APD/MD: Steve Hamilton	KOST/Los Angeles, CA* PD/MD: Stella Schwartz	WWLI/Providence, RI* OM/PD/MD: Tony Bristol APD: Mike Rovin	WARM/York, PA* PD: Dave Russell MD: Melanie Gardner
WNIC/Detroit, MI* PD: Don Gosselin APD/MD: Theresa Lucas	WMGN/Madison, WI* PD: Pat O'Neill APD: Amy Ziebell MD: Amy Abbott	WRAL/Raleigh, NC* PD: Barry Fox APD/MD: Jim Kelly	
WOOF/Dothan, AL PD/MD: Leigh Simpson	WZID/Manchester, NH* OM/PD/MD: Bob Bronson	KNEV/Reno, NV* OM/PD: Nick Elliott	
KTSM/El Paso, TX* PD/MD: Bill Tole APD: Sam Cassiano	KVLY/McAllen, TX* OM/PD/MD: Mike Quinn	KRNO/Reno, NV* PD/MD: Dan Fritz	
WXKC/Erie, PA OM: Adam Reese PD: Ron Arlen	WLRQ/Melbourne, FL* OM/PD: Ken Holiday APD/MD: Michael W. Lowe	WTVR/Richmond, VA* OM/PD: Bill Cahill APD: Adam Stubbs MD: Kat Simons	
	WRVR/Memphis, TN* OM/PD: Jerry Dean MD: Larry Wheeler		

* Monitored Reporters



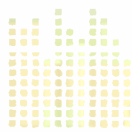
► "HOME" LEAPS 19-9 ON THE CANADA HOT AC CHART, GIVING DAUGHTRY ITS SECOND TOP 10 SINGLE.

POWERED BY



THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL	CANADA AC	
					TW	PLAYS +/-
1	1	10	EVERYTHING MICHAEL BUBLE	143/REPRISE/WARNER	448	+15
2	2	27	HURT CHRISTINA AGUILERA	RCA/SONY BMG	418	-3
3	3	43	WAITING ON THE WORLD TO CHANGE JOHN MAYER	AWARE/COLUMBIA/SONY BMG	380	-34
4	4	20	SUDDENLY I SEE KT TUNSTALL	RELENTLESS/VIRGIN/EMI	377	-10
5	6	18	FOOLED AROUND AND FELL IN LOVE ROD STEWART	J/SONY BMG	338	+10
6	7	25	CHASING CARS SNOW PATROL	POLYDOR/A&M/INTERSCOPE/UNIVERSAL	329	+6
7	5	28	HOW TO SAVE A LIFE THE FRAY	EPIC/SONY BMG	317	-18
8	9	17	AT SEVENTEEN JANN ARDEN	UNIVERSAL	304	+3
9	11	20	ORDINARY MIRACLE SARAH MCLACHLAN	NETTWERK	293	+12
10	10	19	SAY IT RIGHT NELLY FURTADO	MOSLEY/GEFFEN/UNIVERSAL	290	+2
11	12	15	SORRY AGAIN TOMI SWICK	WARNER	265	-9
12	14	35	LOVE YOU LATELY DANIEL POWTER	WARNER BROS./WARNER	260	+12
13	13	23	KEEP HOLDING ON AVRIL LAVIGNE	FOX/RCA/SONY BMG	255	-12
14	19	13	WONDERFUL (TOO LATE) CHANTAL KREVIUZUK	COLUMBIA/SONY BMG	248	+47
15	8	45	WHAT HURTS THE MOST RASCAL FLATTS	LYRIC STREET/UNIVERSAL	243	-58
16	18	7	WHAT YOU WANT HAYLEY SALES	UNIVERSAL	236	+35
17	22	6	THE SWEET ESCAPE GWEN STEFANI FEATURING AKON	INTERSCOPE/UNIVERSAL	234	+93
18	15	36	YOU ARE LOVED (DON'T GIVE UP) JOSH GROBAN	143/REPRISE/WARNER	223	-15
19	17	50	THE RIDDLE FIVE FOR FIGHTING	AWARE/COLUMBIA/SONY BMG	200	-4
20	16	22	GOOD MORNING STARSHINE SERENA RYDER	EMI	188	-21
21	21	51	I THINK OF YOU GREGORY CHARLES	NBW/SONY BMG	167	+17
22	20	30	STREETCORNER SYMPHONY ROB THOMAS	MELISMA/ATLANTIC/WARNER	152	-11
23	31	6	(YOU WANT TO) MAKE A MEMORY BON JOVI	MERCURY/ISLAND/UNIVERSAL	146	+60
24	23	10	REASON TO BELIEVE LIONEL RICHIE	ISLAND/UNIVERSAL	122	+4
25	24	7	WEAK IN THE KNEES SERENA RYDER	EMI	121	+3
26	25	12	LITTLE WONDERS ROB THOMAS	WALT DISNEY/MELISMA/ATLANTIC/WARNER	111	-3
27	28	14	ENTRE MATANE ET BATON ROUGE ISABELLE BOULAY	CHIC MUSIQUE/SELECT	96	+1
28	32	10	GRACE KELLY MIKA	CASABLANCA/UNIVERSAL REPUBLIC/UNIVERSAL	92	+7
29	29	18	IRREPLACEABLE BEYONCE	COLUMBIA/SONY BMG	88	-5
30	33	3	BEFORE HE CHEATS CARRIE UNDERWOOD	ARISTA/ARISTA NASHVILLE/SONY BMG	86	+17

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL	CANADA HOT AC	
					TW	PLAYS +/-
1	1	8	MAKES ME WONDER MAROON 5	A&M/OCTONE/INTERSCOPE/UNIVERSAL	771	+2
2	3	13	LITTLE WONDERS ROB THOMAS	WALT DISNEY/MELISMA/ATLANTIC/WARNER	656	+46
3	4	10	ALL GOOD THINGS (COME TO AN END) NELLY FURTADO	MOSLEY/GEFFEN/UNIVERSAL	593	-9
4	2	14	GIRLFRIEND AVRIL LAVIGNE	RCA/SONY BMG	593	-41
5	5	6	NEVER AGAIN KELLY CLARKSON	RCA/SONY BMG	583	-1
6	6	8	BEFORE HE CHEATS CARRIE UNDERWOOD	ARISTA/ARISTA NASHVILLE/SONY BMG	576	+50
7	8	9	(YOU WANT TO) MAKE A MEMORY BON JOVI	MERCURY/ISLAND/UNIVERSAL	565	+42
8	9	10	PARALYZER FINGER ELEVEN	WIND-UP	556	+48
9	19	6	HOME DAUGHTRY	RCA/SONY BMG	500	+104
10	7	20	THE SWEET ESCAPE GWEN STEFANI FEATURING AKON	INTERSCOPE	485	-39
11	14	9	CUPID'S CHOKEHOLD/BREAKFAST IN AMERICA CRYM CLASS HEROES FEAT. PATRICK STUMP	DELA/DANCE/FUELED BY RAMEN/ATLANTIC/WARNER	474	+19
12	15	12	GIVE IT TO ME TIMBALAND FEAT. NELLY FURTADO & JUSTIN TIMBERLAKE	MOSLEY/BLACKGROUND/INTERSCOPE/UNIVERSAL	472	+22
13	16	8	EVERYTHING MICHAEL BUBLE	143/REPRISE/WARNER	470	+41
14	10	19	THE MUSIC DAVID USHER	MAPLEMUSIC	468	-17
15	12	21	GRACE KELLY MIKA	CASABLANCA/UNIVERSAL REPUBLIC/UNIVERSAL	447	-24
16	11	19	IF EVERYONE CARED NICKELBACK	EMI	444	-28
17	18	13	SECOND CHANCE FABER DRIVE	UNIVERSAL REPUBLIC/UNIVERSAL	428	+15
18	21	7	BETTER THAN ME HINDER	UNIVERSAL REPUBLIC/UNIVERSAL	410	+29
19	13	23	IT'S NOT OVER DAUGHTRY	RCA/SONY BMG	387	-83
20	17	23	WHAT GOES AROUND...COMES AROUND JUSTIN TIMBERLAKE	JIVE/SONY BMG	351	-72
21	25	6	FALLIN' FOR YOU EVA AVILA	SONY BMG	350	+44
22	27	5	SUMMER LOVE JUSTIN TIMBERLAKE	JIVE/SONY BMG	349	+50
23	22	12	DON'T MATTER AKON	KONVIC/TUPFRONT/SRC/UNIVERSAL MOTOWN/UNIVERSAL	336	-36
24	20	18	PATIENCE TAKE THAT	POLYDOR/UNIVERSAL	332	-58
25	26	7	GHOSTS OF YOU CHANTAL KREVIUZUK	COLUMBIA/SONY BMG	309	+6
26	23	14	HUNG UP SUZIE MCNEIL	CURVE	300	-22
27	24	11	WEAK IN THE KNEES SERENA RYDER	EMI	293	-27
28	28	5	DON'T WANNA DBLCLIFFORD	SONY BMG	268	0
29	35	3	4 IN THE MORNING GWEN STEFANI	INTERSCOPE/UNIVERSAL	252	+53
30	33	3	BIG GIRLS DON'T CRY FERGIE	WILL.I.AM/A&M/UNIVERSAL	248	+48



SMOOTH JAZZ



Warm weather station festivals attract the crème de la crème of players

Lifestyle-Fit Promotions

Carol Archer

CArcher@RadioandRecords.com

It has often been said that a terrible thing happens when a radio station doesn't market or promote: nothing. As trip-a-day is ubiquitous in smooth jazz (though WNUA/Chicago and WLVE/Miami both dropped the giveaway in recent months) and has been explored at length in this space, this week we sample a cross-section of other promotions being mounted on seven stations.

From modest to grand, each is a lifestyle fit.

Among smooth jazz's pre-eminent events, KIFM/San Diego's anniversary festival has been held every Memorial Day weekend for more than three decades. On May 26, the 32nd annual Harrah's Rincon Smooth Jazz 98.1 Gaslamp Festival presented Peter White, Rick Braun, Richard Elliot, Jeff Lorber, Euge Groove, Jonathan Butler, Norman Brown, Peabo Bryson, the Fabulous Thunderbirds, Marion Meadows, Oli Silk, hot new urban artist Ryan Shaw and others during an eight-hour extravaganza.

Live music, primarily by local acts, was also available in more than two dozen Gaslamp Quarter clubs and restaurants—like the subterranean tapas bar where then-KEZL/Fresno PD Mike Vasquez and I caught Chris Botti's first West Coast gig in 1995, when Botti and Vasquez were both still pups and before Vasquez became KIFM's PD in 1998.

For the first time, KIFM fans will have a chance to attend informal Q&A sessions with core artists Mindi Abair, Euge Groove, White, Elliot and Braun at the Pacific Multiplex Theater. This innovation likely arose from Vasquez's experience aboard Dave Koz's Jazz Cruises voyage, which demonstrated that up-close-and-personal encounters with artists are popular with format partisans.

It should be noted that from the time KIFM GM and Lincoln Financial Group/San Diego market manager Darrel Goodin arrived on the scene five or six years ago, non-traditional revenue from festival sponsorships and ticket sales has added substantially to KIFM's coffers.

On May 27, KSBR/Mission Viejo, Calif., held its Birthday Bash. This concert attracts the crème de la crème of players, performing outdoors at the beautiful Mission San Juan Capistrano (yes, that one, where the swallows return).

Under longtime KSBR PD Terry Wedel's tutelage, radio broadcasting students at Saddleback College get on-the-job training in every aspect of the medium at the vibrant noncommercial station, including the measure of success in radio, or in any business—the bottom line.

KSBR's revenue, of course, is not derived from ad sales, but from community support in the form of listener pledges and corporate sponsorships. By offering programming that connects with its affluent Orange County audience, the station excels in both.

Sold out for 11 consecutive years, KSBR's bash enjoyed the support of 22 corporate sponsors this year. Tickets ranged from lawn seating at \$50 to reserved platinum VIP seats for \$175. The sophisticated crowd got its money's worth from performances by smooth jazz luminaries including Chuck Loeb, Brian Bromberg, Steve Ferrone, Brian Simpson, Tony Guerrero, Bill Cantos, Mombo Hernandez, Greg Adams, Michael Manson, Sara Gazarek, Nils, Greg Vail, Dan Siegel, Rob Whitlock, Kelly Sweet, Ray Fuller and Michael Paulo.

On June 17, WJJZ/Philadelphia will present Dave Koz & Friends with special guests David Benoit, Phil Perry and Kelly Sweet on the saxophonist's At the Movies summer



► JAY SOTO HAS THE BIGGEST POSITION JUMP ON THE CHART AS "SLAMMIN" ROCKETS 29-19 IN ITS SECOND WEEK.

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL	PLAYS	
					TW	+/-
1	1	11	LET'S TAKE A RIDE NORMAN BROWN	PEAK/CONCORD	200	+8
2	2	12	NOODLE SOUP FOURBOEAST	NATIVE LANGUAGE	180	+1
3	5	10	ANTHEM FOR A NEW AMERICA JEFF LORBER	BLUE NOTE/BLC	157	+7
4	3	24	MISTER MAGIC PETER WHITE	LEGACY/COLUMBIA	154	-2
5	8	16	HYPNOTIC BONEY JAMES	CONCORD	147	+10
6	9	7	LADIES' CHOICE PAUL TAYLOR	PEAK/CONCORD	145	+10
7	4	17	READY FOR LOVE WALTER BEASLEY	HEADS UP	144	-8
8	7	10	ANDRE'S THEME ANDRE WARD FEAT. YASHA	HUSH/ORPHEUS	141	-7
9	10	6	STAY WITH ME TONIGHT JACKIEM JOYNER	ARTIZEN	138	+5
10	14	8	SAO PAULO RICK BRAUN	ARTIZEN	136	+13
11	6	17	RHYTHM METHOD PAUL BROWN	PEAK/CONCORD	136	-12
12	13	10	HELLO BETTY JEFF GOLUB	NARADA JAZZ/BLC	130	+4
13	11	13	MYSTICAL CIEHLI MINUCCI & SPECIAL EFX	SHANACHIE	126	-1
14	18	3	BORN 2 GROOVE EUGE GROOVE	NARADA JAZZ/BLC	123	+17
15	12	16	TAKE ME STEVE COLE	NARADA JAZZ/BLC	120	-7
16	16	12	COME ON OVER BLAKE AARON	INNERVISION	114	+2
17	15	15	GOT TO GIVE IT UP KIM WATERS	SHANACHIE	111	-7
18	20	3	BLACK RIVER KEIKO MATSUI	SHOUT! FACTORY	108	+8
19	29	2	SLAMMIN JAY SOTO	MUGROOVE	103	+15
20	19	5	WINE ANDREW NEU	ANDREW NEU	103	-2
21	22	4	RAINCOAT KELLY SWEET	RAZOR & TIE	101	+4
22	23	11	UPTOWN LAO TIZER	YSE	99	+2
23	25	19	GOOD TO GO CHUCK LOEB	HEADS UP	98	+2
24	28	17	CANTALOUPE ISLAND BRIAN BROMBERG	ARTISTRY	96	+2
25	24	6	REUNITED DEE BROWN	DELAF	96	-1
26	21	2	TROUBLE SLEEPING CORINNE BAILEY RAE	CAPITOL	95	-3
27	30	7	ORDINARY PEOPLE GEORGE BENSON & AL JARREAU	MONSTER/CONCORD	91	+4
28	27	10	WANTING WILL DONATO	INNERVISION	89	-5
29	26	20	SO AMAZING PATTI AUSTIN	RENDEZVOUS	84	-12
30	NEW		EVE'S SONG OLI SILK	TRIPPIN' N' RHYTHM	83	+10

FOR WEEK ENDING MAY 27, 2007



KIFM/San Diego PD Mike Vasquez and MD Kelly Cole onstage in front of a massive crowd in San Diego's Gaslamp district at the station's annual anniversary festival.



Chateau Ste Michelle August 4-5

tour. Registered loyal listeners have a chance to win a pair of front-row seats, a DVD collection of the films from which Koz's collection of movie themes was drawn and a meet-and-greet with the artists.

Another WJJZ promotion teams the station with the local NBC-TV affiliate. Winners join the NBC-10 EarthWatch team and do live weather forecasts from their backyards.

KHJZ (the Wave)/Houston's personalities are gaining high visibility in that market's conference rooms every week as they give hardworking, fun-loving

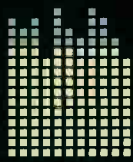
Houstonians a well-deserved Wave Smooth Office Break. Registered listeners tell the station why their company deserves an office break, and air personalities, laden with delicious treats for the winner and 20 colleagues, visit the winner's workplace.

WJZW/Washington is giving away a series of VIP Getaway Packages to the Lansdowne Resort's Jazz on the Potomac concerts. The packages include luxurious overnight accommodations, reserved VIP seating at a concert and breakfast for two the next morning. Featured artists in the series, which has doubled its attendance in one year, include guitarist Nick Colionne and saxophonist Jaared.

KWJZ/Seattle's 10th annual 98.9 Smooth Jazz Festival is set for Chateau Ste. Michelle Winery's open-air amphitheater Aug. 4-5. The festival, sponsored by Sterling Savings Bank, attracts about 10,000 and is already sold out. PD Carol Handley notes that, in terms of station events, the festival is KWJZ's biggest annual source of NTR.

Finally, good karma is good business. WJZI/Milwaukee recently participated in the American Diabetes Assn.'s 17th annual Tour de Cure cycling event to fight diabetes.

R&R



SMOOTH JAZZ

► **PAUL BROWN** EDGES CLOSER TO HIS SECOND CONSECUTIVE NO. 1 AS "THE RHYTHM METHOD" PICKS UP THIS WEEK'S MOST INCREASED PLAYS (3-2, UP 54).



POWERED BY

Nielsen
Broadcast Data
Systems

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	2	17	HYPNOTIC BONEY JAMES	NO. 1 (1 WK) CONCORD	647 +39	6.460 2
2	3	17	THE RHYTHM METHOD PAUL BROWN	MOST INCREASED PLAYS PEAK/CONCORD	610 +54	7.625 1
3	1	20	READY FOR LOVE WALTER BEASLEY	HEADS UP	566 -65	4.434 8
4	4	27	MISTER MAGIC PETER WHITE	LEGACY/COLUMBIA	456 -66	5.420 3
5	5	17	GOT TO GIVE IT UP KIM WATERS	SHANACHIE	448 +12	5.045 4
6	6	34	WAY UP! WAYMAN TISDALE	RENDEZVOUS	405 -21	3.420 13
7	7	27	GOOD TO GO CHUCK LOEB	HEADS UP	404 -8	3.393 14
8	10	10	LET'S TAKE A RIDE NORMAN BROWN	PEAK/CONCORD	388 +19	4.624 6
9	9	19	SO NOT OVER YOU SIMPLY RED	SIMPLYRED.COM	387 +13	4.122 9
10	8	20	SAVE ROOM JOHN LEGEND	G.O.O.D./COLUMBIA	372 -5	4.818 5
11	18	13	TROUBLE SLEEPING CORINNE BAILEY RAE	CAPITOL	310 +47	3.582 12
12	12	13	ANTHEM FOR A NEW AMERICA JEFF LORBER	BLUE NOTE/BLG	303 +2	2.955 16
13	16	5	BORN 2 GROOVE EUGE GROOVE	NARADA JAZZ/BLG	302 +29	3.769 11
14	13	11	CANTALOUPE ISLAND BRIAN BROMBERG	ARTISTRY	300 +13	4.010 10
15	11	27	THINKING ABOUT YOU NORAH JONES	BLUE NOTE/BLG	300 -26	1.982 21
16	15	14	HELLO BETTY JEFF GOLUB	NARADA JAZZ/BLG	267 -7	1.916 22
17	17	12	LOST WITHOUT U ROBIN THICKE	STAR TRAK/INTERSCOPE	261 -4	4.446 7
18	19	10	SAO PAULO RICK BRAUN	ARTIZEN	248 +3	3.041 15
19	14	23	FORGET ME NOTS LEE RITENDURD	I.E./PEAK/CONCORD	227 -52	2.352 19
20	22	2	LADIES' CHOICE PAUL TAYLOR	PEAK/CONCORD	185 +48	1.654 23
21	20	8	RAINCOAT KELLY SWEET	MOST ADDED RAZOR & TIE	173 +5	1.522 25
22	21	6	NOODLE SOUP FOUR80EAST	NATIVE LANGUAGE	169 +15	1.990 20
23	23	6	BLACK RIVER KEIKO MATSUI	SHOUT! FACTORY	164 +37	2.731 17
24	24	10	MYSTICAL CHIELI MINUCCI & SPECIAL EFX	SHANACHIE	136 +10	1.542 24
25	25	10	ORDINARY PEOPLE GEORGE BENSON & AL JARREAU	MONSTER/CONCORD	125 +4	1.204 26
26	27	2	JUST AS YOU ARE EVERETTE HARP	SHANACHIE	88 +6	0.455 -
27	30	2	SLAMMIN' JAY SOTO	NU GROOVE	87 +18	0.487 -
28	NEW		STREET LIFE U-NAM	PACIFIC COAST JAZZ	83 +26	2.486 18
29	29	18	READY TO PLAY NILS	BAJA/TSR	77 0	0.494 -
30	NEW		STAY WITH ME TONIGHT JACKIEM JOYNER	ARTIZEN	74 +7	0.655 28



MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
RAINCOAT Kelly Sweet (RAZOR & TIE) KIJZ, WDSJ, WJSJ, WJZZ, WLOQ	5
LADIES' CHOICE Paul Taylor (PEAK/CONCORD) KSSJ, KTWV, WDSJ, WJZZ	4
BLACK RIVER Keiko Matsui (SHOUT! FACTORY) KIFM, Sirius Jazz Cafe, WJZZ, WSJW	4
CATNAP Nils (BAJA/TSR) KJZY, WJZZ, WQCD, XM Watercolors	4
LET'S TAKE A RIDE Norman Brown (PEAK/CONCORD) KTVW, WLVE, WSJT	3
BORN 2 GROOVE Euge Groove (NARADA JAZZ/BLG) Sirius Jazz Cafe, WJSJ, WVMV	3
TROUBLE SLEEPING Corinne Bailey Rae (CAPITOL) KIJZ, KYOT, Sirius Jazz Cafe	3
NOODLE SOUP Four80east (NATIVE LANGUAGE) KIJZ, WSJT, WSJW	3
STREET LIFE U-Nam (TRIPPIN' 'N' RHYTHM) KBZN, KJCD, KTWV	3

ADDED AT ...

KJCD

Denver, CO

PD: Michael Fischer

U-Nam, Street Life, 9
Jackiem Joyner, Stay With Me Tonight, 2
Pieces Of A Dream, Teresa, 2

FOR MORE STATIONS GO TO:

www.RadioandRecords.com

NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
CATNAP Nils (BAJA/TSR) TOTAL STATIONS: 10	64/49	LET ME LOVE YOU Janita (OFIR/LIGHTYEAR) TOTAL STATIONS: 7	48/3
THE PINK PANTHER Dave Koz (CAPITOL) TOTAL STATIONS: 7	60/13	TAKE ME Steve Cole (NARADA JAZZ/BLG) TOTAL STATIONS: 6	48/2
TERESA Pieces Of A Dream (HEADS UP) TOTAL STATIONS: 7	48/4	ERNIE Acoustic Alchemy (NARADA JAZZ/BLG) TOTAL STATIONS: 12	43/17

MOST INCREASED PLAYS

+54**THE RHYTHM METHOD**Paul Brown (Peak/Concord)
WJZZ +12, KSSJ +9, KOAS +6, WSMJ +5, KIJZ +5,
KTVW +3, WJZZ +3, KKSJ +3, WJZZ +2, WQCD +2**+49****CATNAP**Nils (Baja/TSR)
WLOQ +10, WJZZ +10, KJZY +10, KRVR +6,
KJCD +5, WJZZ +5, KJZY +4, WQCD +2**+48****LADIES' CHOICE**Paul Taylor (Peak/Concord)
WJZZ +13, SLUC +12, WVMV +11, KJZY +9, WSMJ +5,
XWRC +3, KIFM +2, WJZZ +2, KJZY +1, WDSJ +1**+47****TROUBLE SLEEPING**Corinne Bailey Rae (Capitol)
WNNV +14, WLVE +12, WJZZ +4, KSSJ +3, KYOT +3,
KIJZ +3, WJSJ +3, WYJZ +2, WJZZ +1, WJZZ +1**+39****HYPNOTIC**Boney James (Concord)
KOAS +17, KIJZ +5, WLVE +5, WJZZ +4, KRVR +3,
WVMV +3, WYJZ +2, WNNV +2, WQCD +2, WJZZ +2

FOR WEEK ENDING MAY 27, 2007

LEGEND: See legend to charts in charts section for rules and symbol explanations.
33 smooth jazz stations are electronically monitored by Nielsen Broadcast Data Systems 24
hours a day, 7 days a week. Indicator chart comprised of 16 reporters.
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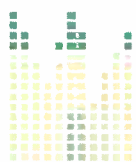
RECURRENTS

THIS WEEK	TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS		THIS WEEK	TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS	
		TW	LW			TW	LW
1	DRESSED TO CHILL MARION MEADOWS (HEADS UP)	255	290	6	GIVE ME THE REASON KIRK WHALUM (RENDEZVOUS)	179	195
2	GIRL IN THE RED DRESS GREGG KARUKAS (TRIPPIN' 'N' RHYTHM)	248	244	7	BLOOM MINDI ABRAIR (GRP/VERVE)	179	196
3	YOU'RE BEAUTIFUL KENNY G (ARISTA/RMC)	227	226	8	FORWARD EMOTION PIECES OF A DREAM (HEADS UP)	176	157
4	SLICK ERIC DARIUS (NARADA JAZZ/BLG)	226	247	9	FREE AS THE WIND JAZZMASTERS (TRIPPIN' 'N' RHYTHM)	147	156
5	SO AMAZING PATTI AUSTIN (RENDEZVOUS)	217	216	10	LET'S GET STARTED BRIAN CULBERTSON (GRP/VERVE)	142	136

SMOOTH JAZZ REPORTERS

WJZZ/Atlanta, GA*
PD/MD: Dave KoshKJCD/Denver, CO*
PD/MD: Michael FischerKHJZ/Houston, TX*
PD: Maxine Todd
APD/MD: Greg MorganKUAP/Little Rock, AR
PD/MD: Michael NellumsKRVR/Modesto, CA*
OM/MD: Doug Wulff
PD: James BryanKYOT/Phoenix, AZ*
PD: Smokey Rivers
APD/MD: Angie HandaKKSJ/San Francisco, CA*
PD/MD: Ken JonesSirius Jazz Cafe/Satellite*
PD: Shirley Maldonado
MD: Rick LaboyWEAA/Baltimore, MD
PD: Sandi Mallory
APD/MD: Marcellus "Bassman"
ShepardWVMV/Detroit, MI*
OM/MD: Tom Sleeper
MD: Sandy KovachKPVU/Houston, TX
PD: Wayne TurnerKSBK/Los Angeles, CA
OM/MD: Terry Wedel
MD: Vienna YipWVAS/Montgomery, AL
OM/MD: Candy Capel
MD: Jay HolceyKIJZ/Portland, OR*
OM/MD: Tony ColesKJZY/Santa Rosa, CA*
PD: Gordon Zlot
APD/MD: Rob SingletonXM Watercolors/Satellite*
PD/MD: Shirilita ColonWSMJ/Baltimore, MD*
PD/MD: Lori LewisWJZZ/Ft. Myers, FL
OM/MD: Louis Kaplan
APD/MD: Randi BachmanWYJZ/Indianapolis, IN*
OM/MD: Cari Frye
MD: Brad EllisKTVW/Los Angeles, CA*
PD: Paul Goldstein
APD/MD: Ricci FilarWQCD/New York, NY*
PD: Candy Capel
MD: Carolyn BednarskiKJZS/Reno, NV*
OM: Mark Keefe
PD/MD: Jay DavisDMX Jazz Vocal Blend/Satellite
PD/MD: Rochelle MatthewsKWJZ/Seattle, WA*
PD: Carol Handley
MD: Dianna RoseWVSU/Birmingham, AL
OM/MD: Andy ParrishWSBZ/Ft. Walton Beach, FL
PD: Mark Carter
MD: Mark EdwardsWJSJ/Jacksonville, FL*
OM/MD: Joel WiddowsWGRV/Melbourne, FL
OM: C.J. Sampson
PD/MD: Randy BennettWHOV/Norfolk, VA
PD: Kevin "The Moose" AndersonKSSJ/Sacramento, CA*
PD/MD: Lee HansenDMX Smooth Jazz/Satellite
PD/MD: Rochelle MatthewsKCOZ/Springfield, MO
OM: Jae Jones
PD/MD: Jarrett GroganWNUA/Chicago, IL*
OM/MD: Darren Davis
MD: Rick O'DellWSJW/Harrisburg, PA*
PD/MD: Paul ScottKJLU/Jefferson City, MO
OM: Mike Downey
PD/MD: Dan Turner
APD: LaVaughn WilsonWLVE/Miami, FL*
OM/MD: Rich McMillanWLOQ/Orlando, FL*
PD: Paul Lavoie
APD/MD: Brian MorganKBZN/Salt Lake City, UT*
OM/MD: Dan JessopJones Radio
Networks/Satellite*
OM/MD: Steve Hibbard
APD/MD: Laurie CobbWSJT/Tampa, FL*
PD: Ross Block
MD: Kathy CurtisWNNV/Cleveland, OH*
OM/MD: Bernie KimbleWQTQ/Hartford, CT
PD/MD: Stewart StoneKOAS/Las Vegas, NV*
PD: Samantha Pascual
MD: Lynn BriggsWJZI/Milwaukee, WI*
PD: Stan AtkinsonWJZZ/Philadelphia, PA*
PD: Michael Tozzi
MD: Frank ChildsKIFM/San Diego, CA*
PD: Mike Vasquez
APD: J. Wiedenheimer
MD: Kelly ColeMusic Choice Smooth
Jazz/Satellite
APD: Will KinnallyWJZW/Washington, DC*
PD: Steve AllanWDSJ/Dayton, OH*
OM/MD: Jeff Stevens

* Monitored Reporters



ALTERNATIVE/ACTIVE/ROCK



Rock formats really do think beyond 'ta-ta Tuesdays'

Goodwill Promotions

Mike Boyle

MBoyle@RadioandRecords.com

Cumulus classic rock KSAN (the Bone)/San Francisco PD Larry Sharp says it best when he proclaims that the black T-shirt crowd rises to the occasion and reacts with its time and wallets when its favorite station points out a need in the community or in the world. ■ Sharp says, "We really can get their attention beyond the self-serving 'ta-ta Tuesday'-type promotions we do."

As part of our promotions and marketing issue, R&R takes a look at a handful of goodwill promotions recently done at rock formats that often don't get the headlines they deserve.

What follows are four promotions that raised a lot of money for those in need, proving that inside the rough-and-tumble exterior of the black T-shirt demo, there is plenty of compassion and caring.

WMMR And Project H.O.M.E.

Rocker Jon Bon Jovi was sitting at the window of his Philadelphia hotel room after a concert one night not long ago and looked out into the park across the street at several homeless people and wondered why a city like Philly—where Thomas Jefferson, George Washington and Benjamin Franklin walked—homelessness continues to flourish.

Not one to idly sit by, Bon Jovi sought a way to help and hooked up with Project H.O.M.E., an organization that helps the homeless and fights poverty by rehabbing homes in a battered North Philly neighborhood. Bon Jovi has done a lot of this work and fund-raising for the organization in conjunction with his Arena Football League team, the Philly Soul.

When Greater Media active rock WMMR/Philadelphia midday icon Pierre Robert recently celebrated his 25th anniversary and signed a new contract, he and the station decided they wanted to do something charitable with Robert's name attached. He and 'MMR partnered with Bon Jovi, Project

H.O.M.E. and a local car dealer, Northeast Auto Outlet, to raise enough money to buy a new Chevy Trailblazer to be used as a transport vehicle for the homeless.

For a week, Robert broadcast from the dealership and raised almost \$54,000, enough to buy the vehicle (the car dealer matched donations dollar for dollar), and give Project H.O.M.E. a \$24,000 cash donation.

WMMR promotion director Eric Simon says, "I'm very proud of the radio station to be able to say we see a need, and we have the resources. We have listeners that respect us and our opinion enough to step up like they did."

KSAN's Children's Hospital Drive

For its first Bone-A-Thon, KSAN chose to raise funds for the Children's Hospital Oakland. For three days the station broadcast live from the hospital with all the jocks participating in the on-air fund-raiser.

"We prepared some great production pieces ahead of time of mothers and children talking about their illnesses over a bed of appropriate rock songs," PD Sharp says. "They were powerful pieces, and we got a lot of positive feedback. The jocks kept it uplifting and not morose where it made you might want to turn the radio off."

Out of those produced pieces the jocks would then solicit donations, which oftentimes included donator-generated incentives. For instance, one listener would make a \$10,000

donation if the station could procure 100 \$20-per-month donors by the end of an hour.

It was mission accomplished, as KSAN's three-day total for the hospital topped \$394,000. Donations were also collected via the station's Web site and through texting.



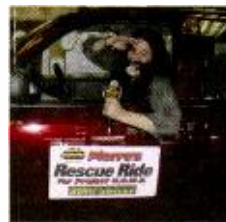
KZOK's Arik Korman on the satellite phone from Ethiopia.



From left: KSAN morning show members Sully, Tonelli and Lamont with a child who benefited from the Bone-A-Thon and his brother.



The house that WCSX built.



WMMR's Pierre Robert in Project H.O.M.E.'s new Chevy Trailblazer.

WCSX's House That Classic Rock Built

Greater Media classic rock WCSX/Detroit morning show hosts JJ & Lynne spearheaded a station project whereby during a 10-day period a home was built entirely from listeners donating their time, cash and materials for a family in need, chosen by Habitat for Humanity.

During three of the 10 days, the entire airstaff took turns broadcasting live from the construction site while the 1,200-square-foot, three-bedroom home was built from the ground up. In total, \$75,000 in cash and materials was raised through the station's efforts to build the house.

WCSX marketing/promotion director Mary Helen Ciaravino says, "With the auto industry in the condition it is, the economy in Detroit isn't the greatest. But to see the listeners rally around this cause was incredible."

KZOK's Worldwide Children's Outreach

CBS Radio classic rock KZOK/Seattle's Bob Rivers and his seven-person morning crew have, for quite some time, talked about the plight of children in Africa and how it doesn't often merit front-page news.

To help provide aid, Rivers and his showmates hooked up with World Vision last year for a one-day radiothon to sponsor children in two villages in Ethiopia: Wonchi and Guraghe.

Hoping to get 500 children sponsored, they ended up taking care of 1,000. The team recently sponsored a similar fund-raiser for 400 more children in the Dominican Republic. Altogether, to date, the station has secured close to \$750,000 a year from its audience to sponsor children in these two countries.

Prior to the radiothon, morning show director Arik Korman flew to the African country to live among the people for a week and report back live via satellite phone and blog on the difficulties of everyday life for these children.

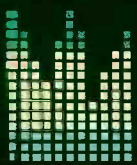
"All members of our show have also sponsored a child, which amounts to a little more than a dollar a day," Korman says. "This is a commitment that we and our listeners have made that lasts until each child reaches 18 years of age. This is not a one-year fund."

Rivers' show was also behind raising \$100,000 for the basic construction of the Wonchi School Project in Ethiopia.

Rivers says, "We challenged our audience and held a benefit concert with our morning show band, Spike & the Impalers, and the audience came through again."

For The Record

Last week the call letters for Emmis' alternative station in Chicago should have been identified as WKQX.



ALTERNATIVE

► **SOCIAL DISTORTION**, LED BY VOCALIST MIKE NESE, MAKES ITS FIRST APPEARANCE SINCE LATE 2004 AS "FAR BEHIND" DEBUTS AT NO. 32.



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LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	8	WHAT I'VE DONE LINKIN PARK	NO. 1 (8 WKS)	MACHINE SHOP/WARNER BROS.	1983 -277	9.542 1
2	19	FOREVER PAPA ROACH		EL TONAL/GEFFEN	1731 -160	6.358 2
3	13	HEY THERE DELILAH PLAIN WHITE T'S		HOLLYWOOD	1552 -151	5.734 4
4	5	ICKY THUMP THE WHITE STRIPES		THIRD MAN/WARNER BROS.	1542 -75	5.068 6
5	2	TARANTULA THE SMASHING PUMPKINS	AIRPOWER/MOST INCREASED PLAYS/MOST ADDED	REPRISE	1407 +970	5.900 3
6	20	LAZY EYE SILVERSUN PICKUPS		DANCERBIRD	1349 -222	5.434 5
7	20	BREATH BREAKING BENJAMIN		HOLLYWOOD	1312 -217	4.280 9
8	15	PARALYZER FINGER ELEVEN		WIND-UP	1206 +41	4.605 8
9	5	CAPITAL G NINE INCH NAILS		NOTHING/INTERSCOPE	1147 -13	3.994 10
10	20	DIG INCUBUS		IMMORTAL/EPIC	1093 -282	4.744 7
11	4	WORKING CLASS HERO GREEN DAY		REPRISE	1011 +29	3.302 11
12	10	THE BIRD AND THE WORM THE USED		REPRISE	1008 -104	2.586 15
13	8	HUMP DE BUMP RED HOT CHILI PEPPERS		WARNER BROS.	987 -136	2.447 17
14	11	TIME WON'T LET ME GO THE BRAVERY		ISLAND/IDJMG	969 -112	2.891 14
15	12	SAY THIS SOONER (NO ONE WILL SEE THINGS THE WAY I DO) THE ALMOST.		TOOTH & NAIL/VIRGIN	804 -61	2.564 16
16	15	ALL THE SAME SICK PUPPIES		RMR/VIRGIN	783 -29	2.370 18
17	45	FACE DOWN THE RED JUMPSUIT APPARATUS		VIRGIN	775 -99	3.212 12
18	32	FROM YESTERDAY 30 SECONDS TO MARS		IMMORTAL/VIRGIN	706 -120	2.921 13
19	17	WELL ENOUGH ALONE CHEVELLE		EPIC	664 -246	1.974 23
20	9	THNKS FR TH MMRS FALL OUT BOY		FUELED BY RAMEN/ISLAND/IDJMG	658 -15	2.194 20
21	3	THE HEINRICH MANEUVER INTERPOL		CAPITOL	599 +51	2.133 22
22	NEW	SHE BUILDS QUICK MACHINES VELVET REVOLVER		RCA/RMG	530 +216	1.874 25
23	7	YOUNG FOLKS PETER BJORN AND JOHN		ALMOSTGOLD/RED	511 -19	2.163 21
24	3	SICK SICK SICK QUEENS OF THE STONE AGE		REKORDS REKORDS/INTERSCOPE	505 +22	1.411 27
25	9	JAMBI TOOL		TOOL DISSECTIONAL/VOLCANO/ZOMBA	468 -109	1.298 28
26	7	WISH UPON A DOG STAR SATELLITE PARTY		COLUMBIA	466 -42	1.048 36
27	5	HEART SHAPED GLASSES (WHEN THE HEART GUIDES THE HAND) MARILYN MANSON		INTERSCOPE	448 -4	0.971 39
28	4	SUPERMASSIVE BLACK HOLE MUSE		WARNER BROS.	429 +22	1.060 32
29	NEW	EVOLUTION KORN		VIRGIN	420 +197	1.960 24
30	2	TEENAGERS MY CHEMICAL ROMANCE		REPRISE	364 +28	1.188 30
31	6	JESUS BRAND NEW		TINY EVIL/INTERSCOPE	361 -74	0.903 -
32	NEW	FAR BEHIND SOCIAL DISTORTION		TIME BOMB	350 +65	2.262 15
33	7	YOU ARE THE ONE SHINY TOY GUNS		UNIVERSAL MOTOWN	350 -30	0.735 -
34	18	EVERYTHING BUCKCHERRY		ELEVEN SEVEN/ATLANTIC/LAVA	345 -157	1.053 35
35	2	UNDERCLASS HERO SUM 41		ISLAND/IDJMG	341 -5	1.087 3
36	6	REHAB AMY WINEHOUSE		UNIVERSAL REPUBLIC	328 -60	0.653 -
37	NEW	YOU WOULDN'T KNOW HELLYEAH		EPIC	297 -18	1.054 34
38	NEW	MISSED THE BOAT MODEST MOUSE		EPIC	296 -4	0.875 -
39	NEW	NEVER TOO LATE THREE DAYS GRACE		JIVE/ZOMBA	293 +69	0.966 40
40	RE-ENTRY	FALSE PRETENSE THE RED JUMPSUIT APPARATUS		VIRGIN	285 -28	0.803 -

MOST ADDED

TARANTULA
The Smashing Pumpkins (Reprise)
KBZT, KDFE, KMYZ, KUCC, WBTZ, WCYY, WEND, WJRR, WRXL, WSWD, WTZR, WWDC, WZJO

EVOLUTION
Korn (Virgin)
KQXR, KTBZ, WAVF, WCYY, WEND, WGRD, WRXL, WTZR, WXDX, WZJO

SHE BUILDS QUICK MACHINES
Velvet Revolver (RCA/RMG)
KHBZ, KITS, WCYY, WEND, WJBX, WJRR, WMFS

PARALYZER
Finger Eleven (Wind-Up)
KUCC, WJRR, WOCL, WWDC

HEART SHAPED GLASSES (WHEN THE HEART GUIDES THE HAND)
Marilyn Manson (Interscope)
KMYZ, Sirius Alt Nation, WHRL, WZNE

FAMOUS
Puddle Of Mudd (Flawless/Geffen)
KFTE, KMYZ, KNXX, WRXL

FAR BEHIND
Social Distortion (Time Bomb)
KBZT, KTCL, WAVF, WLUM

SOULCRUSHER
Operator (Atlantic)
KHBZ, KNXX, WFXH, WHRL

SICK SICK SICK
Queens Of The Stone Age (Rekords Rekords/Interscope)
KQXR, WBCN, WGRD

TEENAGERS
My Chemical Romance (Reprise)
KDFE, WTZR, WZJO

ADDED AT... XTRA
San Diego, CA
PD: Phil Manning
MD: Stephen Kallao
Black Light Burns, Lie, 5
The Killers, For Reasons Unknown, 5
30 Seconds To Mars, A Beautiful Lie, 3
FOR MORE STATIONS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
FAMOUS Puddle Of Mudd (Flawless/Geffen) TOTAL STATIONS: 31	271/96	MADE OF SCARS Stone Sour (Roadrunner) TOTAL STATIONS: 17	115/1
BLEED IT OUT Linkin Park (Machine Shop/Warner Bros.) TOTAL STATIONS: 24	186/23	SHE'S MY RIDE HOME Blue October (Universal Motown) TOTAL STATIONS: 13	103/42
IF EVERYONE CARED Nickelback (Roadrunner) TOTAL STATIONS: 5	134/22	THE PURSUIT Evans Blue (Hollywood) TOTAL STATIONS: 20	96/33
THE GOOD LEFT UNDONE Rise Against (Geffen) TOTAL STATIONS: 25	133/32	DIFFERENT THAN YOU The Exies (Eleven Seven) TOTAL STATIONS: 13	76/3
AUSTRALIA The Shins (Sub Pop) TOTAL STATIONS: 15	124/26	MISERY BUSINESS Paramore (Fueled By Ramen/Atlantic/Lava) TOTAL STATIONS: 14	75/3

MOST INCREASED PLAYS

INCREASE IN PLAYS

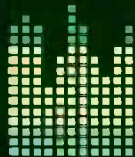
+970	★ TARANTULA The Smashing Pumpkins (Reprise) SIAN +38, KROX +36, WFXH +32, KWOD +28, XETH +27, WARQ +27, WXRX +25, WDWL +24, KRZQ +24, WAVF +24
+216	★ SHE BUILDS QUICK MACHINES Velvet Revolver (RCA/RMG) WAVF +28, WBRU +21, WEND +21, WZJO +18, WTZR +16, WJRR +15, WLRS +15, KNXX +15, KFTE +14, WNFZ +14
+197	EVOLUTION Korn (Virgin) WJBX +29, KNXX +17, KTBZ +14, WRXL +14, WARQ +14, WXDX +13, WEND +12, KQRA +10, WLUM +10, XTRA +9
+96	FAMOUS Puddle Of Mudd (Flawless/Geffen) KTBZ +23, KQXR +17, WJBX +12, KQXR +10, WCYY +8, WXEG +5, KHBZ +5, WRXL +5, WEND +5, WXNR +5
+69	NEVER TOO LATE Three Days Grace (Jive/Zomba) WAVF +12, WKRL +10, KNXX +9, KTCL +8, WHRL +7, KFTE +7, WRXL +6, WARQ +5, KQXR +5, WFBZ +4

FOR WEEK ENDING MAY 27, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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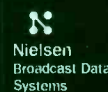


ACTIVE ROCK

► **KORN** BLASTS 39-1E (UP 376 PLAYS) AND EARNS AN AIRPOWER AWARD WITH "EVOLUTION."



POWERED BY



THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	8	WHAT I'VE DONE LINKIN PARK	NO. 1 (5 WKS) MACHINE SHOP/WARNER BROS.	1774 -57	6.516 1
2	2	20	FOREVER PAPA ROACH	EL TONAL/GEFFEN	1709 -2	6.145 2
3	4	7	I DON'T WANNA STOP OZZY OSBOURNE	EPIC	1512 +92	5.430 3
4	5	15	YOU WOULDN'T KNOW HELLYEAH	EPIC	1366 +15	4.479 5
5	3	21	BREATH BREAKING BENJAMIN	HOLLYWOOD	1310 -140	5.098 4
6	5	19	PARALYZER FINGER ELEVEN	WIND-UP	1273 +56	3.941 6
7	3	11	SIDE OF A BULLET NICKELBACK	ROADRUNNER	1033 +50	3.222 7
8	9	19	DRIVEN SEVENDUST	7BROS/ASYLUM	925 -45	2.134 16
9	12	7	BROKEN SUNDAY SALIVA	ISLAND/IDJMG	878 -11	2.228 14
10	13	14	BREATHE INTO ME RED	ESSENTIAL/RED	827 +16	1.860 19
11	15	5	WHAT I WANT DAUGHTRY	RCA/RMG	803 +39	2.255 13
12	15	5	NEVER TOO LATE THREE DAYS GRACE	JIVE/ZOMBA	800 +120	2.097 17
13	22	2	SHE BUILDS QUICK MACHINES VELVET REVOLVER	AIRPOWER RCA/RMG	793 +436	2.984 8
14	NEW	1	TARANTULA THE SMASHING PUMPKINS	AIRPOWER/MOST INCREASED PLAYS/MOST ADDED REPRISE	764 +598	2.949 9
15	17	17	WELL ENOUGH ALONE CHEVELLE	EPIC	752 -248	2.483 10
16	10	20	EVERYTHING BUCKCHERRY	ELEVEN SEVEN/ATLANTIC/LAVA	748 -219	2.478 11
17	16	6	SOULCRUSHER OPERATOR	ATLANTIC	712 +76	1.620 22
18	19	19	JAMBI TOOL	TOOL DISSECTIONAL/VOLCANO/ZOMBA	676 -224	2.442 12
19	39	2	EVOLUTION KORN	AIRPOWER VIRGIN	623 +376	1.772 20
20	17	36	PAIN THREE DAYS GRACE	JIVE/ZOMBA	604 -20	2.212 15
21	19	4	WORKING CLASS HERO GREEN DAY	REPRISE	601 +51	1.981 18
22	29	4	MADE OF SCARS STONE SOUR	ROADRUNNER	576 +75	1.560 24
23	15	4	ICKY THUMP THE WHITE STRIPES	THIRD MAN/WARNER BROS.	562 +6	1.599 23
24	34	2	FAMOUS PUDDLE OF MUDD	FLAWLESS/GEFFEN	561 +226	1.672 21
25	23	8	LIE BLACK LIGHT BURNS	I AM-WOLFPACK/ADRENALINE	514 +6	0.789 34
26	30	11	DANCE OF THE MANATEE FAIR TO MIDLAND	SERJICAL STRIKE/UNIVERSAL REPUBLIC	464 +52	1.002 26
27	22	14	DESTROYER STATIC-X	REPRISE	464 -52	0.909 29
28	25	14	DIFFERENT THAN YOU THE EXIES	ELEVEN SEVEN	462 +35	0.668 36
29	26	6	ALL AROUND ME FLYLEAF	A&M/OCTONE/INTERSCOPE	425 -25	0.718 35
30	27	9	HUMP DE BUMP RED HOT CHILI PEPPERS	WARNER BROS.	400 -52	1.363 25
31	31	5	HEART SHAPED GLASSES (WHEN THE HEART GUIDES THE HAND) MARILYN MANSON	INTERSCOPE	396 -14	0.827 33
32	25	11	SWEET SACRIFICE EVANESCENCE	WIND-UP	378 -97	0.951 28
33	33	2	CAPITAL G NINE INCH NAILS	NOTHING/INTERSCOPE	375 +39	0.876 31
34	21	20	ALL THESE THINGS I HATE (REVOLVE AROUND ME) BULLET FOR MY VALENTINE	JIVE/ZOMBA	362 -158	0.991 27
35	40	2	THE PURSUIT EVANS BLUE	HOLLYWOOD	321 +117	0.513 38
36	25	16	BETTER THAN ME HINDER	UNIVERSAL REPUBLIC	321 -174	0.831 32
37	36	8	REDEMPTION SHADOWS FALL	ATLANTIC/LAVA	245 -28	0.310 -
38	35	17	DIG INCUBUS	IMMORTAL/EPIC	239 -95	0.879 30
39	38	8	ALL THE SAME SICK PUPPIES	RMR/VIRGIN	206 -50	0.241 -
40	37	11	RAIN WIZARD BLACK STONE CHERRY	IN DE GOOT/ROADRUNNER	179 -78	0.280 -

MOST ADDED

TITLE ARTIST / LABEL NEW STATIONS

TARANTULA 14

The Smashing Pumpkins (Reprise)
KDJE, KFRQ, KHTB, KICT, KIOZ, KISS, KRAB, KRZR, KXXR, WHDR, WJJO, WRXR, WTFX, WWIZ

EVOLUTION 9

Korn (Virgin)
KFRQ, KIOZ, KISS, KXFX, KZRQ, WCPR, WHDR, WRTT, WXQR

SHE BUILDS QUICK MACHINES 6

Velvet Revolver (RCA/RMG)
KDJE, KFRQ, KICT, KNCN, WWBN, WWIZ

FAMOUS 6

Puddle Of Mudd (Flawless/Geffen)
KBPI, KFRQ, KICT, KXFX, WWIZ, WXTB

NEVER TOO LATE 5

Three Days Grace (Jive/Zomba)
KICT, KRAB, WTKX, WTPT, WXZZ

MADE OF SCARS 5

Stone Sour (Roadrunner)
KIOZ, KOMP, KXXR, WBSX, WCHZ

THE PURSUIT 4

Evans Blue (Hollywood)
KDJE, KDOT, WCHZ, WZDR

SOULCRUSHER 3

Operator (Atlantic)
KBPI, WAAF, WWWX

GET IN GET OUT 3

Cinder Road (Caroline)
KHTQ, KOMP, XM Squizz

PARALYZER 2

Finger Eleven (Wind-Up)
WHDR, WXZZ

ADDED AT...

KXXR 93X

Minneapolis, MN

PD: Wade Linder

MD: Pablo

Stone Sour, Made Of Scars, 20

The Smashing Pumpkins, Tarantula, 19

FOR MORE STATIONS GO TO:

www.RadioandRecords.com

NEW AND ACTIVE

TITLE ARTIST / LABEL PLAYS /GAIN TITLE ARTIST / LABEL PLAYS /GAIN

GIVEN UP 144/26 **SO MANY PEOPLE** 63/3

Linkin Park (Machine Shop/Warner Bros.) Neurosonic (BDDOG)

TOTAL STATIONS: 33 TOTAL STATIONS: 12

151 76/18 **IF EVERYONE CARED** 57/3

Eve To Adam (KDS) Nickelback (Roadrunner)

TOTAL STATIONS: 12 TOTAL STATIONS: 4

BLEED IT OUT 69/4 **SHE'LL NEVER BE YOUR MAN** 53/5

Linkin Park (Machine Shop/Warner Bros.) Chris Cornell (Suretone/Interscope)

TOTAL STATIONS: 18 TOTAL STATIONS: 10

TEENAGERS 68/0 **MESSAGE** 53/5

My Chemical Romance (Reprise) Mighty Sideshow (Independent)

TOTAL STATIONS: 9 TOTAL STATIONS: 3

WASHINGTON IS NEXT 67/3 **THEMATA** 50/25

Megadeth (Roadrunner) Karnivool (Bieler Bros.)

TOTAL STATIONS: 17 TOTAL STATIONS: 23

MOST INCREASED PLAYS

+598

TARANTULA

The Smashing Pumpkins (Reprise)
WYYY+30, KISS+24, KRAB+22, KDOT+19, KUPD+19, WCHZ+19, WWIZ+19, WBSX+18, KQRI+18, KZRQ+17

+436

SHE BUILDS QUICK MACHINES

Velvet Revolver (RCA/RMG)
WXQR+23, KZRQ+21, KUPD+19, WCHZ+19, WKLQ+19, KXXR+17, KRXQ+17, WRZK+17, KNCN+16, WYBB+15

+376

EVOLUTION

Korn (Virgin)
KRAB+38, KATT+19, KXXR+17, KHTB+14, KTEG+14, WRIF+13, KLAQ+12, WBYR+12, WYBB+12, XSQU+11

+226

FAMOUS

Puddle Of Mudd (Flawless/Geffen)
WXQR+19, WCHZ+18, XSQU+13, WYBB+12, WBSX+11, WRUF+11, KBPI+10, KLAQ+9, WBSX+9, WJJO+9

+120

NEVER TOO LATE

Three Days Grace (Jive/Zomba)
KRAB+24, KICT+10, WRXW+8, WEDG+7, WCPR+7, WLXZ+7, WXZZ+7, KZBD+6, KOMP+6, WRXR+5

FOR WEEK ENDING MAY 27, 2007
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► **PUDDLE OF MUDD** MAKES ITS EIGHTH CHART APPEARANCE WITH THE DEBUT OF "FAMOUS" AT NO. 24.



THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS		AUDIENCE	
					TW	+/-	MILLIONS	RANK
1	1	7	I DON'T WANNA STOP OZZY OSBOURNE	NO. 1 (6 WKS) EPIC	410	-28	1.391	1
2	8	8	WHAT I'VE DONE LINKIN PARK	MACHINE SHOP/WARNER BROS.	359	+36	1.330	2
3	18	3	FOREVER PAPA ROACH	EL TONAL/GEFFEN	304	-15	0.871	5
4	20	5	BREATH BREAKING BENJAMIN	HOLLYWOOD	277	-11	0.786	6
5	11	4	FAR CRY RUSH	ANTHEM/ATLANTIC	269	-62	0.908	4
6	31	6	PAIN THREE DAYS GRACE	JIVE/ZOMBA	268	+11	1.022	3
7	22	8	TEN THOUSAND FISTS DISTURBED	REPRISE	194	-8	0.512	8
8	20	7	EVERYTHING BUCKCHERRY	ELEVEN SEVEN/ATLANTIC/LAVA	194	-38	0.569	7
9	17	10	SIDE OF A BULLET NICKELBACK	ROADRUNNER	167	+7	0.508	9
10	24	11	IT'S NOT OVER DAUGHTRY	RCA/RMG	153	-11	0.354	13
11	17	16	PARALYZER FINGER ELEVEN	WIND-UP	151	+12	0.308	15
12	5	15	WHAT I WANT DAUGHTRY	RCA/RMG	142	-9	0.314	14
13	17	13	WELL ENOUGH ALONE CHEVELLE	EPIC	137	-10	0.209	21
14	18	17	IF EVERYONE CARED NICKELBACK	ROADRUNNER	133	0	0.399	11
15	6	18	BROKEN SUNDAY SALIVA	AIRPOWER ISLAND/IDJMG	126	+9	0.209	19
16	16	19	BETTER THAN ME HINDER	AIRPOWER UNIVERSAL REPUBLIC	124	+17	0.218	18
17	13	12	JAMBI TOOL	TOOL DISSECTIONAL/VOLCANO/ZOMBA	123	-24	0.248	16
18	4	21	WORKING CLASS HERO GREEN DAY	REPRISE	120	+10	0.404	10
19	2	27	SHE BUILDS QUICK MACHINES VELVET REVOLVER	AIRPOWER/MOST INCREASED PLAYS/MOST ADDED RCA/RMG	119	+70	0.376	12
20	12	20	YOU WOULDN'T KNOW HELLYEAH	EPIC	106	+3	0.224	17
21	3	24	NEVER TOO LATE THREE DAYS GRACE	JIVE/ZOMBA	69	+19	0.209	20
22	3	23	THANK YOU TESLA	TESLA ELECTRIC COMPANY	66	0	0.110	-
23	3	29	SOULCRUSHER OPERATOR	ATLANTIC	54	+16	0.183	22
24	NEW	24	FAMOUS PUDDLE OF MUDD	FLAWLESS/GEFFEN	48	+18	0.167	23
25	17	28	DIG INCUBUS	IMMORTAL/EPIC	47	-6	0.097	-
26	2	25	MADE OF SCARS STONE SOUR	ROADRUNNER	43	-5	0.070	-
27	2	26	ICKY THUMP THE WHITE STRIPES	THIRD MAN/WARNER BROS.	40	-6	0.082	-
28	RE-ENTRY	28	HUMP DE BUMP RED HOT CHILL PEPPERS	WARNER BROS.	35	+8	0.114	30
29	10	30	THE OLDER I GET SKILLET	ARDENT/ATLANTIC/LAVA	33	-1	0.035	-
30	12	22	THE DEVIL CRIED BLACK SABBATH	WARNER BROS./RHINO	33	-23	0.130	26

RECURRENTS

THIS WEEK	TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS		THIS WEEK	TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS	
		TW	LW			TW	LW
1	HEROES SHINEDOWN (ATLANTIC)	144	140	6	LAND OF CONFUSION DISTURBED (REPRISE)	119	146
2	THE ENEMY GODSMACK (UNIVERSAL REPUBLIC)	144	141	7	COMING UNDONE KORN (VIRGIN)	111	107
3	CRAZY BITCH BUCKCHERRY (ELEVEN SEVEN/ATLANTIC/LAVA)	140	150	8	THE POT TOOL (TOOL DISSECTIONAL/VOLCANO/ZOMBA)	106	101
4	ANIMAL I HAVE BECOME THREE DAYS GRACE (JIVE/ZOMBA)	126	145	9	SILLY WORLD STONE SOUR (ROADRUNNER)	103	146
5	LADIES & GENTLEMEN SALIVA (ISLAND/IDJMG)	123	186	10	BACK IN BLACK AC/DC (ATCO/ATLANTIC)	101	100

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
SHE BUILDS QUICK MACHINES 5 Velvet Revolver (RCA/RMG) KMOO, WJXQ, WONE, WVRK, WZZO	4
TARANTULA The Smashing Pumpkins (REPRISE) KAZR, KUFO, WEBN, WMMS	4
WHAT I WANT Daughtry (RCA/RMG) KIOC, KTUX, WONE	3
FAMOUS Puddle Of Mudd (Flawless/Geffen) KBER, KMOD, WHJY	3
EVOLUTION Korn (Virgin) KUFO, WMMS, WVRK	3
I DON'T WANNA STOP Ozzy Osbourne (EPIC) WEBN, WONE	2
WORKING CLASS HERO Green Day (REPRISE) KBER, WONE	2
HUMP DE BUMP Red Hot Chili Peppers (Warner Bros.) WGIR, WHJY	2
BLACK RAIN Ozzy Osbourne (EPIC) WGIR, WHJY	2

ADDED AT... KBER
Salt Lake City, UT
PD: Kelly Hammer
MD: Darby Wilcox
Green Day, Working Class Hero, 2
Puddle Of Mudd, Famous, 1

FOR MORE STATIONS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
TARANTULA The Smashing Pumpkins (REPRISE)	30/25	NOT GOING AWAY Ozzy Osbourne (EPIC)	21/10
TOTAL STATIONS:	7	TOTAL STATIONS:	8
EVOLUTION Korn (VIRGIN)	30/17	BLACK RAIN Ozzy Osbourne (EPIC)	21/10
TOTAL STATIONS:	5	TOTAL STATIONS:	8
WASHINGTON IS NEXT Megadeth (ROADRUNNER)	22/8	COUNTDOWN'S BEGUN Ozzy Osbourne (EPIC)	20/12
TOTAL STATIONS:	6	TOTAL STATIONS:	7

MOST INCREASED PLAYS

- +70** **SHE BUILDS QUICK MACHINES**
Velvet Revolver (RCA/RMG)
WNOR +17, KBER +15, WVRK +12, WZZO +8, WJXQ +7, KMOD +6, KUFO +5, WONE +2, WKLC +2, KIOC +1
- +36** **WHAT I'VE DONE**
Linkin Park (Machine Shop/Warner Bros.)
KTUX +20, WHJY +11, KMOO +10, WNOR +6, KIOC +6, KUFO +4, WZZO +3, WEBN +2, WXMM +2, KBER +2
- +25** **TARANTULA**
The Smashing Pumpkins (Reprise)
KUFO +8, WMMS +8, WEBN +7, KAZR +2, WXMM +1
- +19** **NEVER TOO LATE**
Three Days Grace (Jive/Zomba)
WVRK +11, KAZR +8, WNOR +3, WEBN +2, KIOC +2
- +18** **FAMOUS**
Puddle Of Mudd (Flawless/Geffen)
WMMS +6, WHJY +5, KMOD +4, WEBN +4, WGIR +3, KIOC +1

FOR WEEK ENDING MAY 27, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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ROCK REPORTERS

- | | | | | | | |
|---|---|--|---|--|--|---|
| WONE/Akron, OH*
OM: Nick Anthony
PD: T.K. O'Grady
APD/MD: Tim Daugherty | KIOC/Beaumont, TX*
OM/MD: Joey Armstrong | WEBN/Cincinnati, OH*
OM/MD: Scott Reinhart
MD: Dave Fritz | WRVC/Huntington, WV
PD: Reeves Kirtner
MD: Rick Kline | KCLB/Palm Springs, CA
PD: Larry Snider
MD: Jenn Brewski | KBER/Salt Lake City, UT*
PD: Kelly Hammer
APD/MD: Darby Wilcox | WAQX/Syracuse, NY*
OM: Tom Mitchell
PD: Alexis
APD/MD: Don Kelley |
| KZRR/Albuquerque, NM*
OM: Bill May
PD: Phil Mahoney
MD: Rob Brothers | WPTQ/Bowling Green, KY
OM/MD: Alex "Axe" Parocai
APD/MD: Monty Foster | WMMS/Cleveland, OH*
PD: Bo Matthews | WJXQ/Lansing, MI*
OM: Paul Cashin
PD: Sheri Vegas | KUFO/Portland, OR*
PD: Mike Tierney
APD/MD: Dan Bozyk | KZOO/San Luis Obispo, CA
OM: Pepper Daniels
PD/MD: Dusty Rhoads | KMOD/Tulsa, OK*
OM/MD: Don Cristi |
| WZZO/Allentown, PA*
PD: Tori Thomas
MD: Keith Moyer | WRQK/Canton, OH*
PD: Keith Hamilton | WVRK/Columbus, GA*
OM: Brian Waters
PD: Chris Chaos | WGIR/Manchester, NH*
APD: Becky Pohotsky | WHJY/Providence, RI*
PD: Scott Laudani
MD: Mike Brangiforte | KTUX/Shreveport, LA*
PD: Ragen King
MD: Flynt Stone | WMZK/Wausau, WI
PD: Jeff Cecil |
| KWHL/Anchorage, AK
PD: Jen Shevlin
APD/MD: Brad Stennett | WPXC/Cape Cod, MA
PD: Suzanne Tonaire
APD/MD: James Gallagher | KAZR/Des Moines, IA*
OM: Jim Schaefer
PD: Ryan Patrick
MD: Andy Hall | WNOR/Norfolk, VA*
PD: Harvey Kojan
APD/MD: Tim Parker | KCAL/Riverside, CA*
PD: Steve Hoffman
APD/MD: Daryl Norsell | KSHE/St. Louis, MO*
OM: Rick Balis
APD: Katy Kruze
MD: Guy Favazza | KBZS/Wichita Falls, TX
PD: Liz Ryan |
| WTOS/Augusta, ME
OM/MD: Steve Smith
APD: Chris Rush | WKLC/Charleston, WV*
OM/MD: Jay Nunley
APD: Brian Thompson
MD: Dawn Cox | WQCM/Hagerstown, MD
OM: Rick Alexander
PD/MD: Mike Holder | WXMM/Norfolk, VA*
OM/MD: John Shomby
APD/MD: Zak Tyler | WXRX/Rockford, IL
PD: Jim Stone
MD: Jon Schulz | | |

* Monitored Reporters

ALTERNATIVE & ACTIVE REPORTERS

ALTERNATIVE

WEQX/Albany, NY*
OM/MD: Willabee

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

WNNX/Atlanta, GA*
OM: Rob Roberts
PD: Leslie Fram
APD: Steve Craig

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

WAEG/Augusta, GA
OM: Ron Thomas
PD: J.D. Kunes

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

KNXX/Baton Rouge, LA*
OM/MD: Dave Dunaway
APD: Phillip Kish
MD: Darren Gauthier

KQXR/Boise, ID*
OM: Dan McColly
PD: Mat Diablo
MD: Jeremi Smith

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

WFNX/Boston, MA*
PD: Keith Dakin
MD: Paul Driscoll

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

WAVF/Charleston, SC*
PD: Lance Hale
MD: Wendy Rollins

WZJQ/Charleston, WV*
PD/MD: Bruce Clark

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

WKQX/Chicago, IL*
PD: Spike
MD: Nicole Gamboa

WSWD/Cincinnati, OH*
OM: Patti Marshall
PD: Tommy Bodean
APD: Julie Evans

WXRK/Cleveland, OH*
PD: Dominic Nardella

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

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

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

WXEG/Dayton, OH*
OM: Tony Tilford
PD: Steve Kramer
APD/MD: Boomer

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

CIMX/Detroit, MI*
PD: Vince Cannova

KXNA/Fayetteville, AR
PD: Dave Jackson

WYSK/Fredericksburg, VA
OM/MD: Paul Johnson

KFRR/Fresno, CA*
PD: Jason Squires
APD/MD: Ryan Oldfield

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

WGRD/Grand Rapids, MI*
PD: Jerry Tarrants

WXNR/Greenville, NC*
OM: Bruce Simel
APD/MD: Greg Brady

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

KTBZ/Houston, TX*
PD: Vince Richards
MD: Don Jantzen

WRZX/Indianapolis, IN*
PD/MD: Lenny Diana

WTZR/Johnson City, TN*
OM/MD: Bruce Clark

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

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

KFTE/Lafayette, LA*
PD: Scott Perrin
MD: Jude Vice

KXTE/Las Vegas, NV*
PD: Chris Ripley
MD: Homie Poozer

KROQ/Los Angeles, CA*
PD: Kevin Weatherly
APD: Gene Sandblom
MD: Lisa Worden

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

WMFS/Memphis, TN*
PD: Rob Cressman
MD: Sydney Nabors

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

WHTG/Monmouth, NJ*
PD: Terrie Carr

WKZQ/Myrtle Beach, SC
OM/MD: Mark McKinney
MD: Mase Brazelle

WROX/Norfolk, VA*
OM/MD: Jay Michaels

KHBZ/Oklahoma City, OK*
OM: Tom Travis
PD: Jeff Blackburn
MD: Crystal Clements

WJRR/Orlando, FL*
PD: Rick Everett
MD: Brian Dickerman

WOCL/Orlando, FL*
PD: Bobby Smith

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

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APD: Jaime Cooley

WBRU/Providence, RI*
PD: Chris Novello
APD: Tom Ghiden
MD: Noah Chevalier

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PD: Melanie Flores
MD: Chris Payne

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MD: Jessica Lee

WRXL/Richmond, VA*
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APD/MD: Aaron Axelsen

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MD: Gary Susalis

Sirius Alt Nation/Satellite*
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PD: Rich McLaughlin
APD: Khaled Elsebai
MD: Zach Brooks

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MD: Steve Salzman

KRQR/Chico, CA
OM: Chad Perry
PD: Neil Randall

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MD: Jack Mehoff

WBZC/Columbus, OH*
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APD/MD: Ronni Hunter

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APD/MD: Monte Montana

KBPI/Denver, CO*
PD: Willie B.
APD/MD: Aaron "Double A" Montell

WRIF/Detroit, MI*
OM/MD: Doug Podell
APD/MD: Mark Pennington

KRBR/Duluth, MN
OM/MD: Mark Fleischer

KLAQ/EI Paso, TX*
OM/MD: Courtney Nelson
APD/MD: Glenn Garza

WGBF/Evansville, IN
OM/MD: Mike Sanders
APD/MD: Slick Nick

WWBN/Flint, MI*
OM: J. Patrick
PD: Brian Beddow
APD/MD: Tony LaBrie

WWDC/Washington, DC*
PD: Chris Cruze

WPBZ/West Palm Beach, FL*
PD: John O'Connell
MD: Ross Mahoney

WSFM/Wilmington, NC
OM: Jerry Mac
PD/MD: Mike Kennedy

KEYJ/Abilene, TX
OM: Randy Jones
PD/MD: Frank Pain

KTEG/Albuquerque, NM*
OM/MD: Bill May
MD: Aaron "Buck" Burnett

WWWX/Appleton, WI*
PD/MD: Guy Dark

WCHZ/Augusta, GA*
OM: Harley Drew
PD: Chuck Williams

KRAB/Bakersfield, CA*
OM: Steve King
PD/MD: Danny Spanks
APD: Jared Mann

WIYY/Baltimore, MD*
PD: Dave Hill
APD/MD: Rob Heckman

WCPR/Biloxi, MS*
OM: Kenny Vest
APD/MD: Maynard

WKGB/Binghamton, NY
OM/MD: Jim Free
APD/MD: Tim Boland

WAAF/Boston, MA*
PD: Ron Valeri
MD: Mistress Carrie

WEDG/Buffalo, NY*
PD/MD: Evil Jim

WYBB/Charleston, SC*
OM/MD: Mike Allen
MD: Amy Hutto

WRXR/Chattanooga, TN*
OM: Kris Van Dyke
PD: Boner

WIL/Chicago, IL*
OM/MD: John Perry
APD: Tom Kief
MD: Steve Salzman

KILO/Colorado Springs, CO*
PD: Ross Ford
MD: Jack Mehoff

WBZC/Columbus, OH*
PD: Hal Fish
APD/MD: Ronni Hunter

KNCN/Corpus Christi, TX*
OM/MD: Paula Newell
APD/MD: Monte Montana

KBPI/Denver, CO*
PD: Willie B.
APD/MD: Aaron "Double A" Montell

WRIF/Detroit, MI*
OM/MD: Doug Podell
APD/MD: Mark Pennington

KRBR/Duluth, MN
OM/MD: Mark Fleischer

KLAQ/EI Paso, TX*
OM/MD: Courtney Nelson
APD/MD: Glenn Garza

WGBF/Evansville, IN
OM/MD: Mike Sanders
APD/MD: Slick Nick

WWBN/Flint, MI*
OM: J. Patrick
PD: Brian Beddow
APD/MD: Tony LaBrie



▶ THE REUNITED SMASHING PUMPKINS HAVE THE TOP CANADA ROCK DEBUT OF THE WEEK WITH A NO. 18 ENTRY FOR "TARANTULA."

POWERED BY



THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	IMPRINT / PROMOTION LABEL	PLAYS	
						TW	+/-
1	1	8	WHAT I'VE DONE	LINKIN PARK	MACHINE SHOP/WARNER BROS./WARNER	604	+49
2	3	17	NEVER TOO LATE	THREE DAYS GRACE	JIVE/SONY BMG	521	+43
3	2	7	I DON'T WANNA STOP	OSZY OSBOURNE	EPIC/SONY BMG	499	-1
4	6	15	DIG	INCUBUS	IMMORTAL/EPIC/SONY BMG	394	+13
5	5	18	EVERYTHING	BUCKCHERRY	ELEVEN SEVEN/UNIVERSAL	389	+3
6	4	24	PARALYZER	FINGER ELEVEN	WIND-UP	362	-50
7	7	13	KEEP THE CAR RUNNING	ARCADE FIRE	MERGE	349	+12
8	8	4	WORKING CLASS HERO	GREEN DAY	REPRISE/WARNER	346	+19
9	11	8	SURRENDER	BILLY TALENT	ATLANTIC/WARNER	332	+25
10	12	5	ICKY THUMP	THE WHITE STRIPES	THIRD MAN/WARNER BROS./WARNER	318	+21
11	10	17	BREATH	BREAKING BENJAMIN	HOLLYWOOD/UNIVERSAL	312	-7
12	23	2	SHE BUILDS QUICK MACHINES	VELVET REVOLVER	RCA/SONY BMG	308	+173
13	9	11	FAR CRY	RUSH	ANTHEM/UNIVERSAL	301	-22
14	16	13	TALK TO HER	PRIESTESS	RCA/SONY BMG	248	+7
15	14	14	YER NOT THE OCEAN	THE TRAGICALLY HIP	UNIVERSAL	243	-35
16	17	5	UNDERCLASS HERO	SUM 41	AQUARIUS/EMI	242	+17
17	13	18	FAMOUS LAST WORDS	MY CHEMICAL ROMANCE	REPRISE/WARNER	229	62
18	NEW	NEW	TARANTULA	THE SMASHING PUMPKINS	REPRISE/WARNER	213	+160
19	18	21	LAZY EYE	SILVERSUN PICKUPS	DANGEBIRD/MAPLEMUSIC	200	-25
20	15	14	HUMP DE BUMP	RED HOT CHILI PEPPERS	WARNER BROS./WARNER	194	-52
21	20	10	ALL THE SAME	SICK PUPPIES	RMR/VIRGIN/EMI	191	+23
22	27	4	MONEY HONEY	STATE OF SHOCK	CORDOVA BAY	174	+53
23	22	7	THE WHITE WITCH WOMAN BLUES	PRIDE TIGER	EMI	164	+25
24	19	12	FOREVER	PAPA ROACH	EL TONAL/GEFFEN/UNIVERSAL	159	-21
25	26	10	BOMB HANDS	SOCIAL CODE	INTERSCOPE/UNIVERSAL	142	+18
26	24	20	DASHBOARD	MODEST MOUSE	EPIC/SONY BMG	127	-8
27	25	17	IF EVERYONE CARED	NICKELBACK	EMI	126	+2
28	43	2	WHAT I WANT	DAUGHTRY	RCA/SONY BMG	124	+58
29	28	19	READ MY MIND	THE KILLERS	ISLAND/UNIVERSAL	122	+7
30	21	16	IT'S NOT OVER	DAUGHTRY	RCA/SONY BMG	118	-23

FOR WEEK ENDING MAY 27, 2007

KRZR/Fresno, CA*
OM/MD: Paul Wilson
MD: Skippy

WBYP/Ft. Wayne, IN*
OM: Billy Elvis
APD/MD: Stiller

WRUF/Gainesville, FL*
OM/MD: Harry Guscott
MD: Kyle Devlin

WKLO/Grand Rapids, MI*
OM: Brent Alberts
PD/MD: Michael Grey

WZOR/Green Bay, WI*
PD: Joe Calgario
APD: Cutter
MD: Borna Velic

WXQR/Greenville, NC*
OM: Rolf Pepple
PD/MD: Dave Tripp

WTPT/Greenville, SC*
OM/MD: Mark Hendrix
MD: Twisted Todd

WQXA/Harrisburg, PA*
OM/MD: Ken Carson
APD/MD: Nixon

WCCC/Hartford, CT*
PD: Michael Picozzi
APD/MD: Mike Karolyi

WAMX/Huntington, WV
PD/MD: Erik Raines
APD: Robin Wilds

WRTT/Huntsville, AL*
OM: Rob Harder
PD: Clay Sanders

WRXW/Jackson, MS*
PD: Johnny Maze
APD/MD: Brad Stevens

WRZK/Johnson City, TN*
PD/MD: Scott Onks

KQRC/Kansas City, MO*
OM/MD: Bob Edwards
MD: Paul Marshall

KOMP/Las Vegas, NV*
PD: John Griffin
MD: Carlota

KZCD/Lawton, OK
PD: Don "Crittter" Brown
APD: J.C. "Kelso" Kellison

WXZZ/Lexington, KY*
OM: Robert Lindsey
APD: Twitch

KDJE/Little Rock, AR*
OM: Sonny Victory
PD/MD: Jeff Petterson

WTFX/Louisville, KY*
PD: Charlie Steele
MD: Frank Webb

KFMX/Lubbock, TX
OM/MD: Wes Nessmann

WJJO/Madison, WI*
PD: Randy Hawke
APD/MD: Blake Patton

KFRQ/McAllen, TX*
OM/MD: Mike Quinn

KBRE/Merced, CA
PD/MD: Mikey Martinez
APD: Jason LaChance

WHDR/Miami, FL*
OM: David Israel
PD: Kevin Vargas
MD: Dave Hanson

KXXR/Minneapolis, MN*
OM: Dave Hamilton
PD: Wade Linder
APD/MD: Pablo

WRAT/Monmouth, NJ*
OM/MD: Carl Craft
APD/MD: Robyn Lane

WCLG/Morgantown, WV
OM/MD: Jeff Miller

WBUZ/Nashville, TN*
OM: Dean Warfield
PD/MD: Russ Schenck

KATT/Oklahoma City, OK*
OM/MD: Chris Baker
MD: Jake Daniels

WYYX/Panama City, FL
PD: Chris Alan
APD/MD: Stroke

WTKX/Pensacola, FL*
PD: Joel Sampson
APD/MD: Mark The Shark

WIXQ/Peoria, IL
OM/MD: Matt Bahan

WMMR/Philadelphia, PA*
PD: Bill Weston
APD: Chuck Damico
MD: Sean "The Rabbi" Tysler

KUPD/Phoenix, AZ*
PD/MD: Larry McFeele

KDOT/Reno, NV*
OM: Jim McClain
PD/MD: Jave Patterson

KRXQ/Sacramento, CA*
OM/MD: Jim Fox

WKQZ/Saginaw, MI
PD: Hoser
APD/MD: Matt Bingham

WZBH/Salisbury, MD
OM: Sue Timmons
PD: Sean McHugh
MD: Chris Steele

KHTB/Salt Lake City, UT*
PD: Kayvon Motiee
APD/MD: Roger Orton

KISS/San Antonio, TX*
PD/MD: LA Lloyd

KIOZ/San Diego, CA*
OM: Jim Richards
PD/MD: Shauna Moran-Brown

KURQ/San Luis Obispo, CA
OM/MD: Andy Winford
APD/MD: Stephanie Bell

KXFX/Santa Rosa, CA*
PD/MD: Scott Less

Music Choice Rock/Satellite
PD: Justin Prager
MD: Gary Susalis

Sirius Octane/Satellite*
PD: Jose Mangin
MD: Tom Wilkinson

XM Squizz/Satellite*
PD: Bodhi Ebright
MD: Grant Random

KISW/Seattle, WA*
OM/MD: Dave Richards
APD: Ryan Castle

WMBR/Sheboygan, WI
PD: Ron Simonet
MD: Dave Nelson

WRBR/South Bend, IN
OM/MD: Ron Stryker



TRIPLE A



Triple A needs to be careful with promotion and marketing

Walking A Fine Line

John Schoenberger

JSchoenberger@RadioandRecords.com

Like any contemporary music format, triple A needs to promote and market itself to current and potential listeners. But by the very nature of the format and the type of person it appeals to, station programmers and marketers need to be cautious that they don't break their covenant with the listener that promises they will provide an intelligent and

hype-free listening experience.

That is why most triple A stations shy away from high-profile, high-energy contests and offer more lifestyle- and community-oriented promotions and marketing campaigns.

Many triple A stations focus on the environment. With the current upswing in all things "green," many are already positioned to take advantage of the heightened awareness. WBOS/Boston has been doing its annual EarthFest gathering for 14 years. This year's event took place during Memorial Day weekend at the DCR Memorial Hatch Shell. The free concert featured three stages of music: one with family entertainment; one showcasing local talent; and the primary stage, which featured the main acts. The station also showcased more than 100 environmental exhibitors, nonprofit vendors and the Reverb Eco-Village.

"We worked closely with the Reverb organization this year to make the backstage area a zero-waste zone and offered the 100,000-plus attendees the chance to purchase a shirt or sticker that benefited Native Energy to help offset their carbon footprint," PD David Ginsburg says. "We made the entire event carbon-neutral, and we are working to do the same for the station."

WTBG (the Globe)/Washington took many of the same cues when it launched earlier this year and has built the station's entire personality around conservation and green initiatives. KMTT/Seattle does an annual Earth Day concert, while many other stations sponsor "green teams" and similar activities.

Triple A stations sponsor other types of annual community activities, too, that have evolved into monster benchmarks. They include KBCO/Denver's annual Kinetics Sculpture race, which has taken place for more than two decades and benefits local charity; KFOG/San Francisco's 14th annual KaBoom, which features a fireworks display synchronized to a world-class rock soundtrack and three artists onstage; WXRT/Chicago's free 4th of July concert in conjunction with the city's annual Taste of Chicago; and KTCZ/Minneapolis' Basilica Block Party, which will soon celebrate its 13th year of food, music and summer fun to support the restoration of the historic Basilica of Saint Mary.

Many stations have been sponsoring trips where winners travel to exotic places to see favorite artists perform in concert. Others simply turn the concert experience into a special evening closer to home.

WTTS/Indianapolis has adopted both approaches in conjunction with its 15th anniversary. Dubbed the WTTS World Class Concert Pass, one listener will win the grand prize of a pair of tickets to 15 shows during the summer, including Dave Matthews, John Mayer, Snow Patrol and prime seats for the WTTS 15th Birthday Bash, starring Bob Dylan, as well as travel expenses to attend Lollapalooza and Bonnaroo.

Many stations also sponsor their own annual concert festivals, such as WDST/Woodstock, N.Y.'s camping and music gathering called Mountain Jam. Now in its third year, the station ran a contest to let one lucky local band "Join the Jam."

"We were looking for ways to engage the community that has supported us and



► **MODEST MOUSE** GAINS 36 PLAYS AND SAILS 23-19 WITH "MISSED THE BOAT."

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL	TRIPLE A INDICATOR	
					PLAYS TW	+/-
1	1	14	BETTER THAN THE JOHN BUTLER TRIO	JARRAH/ATLANTIC/LAVA	622	-27
2	4	7	BIG WHEEL TORI AMOS	EPIC	519	+55
3	2	8	WHAT LIGHT WILCO	NONESUCH/WARNER BROS.	518	+44
4	5	8	SALALA ANGELIQUE KIDJO FEAT. PETER GABRIEL	STARBUCKS/RAZOR & TIE	470	+21
5	3	13	YOU KNOW I'M NO GOOD AMY WINEHOUSE	UNIVERSAL REPUBLIC	432	-34
6	8	4	EVER PRESENT PAST PAUL MCCARTNEY	MPL/HEAR/CONCORD	397	+47
7	6	16	TELL ME 'BOUT IT JOSS STONE	VIRGIN	372	-75
8	9	9	SOMEONE TO LOVE FOUNTAINS OF WAYNE	VIRGIN	365	+24
9	7	12	THE PICTURE SON VOLT	TRANSMIT SOUND/LEGACY/RED	350	-8
10	10	9	KEEP THE CAR RUNNING ARCADE FIRE	MERGE	335	+11
11	12	9	FOUR WINDS BRIGHT EYES	SADDLE CREEK	328	+16
12	14	5	ORDINARY DAY DOLORES O'RRIORDAN	SANCTUARY	316	+22
13	11	15	READ MY MIND THE KILLERS	ISLAND/IDJMG	307	-14
14	15	12	TIME IS A RUNAWAY THE ALTERNATE ROUTES	VANGUARD	292	+1
15	NEW		TWO RYAN ADAMS	LOST HIGHWAY	291	+102
16	16	6	NOBODY RYAN SHAW	ONE HAVEN/COLUMBIA/RED	291	+16
17	13	8	RUBY KAISER CHIEFS	B-UNIQUE/UNIVERSAL MOTOWN	280	-26
18	19	3	1, 2, 3, 4 FEIST	CHERRYTREE/POLYDOR/INTERSCOPE	275	+21
19	23	3	MISSED THE BOAT MODEST MOUSE	EPIC	267	+36
20	25	2	WORKING CLASS HERO GREEN DAY	REPRISE	263	+39
21	30	2	AH MARY GRACE POTTER AND THE NOCTURNALS	RAGGED COMPANY/HOLLYWOOD	259	+52
22	20	4	COULDN'T BE DONE TIM FINN	MANHATTAN/CAROLINE	254	+9
23	NEW		FRANK & AVA SUZANNE VEGA	BLUE NOTE/BLG	253	+62
24	21	5	LAST REQUEST PAOLO NUTINI	ATLANTIC	245	+1
25	17	8	HAPPY MARTIN SEXTON	KTR	239	-33
26	22	13	STARS AND BOULEVARDS AUGUSTANA	EPIC	232	-2
27	NEW		MARIA ALO	BRUSHFIRE/MUSIC ALLIES	221	+16
28	18	9	YOUNG FOLKS PETER BJORN AND JOHN	ALMOSTGOLD/RED	219	-38
29	26	3	CLOSER TRAVIS	INDEPENDIENTE/EPIC	216	-5
30	24	7	THE STORY BRANDI CARLILE	COLUMBIA	207	-20

FOR WEEK ENDING MAY 27, 2007

allowed this festival to grow so quickly," WDST PD Jimmy Buff says. "Being in an area so rich with musicians, we conceived this contest. The participation went way beyond what we anticipated."

Whatever the form the promotion takes, triple A stations ensure their participation and presentation is handled in an intelligent and classy way. Further, like any good radio station, they also make sure the members of their VIP club get extra special treatment with exclusive offers and ways to opt in to a given event. **R&R**

An Antidote To The Craze

Besides contests and benchmark events, stations need to convey their overall image.

Towson University's WTMD/Baltimore is getting ready to launch an aggressive imaging campaign it is calling "Antipop" that came out of local ad agency Planit.

It begins as a print campaign in local monthly magazine Urbanite and will expand to other print outlets. As impressions increase, the station intends to run a TV campaign. On-air and online elements are in the works.

WTMD GM Steve Yasko says that the agency "came to us to do a pro bono campaign to help market WTMD, giving us three different options, the third of which was the most edgy—which we chose. The tag line is '89.7 WTMD. Stop the pop insanity.'

"It taps into the whole pop culture thing and the obsession some people, and much of the media, have with celebrities' lives. It takes cues from current people who are the focus of so much attention and spins the



station as a place to escape all of that," Yasko says. "It doesn't poke fun at pop music, but rather American pop culture."

Yasko feels the campaign speaks to people who may not realize that there is an alternative to the mass-media obsession with junk pop culture, on both TV and the radio. He hopes to convey that WTMD—and stations like it—have more substance and authenticity. —JS

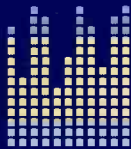
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TRIPLE A

▶ RYAN ADAMS WINS MOST INCREASED PLAYS HONORS (UP 73) AND EARNS A NO. 22 DEBUT WITH "TWO."



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THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	14	BETTER THAN THE JOHN BUTLER TRIO	NO. 1 (2 WKS) JARRAH/ATLANTIC/LAVA	542 -12	1.936 1
2	3	10	YOU KNOW I'M NO GOOD AMY WINEHOUSE	UNIVERSAL REPUBLIC	455 +13	1.190 3
3	2	17	READ MY MIND THE KILLERS	ISLAND/IDJMG	447 -34	1.711 2
4	4	13	THE STORY BRANDI CARLILE	COLUMBIA	372 +4	1.160 5
5	5	17	TELL ME 'BOUT IT JOSS STONE	VIRGIN	331 +3	0.861 11
6	8	6	UNDER THE INFLUENCE JAMES MORRISON	POLYDOR/INTERSCOPE	318 +33	0.873 10
7	6	8	BIG WHEEL TORI AMOS	EPIC	294 +1	0.934 8
8	10	35	SEE THE WORLD GOMEZ	ATO/RED	281 +15	1.142 6
9	9	4	WORKING CLASS HERO GREEN DAY	REPRISE	281 +6	0.917 9
10	12	4	HEY THERE DELILAH PLAIN WHITE T'S	HOLLYWOOD	270 +21	1.175 4
11	24	11	PHANTOM LIMB THE SHINS	SUB POP	232 -20	0.703 12
12	7	19	LOOK AFTER YOU THE FRAY	EPIC	232 -59	0.648 14
13	15	5	WHAT LIGHT WILCO	AIRPOWER NONESUCH/WARNER BROS.	221 +12	0.577 20
14	13	27	THINKING ABOUT YOU NORAH JONES	BLUE NOTE/BLG	210 -35	0.977 7
15	17	5	LAST REQUEST PAOLO NUTINI	AIRPOWER ATLANTIC	208 +5	0.629 15
16	16	13	STARS AND BOULEVARDS AUGUSTANA	EPIC	190 -15	0.601 16
17	19	4	1, 2, 3, 4 FEIST	CHERRYTREE/POLYDOR/INTERSCOPE	188 +5	0.689 13
18	20	5	RUBY KAISER CHIEFS	B-UNIQUE/UNIVERSAL MOTOWN	186 +6	0.567 23
19	18	20	DASHBOARD MODEST MOUSE	EPIC	182 -18	0.500 28
20	23	4	EVER PRESENT PAST PAUL MCCARTNEY	MPL/HEAR/CONCORD	175 +24	0.527 25
21	22	6	SOMEONE TO LOVE FOUNTAINS OF WAYNE	VIRGIN	150 -11	0.494 29
22	NEW	2	TWO RYAN ADAMS	MOST INCREASED PLAYS LOST HIGHWAY	149 +73	0.429 -
23	25	3	SALALA ANGELIQUE KIDJO FEATURING PETER GABRIEL	STARBUCKS/RAZOR & TIE	146 +2	0.598 18
24	24	8	INTO THE OCEAN BLUE OCTOBER	UNIVERSAL MOTOWN	137 -11	0.587 19
25	26	5	SIGNAL FIRE SNOW PATROL	RECORD COLLECTION/REPRISE	136 -5	0.221 -
26	NEW	2	YOUNG FOLKS PETER BJORN AND JOHN	ALMOSTGOLD/RED	135 +25	0.533 24
27	30	2	FOUR WINDS BRIGHT EYES	SADDLE CREEK	129 +12	0.307 -
28	28	6	SHE'S MINE BRETT DENNEN	DUALTONE	123 -3	0.300 -
29	27	17	HEAVENLY DAY PATTY GRIFFIN	ATO/RED	116 -15	0.433 -
30	29	15	SOMEDAY JOHN MELLENCAMP	UNIVERSAL REPUBLIC/UME	109 -11	0.516 27

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
BUBBL Y Colbie Caillat (UNIVERSAL REPUBLIC) KFOG, KINK, KXLY, WRLT, WRNR	5
THE PERFECT CRIME #2 The Decemberists (CAPITOL) WCOO, WNCS, WRNR, WXR V	4
UNDER THE INFLUENCE James Morrison (POLYDOR/INTERSCOPE) KT CZ, WRNX	2
SOMEONE TO LOVE Fountains Of Wayne (VIRGIN) WCOO, WMMM	2
AH MARY Grace Potter And The Nocturnals (RAGGED COMPANY/HOLLYWOOD) WMMM, WRLT	2
YOUNG FOLKS Peter Bjorn And John (ALMOSTGOLD/RED) KCUV, WXR V	2
CLOSER Travis (INDEPENDIENTE/EPIC) WBOS, WXR V	2
CRY FOR HOME Van Morrison With Tom Jones (MANHATTAN/BLG) KCUV, Sirius Spectrum	2
DANCE TONIGHT Paul McCartney (MPL/HEAR/CONCORD) KCUV, Sirius Spectrum	2

ADDED AT... WBOS
Boston, MA
PD: David Ginsburg
MD: Dana Marshall
Travis, Closer, 8
Kaiser Chiefs, Ruby, 7

FOR MORE STATIONS GO TO:
www.RadioandRecords.com

NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
BUBBL Y Colbie Caillat (UNIVERSAL REPUBLIC) TOTAL STATIONS: 14	104/27	LIFE IS BEAUTIFUL Vega4 (ORIGINAL SIGNAL/EPIC) TOTAL STATIONS: 8	75/4
MISSED THE BOAT Modest Mouse (EPIC) TOTAL STATIONS: 14	102/3	YOU CAN BRING ME FLOWERS Ray LaMontagne (RCA/RMG) TOTAL STATIONS: 10	73/0
AH MARY Grace Potter And The Nocturnals (RAGGED COMPANY/HOLLYWOOD) TOTAL STATIONS: 13	91/41	9 CRIMES Damien Rice (HEFFA/VECTOR/WARNER BROS.) TOTAL STATIONS: 8	72/0
FRANK & AVA Suzanne Vega (BLUE NOTE/BLG) TOTAL STATIONS: 14	86/48	HAMOA BEACH Gomez (ATO/RED) TOTAL STATIONS: 9	64/17
SHUT YOUR EYES Snow Patrol (POLYDOR/A&M/INTERSCOPE) TOTAL STATIONS: 9	86/21	NOBODY Ryan Shaw (ONE HAVEN/COLUMBIA/RED) TOTAL STATIONS: 10	63/13

MOST INCREASED PLAYS

+73	TWO Ryan Adams (Lost Highway) WXR V +11, WTT S +9, WBOS +9, KRVB +9, KRSH +8, KCSR +7, KTHX +7, CIDR +6, WRNR +6, KCUV +4
+48	FRANK & AVA Suzanne Vega (Blue Note/BLG) KRVB +8, SISP +10, KTHX +9, KPRI +5, WNCS +4, KMTT +3, KCUV +2, WRNR +1, KBEO +1
+41	AH MARY Grace Potter And The Nocturnals (Ragged Company/Hollywood) WCOO +14, KXLY +10, WZEW +6, WXR V +5, CIDR +4, WBOS +2, KRSH +2
+33	UNDER THE INFLUENCE James Morrison (Polydor/Interscope) KT CZ +12, WRNX +10, WRLT +4, KRVB +4, WNCS +4, WXR V +3, WCOO +2, WRNR +2, KTHX +2, KFDG +2
+32	THE PERFECT CRIME #2 The Decemberists (Capitol) WRNR +23, KMTT +3, KCUV +2, KINK +2, WXRT +2

FOR WEEK ENDING MAY 27, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
29 triple A stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. Indicator chart comprised of 49 reporters.
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RECURRENTS

THIS WEEK	TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS TW LW	THIS WEEK	TITLE ARTIST / IMPRINT / PROMOTION LABEL	PLAYS TW LW
1	BELIEF JOHN MAYER (AWARE/COLUMBIA)	274 287	6	NEW SHOES PAOLO NUTINI (ATLANTIC)	141 156
2	THINK I'M IN LOVE BECK (INTERSCOPE)	221 220	7	CHASING CARS SNOW PATROL (POLYDOR/A&M/INTERSCOPE)	138 167
3	YOU'RE ALL I HAVE SNOW PATROL (POLYDOR/A&M/INTERSCOPE)	204 238	8	IS IT ANY WONDER? KEANE (INTERSCOPE)	131 136
4	I WILL FOLLOW YOU INTO THE DARK DEATH CAB FOR CUTIE (ATLANTIC)	165 177	9	SNOW (HEY OH) RED HOT CHILI PEPPERS (WARNER BROS.)	130 149
5	COLORFUL ROCCO DELUCA & THE BURDEN (IRONWORKS)	147 138	10	WAITING ON THE WORLD TO CHANGE JOHN MAYER (AWARE/COLUMBIA)	127 142

INDUSTRY INFO AT YOUR FINGERTIPS

SEARCH
Type Keyword/Phrase

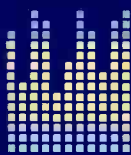
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AMERICANA

THIS WEEK	LAST WEEK	TITLE ARTIST	IMPRINT / PROMOTION LABEL	PLAYS		
				TW	+/-	CUMULATIVE
1	1	THE SEARCH SON VOLT	TRANSMIT SOUND/LEGACY/RED	419	-13	4990
2	2	WEST LUCINDA WILLIAMS	LOST HIGHWAY	335	-32	8171
3	3	DIAMONDS TO DUST CURF MORLIX	BLUE CORN	329	+12	1844
4	4	PEACE LOVE & ANARCHY TODD SNIDER	DH BOY	311	+9	1992
5	5	STANDARD SONGS FOR AVERAGE PEOPLE JOHN PRINE & MAC WISEMAN	OH BOY	301	+8	1481
6	14	SKY BLUE SKY WILCO	NONESUCH/WARNER BROS.	296	+49	1227
7	14	REINVENTING THE WHEEL ASLEEP AT THE WHEEL	BISMEAUX	289	-39	2975
8	15	BALLS ELIZABETH COOK	31 TIGERS	288	+24	1294
9	17	CIMARRON MANIFESTO JIMMY LAFAVE	RED HOUSE	288	+76	684
10	7	HAPPY SONGS FROM RATTLESNAKE GULCH JOE ELY	RACK 'EM	270	-25	4570
11	12	A HUNDRED MILES OR MORE: A COLLECTION ALISON KRAUSS	ROUNDER	268	+3	1799
12	10	WATERLOO, TENNESSEE UNCLE EARL	ROUNDER	266	-20	2700
13	10	FROM THE CRADLE TO THE GRAVE DALE WATSON	HYENA	263	-16	1952
14	11	THE SHOE BOX JAY BOY ADAMS	ROCKIN' HEART/SMITH ENTERTAINMENT GROUP	253	-25	5212
15	9	RICKY SKAGGS & BRUCE HORNSBY RICKY SKAGGS & BRUCE HORNSBY	LEGACY	246	-35	3574
16	18	EMOTIONALISM AVETT BROTHERS	RAMSEUR	236	+33	976
17	35	LAST GOOD KISS LAST TRAIN HOME	RED BEET	219	-16	2628
18	35	ANCHORS & ANVILS AMY LAVERE	ARCHER	218	+65	457
19	42	DIAMONDS IN THE DARK SARAH BORGES AND THE BROKEN SINGLES	SUGAR HILL	212	+74	449
20	9	REARVIEW MIRROR TEARS KENDEL CARSON	TRAIN WRECK	208	+6	1217
21	23	REVENGE! ROBBIE FULKS	YEP ROC	208	+34	685
22	31	THE TRAILER TAPES CHRIS KNIGHT	DRIFTER'S CHURCH PRODUCTIONS	196	+5	1393
23	39	SWEET WARRIOR RICHARD THOMPSON	COOKING VINYL	194	+47	520
24	16	CHILDREN RUNNING THROUGH PATTY GRIFFIN	ATO/RED	192	-21	4813
25	64	ROOM TO GROW ADRIENNE YOUNG	ADDIEBELLE	187	+119	255
26	24	HOOTS & HELLMOUTH HOOTS & HELLMOUTH	MAD DRAGON	181	+9	791
27	41	LAST OF THE BREED WILLIE NELSON, MERLE HAGGARD, RAY PRICE	LOST HIGHWAY	180	+37	1589
28	51	STRANGE WEIRDOS LOUDON WAINWRIGHT	CONCORD	175	+59	394
29	20	STARS IN MY CROWN JORMA KAUKONEN	RED HOUSE	172	-20	3029
30	28	DOLLAR THEATER MOVIE DREW KENNEDY	SUSTAIN	169	+3	1675

TRIPLE A

TRIPLE A REPORTERS

WAPS/Akron, OH OM: Andrew James PD/MD: Bill Gruber	WCBE/Columbus, OH OM: Tammy Allen PD: Dan Mushalko MD: Maggie Brennan	WZEW/Mobile, AL* OM: Tim Camp PD: Gene Murrell MD: Lee Ann Konik-Camp	KRSH/Santa Rosa, CA* PD/MD: Pam Long
KNBA/Anchorage, AK OM/PD: Loren Dixon MD: Danny Preston	WMWV/Conway, NH PD/MD: Mark Johnson APD: Roy Prescott	WBJB/Monmouth, NJ OM: Tom Brennan PD: Rich Robinson APD: Leo Zaccari MD: Jeff Raspe	DMX Folk Rock/Satellite OM: Leanne Flask MD: Dave Sloan
KSPN/Aspen, CO PD: Sara Guttman	KBCO/Denver, CO* PD: Scott Arbough MD: Mark Abuzzahab	KPIG/Monterey, CA OM: Frank Caprista APD: Aileen MacNearby	Music Choice Adult Alternative/Satellite PD: Justin Prager MD: Tiffany Sinder
KGSR/Austin, TX* OM: Chase PD: Chris Edge APD: Jody Denberg MD: Susan Castle	KCUV/Denver, CO* PD: Doug Clifton MD: Benji McPhail	WRLT/Nashville, TN* OM/PD: David Hall APD/MD: Rev. Keith Coes	Sirius Spectrum/Satellite* PD: Gary Schoenwetter MD: Sean Mascoll
KUT/Austin, TX PD: Hawk Mendenhall MD: Jeff McCord	KPTL/Des Moines, IA PD: Deeya McClurkin	WFUV/New York, NY OM: Ralph Jennings PD: Chuck Singleton APD: Tara Anderson MD: Rita Houston	XM Cafe/Satellite PD: Bill Evans MD: Brian Chamberlain
WRNR/Baltimore, MD* OM/PD: Bob Waugh APD/MD: Alex Cortright	CIDR/Detroit, MI* PD: Matt Franklin	WRSI/Northampton, MA PD: Sean O'Mealy MD: Johnny Memphis	KMTT/Seattle, WA* PD: Kevin Welch APD/MD: Haley Jones
WTMD/Baltimore, MD PD/MD: Mike "Matthews" Vasilikos	KHUM/Eureka, CA OM: Cliff Berkowitz PD/MD: Mike Dronkers APD: Larry Trask	WNCW/Spindale, NC OM: Pete Nugent PD: Will Stanley MD: Will Baylies	WKZE/Sharon, CT OM/APD: Pete Nugent PD: Will Stanley MD: Will Baylies
KLRR/Bend, OR OM/PD: Doug Donoho APD: David Miller	WFIV/Farragut, TN OM: Brian Tatum PD/MD: Todd Ethridge	KDBB/Park Hills, MO OM/PD: Greg Camp APD: Glenn Berry	WNCW/Spindale, NC OM: Dave Kester APD: Martin Anderson
KRVB/Boise, ID* OM/PD: Dan McColly MD: Tim Johnstone	KOZT/Ft. Bragg, CA PD: Tom Yates APD/MD: Keith Hayes	WXPN/Philadelphia, PA OM/MD: Dan Reed PD: Bruce Warren	KXLY/Spokane, WA* PD: Ken Richards MD: Marie McCallister
WBOS/Boston, MA* PD: David Ginsburg MD: Dana Marshall	WEHM/Hampton, NY PD: Lauren Stone	WYEP/Pittsburgh, PA PD: Kyle Smith MD: Mike Sauter	WRNX/Springfield, MA* APD: Kevin Johnson
WXRV/Boston, MA* OM/PD: Ron Bowen APD/MD: Catie Wilber	KSUT/Ignacio, CO PD: Steve Rauworth MD: Stasia Lanier	WCLZ/Portland, ME* PD: Herb Ivy MD: Brian James	KCLC/St. Louis, MO PD: Rich Reighard MD: Will Baker
KMMS/Bozeman, MT OM/PD: Michelle Wolfe	WTTS/Indianapolis, IN* PD: Brad Holtz APD/MD: Laura Duncan	KINK/Portland, OR* PD: Dennis Constantine	KFMU/Steamboat Springs, CO OM: Julia Arrotti PD/MD: John Johnston
KYSL/Breckenridge, CO PD: Tom Fricke MD: TJ Sanders	KMTN/Jackson, WY PD/MD: Mark "Fish" Fishman	WDST/Poughkeepsie, NY OM: Greg Gattine PD: Jimmy Buff MD: Dave Doud	KTAA/Taos, NM OM: Dave Noll PD/MD: Brad Hockmeyer
WNCS/Burlington, VT* PD: Zeb Norris APD/MD: Jamie Canfield	KTBG/Kansas City, MO PD: Jon Hart MD: Byron Johnson	KSQY/Rapid City, SD OM/PD: Chad Carison	KWMT/Tucson, AZ* OM: Tim Richards PD: Blake Rogers
WMVY/Cape Cod, MA PD/MD: PJ Finn	WEBK/Killington, VT PD: Dave "Uncle Dave" Tibbs APD/MD: James Emmons	KTHX/Reno, NV* PD: Mark Keefe APD/MD: Dave Herold	WVOD/Wanchese, NC PD: Matt Cooper MD: Jeff White
WCOO/Charleston, SC* OM/PD: Mike Allen MD: Joel Frank	KOHO/Leavenworth, WA PD: Elliott Salmon MD: Carl Widing	WOCM/Salisbury, MD OM: David Rothner PD/MD: Skip Dixon	WXPB/White Plains, NY PD: Chris Herrmann APD/MD: Rob Lipshutz
WCNR/Charlottesville, VA OM: Rick Daniels PD: Brad Savage APD: Tad Abbey MD: Jeff Sweatman	KROK/Leesville, LA OM: Rick Barnickel PD/MD: Sandy Blackwell	KENZ/Salt Lake City, UT* PD: Mike Peer	WTYD/Williamsburg, VA PD/MD: Amy Miller
WNRN/Charlottesville, VA OM: Tim Davis PD: Michael Friend MD: Jaz Tupelo	WFPK/Louisville, KY OM: Brian Conn PD: Stacy Owen APD: Laura Shine	KPRI/San Diego, CA* OM/PD: Bob Burch APD: Sean Smith	WUIN/Wilmington, NC PD: Beau Gunn MD: Michelle Daniel
WDOD/Chattanooga, TN* OM/PD: Danny Howard MD: Brad Steiner	WMMM/Madison, WI* OM: David Moore PD: Pat Gallagher MD: Gabby Parsons	KFOG/San Francisco, CA* PD: David Benson MD: Kelly Ransford	
WXRT/Chicago, IL* OM/MD: John Farneda PD: Norm Winer	KTCZ/Minneapolis, MN* PD: Lauren MacLeash MD: Thorn	KPND/Sandpoint, ID OM/PD: Dylan Benefield APD/MD: Diane Michaels	
		KBAC/Santa Fe, NM PD/MD: Ira Gordon	

* Monitored Reporters



ROOM TO GROW 16 Adrienne Young (ADDIEBELLE)	SALVATION BLUES 12 Mark Olson (HACKTONE)	DIAMONDS IN THE DARK 10 Sarah Borges And The Broken Singles (SUGAR HILL)	STRANGE WEIRDOS 8 Loudon Wainwright (CONCORD)
TRAILERCANA 12 Antsy McClain And The Trailer Park Troubadours (DPR)	ANCHORED IN LOVE A TRIBUTE TO JUNE CARTER CASH 11 Various Artists (DUALTONE)	WAGONMASTER 8 Porter Wagoner (ANTI-/EPITAPH)	

FOR WEEK ENDING MAY 27, 2007

The Americana chart represents the reported play of terrestrial radio stations, nationally syndicated radio shows, satellite radio and internet stations that have agreed to submit weekly spin counts. For more information please visit www.americanamusic.org. © 2007 Americana Music Association.

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While large-market radio stations often have promotional budgets to match their size and ratings, stations in smaller markets have to get creative and stretch every dollar to create promotions that make an impact and keep listeners tuned in. R&R spoke with PDs at stations in Springfield, Mass.; Bakersfield; and Indianapolis (which is considered a small market for Latin radio) to see what promotions work best for them, given their more limited resources.

Manuel Sepúlveda, PD, WEDJ (Radio Latina)/Indianapolis: "Since the station's dial position is 107.1 FM, we're giving away \$107 every day with the Song of the Day. It's not inventing the wheel in terms of promotions and in larger markets they may give away thousands more, but we don't have that kind of budget.

"What we do to help this promotion along is cross-promote with other local media, be it TV or newspapers. For example, we put out a calendar in the local newspaper with all the Songs of the Day for the whole month, along with which jock is going to play the song and at what hour.

"We don't say exactly at what minute the song will get played, but it helps us attract people when we want them listening and increases our TSL. That way, people don't feel they missed out on the promotion because if they haven't been listening for some reason, they can pick up the paper and be able to participate later in the day or any other day. This promotion has worked really well for us.

"Another thing we do is private station events, which have worked really well. So far we've done three: one with La Autoridad de la Sierra, another with Adolfo Urias and the last with Brazeros Musical. We have to do these events on a Wednesday or Thursday because, unlike the larger stations that can afford to pay the acts, we don't have the budget.

"We have to check to see which bands are in the area already working so we can take advantage and bring them here—and also maintain good relationships with the labels, which have really supported us.

"Right now I'm working on a summer festival called Festival Verano Latino 2007 that will take place June 9. The lineup includes really great artists, like Oro Norteño, Los Cuates de Sinaloa and Juan Rivera, and lots of local talent. And even when we don't get the kind of superstar talent that stations in markets like Los Angeles can get, the audience responds really well and supports the station. And all our events are free."

Marcos Rivera, PD, WSPR (Power 1270)/Springfield, Mass.: "Right now we're doing a promotion where we pay people's rent. And since the cost of rent in the area continues to go up, it's a way of helping the community and keeping listeners tuning in to win. We work with local advertisers, so they benefit from the promotion and the listener benefits from the money. We're giving away about \$600 every month.

"We also do remotes at new local businesses and give away station T-shirts and such. I think that helps us because the listener gets to stop by and get a few promotional items from the station, and the business where we're doing the remote also benefits. In small markets, it's important to support the local businesses and stay really close to the community."

▶ VETERAN MEXICAN ROCK ACT **EL TRI** MAKES A HEALTHY MOVE WITH "BESAME" (19-13) ON THE LATIN ROCK/ALTERNATIVE CHART.



ROCK/ALTERNATIVE

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL
1	1	17	NARCISISTA POR EXCELENCIA PANDA	WARNER LATINA
2	2	8	DIOSA RULETA STOIC FRAME	EL COMANDANTE/V&J
3	5	7	PIROTECNICAS CUBIKY	ESCUHALOV&J
4	6	10	ESPACIO SIDERAL JESSE & JOY	WARNER LATINA
5	4	10	ENAMORADO GUSTAVO LAUREANO	UNIVERSAL LATINO
6	3	20	SISMO DIVISION MINUSCULA	UNIVERSAL LATINO
7	9	2	LA TELEVISION POLBO	UNIVERSAL LATINO
8	7	15	BESAME NOVEL	FONOVISA
9	8	36	A DONDE VAN LOS MUERTOS KINKY	NETTWERK
10	12	16	DON'T LET GO PACHA MASSIVE	NACIONAL
11	10	7	DON DINERO ATERCIOPELADOS	NACIONAL
12	11	3	ERES PARA MI JULIETA VENEGAS	SONY BMG NORTE
13	19	2	BESAME EL TRI	FONOVISA
14	16	2	ME CAMBIO ALLISON	SONY BMG NORTE
15	RE-ENTRY		MIENTELE LOS BUNKERS	NACIONAL
16	NEW		VINYL ZOE	EMI TELEVISA
17	18	3	DIMELO ENRIQUE IGLESIAS	INTERSCOPE/UNIVERSAL LATINO
18	17	2	CANCION DE ADIOS COTI	UNIVERSAL LATINO
19	RE-ENTRY		SATELITE MOTEL	WARNER LATINA
20	NEW		ADDSI ALLISON	SONY BMG NORTE

RECORD POOL

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	IMPRINT / PROMOTION LABEL
1	1	10	MAS QUE TU AMIGO TITO NIEVES	LA CALLE/UNIVISION
2	2	9	LA MANERA ADASSA	UNIVERSAL LATINO
3	3	8	TU AMOR NO ES GARANTIA ANAIS	UNIVISION
4	5	4	DALE PA TRA (BACK IT UP) NOTCH	CINCO POR CINCO/MACHETE
5	4	11	EMPECE A LLORAR ANTHONY CRUZ	M.P.
6	6	12	QUE LLOREN IVY QUEEN	UNIVISION
7	8	8	MIRA FULANITO	CUTTING
8	7	9	CALM MY NERVES OON OMAR	VI/MACHETE
9	9	7	NADA PUEDE CAMBIARME PAULINA RUBIO	UNIVERSAL LATINO
10	10	8	BEAUTIFUL LIAR/BELLO EMBUSTERO BEYONCE & SHAKIRA	MUSIC WORLD/COLUMBIA/SONY BMG NORTE
11	12	5	CONECTATE OPTIMO	SONY BMG NORTE
12	11	13	PEGATE RICKY MARTIN	SONY BMG NORTE
13	15	13	ARROZ CON HABICHUELA EL GRAN COMBO DE PUERTO RICO	DISCOS 605/SONY BMG NORTE
14	14	15	MI MUJER ES UN POLICIA PUERTO RICAN POWER	J & N
15	16	3	MEDLEY II CARLOS NUNO & LA GRANDE DE MADRID	M.P.JJ & N
16	18	2	NO ME LA PONGAS DURA PEDRO CONGA	M.P.JJ & N
17	15	10	DIME QUE FALTO ZACARIAS FERREIRA	FANIA/J & N
18	20	2	DICEN JOHNNY RIVERA	CMG/UNIVERSAL MOTOWN
19	19	2	MI PUERTO RICO LEFTY PEREZ	ESNTION LATINO
20	17	13	NUNCA HABIA LLORADO ASI VICTOR MANUELLE FEAT. OON OMAR	SONY BMG NORTE



Sepúlveda



Escamilla

Pepe Escamilla, PD, KMYX (La Campesina)/Bakersfield: "I've been doing this for a long time and I know a lot of bands, so that's an advantage. When I know that bands or artists are coming to town, I call the labels and ask them for promotional items. I also ask to be the official station of their concert, and since we're a network, that really helps. I can then send my promotional people out to the streets to give away the promotional items.

"For example, Marco Antonio Solís is coming to town soon. We're the official station, and I had 500 T-shirts made with him, with the concert date and, on the front, 'La Campesina Presents Marco Antonio Solís.' All those little things help. So, with great giveaways on hand, like the T-shirts, our remotes become that much more interesting.

"Something else that has worked for us is private parties. The last two I did were so successful that there were many people outside the venue who couldn't get in. It was a venue for more than 1,000 people, and they got tickets only by listening to the station.

"We tell them where to pick up the tickets, and many times it's at a remote we're doing at a local business, so the local business benefits from the traffic we bring in. Everything helps us close the ratings gap and keep people listening."

R&R

REGIONAL MEXICAN

▶ **EL CHAPO DE SINALOA** SCORES THE WEEK'S BEST ENTRY AT NO. 33 AND TAKES MOST ADDED AND MOST INCREASED PLAYS WITH "A TI SI PUEDO DECIRTE" (UP 215).



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LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	17	DAME UN BESO INTOCABLE	NO. 1 (2 WKS) EMI TELEVISIA	1307 +45	9.287 1
2	10	MIL HERIDAS CUISSILLOS	MUSART/BALBOA	1144 +14	8.388 2
3	14	DETALLES LOS TIGRES DEL NORTE	FONOVISIA	1110 -131	7.901 3
4	20	CADA VEZ QUE PIENSO EN TI LOS CREADORES DEL PASITO DURAGUENSE DE ALFREDO RAMIREZ	DISA/EDIMONSA	1106 +11	7.883 4
5	19	Y SI VOLVIERA A NACER ALEGRES DE LA SIERRA	EDIMAL/VIVA	1016 +55	7.663 5
6	6	BASTA YA CONJUNTO PRIMAVERA	FONOVISIA	903 +134	5.990 8
7	8	DE TI EXCLUSIVO LA ARROLLADORA BANDA EL LIMON	DISA/EDIMONSA	831 +132	7.410 6
8	8	INVISIBLE PALOMO	DISA	770 -23	4.070 19
9	29	LA NOCHE PERFECTA EL CHAPO DE SINALOA	DISA	759 -19	5.536 10
10	16	COMO TE VA MI AMOR LOS HDROSCOPOS DE DURANGO	DISA	736 -13	5.506 11
11	16	ESO Y MAS JOAN SEBASTIAN	MUSART/BALBOA	734 +31	4.614 14
12	18	UN IDIOTA COMO YO DUJEO	UNIVISION	732 -64	4.244 17
13	15	ME DUELE ESCUCHAR TU NOMBRE GRUPO MONTEZ DE DURANGO	DISA	719 -182	4.554 15
14	16	Y AQUI ESTOY K-PAZ DE LA SIERRA DUET WITH ANA GABRIEL	DISA/EDIMONSA	711 -42	3.923 20
15	21	ESE CONJUNTO PRIMAVERA	FONOVISIA	706 -95	5.296 13
16	37	DIME QUIEN ES LOS RIELEROS DEL NORTE	FONOVISIA	683 -60	6.152 7
17	9	ES COSA DE EL GRACIELA BELTRAN	UNIVISION	677 -70	5.842 9
18	6	OJALA MARC ANTONIO SOLIS	FONOVISIA	669 0	2.711 25
19	4	POR AMARTE ASI ALACRANES MUSICAL	AIRPOWER UNIVISION	624 +98	5.449 12
20	27	TUS PALABRAS BANDA EL RECODO	FONOVISIA	593 -19	4.090 18
21	4	MIRAME JENNI RIVERA	FONOVISIA	570 +107	3.494 21
22	5	SOLO UN SUENO BANDA CUASAVENA	STARMEX/UNIVERSAL LATINO	544 +46	2.427 31
23	50	DE RODILLAS TE PIDO ALEGRES DE LA SIERRA	VIVA	544 +19	4.309 16
24	4	CUANDO REGRESAS PATRULLA BI	DISA	523 +21	3.224 23
25	15	LA CHICA DEL ESTE GRUPO BRYNDIS	DISA	500 +7	2.579 28
26	11	CULPABLE O NO EL FLACO ELIZANDE	FONOVISIA	490 -49	1.990 40
27	8	CUATRO MESES BANDA MACHOS	SONY BMG NORTE	460 +7	2.289 34
28	18	TAL VEZ LOS PRIMOS DE DURANGO	MAR INTERNACIONAL	453 -73	2.671 26
29	4	NO DEJARE DE AMARTE VALENTIN ELIZALDE	UNIVERSAL LATINO	439 +40	2.164 35
30	2	QUE CHULADA DE MUJER VICENTE FERNANDEZ	SONY BMG NORTE	436 +19	2.295 33
31	20	LOBO DOMESTICADO VALENTIN ELIZALDE	UNIVERSAL LATINO	410 -19	2.864 24
32	8	TE AMO TANTO LOS INQUIETOS DEL NORTE	EAGLE	396 +56	2.588 27
33	NEW	A TI SI PUEDO DECIRTE EL CHAPO DE SINALOA	MOST INCREASED PLAYS/MOST ADDED DISA	387 +215	2.078 37
34	11	DE MIL MANERAS LOS MORROS DEL NORTE	DISA	355 -18	1.352 -
35	6	AMOR PRISIONERO EL COYOTE Y SU BANDA TIERRA SANTA	UNIVISION	339 -18	1.722 -
36	4	OJALA QUE LA VIDA TE ALCANCE LOS ORIGINALES DE SAN JUAN	EMI TELEVISIA	334 -4	1.583 -
37	NEW	EL MZ LOS TUCANES DE TIJUANA	UNIVISION	331 +127	2.568 29
38	RE-ENTRY	PARA IMPRESIONARTE EL COYOTE Y SU BANDA TIERRA SANTA	UNIVISION	314 +19	3.341 22
39	10	TE QUIERO MUCHO GRUPO ANDARIEGO	DISA	314 -43	1.466 -
40	NEW	PORQUE TE QUIERO BANDA EL RECODO	FONOVISIA	313 +147	2.110 36

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
A TI SI PUEDO DECIRTE El Chapo De Sinaloa (DISA) KBNO, KGBT, KHHL, KLBN, KLEY, KRAY, KROM, KSAH, KSTN, WBZY, WLEY, WOJO, XHNZ, XHTY	14
LAGRIMAS DEL CORAZON Montez De Durango (DISA) KDUT, KGBT, KHHL, KMYX, KRAY, KTJM, KTTA, KXLM, KXPK, KXSB, KYQQ, WOJO	12
PORQUE TE QUIERO Banda El Recodo (FONOVISIA) KBUE, KIWI, KLAX, KLBN, KXLM, KXPK, KXSB, WOJO, XHTY	9
PALOMA QUERIDA Los Huracanes Del Norte (UNIVISION) KGBT, KHHL, KLAX, KLBN, KLEY, KLHB, KMYX, KOQO, KXPK	9
LAGRIMAS DE SANGRE Los Tigres Del Norte (FONOVISIA) KDUT, KGBT, KLBN, KMYX, KRAY, KSAH, KTTA, KWEI, XHNZ	9
POR AMARTE ASI Alacranes Musical (UNIVISION) KESB, KGBT, KOND, KXLM, KXPK, KXSB, KYQQ, WEDJ	8
CON TEQUILA Y SAL Banda La Autentica De Jerez (VIVA) KDUT, KGBT, KIWI, KLBN, KMYX, KRAY, KXLM, KXSB	8
LLAMAME, ESCRIBEME Los Buitres De Culiacan Sinaloa (UNIVERSAL LATINO) KCMT, KGBT, KTJM, KXPK, KYQQ, WEDJ, XHTY	7
EL MZ Los Tucanes De Tijuana (UNIVISION) KBNO, KLBN, KSTN, KXPK, KYQQ, WOJO	6
UN JUEGO Los Rieleros Del Norte (FONOVISIA) KBUE, KLBN, KRAY, KSTN, KWEI, WEDJ	6

NEW AND ACTIVE

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
HUMILLATE Pesado (WARNER LATINA)	292/36	UN JUEGO Los Rieleros Del Norte (FONOVISIA)	253/96
TOTAL STATIONS:	15	TOTAL STATIONS:	27
MUCHACHA TRISTE DJ Kane (EMI TELEVISIA)	283/27	MI SUENO O-o Norteno (VIVA)	247/30
TOTAL STATIONS:	18	TOTAL STATIONS:	16
NO PUEDO ESTAR SIN TI Beto Y Sus Canarios (DISA/EDIMONSA)	272/21	LAGRIMAS DEL CORAZON Grupo Montez De Durango (DISA)	226/204
TOTAL STATIONS:	14	TOTAL STATIONS:	17
QUE HARIA SIN TI La Autoridad De La Sierra (DISA)	264/20	PALABRA DE MACHO Los Contentos De Sinaloa (DISA/EDIMONSA)	218/70
TOTAL STATIONS:	19	TOTAL STATIONS:	17
LLAMAME, ESCRIBEME Los Buitres De Culiacan Sinaloa (UNIVERSAL LATINO)	255/76	PALOMA QUERIDA Los Huracanes Del Norte (UNIVISION)	196/151
TOTAL STATIONS:	20	TOTAL STATIONS:	16

MOST INCREASED PLAYS

+215	A TI SI PUEDO DECIRTE El Chapo De Sinaloa (DISA) KLBN +19, KTTA +15, KHHL +15, KLEY +15, KBNO +14, XHNZ +14, XHTY +14, KSTN +12, KROM +11, KRAY +9
+204	LAGRIMAS DEL CORAZON Grupo Montez De Durango (DISA) KHHL +36, KGET +22, WOJO +18, KXLM +17, KYQQ +16, KXSB +13, KTTA +13, KRAY +12, KDUT +12, KMYX +10
+151	PALOMA QUERIDA Los Huracanes Del Norte (Univision) KGBT +21, KMYX +17, KHHL +16, KLEY +16, KLBN +13, KSAB +12, KXPK +12, WOJO +11, KLAX +9, KLHB +8
+147	PORQUE TE QUIERO Banda El Recodo (FonoVisia) KLBN +18, KIWI +13, XHTY +13, KBUE +12, KXPK +12, WOJO +12, KSTN +10, KMYX +9, KRAY +8, KDUT +7
+144	LAGRIMAS DE SANGRE Los Tigres Del Norte (FonoVisia) XHNZ +19, KWEI +17, KLBN +16, KDUT +15, KTTA +12, KSAB +11, KRAY +10, KMYX +9, KGBT +8, KBNO +5

ADDED AT... WOJO

Chicago, IL
OM: Cesar Canales
PD: Rafael Bautista

Montez De Durango, Lagrimas Del Corazon, 24

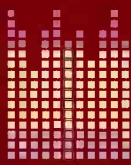
Banda Pequeños Musical, Tu Castigo, 15

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FOR WEEK ENDING MAY 27, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
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REGIONAL MEXICAN MONITORED REPORTERS

- | | | | | | | | |
|---|--|---|--|--|--|---|---|
| KJFA/Albuquerque, NM
PD: Antonio Covarrubias | KMYX/Bakersfield, CA
OM: Robert Chavez
PD: Pepe Escamilla | KDXX/Dallas, TX
OM: Andy Lockridge
PD: Chayan Ortuno | KOQO/Fresno, CA
PD/MD: Guillermo Prince | KLAX/Los Angeles, CA
OM: Pio Ferro
PD: Juan Carlos Hidalgo
MD: Lupita Del Castillo | KXLM/Oxnard, CA
PD/MD: Salvador Prieto | KLEY/San Antonio, TX
OM: Robin Flores
PD: Rudy Ramos
APD/MD: Danny D. | XHTY/San Diego, CA
PD: Elvis Valle |
| KLVO/Albuquerque, NM
PD/MD: Rene Leon | KWEI/Boise, ID
OM: Steve Ramirez
PD: Melvin Albanez | KESS/Dallas, TX
PD: Chayan Ortuno | KLTN/Houston, TX
PD: Raul Brindis
MD: Angel Basulto | KLYY/Los Angeles, CA
OM/PD: Elias Autran | KHOT/Phoenix, AZ
OM: Eleazar Garcia
PD: Nelson Oseida | KROM/San Antonio, TX
PD: Rogelio Leal | KRZZ/San Francisco, CA
OM: Olga Rosales
PD: Jesse Portillo |
| WBZY/Atlanta, GA
OM: Clay Hunnicutt
PC: Robbie Ramirez
AFL: Aly Young | WLEY/Chicago, IL
PD: Marylu Ramos | KBNO/Denver, CO
PD: Socorro Rios
MD: Zenon Ferrufino | KQBU/Houston, TX
PD: Arnulfo Ramirez | KSCA/Los Angeles, CA
PD: Veronica Nava | WYMY/Raleigh, NC
PD: Julie Garza | KSAB/San Antonio, TX
OM: Robin Flores
PD: Alfonso Flores
APD: Minnie Ochoa
MD: Juan Martinez | KSOL/San Francisco, CA
PD/MD: Jose Luis Gonzalez |
| KHBL/Austin, TX
PD: Jose "Jime" Martinez | WOJO/Chicago, IL
OM: Cesar Canales
PD: Rafael Bautista | KXPK/Denver, CO
PD: Napoleon Sanchez | KTJM/Houston, TX
PD: Ezequiel Gonzalez | KGBT/McAllen, TX
PD: Hugo De La Cruz
MD: Armando Almazan | KXSB/Riverside, CA
PD/MD: Salvador Prieto | KSAH/San Antonio, TX
OM: Robin Flores
PD: Alfonso Flores
APD: Minnie Ochoa
MD: Juan Martinez | KSTN/Stockton, CA
PD: Kent Rodriguez |
| KIWI/Bakersfield, CA
PD/MD: Raul Evangelista | KLHB/Corpus Christi, TX
PD/MD: Luis Munoz | XHNZ/El Paso, TX
PD: Francisco Aguirre
MD: Arturo Buenrostro | WEDJ/Indianapolis, IN
PD/MD: Manuel Sepulveda | KKPS/McAllen, TX
PD: Mando San Roman
MD: Robert Montalvo | KTTA/Sacramento, CA
PD: Juan Gonzalez | KXTN/San Antonio, TX
PD: Jon Ramirez
APD: Pete A. Morales III | KCMT/Tucson, AZ
PD/MD: Enrique Mayans |
| KMQA/Bakersfield, CA
OM: Irene Escalante
PD/MD: Yessenia De Luna
APD: Victor Martinez | KSAB/Corpus Christi, TX
OM: Paula Newell
PD/MD: Dan Pena | KLBN/Fresno, CA
PD/MD: Jorge Guillen | KISF/Las Vegas, NV
PD: Jose Ramon Bravo | KBUE/Los Angeles, CA
PD: Pepe Garza | KDUT/Salt Lake City, UT
OM: Carlos Martin Valdez
PD: Cesar Valdiosera | KLVN/San Diego, CA
PD/MD: Jose Gadea
APD: Gabriel Alvarez | KYQQ/Wichita, KS
OM: Beverlee Brannigan
PD: Arnoldo Gonzalez |
| | | KOND/Fresno, CA
PD: Juan Fernando | | | | | |



LATIN POP

► **ALEJANDRO SANZ** HAS THE CHART'S HIGHEST DEBUT AT NO. 34 WITH "ENSENAMES TUS MANOS," THE THIRD TRACK TO CHART FROM HIS CURRENT ALBUM, "EL TREN DE LOS MOMENTOS."



POWERED BY

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THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIELSEN BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	14	SI NOS QUEDARA POCO TIEMPO CHAYANNE	NO. 1 (3 WKS) SONY BMG NORTE	871 +13	9.996 1
2	2	17	ERES PARA MI JULIETA VENEGAS	SONY BMG NORTE	855 +30	6.644 6
3	3	13	TODO CAMBIO CAMILA	SONY BMG NORTE	843 +45	8.359 3
4	4	9	NENA MIGUEL BOSE FEATURING PAULINA RUBIO	WARNER LATINA	741 +16	6.530 7
5	5	6	DIMELO ENRIQUE IGLESIAS	INTERSCOPE/UNIVERSAL LATINO	721 +11	9.052 2
6	8	29	ME MUERO LA 5A ESTACION	SONY BMG NORTE	641 +25	6.387 8
7	7	11	ME DUELE AMARTE REIK	SONY BMG NORTE	636 +17	4.676 11
8	10	11	DUELE (CRAZY) KALIMBA	AIRPOWER SONY BMG NORTE	581 +14	3.946 20
9	6	19	MANDA UNA SENAL MANA	WARNER LATINA	581 -49	3.068 29
10	9	23	PEGATE RICKY MARTIN	SONY BMG NORTE	560 -25	4.998 10
11	12	19	TE LO AGRADEZCO, PERO NO ALEJANDRO SANZ FEATURING SHAKIRA	WARNER LATINA	480 +33	2.664 35
12	11	10	HABLA EL CORAZON YURIDIA	SONY BMG NORTE	475 -22	3.944 21
13	17	7	BELLA TRACION BELINDA	AIRPOWER EMI TELEVISIA	443 +56	4.046 17
14	16	4	TE VOY A PERDER ALEJANDRO FERNANDEZ	AIRPOWER SONY BMG NORTE	426 +39	4.245 15
15	14	32	BENDITA TU LUZ MANA	WARNER LATINA	405 -34	6.907 5
16	13	9	BEAUTIFUL LIAR/BELLO EMBUSTERO BEYONCÉ & SHAKIRA	MUSIC WORLD/COLUMBIA/SONY BMG NORTE	403 -36	4.344 14
17	15	35	TU RECUERDO RICKY MARTIN FEAT. LA MARI DE CHAMBAO Y TOMMY TORRES	SONY BMG NORTE	389 -12	7.024 4
18	23	4	AHORA QUE TE VAS LA 5A ESTACION	SONY BMG NORTE	342 +48	3.658 25
19	19	6	CELESTIAL RBD	EMI TELEVISIA	332 -6	1.886 -
20	18	7	SERA SIN BANDERA	SONY BMG NORTE	326 -33	3.711 24
21	24	4	QUE ME DES TU CARINO JUAN LUIS GUERRA Y 440	EMI TELEVISIA	314 +22	5.598 9
22	21	7	LO MEJOR DE TU VIDA ALEXANDRE PIREZ	EMI TELEVISIA	312 -2	3.804 22
23	20	19	QUE HICISTE JENNIFER LOPEZ	EPIC/SONY BMG NORTE	265 -61	3.329 28
24	25	17	HOY TENGO GANAS DE TI RICARDO MONTANER	EMI TELEVISIA	260 -24	3.803 23
25	22	5	AYUDAME PAULINA RUBIO	UNIVERSAL LATINO	256 -57	4.657 12
26	27	4	TORRE DE BABEL DAVID BISBAL	VALE/UNIVERSAL LATINO	245 +1	4.035 18
27	26	31	SI TU NO ESTAS SIN BANDERA	SONY BMG NORTE	240 -23	4.151 16
28	29	3	LLORARAS R.K.M. & KEN-Y	UNIVERSAL LATINO	229 +17	2.985 31
29	35	2	PERDONAME EN SILENCIO REYLI	SONY BMG NORTE	227 +49	1.152 -
30	33	4	OJALA MARCO ANTONIO SOLIS	FONOVISA	216 +32	4.582 13
31	30	17	SI TU ME QUISIERAS LU	WARNER LATINA	213 +3	1.298 -
32	39	9	SENTIMENTAL MODERATTO	EMI TELEVISIA	211 +44	1.642 -
33	32	11	ME GUSTAS COMO QUIERAS MILLO TORRES Y EL TERCER PLANETA	TRIBAL VIBES	193 +8	2.951 32
34	NEW		ENSENAMES TUS MANOS ALEJANDRO SANZ	WARNER LATINA	189 +34	2.197 39
35	NEW		OJALA PUDIERA BORRARTE MANA	WARNER LATINA	189 +29	2.720 34
36	31	9	SHORTY SHORTY XTREME	LA CALLE/UNIVISION	180 -10	1.124 -
37	36	20	NADA PUEDE CAMBIARME PAULINA RUBIO	UNIVERSAL LATINO	175 -2	0.509 -
38	37	10	GRACIAS POR PENSAR EN MI RICKY MARTIN	SONY BMG NORTE	173 -2	2.494 37
39	NEW		INTOCABLE ALEKS SYNTEK	EMI TELEVISIA	170 +89	0.846 -
40	40	2	LOS INFIELES AVENTURA	PREMIUM LATIN	163 -2	0.857 -

MOST ADDED

TITLE ARTIST / LABEL	NEW STATIONS
INTOCABLE Aleks Syntek (EMI TELEVISIA) KRIO, KXXS, XAVO, XHFG	4
Y SI TE DIGO Fanny Lu (UNIVERSAL LATINO) WIAC, WPAT, WWVA	3
BELLA TRACION Belinda (EMI TELEVISIA) WIOA, XHFG	2
TE VOY A PERDER Alejandro Fernandez (SONY BMG NORTE) WPAT, WRMA	2
ENSENAMES TUS MANOS Alejandro Sanz (WARNER LATINA) WFD, WXYX	2
ME MUERO La 5a Estacion (SONY BMG NORTE) WAMR	1
SI NOS QUEDARA POCO TIEMPO Chayanne (SONY BMG NORTE) KXXS	1
TODO CAMBIO Camila (SONY BMG NORTE) WXYX	1
DUELE (CRAZY) Kalimba (SONY BMG NORTE) WIOA	1
LO MEJOR DE TU VIDA Alexandre Pires (EMI TELEVISIA) KMMM	1

**ADDED AT...
WIAC**
San Juan, PR
PD: Valerie Mejia
Kany Garcia, Hoy Ya Me Voy, 13
Gwen Stefani, Wind It Up, 11
Fanny Lu, Y Si Te Digo, 7

SISTEMA 102.5 FM

FOR MORE STATIONS GO TO:
www.RadioandRecords.com

TITLE ARTIST / LABEL	PLAYS /GAIN	TITLE ARTIST / LABEL	PLAYS /GAIN
Y TODAVIA Yolandita Monge (LA CALLE/UNIVISION) TOTAL STATIONS: 7	137/14	TRAS NUBES Pambo (SONY BMG NORTE) TOTAL STATIONS: 3	100/3
GLAMOROUS Fergie Featuring Ludacris (WILL.I.AM/A&M/INTERSCOPE) TOTAL STATIONS: 4	134/7	DIME (TELL ME) Pitbull Featuring Frankie J & Ken-Y (FAMOUS ARTISTS/TVT) TOTAL STATIONS: 2	89/4
SOLO MIO Anais (UNIVISION) TOTAL STATIONS: 8	125/43	LA CUMBIA DE LOS ABURRIDOS Calle 13 (SONY BMG NORTE) TOTAL STATIONS: 10	80/35
SOLA Hector "El Father" (VI/MACHETE) TOTAL STATIONS: 6	118/12	IS THIS LOVE Cultura Profetica (LUAR) TOTAL STATIONS: 3	80/13
SI ME HABLARAS Gustavo Laureano (UNIVERSAL LATINO) TOTAL STATIONS: 4	110/51	IMPACTO Daddy Yankee Featuring Fergie (EL CARTEL/INTERSCOPE) TOTAL STATIONS: 3	79/2

MOST INCREASED PLAYS

+89	INTOCABLE Aleks Syntek (EMI Televisa) KRIO +29, XAVO +22, KXXS +19, XHFG +16, XHPX +3, WWVA +1
+56	BELLA TRACION Belinda (EMI Televisa) WIOA +20, WFD +16, XHFG +14, WIAC +12, WKQA +8, KVVA +5, XAVO +3, KPSL +3, KQKQ +3, WAMR +2
+51	SI ME HABLARAS Gustavo Laureano (Universal Latino) WFD +24, WIOA +18, WKQA +5, WXYX +4
+49	PERDONAME EN SILENCIO Reyli (Sony BMG Norte) KTCY +16, KQKQ +15, WIOA +8, KVVA +7, KLVE +5, XHFG +2, WFD +1, KRIO +1, KMMM +1
+48	AHORA QUE TE VAS La 5a Estacion (Sony BMG Norte) WIAC +23, WKQA +19, KSSE +5, KPSL +5, WFD +4, KQKQ +4, KVVA +2, KMMM +1, KBBM +1, WRMA +1

FOR WEEK ENDING MAY 27, 2007
LEGEND: See legend to charts in charts section for rules and symbol explanations.
26 Latin pop, 12 tropical and 12 Latin rhythm stations are electronically monitored by Nielsen Broadcast Data Systems 24 hours a day, 7 days a week. © 2007 Nielsen Business Media, Inc. All rights reserved.

LATIN POP MONITORED REPORTERS

WWVA/Atlanta, GA
OM: Clay Hunnicutt
PD/MD: Robbie Ramirez

KXXS/Austin, TX
OM/PD: Romeo Herrera
MD: Julieta Jil

KPSL/Bakersfield, CA
PD: Isidro Roman

KTCY/Dallas, TX
PD: Javier Casanova

XHPX/El Paso, TX
PD: David Castillo

KMMM/Fresno, CA
PD: Jorge Guillen

KQQK/Houston, TX
PD: Ezequiel Gonzalez
MD: Raquenell Villarreal

KLVE/Los Angeles, CA
PD: Jose Santos

KSSE/Los Angeles, CA
OM: Elias Aufran
PD: Nestor Rocha
APD: Andrea Becerra

KWIZ/Los Angeles, CA
PD: Eddie Leon

KNVO/McAllen, TX
PD: Robert Montalvo
MD: Mando San Roman

XAVO/McAllen, TX
OM: Jeff Koch
PD: Juan Facundo

WAMR/Miami, FL
PD: Pedro Javier Gonzalez

WRMA/Miami, FL
PD: Rogelio Alfonso

KEXA/Monterey, CA
PD: Vicente Romero

WPAT/New York, NY
PD: Tony Luna

KVVA/Phoenix, AZ
PD: Edgar Pineda

WFD/Puerto Rico
PD: Lucy-Ann Ramos

WIAC/Puerto Rico
PD: Valerie Mejia

WIOA/Puerto Rico
PD: Fernando De Hostos

WKAQ/Puerto Rico
PD: Carlos Gonzalez
APD: Natalia Cuevas

WXYX/Puerto Rico
PD/MD: Herman Davila

KBMG/Salt Lake City, UT
OM: Carlos Martin Valdez
PD: Ana Perez

KRIO/San Antonio, TX
OM: Robin Flores
PD/MD: Manny Herrera

XHFG/San Diego, CA
PD: Elvis Valle

XLTN/San Diego, CA
PD: Libia Sauza

▶ "LA CUMBIA DE LOS ABURRIDOS" BY CALLE 13 MAKES A LOFTY SPLASH ONTO LATIN RHYTHM AT NO. 23 WITH MOST INCREASED PLAYS (UP 91).



THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	TROPICAL	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	16	1	MAS QUE TU AMIGO TITO NIEVES	NO. 1 (7 WKS)	LA CALLE/UNIVISION	290 -1	4.090 1
2	3	2	LA FOTO SE ME BORRO ELVIS CRESPO		MACHETE	223 +33	3.168 5
3	16	3	NUNCA HABIA LLORADO ASI VICTOR MANUELLE DUET WITH DON DMAR		SONY BMG NORTE	204 +26	1.529 13
4	18	4	MI CORAZONCITO AVENTURA		PREMIUM LATIN	196 +5	3.253 4
5	19	5	IGUAL QUE AYER R.K.M. & KEN-Y		PINA/UNIVERSAL LATINO	177 0	1.988 11
6	18	6	EN EL AMOR JOE VERAS		J & N	173 -4	3.126 6
7	29	7	PEGAO WISIN & YANDEL FEATURING LOS VAQUEROS		WY/MACHETE	163 -9	2.626 7
8	16	8	ARROZ CON HABICHUELA EL GRAN COMBO DE PUERTO RICO		DISCOS 605/SONY BMG NORTE	158 +11	1.403 17
9	10	9	DICEN JOHNNY RIVERA		CMG/UNIVERSAL MOTOWN	154 +13	1.379 18
10	15	10	QUE LLOREN IVY QUEEN		UNIVISION	152 +1	0.971 29
11	10	11	EMPECE A LLORAR ANTHONY CRUZ		M.P.	148 +6	1.349 20
12	21	12	HACE TIEMPO FONSECA		EMI TELEVISIA	148 +1	0.983 28
13	7	13	PASARELA DJ NELSON Y DALMATA	AIRPOWER	FLOW/UNIVERSAL LATINO	147 +13	1.964 12
14	36	14	NO VUELVO CONTIGO FRANKIE NEGRO		LA CALLE/UNIVISION	143 -8	2.466 8
15	5	15	TORRE DE BABEL DAVID BISBAL		VALE/UNIVERSAL LATINO	142 -7	3.637 2
16	7	16	IMPACTO DADDY YANKEE FEATURING FERGIE		EL CARTEL/INTERSCOPE	140 -1	2.344 9
17	17	17	LA LLAVE DE MI CORAZON JUAN LUIS GUERRA Y 440		EMI TELEVISIA	140 -3	1.079 23
18	28	18	LA OTRA ILEGALES FEATURING MONCHY Y ALEXANDRA		UNIVERSAL LATINO	137 -12	0.663 35
19	8	19	DIME QUE FALTO ZACARIAS FERREIRA		J & N	131 +9	2.216 10
20	4	20	QUE ME DES TU CARINO JUAN LUIS GUERRA Y 440		EMI TELEVISIA	128 -1	1.495 14
21	4	21	DIMELO ENRIQUE IGLESIAS		INTERSCOPE/UNIVERSAL LATINO	116 +5	3.279 3
22	11	22	PEGATE RICKY MARTIN		SONY BMG NORTE	100 +3	1.472 15
23	13	23	SIENTE EL BOOM TITO "EL BAMBINO" FEATURING RANDY		EMI TELEVISIA	98 -2	0.678 34
24	4	24	LA MUJER QUE MAS TE DUELE ISSAC DELGADO FEATURING VICTOR MANUELLE		LA CALLE/UNIVISION	98 -9	1.430 16
25	3	25	DALE PA' TRA (BACK IT UP) NOTCH		CINCO POR CINCO/MACHETE	92 +20	1.201 22
26	4	26	THE WAY SHE MOVES ZION FEATURING AKON		CMG/UNIVERSAL MOTOWN	92 -10	1.355 19
27	17	27	QUE HICISTE JENNIFER LOPEZ		EPIC/SONY BMG NORTE	91 -22	1.076 24
28	14	28	ME VOY HECTOR ACOSTA		D.A.M.	84 +1	1.040 26
29	2	29	CONECTATE OPTIMO		SONY BMG NORTE	74 -1	0.216 -
30	5	30	SOLO TU Y YO LIM: T 21		LA CALLE/UNIVISION	69 +11	1.293 21
31	2	31	CORTAME LAS VENAS TONO ROSARIO	MOST ADDED	UNIVERSAL LATINO	60 +17	0.702 33
32	9	32	ERES PARA MI JULIETA VENEGAS		SONY BMG NORTE	59 -3	0.449 -
33	RE-ENTRY	33	MAMA MIA MAYRA VERONICA		MVA	57 +6	0.086 -
34	18	34	TU AMOR LUIS FONSI		UNIVERSAL LATINO	57 -8	0.266 -
35	10	35	NO TE PIDO FLORES FANNY LU		UNIVERSAL LATINO	56 -18	0.468 -
36	10	36	QUIZAS TONY DIZE		WY/MACHETE	54 -36	1.046 25
37	NEW	37	DAME UN MOMENTO THE DEY	MOST INCREASED PLAYS	EPIC/SONY BMG NORTE	52 +51	1.003 27
38	11	38	MANDA UNA SENAL MANA		WARNER LATINA	50 -17	0.437 -
39	4	39	LO MEJOR DE TU VIDA ALEXANDRE PIRES		EMI TELEVISIA	49 -5	0.121 -
40	7	40	SI NOS QUEDARA POCO TIEMPO CHAYANNE		SONY BMG NORTE	49 -8	0.179 -

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	LATIN RHYTHM	NIelsen BDS CERTIFICATIONS IMPRINT / PROMOTION LABEL	PLAYS TW +/-	AUDIENCE MILLIONS RANK
1	1	1	IMPACTO DADDY YANKEE FEATURING FERGIE	NO. 1 (6 WKS)	EL CARTEL/INTERSCOPE	621 -85	8.977 1
2	3	2	SOLA HECTOR "EL FATHER"		VI/MACHETE	540 -46	7.640 2
3	2	3	IGUAL QUE AYER R.K.M. & KEN-Y		PINA/UNIVERSAL LATINO	528 -63	7.552 3
4	5	4	SIENTE EL BOOM TITO "EL BAMBINO" FEATURING RANDY		EMI TELEVISIA	520 -10	6.414 4
5	4	5	THE WAY SHE MOVES ZION FEATURING AKON		CMG/UNIVERSAL MOTOWN	520 -32	6.369 5
6	6	6	PEGAO WISIN & YANDEL FEATURING LOS VAQUEROS		WY/MACHETE	344 -30	5.395 6
7	11	7	DIMELO ENRIQUE IGLESIAS		INTERSCOPE/UNIVERSAL LATINO	325 +19	3.985 9
8	8	8	LLORARAS R.K.M. & KEN-Y	MOST ADDED	UNIVERSAL LATINO	318 -25	4.520 8
9	9	9	MI CORAZONCITO AVENTURA		PREMIUM LATIN	293 -19	3.224 16
10	7	10	QUE LLOREN IVY QUEEN		UNIVISION	299 -71	3.586 13
11	14	11	DON'T MATTER AKON		KONVICT/UPFRONT/SRC/UNIVERSAL MOTOWN	291 +17	4.771 7
12	10	12	LOS INFIELES AVENTURA		PREMIUM LATIN	286 -29	3.273 15
13	15	13	DALE PA' TRA (BACK IT UP) NOTCH		CINCO POR CINCO/MACHETE	262 +25	3.500 14
14	21	14	LA OTRA ILEGALES FEATURING MONCHY Y ALEXANDRA		UNIVERSAL LATINO	244 -47	2.693 18
15	14	15	QUIZAS TONY DIZE		WY/MACHETE	209 +1	3.653 11
16	16	16	CHICA VIRTUAL DJ NELSON FEATURING ARCANGEL		UMS/UNIVERSAL LATINO	206 -18	2.434 21
17	22	17	NO SE DE ELLA (MY SPACE) DON DMAR FEATURING WISIN & YANDEL		VI/MACHETE	205 -32	2.607 20
18	4	18	NO TE VEO CASA DE LEONES		WARNER LATINA	201 -22	3.650 12
19	28	19	SHORTY SHORTY XTREME		LA CALLE/UNIVISION	201 -95	2.783 17
20	54	20	PAM PAM WISIN & YANDEL		MACHETE	198 -14	2.208 23
21	3	21	LEAN LIKE A CHOLO DOWN A.K.A. KILO		SILENT GIANT/MACHETE	184 +30	3.686 10
22	7	22	ERES PARA MI JULIETA VENEGAS		SONY BMG NORTE	171 -13	2.369 22
23	NEW	23	LA CUMBIA DE LOS ABURRIDOS CALLE 13	MOST INCREASED PLAYS	SONY BMG NORTE	147 +91	1.803 27
24	10	24	APARENTEMENTE YAGA Y MACKIE FEATURING ARCANGEL Y DE LA GHETTO		LA CALLE/UNIVISION	136 +22	2.662 19
25	4	25	AMORES COMO EL TUYO TOBY LOVE		SONY BMG NORTE	135 -56	1.956 24
26	5	26	GIVE IT TO ME TIMBAL AND FEAT. NELLY FURTADO & JUSTIN TIMBERLAKE		MOSLEY/BLACKGROUND/INTERSCOPE	126 +5	1.764 29
27	8	27	PEGATE RICKY MARTIN		SONY BMG NORTE	126 -6	1.938 25
28	6	28	CONECTATE OPTIMO		SONY BMG NORTE	125 -21	1.230 -
29	3	29	YO TE QUIERO WISIN & YANDEL		WY/MACHETE	124 -12	1.769 28
30	14	30	FUEGO PITBULL		FAMOUS ARTISTS/TVT	123 -29	0.765 -
31	RE-ENTRY	31	BENDITA TU LUZ MANA		WARNER LATINA	107 +13	1.496 33
32	2	32	EN QUE FALLAMOS IVY QUEEN		UNIVISION	105 -15	1.235 -
33	2	33	NUUESTRO AMOR ES ASI MAGNATE		VI/MACHETE	96 -25	1.860 26
34	4	34	MANDA UNA SENAL MANA		WARNER LATINA	96 -57	1.587 32
35	NEW	35	RASTRILLEA REGGAETON RULERS		LA BREA/EMI TELEVISIA	94 +42	1.407 35
36	4	36	BAILARLO TITO "EL BAMBINO"		EMI TELEVISIA	93 -33	1.283 40
37	2	37	TE QUIERO ASI BETZAIDA		MELODY/FONOVISA	89 -15	0.863 -
38	RE-ENTRY	38	NO TE PIDO FLORES FANNY LU		UNIVERSAL LATINO	85 -12	1.095 -
39	NEW	39	AYER LA VI DON OMAR		VI/MACHETE	83 +2	1.187 -
40	4	40	PASARELA DJ NELSON Y DALMATA		FLOW/UNIVERSAL LATINO	80 -18	1.043 -

TROPICAL & LATIN RHYTHM MONITORED REPORTERS

TROPICAL	WEMG/Philadelphia, PA PD: DJ Frankie	WSPR/Springfield, MA PD: Marcos Rivera	KFZO/Callas, TX OM: Andy Lockridge PD: Chayan Ortuno APC: Alejandro Covarrubias	KXOL/Los Angeles, CA OM: Pio Ferro PD: Jerry Pulles	KVIB/Phoenix, AZ OM/PD: Josh Villa APD: Mark Garcia
WLAT/Hartford, CT PC/MD: Nelson Brudys	WKKB/Providence, RI PD: Juan D. Gonzalez APD: Darvin Garcia	WYUU/Tampa, FL OM: Mike Culotta PD: Ricardo Blanco MD: Carlos Jose Peralta	KLLE/Fresno, CA PD: Tony Santos MD: Ramona Rivera	WMGE/Miami, FL OM: Rod Phillips PD: Frank Walsh MD: Raymond Hernandez	WODA/Puerto Rico OM: Jose Nelson PD/MD: Rogie Gallart
WXDJ/Miami, FL PD: Ruddy, Hernandez	WPMZ/Providence, RI PD: Zoilo Garcia MD: Dilson Mendez, Jr.	WLZL/Washington, DC PD: Aracely Rivera	WTLQ/Ft. Myers, FL PD: Al Sanchez	WCAA/New York, NY PD: Alix Quintero MD: DJ Kazzanova	WVOZ/Puerto Rico PD: Jamie Ortiz MD: Edgar Diaz
WSKQ/New York, NY PD: Jorge Vlier	WPRM/Puerto Rico PD: Jorge Pabon	LATIN RHYTHM	KLLOL/Houston, TX PD: Bobby Ramos	WVIV/Chicago, IL OM/PD: Cesar Canales APD: Lucy Herrera MD: Armando Reyes	KVVZ/San Francisco, CA FD: Eismarck Espinoza
WNUE/Orlando, FL PD: Rafael Grullon MC: Jose Martinez	WZNT/Puerto Rico PD: Pedro Arroyo				
WRUM/Orlando, FL PD: Raymond Torres					

Billboard TOP ALBUMS

Table with columns: THIS WEEK, LAST WEEK, WEEKS ON CHART, ARTIST, Title, CERT., PEAK POSITION. Top album: Maroon 5 - It Won't Be Soon Before Long.

VIDEO CHANNELS

Table with columns: CHANNEL, ARTIST, Title, TW, LW. Channels include MTV, VH1, BET, CMT.

STREAMS

Table with columns: AOL Song Streams, AOL Radio, AOL Song On Demand, AOL music. Lists top streaming tracks.

Billboard HOT DIGITAL SONGS

Table with columns: THIS WEEK, LAST WEEK, WEEKS ON CHART, TITLE, ARTIST, CERT., PEAK POSITION. Top song: Umbrella by Rihanna.

Continuation of Video Channels table with more entries for MTV, VH1, BET, CMT.

Continuation of Video Channels table with entries for Great American Country, FUSE, MTV2, CMT Canada.

Continuation of Streams table with more entries for AOL Song On Demand and AOL music.

Continuation of Streams table with more entries for AOL Song On Demand and AOL music.

OPPORTUNITIES NATIONAL

Air Personalities

Medium market Rock station seeks air personalities – for all dayparts – with a proven track record with Men 18-34. Production and/or promotions skills a major plus. Send package to: Radio & Records, Inc., 5055 Wilshire Blvd, Suite 600, #1176, Los Angeles, CA 90036 or kwood@radioandrecords.com c/o Job #1176. EOE.

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Looking for highly motivated individual capable of taking this legendary station to the "next level." Well-organized multi-tasker in a collaborative environment with duties including: special programming, imaging campaigns and elements for XRT signature programs, creating weekly promos with station voices, voicing and copywriting local commercials. Must be well versed in Apple/Mac computers, ProTools TDM platform with Mackie Automated HUI user interface, Adobe Audition, AudioVault (all aspects from AV AIR and file management), ISDN, FTP technology, Pacific Broadcast Mixer consoles, and Pacific Airwave Digital Board. MINIMUM THREE YEARS MAJOR MARKET (#1-25) EXPERIENCE REQUIRED. This is the job of a lifetime!

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WEST

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News/automation/on-air. Renaissance radio person needed for small staff at Alaskan Public Radio station covering a large area. One year commitment. Decent salary, medical, and adventure offered. Send materials to ksko@mcgrathalaska.net or KSKO, PO Box 70, McGrath, AK 99627.

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Creative, reliable and responsible sports guy with great prep skills, attention to details, and follows directions! Clint - 817-568-8529, papaguru4000@yahoo.com

Extremely social and outgoing, bilingual female with good voice, and very strong conversational ability, plus promotions experience. Nikki - 940-594-8180, kiki6252006@yahoo.com

Amazing work ethics + punctuality = results. Great digital production, on-air, copywriting, plus salesmanship ability. Contact Curtis Roberson 817-496-0234, curtr318@yahoo.com

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ID'S—LINERS—PROMOS

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AIR CHECKS

— AUDIO & VIDEO AIRCHECKS —

CURRENT #321, KOIT/Bobby Ocean, KPLZ/Kent & Alan, KIIS/Suzy Tavarez, WKSC/Nina Chantete, KRBE/Carson & Lauren, WOGL/Big Ron O'Brien, KPWR/Miguel. \$13 CD.
CURRENT #320, KHKS/Billy the Kidd, KRBV/Cliff Winston, KZZA/Domino, KPLX/Amy B., WSTR/Nudge, KFRC/Baltazar & Maria. \$13 CD.
PERSONALITY PLUS #PP-229, KMPS/Ichabod Caine, WSB-FM/Kelly & Alpha, KHKS/Kidd Kraddick, KIOI/Don Bleu. \$13 CD
PERSONALITY PLUS #PP-228, WTMX/Eric & Kathy, KZOK/Bob Rivers, KPWR/Big Boy, WSTR/Steve & Vicki. \$13 CD
PERSONALITY PLUS #PP-227, KKRW/Dean & Rog, WMMR/Preston & Steve, KYSR/Valentine & Lisa Foxx, WMET/Greaseman. \$13 CD
ALL CHR #CHR-146, KRBE, KUBE, KHKS. \$13 CD
ALL A/C #AC-154, KBIG, KRWM, WTMX. \$13 CD
ALL COUNTRY #CY-176, LLBQ, KILT, WUSY, WUSN, WKKT. \$13 CD
MARKET PROFILE #S-574 ATLANTA! CHR AC UC Ctry AOR. \$13 CD
MARKET PROFILE #S-575 SEATTLE! AOR CHR AC Ctry Gold \$13 CD
PROMO VAULT #PR-68 - promo samples - all market sizes - all formats. \$15.50 CD
SWEEPER VAULT #SV-54 - Sweeper & Legal ID samples, all formats. \$15.50 CD
CHN-40 (CHR NIGHTS), O-29 (ALL OLDIES), CR-1 (CLASSIC ROCK), ALT-11 (ALL ALTERNATIVE), AOR-17 (ALL AOR) at \$13.00 each CD.
CLASSIC #C-314, WXXL/Bubba The Love Sponge-1990, KFI/Lohman & Barkley-1984, WJW/Alan Freed-1953, KFXXM/Steve Sands-1976, KUBE/Charlie & Ty-1985. \$16.50 CD
VIDEO #109, Dallas' KHKS/Billy The Kidd, KVIL/LeighAnn, Houston's KRBE/Carson & Lauren, Atlanta's WSTR, Nudge, Prov.'s WCTK/Robby Bridges, Seattle's KKWF/Valerie Hart. 2 hrs. \$30 VHS, \$35 DVD.

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Opportunities Advertising orders must be typed on company/station letterhead and accompanied by advance payment. Please submit ad copy & logos via email to kwood@radioandrecords.com. Ads are also accepted by fax: 323-954-3412 or mail, Visa, MC, or AMEX accepted. Include card number, name as it appears on credit card, expiration date and phone number. Blind box responses are sent to advertisers every Friday by first-class mail.

Deadline

To appear in the next available issue, ads must be received by **10:00am (PST)**, the Monday prior to issue date. Address all ads to: R&R Opportunities, 5055 Wilshire Blvd., Suite 600, Los Angeles, Ca. 90036.



CHR/TOP 40

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	26	U + UR HAND PINK	NO. 1 (4 WKS)	☆☆	LAFACE/ZOMBA
2	2	11	GIRLFRIEND AVRIL LAVIGNE		☆	RCA/RMG
3	3	17	GIVE IT TO ME TIMBALAND FEAT. NELLY FURTADO & JUSTIN TIMBERLAKE		☆☆	MOSLEY/BLACKGROUND/INTERSCOPE
4	5	8	SUMMER LOVE JUSTIN TIMBERLAKE		☆☆	JIVE/ZOMBA
5	8	9	HOME DAUGHTRY		☆	RCA/RMG
6	7	9	MAKES ME WONDER MAROON 5		☆☆	A&M/OCTONE/INTERSCOPE
7	4	19	GLAMOROUS FERGIE FEATURING LUDACRIS		☆☆	WILL.I.AM/A&M/INTERSCOPE
8	12	8	UMBRELLA RIHANNA FEATURING JAY-Z		☆☆	SRP/DEF JAM/IDJMG
9	10	16	BEFORE HE CHEATS CARRIE UNDERWOOD		☆☆	ARISTA/ARISTA NASHVILLE/RMG
10	9	12	LAST NIGHT DIDDY FEATURING KEYSHIA COLE		☆☆	BAD BOY/ATLANTIC

#1 MOST ADDED

PARTY LIKE A ROCKSTAR Shop Boyz (ONDECK/UNIVERSAL REPUBLIC)

#1 MOST INCREASED PLAYS

BIG GIRLS DON'T CRY Fergie (WILL.I.AM/A&M/INTERSCOPE)

TOP 5 NEW AND ACTIVE

DO YOU KNOW? (THE PING PONG SONG) Enrique Iglesias (UNIVERSAL LATINO/INTERSCOPE)

ROCKSTAR Nickelback (ROADRUNNER/ATLANTIC/LAVA)

POP, LOCK & DROP IT Huey (HITZ COMMITTEE/JIVE/ZOMBA)

CLOTHES OFF Gym Class Heroes (DECAYDANCE/FUELED BY RAMEN/ATLANTIC/LAVA)

TIME AFTER TIME Quietdrive (RED INK/EPIC)

COMPLETE CHR/TOP 40 CHART ON PAGE 27

RHYTHMIC

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	12	BUY U A DRANK (SHAWTY SNAPPIN') T-PAIN FEATURING YUNG JOC	NO. 1 (6 WKS)	☆☆	KONVICT/NAPPY BOY/JIVE/ZOMBA
2	2	10	GET IT SHAWTY LLOYD		☆☆	THE INC./UNIVERSAL MOTOWN
3	7	6	PARTY LIKE A ROCKSTAR SHOP BOYZ		☆☆	ONDECK/UNIVERSAL REPUBLIC
4	4	14	I TRIED BONE THUGS-N-HARMONY FEATURING AKON		☆☆	FULL SURFACE/INTERSCOPE
5	3	18	OUTTA MY SYSTEM BOW WOW FEATURING T-PAIN & JHNTA AUSTIN		☆☆	COLUMBIA
6	8	12	POP, LOCK & DROP IT HUEY		☆☆	HITZ COMMITTEE/JIVE/ZOMBA
7	5	11	I'M A FLIRT R. KELLY OR BOW WOW (FEATURING T.I. & T-PAIN)		☆☆	COLUMBIA/JIVE/ZOMBA
8	10	7	UMBRELLA RIHANNA FEATURING JAY-Z		☆☆	SRP/DEF JAM/IDJMG
9	6	13	LIKE A BOY CIARA		☆☆	LAFACE/ZOMBA
10	9	17	GIVE IT TO ME TIMBALAND FEAT. NELLY FURTADO & JUSTIN TIMBERLAKE		☆☆	MOSLEY/BLACKGROUND/INTERSCOPE

#1 MOST ADDED

WALL TO WALL Chris Brown (JIVE/ZOMBA)

#1 MOST INCREASED PLAYS

BEAUTIFUL GIRLS Sean Kingston (BELUGA HEIGHTS/EPIC/KOCH)

TOP 5 NEW AND ACTIVE

KRISPY Kinfolk Kia Shine (RAP HUSTLAZ/UNIVERSAL MOTOWN)

U + UR HAND Pink (LAFACE/ZOMBA)

EASY Paula DeAnda Feat. Bow Wow (ARISTA/RMG)

GIRLFRIEND Avril Lavigne (RCA/RMG)

WHINE UP Kat Deluna Feat. Elephant Man (EPIC)

COMPLETE RHYTHMIC CHART ON PAGE 30

URBAN

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	12	BUY U A DRANK (SHAWTY SNAPPIN') T-PAIN FEATURING YUNG JOC	NO. 1 (6 WKS)	☆☆	KONVICT/NAPPY BOY/JIVE/ZOMBA
2	2	9	PARTY LIKE A ROCKSTAR SHOP BOYZ		☆☆	ONDECK/UNIVERSAL REPUBLIC
3	3	11	GET IT SHAWTY LLOYD		☆☆	THE INC./UNIVERSAL MOTOWN
4	4	17	POP, LOCK & DROP IT HUEY		☆☆	HITZ COMMITTEE/JIVE/ZOMBA
5	6	10	WIPE ME DOWN LIL BOOSIE FEATURING FOXX & WEBBIE		☆☆	TRILL/ASYLUM/ATLANTIC
6	8	11	WHEN I SEE U FANTASIA		☆☆	J/RMG
7	10	4	SAME GIRL R. KELLY DUET WITH USHER		☆☆	JIVE/ZOMBA
8	5	16	I'M A FLIRT R. KELLY OR BOW WOW (FEATURING T.I. & T-PAIN)		☆☆	COLUMBIA/JIVE/ZOMBA
9	7	19	PLEASE DON'T GO TANK		☆☆	GOOD GAME/BLACKGROUND/UNIVERSAL MOTOWN
10	11	9	LIKE THIS KELLY ROWLAND FEATURING EVE		☆☆	MUSIC WORLD/COLUMBIA

#1 MOST ADDED

AMUSEMENT PARK 50 Cent (SHADY/AFTERMATH/INTERSCOPE)

#1 MOST INCREASED PLAYS

A BAY BAY Hurricane Chris (POLO GROUNDS/J/RMG)

TOP 5 NEW AND ACTIVE

CAN U WERK WIT DAT The Fixxers AKA DJ Quik & AMG (INTERSCOPE)

SHAWTY Plies Feat. T-Pain (SLIP-N-SLIDE/ATLANTIC)

KRISPY Kinfolk Kia Shine (RAP HUSTLAZ/UNIVERSAL MOTOWN)

CUPID SHUFFLE Cupid (ATLANTIC)

COFFEE SHOP Yung Joc Feat. Gorilla Zoe (BLDCK/BAD BOY SOUTH/ATLANTIC)

COMPLETE URBAN CHART ON PAGE 32

URBAN AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	34	PLEASE DON'T GO TANK	NO. 1 (4 WKS)	☆☆	GOOD GAME/BLACKGROUND/UNIVERSAL MOTOWN
2	2	32	LOST WITHOUT U ROBIN THICKE		☆☆	STAR TRAK/INTERSCOPE
3	4	19	IF I WAS YOUR MAN JOE		☆☆	JIVE/ZOMBA
4	5	21	IN MY SONGS GERALD LEVERT		☆☆	ATLANTIC
5	3	21	BUDDY MUSIQ SOULCHILD		☆☆	ATLANTIC
6	6	14	WHAT'S MY NAME BRIAN MCKNIGHT		☆☆	WARNER BROS.
7	8	17	MAKE YA FEEL BEAUTIFUL RUBEN STUDDARD		☆☆	J/RMG
8	9	13	WHEN I SEE U FANTASIA		☆☆	J/RMG
9	7	15	STRUGGLE NO MORE (THE MAIN EVENT) ANTHONY HAMILTON, JAHEIM & MUSIQ SOULCHILD		☆☆	ATLANTIC
10	12	10	TEACHME MUSIQ SOULCHILD	MOST INCREASED PLAYS	☆☆	ATLANTIC

#1 MOST ADDED

IF I HAVE MY WAY Christette Michele (DEF JAM/IDJMG)

#1 MOST INCREASED PLAYS

TEACHME Musiq Soulchild (ATLANTIC)

TOP 5 NEW AND ACTIVE

LEAVING TONIGHT Ne-Yo Feat. Jennifer Hudson (DEF JAM/IDJMG)

OLD SCHOOL PARTY Jeff Hendrick (BOU TIME)

HATE ON ME Jill Scott (HIDDEN BEACH)

IF I WERE YOU Donnie (SOUL THOUGHT)

I JUST WANNA DANCE Jeff Hendrick (BOU TIME)

COMPLETE URBAN AC CHART ON PAGE 33

COUNTRY

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	34	GOOD DIRECTIONS BILLY CURRINGTON	NO. 1 (3 WKS)	☆☆	MERCURY
2	2	24	MOMENTS EMERSON DRIVE		☆☆	MIDAS/NEW REVOLUTION
3	4	13	TICKS BRAD PAISLEY		☆☆	ARISTA NASHVILLE
4	6	39	FIND OUT WHO YOUR FRIENDS ARE TRACY LAWRENCE		☆☆	ROCKY COMFORT/COS
5	3	17	HIGH MAINTENANCE WOMAN TOBY KEITH		☆☆	SHOW DOG NASHVILLE
6	5	23	A WOMAN'S LOVE ALAN JACKSON		☆☆	ARISTA NASHVILLE
7	10	18	LUCKY MAN MONTGOMERY GENTRY	MOST INCREASED AUDIENCE	☆☆	COLUMBIA
8	9	12	WRAPPED GEORGE STRAIT		☆☆	MCA NASHVILLE
9	12	16	LOST IN THIS MOMENT BIG & RICH		☆☆	WARNER BROS./WRN
10	8	21	STAND RASCAL FLATTS		☆☆	LYRIC STREET

#1 MOST ADDED

BECAUSE OF YOU Reba McEntire Duet With Kelly Clarkson (MCA NASHVILLE)

#1 MOST INCREASED AUDIENCE

LUCKY MAN Montgomery Gentry (COLUMBIA)

TOP 5 NEW AND ACTIVE

FLIP-FLOP SUMMER Kenny Chesney (BNA)

NOTHIN' BETTER TO DO LeAnn Rimes (ASYLUM-CURB)

ILLEGALS Cledus T. Judd (ASYLUM-CURB)

NINETEEN Waycross (DREAMCATCHER)

THE ROAD AND THE RADIO Kenny Chesney (BNA)

COMPLETE COUNTRY CHART ON PAGE 41

AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE ARTIST	NIelsen BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	3	39	WAITING ON THE WORLD TO CHANGE JOHN MAYER	NO. 1 (12 WKS)	☆☆	AWARE/COLUMBIA
2	2	32	HOW TO SAVE A LIFE THE FRAY		☆☆	EPIC
3	1	3	CHASING CARS SNOW PATROL		☆☆	POLYDORA/A&M/INTERSCOPE
4	4	9	EVERYTHING MICHAEL BUBBLE		☆☆	143/REPRISE
5	5	39	FAR AWAY NICKELBACK		☆☆	ROADRUNNER/ATLANTIC/LAVA
6	7	34	STREETCORNER SYMPHONY ROB THOMAS		☆☆	MELISMA/ATLANTIC
7	6	33	HURT CHRISTINA AGUILERA		☆☆	RCA/RMG
8	9	19	CHANGE KIMBERLEY LOCKE		☆☆	CURB/REPRISE
9	8	49	PUT YOUR RECORDS ON CORINNE BAILEY RAE		☆☆	CAPITOL
10	11	21	SUDDENLY I SEE KT TUNSTALL		☆☆	RELENTLESS/VIRGIN

#1 MOST ADDED

HOME Daughtry (RCA/RMG)

#1 MOST INCREASED PLAYS

BEFORE HE CHEATS Carrie Underwood (ARISTA/ARISTA NASHVILLE/RMG)

TOP 5 NEW AND ACTIVE

EVER PRESENT PAST Paul McCartney (MPL/HEAR/CONCORD)

WHAT GOES AROUND...COMES AROUND Justin Timberlake (JIVE/ZOMBA)

SOMETIMES WHEN WE TOUCH Donny Osmond (DECCA)

LEMONADE Chris Rice (INO/COLUMBIA)

SOMETHING IN YOUR EYES David Martin (ASTONISH)

COMPLETE AC CHART ON PAGE 44

HOT AC

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	23	IF EVERYONE CARED	NICKELBACK	NO. 1 (6 WKS)	★	ROADRUNNER/ATLANTIC/LAVA
2	20		THE SWEET ESCAPE	GWEN STEFANI FEATURING AKON		★	INTERSCOPE
4	8		HOME	DAUGHTRY		★	RCA/RMG
3	9		MAKES ME WONDER	MAROON 5		★	A&M/OCTONE/INTERSCOPE
5	6	17	LITTLE WONDERS	ROB THOMAS		★	WALT DISNEY/MELISMA/ATLANTIC
6	7	24	BEFORE HE CHEATS	CARRIE UNDERWOOD		★	ARISTA/ARISTA NASHVILLE/RMG
7	5	26	IT'S NOT OVER	DAUGHTRY		★	RCA/RMG
9	28		U + UR HAND	PINK		★	LAFACE/ZOMBA
8	24		SAY IT RIGHT	NELLY FURTADO		★	MOSLEY/GEFFEN
10	11	14	BETTER THAN ME	HINDER		★	UNIVERSAL REPUBLIC

#1 MOST ADDED

BEFORE IT'S TOO LATE (SAM AND MIKAELA'S THEME) Goo Goo Dolls (WARNER BROS.)

#1 MOST INCREASED PLAYS

FIRST TIME Lifehouse (Geffen)

TOP 5 NEW AND ACTIVE

- REHAB** Amy Winehouse (UNIVERSAL REPUBLIC)
- BIG GIRLS DON'T CRY** Fergie (WILL.I.AM/A&M/INTERSCOPE)
- THE STORY** Brandi Carlile (COLUMBIA)
- 4 IN THE MORNING** Gwen Stefani (INTERSCOPE)
- THE OLDER I GET** Skillet (ARDENT/ATLANTIC/LAVA)

COMPLETE HOT AC CHART ON PAGE 45

SMOOTH JAZZ

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	2	17	HYPNOTIC	BONEY JAMES	NO. 1 (1 WK)		CONCORD
2	3	17	THE RHYTHM METHOD	PAUL BROWN	MOST INCREASED PLAYS		PEAK/CONCORD
3	1	20	READY FOR LOVE	WALTER BEASLEY		★	HEADS UP
4	4	27	MISTER MAGIC	PETER WHITE		★	LEGACY/COLUMBIA
5	5	17	GOT TO GIVE IT UP	KIM WATERS		★	SHANACHIE
6	6	34	WAY UP!	WAYMAN TISDALE		★	RENDEZVOUS
7	7	27	GOOD TO GO	CHUCK LOEB		★	HEADS UP
8	10	10	LET'S TAKE A RIDE	NORMAN BROWN		★	PEAK/CONCORD
9	9	19	SO NOT OVER YOU	SIMPLY RED		★	SIMPLYRED.COM
10	8	20	SAVE ROOM	JOHN LEGEND		★	G.O.O.D./COLUMBIA

#1 MOST ADDED

RAINDAT Kelly Sweet (RAZOR & TIE)

#1 MOST INCREASED PLAYS

THE RHYTHM METHOD Paul Brown (PEAK/CONCORD)

TOP 5 NEW AND ACTIVE

- CATNAP** Nils (BAJA/TSR)
- THE PINK PANTHER** Dave Koz (CAPITOL)
- TERESA** Pieces Of A Dream (HEADS UP)
- LET ME LOVE YOU** Janita (OFIR/LIGHTYEAR)
- TAKE ME** Steve Cole (NARADA JAZZ/BLG)

COMPLETE SMOOTH JAZZ CHART ON PAGE 48

ALTERNATIVE

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	8	WHAT I'VE DONE	LINKIN PARK	NO. 1 (8 WKS)	★	MACHINE SHOP/WARNER BROS.
2	19		FOREVER	PAPA ROACH		★	EL TONAL/GEFFEN
3	13		HEY THERE DELILAH	PLAIN WHITE T'S		★	HOLLYWOOD
4	5		ICKY THUMP	THE WHITE STRIPES		★	THIRD MAN/WARNER BROS.
5	30	2	TARANTULA	AIRPOWER/MOST INCREASED PLAYS/MOST ADDED		★	THE SMASHING PUMPKINS (REPRISE)
6	5	20	LAZY EYE	SILVERSUN PICKUPS		★	DANGEROUS
7	6	20	BREATH	BREAKING BENJAMIN		★	HOLLYWOOD
8	8	15	PARALYZER	FINGER ELEVEN		★	WIND-UP
9	9	5	CAPITAL G	NINE INCH NAILS		★	NOTHING/INTERSCOPE
10	7	20	DIG	INCUBUS		★	IMMORTAL/EPIC

#1 MOST ADDED

TARANTULA The Smashing Pumpkins (REPRISE)

#1 MOST INCREASED PLAYS

TARANTULA The Smashing Pumpkins (REPRISE)

TOP 5 NEW AND ACTIVE

- FAMOUS** Puddle Of Mudd (FLAWLESS/GEFFEN)
- BLEED IT OUT** Linkin Park (MACHINE SHOP/WARNER BROS.)
- IF EVERYONE CARED** Nickelback (ROADRUNNER)
- THE GOOD LEFT UNDONE** Rise Against (Geffen)
- AUSTRALIA** The Shins (SUB POP)

COMPLETE ALTERNATIVE CHART ON PAGE 50

ACTIVE ROCK

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	8	WHAT I'VE DONE	LINKIN PARK	NO. 1 (5 WKS)	★	MACHINE SHOP/WARNER BROS.
2	2	20	FOREVER	PAPA ROACH		★	EL TONAL/GEFFEN
4	7		I DON'T WANNA STOP	OZZY OSBOURNE		★	EPIC
5	15		YOU WOULDN'T KNOW	HELLYEAH		★	EPIC
3	21		BREATH	BREAKING BENJAMIN		★	HOLLYWOOD
6	19		PARALYZER	FINGER ELEVEN		★	WIND-UP
7	11		SIDE OF A BULLET	NICKELBACK		★	ROADRUNNER
8	19		DRIVEN	SEVENDUST		★	7BROS/ASYLUM
9	12	7	BROKEN SUNDAY	SALIVA		★	ISLAND/IDJMG
10	13	14	BREATHE INTO ME	RED		★	ESSENTIAL/RED

#1 MOST ADDED

TARANTULA The Smashing Pumpkins (REPRISE)

#1 MOST INCREASED PLAYS

TARANTULA The Smashing Pumpkins (REPRISE)

TOP 5 NEW AND ACTIVE

- GIVEN UP** Linkin Park (MACHINE SHOP/WARNER BROS.)
- 151** Eve To Adam (KDS)
- BLEED IT OUT** Linkin Park (MACHINE SHOP/WARNER BROS.)
- TEENAGERS** My Chemical Romance (REPRISE)
- WASHINGTON IS NEXT** Megadeth (ROADRUNNER)

COMPLETE ACTIVE ROCK CHART ON PAGE 51

ROCK

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	7	I DON'T WANNA STOP	OZZY OSBOURNE	NO. 1 (6 WKS)	★	EPIC
2	2	8	WHAT I'VE DONE	LINKIN PARK		★	MACHINE SHOP/WARNER BROS.
3	3	18	FOREVER	PAPA ROACH		★	EL TONAL/GEFFEN
4	5	20	BREATH	BREAKING BENJAMIN		★	HOLLYWOOD
5	4	11	FAR CRY	RUSH		★	ANTHEM/ATLANTIC
6	6	31	PAIN	THREE DAYS GRACE		★	JIVE/ZOMBA
7	6	22	TEN THOUSAND FISTS	DISTURBED		★	REPRISE
8	7	20	EVERYTHING	BUCKCHERRY		★	ELEVEN SEVEN/ATLANTIC/LAVA
9	10	17	SIDE OF A BULLET	NICKELBACK		★	ROADRUNNER
10	11	24	IT'S NOT OVER	DAUGHTRY		★	RCA/RMG

#1 MOST ADDED

SHE BUILDS QUICK MACHINES Velvet Revolver (RCA/RMG)

#1 MOST INCREASED PLAYS

SHE BUILDS QUICK MACHINES Velvet Revolver (RCA/RMG)

TOP 5 NEW AND ACTIVE

- TARANTULA** The Smashing Pumpkins (REPRISE)
- EVOLUTION** Korn (VIRGIN)
- WASHINGTON IS NEXT** Megadeth (ROADRUNNER)
- NOT GOING AWAY** Ozzy Osbourne (EPIC)
- BLACK RAIN** Ozzy Osbourne (EPIC)

COMPLETE ROCK CHART ON PAGE 52

TRIPLE A

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	NIELSEN BDS CERTIFICATIONS	HITPREDICTOR STATUS	IMPRINT / PROMOTION LABEL
1	1	14	BETTER THAN THE JOHN BUTLER TRIO	THE JOHN BUTLER TRIO	NO. 1 (2 WKS)	★	JARRAH/ATLANTIC/LAVA
2	3	10	YOU KNOW I'M NO GOOD	AMY WINEHOUSE		★	UNIVERSAL REPUBLIC
3	2	17	READ MY MIND	THE KILLERS		★	ISLAND/IDJMG
4	13		THE STORY	BRANDI CARLILE		★	COLUMBIA
5	5	17	TELL ME 'BOUT IT	JOSS STONE		★	VIRGIN
6	6	6	UNDER THE INFLUENCE	JAMES MORRISON		★	POLYDOR/INTERSCOPE
7	6	8	BIG WHEEL	TORI AMOS		★	EPIC
8	10	35	SEE THE WORLD	GOMEZ		★	ATO/RED
9	4		WORKING CLASS HERO	GREEN DAY		★	REPRISE
10	12	4	HEY THERE DELILAH	PLAIN WHITE T'S		★	HOLLYWOOD

#1 MOST ADDED

BUBBLY Colbie Caillat (UNIVERSAL REPUBLIC)

#1 MOST INCREASED PLAYS

TWO Ryan Adams (LOST HIGHWAY)

TOP 5 NEW AND ACTIVE

- BUBBLY** Colbie Caillat (UNIVERSAL REPUBLIC)
- MISSED THE BOAT** Modest Mouse (EPIC)
- AH MARY** Grace Potter And The Nocturnals (RAGGED COMPANY/HOLLYWOOD)
- FRANK & AVA** Suzanne Vega (BLUE NOTE/BLG)
- SHUT YOUR EYES** Snow Patrol (POLYDOR/A&M/INTERSCOPE)

COMPLETE TRIPLE A CHART ON PAGE 56

It takes a mix of art, science and research to give the audience what it wants

Harve Alan

By Erica Farber

bitten early by the radio bug, Harve Alan remembers riding in his mother's car, pretending a spoon in his hand was a radio microphone. Alan's career has brought him from on-air to programming and consulting. In January he was appointed VP of programming for NextMedia, directing content development for 42 stations in 12 markets.

Getting into the business: Growing up in Long Island [N.Y.], I listened to WABC, and I would get completely immersed in what was coming out of the radio. The day I got my driver's license, I applied for an internship at WBAB/Long Island. A couple of months into it, I found myself getting paid as a board op.

First full-time job: My first full-time job was at WCCC/Hartford, as on-air, promotions and programming. My lucky break came less than a year in. The program director was on his way out, and I cajoled, convinced, begged and was in the right place at the right time and became interim program director.

The station was losing the rock battle, and when I took over, it was at a 3 share. The first book out, we popped to a 4.9. The second book, we were up to a 6.4. Someplace between the 4.9 and the 6.4, I actually got to keep the job.

Joining NextMedia: After Hartford, I was invited to program WAAF/Boston and got taken out through an ownership change. I eventually ended up working with Alex DeMers at DeMers Programming, and then I programmed Z93 [WZGC] in Atlanta for Infinity. I got invited to join what was to be Capstar, and I stayed there almost seven years.

At Capstar, I was director of rock programming, and I became VP of programming for what was then Atlantic Star. I survived through the first half of '03 and was taken out in a [reorganization]. I did a couple of things in between, and then I was invited to join NextMedia.

Describe the company: The thing top of mind for me is working with [NextMedia president/CEO]

Steven and [radio division president/COO] Jeff Dinetz [who are brothers]. Both these guys are very experienced, passionate broadcasters. They really are radio guys.

NextMedia's programming structure: I'm the VP of programming, and we have program directors at all of our stations. I work with them to guide, direct and help them navigate whatever competitive battles they are facing, and we try to do that with a good strategic plan.

Programming philosophy: I have always been a self-proclaimed master of the mix of art and science. I am a staunch believer in finding out what the audience wants and delivering it to them. You can't program a radio station completely on art, and you can't run a station completely on science. I've always felt I've been good at deciphering

audience research and turning that research into a palette that becomes a radio station.

Long-range plans: Keeping our stations relevant in a very rapidly changing audio entertainment industry is a top priority. We are willing to try new and different things and throw caution to the wind when appropriate. And continuing to develop our online presence and platform and coming up with ways to make that a positive place to play ball.

Biggest challenge: Identifying talent on both the programming and the on-air talent sides. There are some very talented people in our business, but I think the talent pool is a little less stocked with fish, so to speak, than it may have been in years past.

State of radio: I believe the radio industry is still healthy. It is clearly being challenged today by [myriad] new and different ways to receive audio. Sometimes we are highly innovative. Many times we are not. I think innovation, trying new things and having the courage to fail is a good thing, and it is difficult because, no matter what you do, there is always going to be somebody that thinks you are dumb.

Career highlight: I started out as a little kid who wanted to be in radio and managed to get in the door, get some lucky breaks and have a fairly successful career. I have had the opportunity to work with some incredibly talented people. I have learned a lot from a lot of different people, and, hopefully, I have taught some people some valuable things as well.

Career disappointment: Are there events I would prefer hadn't happened? Absolutely. But I don't regret anything. I am a glass-is-half-full person. I cannot think of one single event in my career I would change.

Most influential individual: I have been fortunate to work with and be surrounded by so many strong people. I have worked with incredible general managers and different peers, networking all these years. I try to be a sponge and listen to and learn from everybody I run across.

Advice for broadcasters: Stay strong. Fight the good fight. Innovate. I get up every morning and there is no other business I want to be in. I say find your passion. Figure out what it is you love to do and work toward doing it, then get up every morning and do it well. Forget about what you did yesterday. Think about what's going to work best today and what's going to be fun and successful tomorrow.

'We are willing to try new and different things and throw caution to the wind when appropriate.'

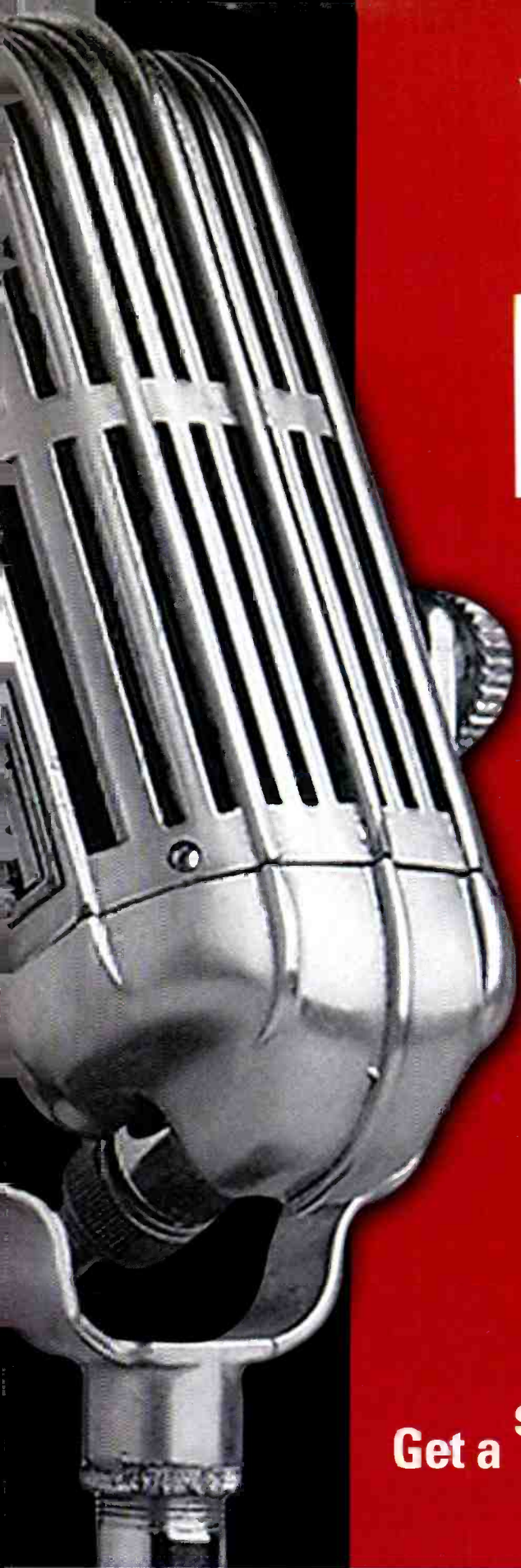
—Harve Alan



Lixer Notes

Profile: Harve Alan
Title: NextMedia Radio VP of programming
Favorite radio format: News/talk
Favorite TV show: "Deal or No Deal"
Favorite song: "How do you reconcile somebody that likes songs like Alabama's 'Mountain Music' and Pearl Jam's 'Even Flow'?"
Favorite movie: Woody Allen's "Sleeper"
Favorite restaurant: Fresco by Scotto in New York
Beverage of choice: Diet Pepsi
Hobbies: "My kids. Computers. I like movies and cars. I collect old radios. I don't have time for anything—I have twin 5-year-olds."
E-mail address: halan@nextmediagroup.net

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