NEWSSTAND PRICE \$6.50

No Change As Jay-Z Still Rules

Jay-Z scores Most Added honors at CHR/Rhythmic and



Urban this week with "Change Clothes," the first single from his forthcoming fulllength, *The Black Album.* The song grabs 139 total adds: 73 at Rhythmic and 66 at Urban.



NOVEMBER 14, 2003



Major Merger

Bertelsmann and **Sony** have announced plans to merge label operations, affecting legendary labels Columbia, Arista, Epic, RCA Music Group and more. Also this week, music attorney **Don Passman** discusses the state of the industry and the fifth edition of his book *All You Need to Know About the Music Business*. The BMG-Sony story starts on the next page, and the Passman interview appears on Page 25.

ROC-A-FELLA RECORDS presents...

#1 MOST ADDED at R&B/HIP HOP

#1 MOST ADDED at RHYTHM CROSSOVER

JAY-Z

#3 MOST ADDED at POP

ALREADY OVER 40 MILLION IN AUDIENCE



لل ال

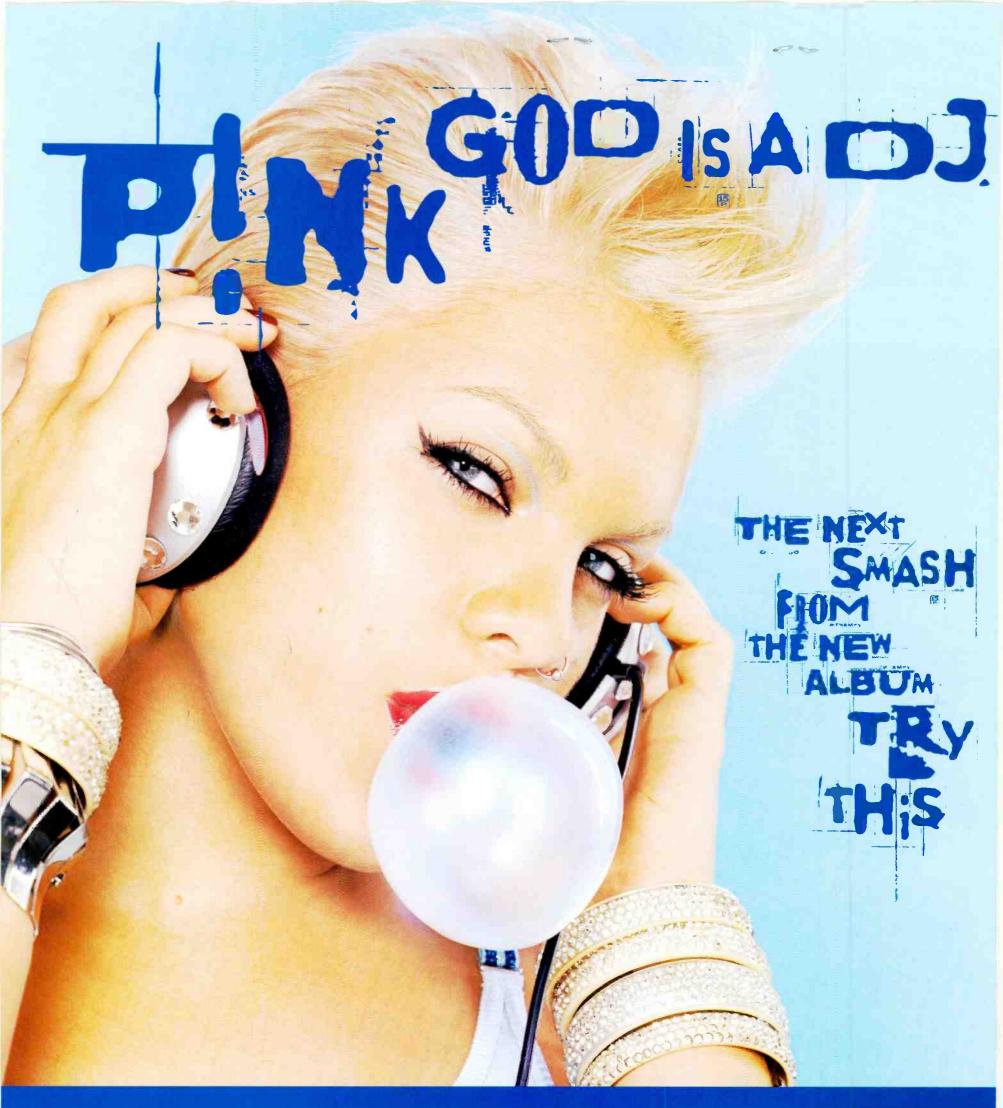
LIVE PERFORMANCE ON TRL FRIDAY, NOVEMBER 14th

PRODUCED BY THE NEPTUNES

New smash single from

THE BLACK ALBUM In Stores This Week... Friday, November 14th, 2003





IMPACTING NOW Couldn't Wait: KIIS WKSE WSTR WQZQ WKGS WKXJ Produced & Arranged by billyman for Stealth Entertainment & Jonathan S. Davis for Love Bud Inc. Mixed by John Fields and more WXKB Management: Roger Davies & Craig Logan

ARISTA: www.pinkspage.com www.ar sta.com

S D E N Ŀ **RADIO NEEDS AN IMAGE UPGRADE**

Despite programming diversity, public service efforts and proven effectiveness in selling products, radio is still regarded as a secondclass medium by some advertisers. In this week's Management/Marketing/Sales section, consultant Walter Sabo tackles the problem with several recommendations on how radio can advance its PR and advertiser profile. Also: Irwin Pollack's six-pack of last-minute holiday moneymakers, details of two attention-getting radio campaigns, the latest Industry Calendar and the RAB's new board of directors roster.

Pages 8-10

TIME MANAGEMENT

R&R Associate Radio Editor Keith Berman looks at ways programmers can work more efficiently in today's multiple-station world. Learn the secrets of Clear Channel's Jeff Kapugi, Entercom's Nikki Nite and Infinity's John Reynolds.

Page 28



BEYONCÉ I/SEAN PAUL Baby Boy (Columbia)

CHR/RHYTHMIC

 LUDACRIS I/SHAWNNA Stand Up 	(Def Jam South/ID,JMG)

URBAN · LUDACRIS I/SHAWNNA Stand Up (Def Jam South/IDJMG)

URBAN AC

GERALD LEVERT U Got That Love ... (Elektra/EEG)

COUNTRY

• TOBY KEITH I Love This Bar (DreamWorks)

SHANIA TWAIN Forever And For Always (Mercury/IDJMG)

HOT AC · SANTANA I/ALEX BAND Why Don't You & 1 (Arista)

SMOOTH JAZZ

• DAVE KOZ Honey Dipped (Capitol)

ROCK

• STAIND So Far Away (Flip/Elektra/EEG)

ACTIVE ROCK

• A PERFECT CIRCLE Weak And Powerless (Virgin) ALTERNATIVE

• LINKIN PARK Numb (Warner Bros.)

TRIPLE A

• R.E.M. Bad Day (Warner Bros.)

CHRISTIAN AC

• CASTING CROWNS If We Are...(Beach Street/Reunion)

CHRISTIAN CHR STACIE ORBICO (There's Gotta Be) More... (ForeFront/Virgin)

CHRISTIAN ROCK

• SKILLET Savior (Ardent)

CHRISTIAN INSPO

• WATERMARK... There Is None... (Creative Trust Workshop)

SPANISH CONTEMPORARY . CHAYANNE Un Siglo Sin Ti (Sony Discos)

TEJANO

• KUMBIA KINGS I/OZOMATLI Mi Gente (EMI Latin)

REGIONAL MEXICAN • MONTEZ DE DURANGO Lagrimas De Cristal (Disa)

TROPICAL

. GLORIA ESTEFAN Hoy (Sony Discos)

ISSUE NUMBER 1530



www.radioandrecords.com

BMG, Sony Music To Merge

Lack, Schmidt-Holtz will lead 50-50 venture

By Frank Correia R&R Music Editor

cords com German media conglomerate Bertelsmann AG and Sony Corp. of Japan announced that they have signed a nonbinding letter of intent to form a jointly owned recorded-music operation to be called Sony BMG. Bertelsmann and Sony would each own 50% of the company, including all labels operating under BMG and Sony Music Entertainment. Sony BMG would not include each company's music-publishing, distribution and manufacturing businesses.

In the new setup, SME Chairman/CEO Andrew Lack would serve as CEO of Sony BMG, while BMG Chairman/CEO Rolf Schmidt-Holtz would serve as Board Chairman. The joint venture would include senior executives from both companies.

"We live in fragile and, for the record industry, very difficult times," Lack told

September Radio Revenue Up 4%

Industry's best overall performance since June '03

By Jeff Green

R&R Executive Editor jgreen@radioandreco records com

Nudged by the first increase in local sales in five months, radio's sleepy revenue finally awoke in September. With local business up 2% and national dollars surging 13% the third-best month of the year - radio registered a 4% gain in total dollars com-

pared to the same month a year ago. It was radio's best overall performance since June 2003

September's solid showing provided broadcasters with a 2% improvement from Q3 2002

COMMUNICATIONS



the New York Times on Nov. 7. "A partnership like this allows us to manage our

way through the difficul-

ties. The announcement came hot on the heels of the DreamWorks sale to Universal Music Group and at a time when many industry watchdogs were focused on a possible merger between Warner Music Group and EMI. In a wave of consolidation, the industry could very well shrink from five recording giants to three.

Still, such mergers have to be approved by regulatory authorities in the U.S. and in the European Union, SONY BMG > See Page 12

to Q3 2003. Local business was

still flat for the three-month pe-

riod, but national was 10% ahead of 2002's Q3 figures.

The year-to-date picture for

radio remains one of a

holding pattern. Just as

it was at the end of Au-

gust 2003, radio is

again up 2% overall

so far on a year-to-

date basis, with na-

tional business 8%

better for the third con-

secutive month and local rev-

enue stalling for the fifth month

in a row with modest 1%

RAB President/CEO Gary

Q3 EARNINGS

Some Radio Groups See Signs Of **Recovery For Local Advertising**

By Joe Howard

R&R Washington Bureau

While a few radio companies that recently issued Q3 financial results wound up falling short of Wall Street profit expectations, others topped estimates, and two in particular reported growth in local ad spending, indicat-ing that the weakness in local advertising revenue that has plagued the industry in 2003 may finally be reversing.

Unlike many of its peers, Saga Communications reported that national advertising was weak in Q3, but

local advertising was strong. And while the company pointed out that its Q3 was affected by lost political advertising compared to Q3 2002, Saga credited a strong local ad market with helping to sustain the quarter. Indeed, Saga's gross local revenue increased 7%, to \$25 million, while same-station local revenue grew 1%, to \$23.6 million

Meanwhile, Saga said its national revenue picture is uncertain, noting that a comparison compiled by Katz EARNINGS > See Page 12

Vox Media Corporation has agreed to acquire

REVENUE > See Page 21

NOVEMBER 14, 2003

Infinity Welcomes Rivers

Veteran programmer named SVP/Programming By Keith Berman

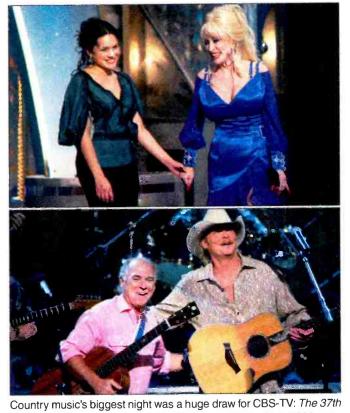
R&R Associate Radio Edito

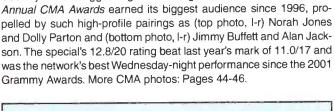
Infinity Broadcasting has named Steve Rivers Sr. VP/Programming, a position in which he'll be responsible for station strategy and performance, as well as research and talent development. Rivers, who was most recently President/ CEO of Power Media, will be based out of Infinity's Alternative KROQ/Los Angeles and will work closely with that station's PD, Infinity Sr. VP/Programming Kevin Weatherly.



"Steve is a tremendous addition to Infinity's national programming department," said Infinity President/Pro-gramming Andy Schuon. "He has proven to be a leader in the RIVERS > See Page 3

Duets Draw Audience For CMAs





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Alternative

Americana

Latin Formats

Christian

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Adult Contemporary

Oldies

Urban

Rock

Country

CHR/Pop

FORMAT

SECTIONS

Publisher's Profile

Management,

Digital Media

Street Talk

More Mixed Results For Arbitron Response Rates

Goldstein elected Radio Advisory Council Chairman

Goldstein

By Adam Jacobsor & R Radio Edito

The data from Arbitron's summer 2003 survey is in, and the news on response rates is once again mixed. Response rates were up in the top 10 markets that Arbitron rates, but they were down overall in the survey period, despite

the ratings firm's continued efforts to halt response-rate declines.

In markets 1-10, response rates climbed from 27.3% to 27.9%. At the same time, the average metro return rate jumped 2.4 percentage points year-to-year, from 50.3% to 52.7%. However, across all 97 continuously measured markets, rates declined 1.8 from 32.6% to 30.8%. The average metro consent rate fell 2.8 percentage points, from 59.7% to 56.9%, while the average metro return rate slipped 0.4 percentage points, from 54.0% to 53.6%

Commenting on the company's efforts to boost response rates, Arbitron President/U.S. Media Services Owen Charlebois said, "Our programs to address response rates in our radio diary service are yielding positive results. We are expanding our focus beyond the top 10 to include 20 additional low-response-rate markets and are actively working on the next steps in our long-range plan for expanding the scope of our response-rate efforts. In other news, Arbitron

announced that Saga Communications Exec. VP and Group PD Steve Goldstein has been elected Chairman of Arbitron's Radio Advi-

sory Council, a post he will hold for all of 2004. Nick Anthony, VP/Director of Operations for Rubber City Radio Group's WQMX/Akron, was elected Vice Chairman, while KZST/Santa Rosa, CA VP/ GM Tom Skinner becomes Immediate Past Chairman.

The election also brought four new members, elected to three-year council terms that begin Jan. 1, 2004: WHZT/Greenville, SC VP/ GM Steve Sinicropi (CHR/Top 40, continuous markets); WPOC/Baltimore VP/Market Manager Jim Dolan (Country, continuous markets); WOBM-AM/Monmouth-Ocean VP/GM Bill Sauer (MOR, all markets); and Clear Channel Sr. VP Jay Meyers (News/Talk, continuous markets).

The Arbitron Radio Advisory Council was created as a forum for a continuing exchange of information and opinions between radio stations and Arbitron.



THE PRICE IS RIGHT Hip-hop superstar Missy Elliott recently rocked Los Angeles as part of MTV2's 2\$Bill concert series, where concertgoers get to see premium acts for the low price of - you guessed it - \$2. Mildly chuckling all the way to the bank are (I-r) MTV & VH1 President/Entertainment Brian Graden, MTV2 executive in charge of programming and production Alex Coletti, Elliott and MTV & MTV2 Director/Music Marketing Nolan Baynes and VP/Music & Marketing Joe Armenia.

Adelstein Wants Payola Inquiry

Adelstein

By Joe Howard R&R Washington Bureau

FCC Commissioner Jonathan Adelstein said Nov. 5 during a luncheon address in Washington, DC that he wants his agency to launch an inquiry into whether payola still exists in radio and, if so, to find

out what form it's taking and whether current FCC regulations can stop it.

In the address to the Federal Communications Bar Association, Adelstein said that complants he's hearing from local artists about the difficulties they face getting airplay on stations in their own markets trouble him, and he questioned the integrity of the already embattled independent promotions system.

FM; and Alexandria, LA, where it

has Sports KDBS, AC KKST,

Country KRRV and Rock KZMZ.

Lewis will also remain in his posi-

tion as Baton Rouge Market Man-

"Dick is absolutely the perfect

ager.

And while he credited Clear Channel for abandoning the system and taking record promotions in-house, Adelstein bemoaned the fact that more radio companies haven't followed suit.

"This issue affects a range of people, from artists and musicians to labor and retailers," he said. "Every person who listens to radio is af-

fected by this issue." Despite his praise for Clear Channel, Adelstein said that radio conglomerates "now have the power to launch a song into a lot of markets at the same time, or they can banish a song into oblivion.'

Fellow Democratic FCC Commissioner and Adelstein ally Michael Copps also attended the luncheon but did not address the FCBA

The Back Pages 86 **Steele To Sirius** As Dir./Classic-**Based Rock** Rock radio veteran Gregg Steele

has been named Director/Classic-

Based Rock at Sirius satellite radio. He will be responsible for the programming on Sirius' classic-based streams, including Sirius Gold, Big Rock, The Bridge, The Rock, The Vault and '60s



Vibrations, plus Reggae and Blues. Sirius VP/Music Programming Steve Blatter said, "Gregg's track record of programming some of America's most successful Rock

STEELE > See Page 21



Due to the Thanksgiving holiday, R&R's Los Angeles; Nashville; and Washington, DC offices will be closed Thursday, Nov. 27 and Friday, Nov. 28

KWRP Goes 'Wild' In Riverside

Magic Broadcasting, along with Florida-based strategic partner Styles Media, has launched new CHR/Rhythmic "Wild 96" on what was previously Regional Mexican KWRP (La Jefa)/Riverside.

"After researching the market, we felt there was a great opportunity for us to tap an unserved multiethnic

18-34 adult audience," said Magic owner Don McCoy. "As a native of Riverside, this is an exciting time for me, personally, to put on a locally programmed station serving the Inland Empire with the most popular music in America. Our partners at Styles Media are assisting us with the transition."

Rivers

Continued from Page 1 radio industry and brings a wealth of experience and knowledge to the position."

Rivers is well known for having programmed such influential stations as WXKS-FM (Kiss 108) and the now-defunct WZOU in Boston, KIIS/Los Angeles and KMEL/San Francisco. He also served as Chief Programming Officer for AMFM,

The 96.1 FM frequency will go head-to-head with Clear Channel market powerhouse CHR/Rhythmic KGGI. "With a signal that now covers the entire metro in Riverside-San Bernardino, we wanted to maximize our ratings po-

tential," Styles Media's Tom DiBacco said. 'We feel we will do so with the launch of this exciting new radio station."

Wild 96 will announce a new PD within the coming weeks and will be running jockless until a programming staff is in place. Currently located in the Riverside County community of Hemet, CA, KWRP will be moving to new facilities in San Bernardino shortly.

Chancellor Media, Evergreen Media and Pyramid Broadcasting.

"I'm excited to be part of a real broadcasting company like Infinity," Rivers told R&R. "It's gratifying to be able to work with people who appreciate their own and treat their employees like assets --- that's the mark of a truly great broadcasting company. I can't wait to get to work and reconnect with some old friends and make some new ones."

Baton Rouge radio for over 13 years and understands the Louisiana marketplace. He is an innovator, a visionary and an outstanding performer. Plus, he loves the Saints and LSU football. He's a natural."

Lewis said, "This is a great opportunity and chal-

lenge. I'm looking forward to working closely with all the stations and the great talent we have here in Louisiana. Jay's a terrific leader, and the stations and staff are top-notch. I can't wait to get started.'

In related news, Lisa Ballance has been elevated from Director/ Sales to Market Manager for the Alexandria cluster.

person for the job," said Clear Dick Lewis has been named Re-Channel Sr. VP/Southeast Division gional VP for Clear Channel's Louisiana Region. He will over-Jay Meyers. "He has been in

Lewis Now CC RVP In Louisiana

WODT, Urban WQUE, Classic Rock WRNO, Gospel WYLD-AM and Urban AC WYLD-FM; Baton Rouge, where it owns AC KRVE, CHR/Pop WFMF, News/ Talk WJBO, Sports WSKR, Talk WYNK-AM and Country WYNK-

see the company's radio operations in New Orleans, where Clear Channel runs CHR/Pop KSTE, Country WNOE, Blues

Copps Would Consider Allowing Satcasters To Get Local

Technical wrangling delays final satellite-radio rules

By Joe Howard R&R Washington Bureau ihoward@radioandrecords.com

uring separate press meetings in their private offices at the agency's headquarters, FCC Commissioners Kathleen Abernathy and Michael Copps tackled the hot issue of localism in broadcasting from several angles, including the controversial areas of whether allowing satellite-radio providers to offer local content would be good for consumers and whether consolidation in radio has hurt localism.

Responding to a question about whether he'd support allowing satcasters XM Satellite Radio and Sirius to provide local content if it would increase localism, Copps told **R&R**, "I am a devotee of localism, so I'd

look with great interest at any proposal to do that." But he was quick to point out that any attempt by satcasters to offer local content must be weighed against other issues and said he couldn't comment on how the other FCC commissioners might feel about the issue.

The morning before, Abernathy told **R&R** in another context that the FCC has never given XM and Sirius reason to believe they can depart from their national scope, saying, "We have never said they can get into local content."

Due largely to its concerns about XM and Sirius possibly offering local content to subscribers, the NAB — an outspoken critic of satellite

FCC See Page 6

FCC Lifts Freeze On New AM Station Applications

Powell says move is aimed at helping minority broadcasters

he FCC on Nov. 6 announced that it will accept certain applications for new AM stations between Jan. 26-30, 2004, ending a 3 1/2-year ban on filings for new AMs. Applications for major changes to AM facilities will also be accepted during this brief filing window.

To accommodate the filing window, the FCC will institute a freeze on the filing of minor-change applications for AM stations from Jan. 12-26, 2004, but it noted that all new station and major-modification applications must protect all minor-change applications filed before Jan. 12.

To participate in the filing window, applicants must complete an FCC Form 175 — required because the new AMs will ultimately be auctioned — along with an FCC Form 301 with the required technical information.

In a statement regarding his agency's decision to finally lift its ban on new and major-change applications for AM radio stations, FCC Chairman Michael Powell said, "By opening this filing window, we will enable all AM-radiostation licensees, many of whom represent minority interests, to apply for approval to move their transmitters to locations that better serve their local communities. Better signal coverage will increase the diversity of radio options available to listeners and will enhance the viability of AM stations." He continued, "Government is at its best when it creates opportunities for more voices in the marketplace of ideas."

Indeed, the news was well received by the Minority Media & Telecommunications Council: The group's Exec. Director, David Honig, told **R&R** that getting the freeze lifted was one of his group's top regulatory priorities.

— Joe Howard

BUSINESS BRIEFS

DOJ Looking At Clear Channel Gaming Ads

C lear Channel said in its quarterly 10-Q filing with the Securities & Exchange Commission that it has been asked by the Department of Justice for information regarding commercial advertising accepted by the company from "offshore and/or online gambling businesses, including sports bookmaking and casino-style gambling." Clear Channel did not elaborate on the subpoena, received Sept. 9 from the Asst. U.S. Attorney for the Eastern District of Missouri, but did state that it is cooperating with the DOJ on the matter.

Karmazin Sells Chunk Of Viacom Stock

Viacom President/COO Mel Karmazin has sold 275.790 shares of Viacom stock at \$38.88-\$38.89, taking in about \$10.7 million. However, he also exercised an option that was set to expire in March 2004 to acquire 547,457 shares of Viacom at an exercise price of \$6.10 per share. Exercising the option cost \$3.3 million, and a footnote in an SEC filing detailing the stock sale indicated that expenses from exercising the option, along with related tax charges, were covered by the sale.

Analyst: Citadel's Strategy Will Help It Grow

t is our view that **Citadel**'s focus on identifying underperforming stations in mid- to small-sized markets creates nice future growth potential for the company, ahead of some of its relatively mature peers," Credit Suisse First Boston analyst Paul Sweeney said in a report issued a day after Citadel released its Q3 earnings. Noting that the company has acquired 69% of its 207 stations since Jan. 1, 1999, Sweeney said, "As most of these stations were previously owned by smaller radio operators and independent station owners, we believe ample opportunities still exist to grow cash flow through increases in revenue and by applying management's proven cost-management skills."

Analyst Heaps Praise On Entercom

Credit Suisse First Boston's Paul Sweeney said this week that he continues to view Entercom as "one of the best-run radio companies," adding that he expects it "to participate fully in the ad recovery we are forecasting for 2004." Sweeney noted in a report issued after Entercom released its Q3 earnings that the company's Q4 guidance is right in line with industry expectations and let stand his

Continued on Page 6

R&R Stock Index

This weighted index consists of all publicly traded companies that derive more than 5% of gross earnings from radio advertising.

				C nan	ge Since
	11/7/02	10/31/03	11/7/03	11/7/02	10/31/03-11/7/03
R&R Index	207.11	205.70	213.53	+3%	+4%
Dow Industrials	8,526.24	9,801.12	9,809.79	+15%	+0.1%
S&P	902.72	1,050.71	1,053.21	+17%	+0.2%

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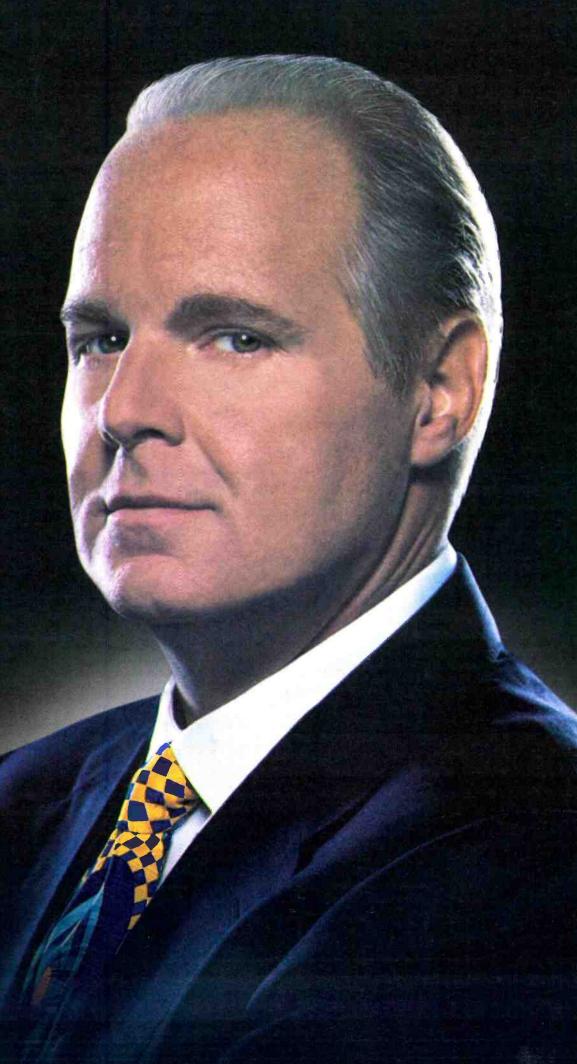


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Thank you...



RADIO BUSINESS

BUSINESS BRIEFS

Continued from Page 4

Q4 forecasts of \$105.4 million in revenue and EBITDA of \$42.3 million. Sweeney also raised his EPS forecast by a penny, to \$1.36. Looking ahead, Sweeney expects Entercom "to be one of the prime beneficiaries of a cyclically strong advertising period beginning in 2004." He added, "We continue to view Entercom as one of the premier radio companies, sporting top-notch management."

Weak Guidance Leads Analyst To Lower Cox Q4 Forecast

alling Cox Radio's Q4 guidance of flat to slightly down revenue "disappointing," Merrill Lynch analyst Marc Calling Cox Hadio's Q4 guidance of hat to signify down revenue disappointing, much be said Cox's dim outlook is consistent with what Clear Channel predicted when it reported its Q3 results, Nabi believes Cox's mid- to largemarket portfolio "should have suggested slightly better growth, given strong national advertising trends." For Q4, Nabi reduced his revenue outlook from 2% growth to a decline of 0.5%. The change forced him to also lower his 2003 revenue forecast for Cox from \$432.5 million to \$427 million and to trim his EBITDA prediction from \$153 million to \$148 million. While Nabi stood by his "buy" rating on the company's stock, he reduced his target price on Cox by \$1, to \$26 per share.

Moody's Upgrades Emmis

inancial ratings agency Moody's has amended its speculative grade liquidity rating on Emmis from SGL2 to SGL1, reflecting the agency's expectations of a "very good liquidity position over the next 12 to 18 months" for Emmis. It said its belief is supported by Emmis' moderate positive free cash flow, compliance under its revolving credit facility and improving flexibility under bank financial-maintenance covenants. "Emmis has experienced recent ratings improvements at its larger stations," Moody's said in a notice issued Tuesday, "as well as growth in revenue in both television and radio, and is likely to benefit materially in 2004 due to expectations of a high degree of political advertising."

Moody's predicts that Emmis will generate over \$200 million in EBITDA and \$100 million in FCF over the next 12 to 18 months. The new rating also reflects Moody's expectation that Emmis will continue to acquire assets, but none that would require debt financing or that would impact the company's much talked-about spinoff of its television assets - or a possible spinoff of its radio assets. The latter is a topic Emmis has not discussed publicly.

Continued on Page 13

FCC

Continued from Page 4 radio — has been pushing the FCC to issue final rules that will prevent XM and Sirius from getting local. But Abernathy said wrangling between the satcasters and wireless companies over potential interference from the satcasters' terrestrial repeaters is delaying the rules and said she has yet to hear about when final rules will be issued.

On the topic of the agency's ongoing study of localism in broadcasting, Abernathy said the FCC is looking at many sides of the industry as it tries to determine whether broadcasters are addressing the concerns of local citizens. She said that among the issues the FCC is investigating are the differences between network-owned and other stations and how to determine what broadcasters' responsibilities are in today's media marketplace.

Abernathy also said the FCC is asking licensees if they're getting enough guidance from the agency as they try to make sure they're living up to FCC expectations. But she also reiterated a position she stated at the NAB Radio Show earlier this year, saying broadcasters must ensure that they are serving their communities effectively: "[Broadcasters] have an obligation to program in a way that benefits the public. What we're trying to get a handle on is how you interpret that obligation in today's world."

In his meeting with reporters, Copps said the localism debate is connected to one of his top agenda items, media consolidation, and said the controversy over the FCC's new media-ownership rules won't soon fade away. "This story is still bubbling," he said.

Copps noted that while the FCC's nationwide hearings on localism are supposed to focus on how broadcasters are serving communities, the issue of ownership concentration inevitably comes up. He said, "There's not supposed to be talk of media ownership at these hearings, but it's become quickly obvious that what's left of localism and media consolidation are linked."

He continued, "This is still a grass-roots, bipartisan effort, and the nation wants policymakers to wrap their arms around these issues."

TRANSACTIONS AT A GLANCE

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

- WIJK-AM & WPGG-FM/Evergreen, AL \$2.75 million
- KFSD-FM/Escondido (San Diego), CA Undisclosed
- KEYT-AM/Santa Barbara, CA \$1.5 million
- KIPA-AM/Hilo, HI \$75,000
- WRSW-AM & FM/Warsaw, IN \$1.2 million
- WSBS-AM/Great Barrington and WNAW-AM & WMNB-FM/North Adams, MA Undisclosed
- WSOO-AM & WSUE-FM/Sault Ste. Marie, MI \$2.6 million

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

DEAL OF THE WEEK

• KVBR-AM, KLIZ-AM & FM & KFGI-FM/ Brainerd, KNSP-AM/Staples and KWAD-AM & KKWS-FM/Wadena, MN PRICE: \$2.8 million

TERMS: Asset sale for cash

BUYER: BL Broadcasting Inc., headed by President/ Director Louis Buron Jr. Phone: 218-444-1500. It owns no other stations.

- SELLER: Kommerstad Communications, headed by VP Mike Overton. Phone: 218-829-2853
- FREQUENCY: 1340 kHz; 1380 kHz; 107.5 MHz; 103.5 MHz; 1430 kHz; 920 kHz; 105.9 MHz
- POWER: 1kw; 5kw; 100kw at 351 feet; 20kw at 279 feet; 1kw day/199 watts night; 1kw; 100kw at 561 feet FORMAT: Sports; News/Talk; Classic Rock; Country;

Country; Country; Country

2003 DEALS TO DATE

Dollars to Date:

\$2.077.736.821 (Last Year: \$5,379,706,206)

\$510,946,510

(Last Year: \$346,736,135)

Dollars This Quarter:

Stations Traded This Year:

760 (Last Year: 808)

Stations Traded This Quarter:

156 (Last Year: 147)

'IF YOU RENT, YOU'LL NEVER BE RICH - David Bach. Star of "Live Rich"

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JEFF GREEN, CRMC MANAGEMENT MARKETING SALES

R&R November 14, 2003

Make yourself comfortable

CASUAL, COMFY CLASSICAL KDFC/San Francisco evening voice Linda Cassidy goes for Baroque as the Marconi-winning station's spokesmodel for its latest outdoor campaign. A complementary campaign is used on-air, and the boards reinforce KDFC's recent TV campaign. KDFC has enjoyed tremen-

dous ratings and revenue success by presenting a nonsymphonic alternative to the stereotypical "fine arts" Classical presentation. KDFC Manager/Operations & Programming Bill Lueth explains, "KDFC has taken the Classical format out of

its niche and into the mainstream. The announcers, whose average age is 43, are contemporary radio pros, not music professors, and they bring the music

CLASSICAL 102.1 KDFC Relax. You feel different here



Ŕ

Radio Needs To Improve Its Image

Let's fix the mistakes that make us look second-class

Y ou've met people socially, or perhaps advertisers, who have made this annoying statement: "Oh, I don't listen to radio much, but when I do, I listen to...." Then they usually mention NPR or some obscure Jazz station as their sole radio-listening experience. You know they are lying. They listen to the radio all the time. In the office, car, shower and bedroom. It's like electricity — a transparent part of life. A profound part of life. That's the radio public relations story that needs to be told.

"Radio: life's soundtrack." A good PR campaign would ideally take radio from a passive, transparent aspect of life and make it front and center in the minds of the consumer and in recall.

One of radio's PR challenges has existed since the advent of network TV.

That's when "shows" moved to TV and "formats" were created on radio. Radio programmers brilliantly evolved the medium to its current, successful form — and part of that success has been radio's becoming ubiquitous. It stopped being an event- or show-driven medium and became a turn-it-on-when-youcome-into-the-room medium. How



Walter Sabo

about that? You turn on the light, then you turn on the radio. Oh, how cable, magazines, newspapers and websites wish they had that story!

> The Second Switch

The answer to the first PR challenge, therefore, is

to put a yellow highlighter to the fact that radio is "the second switch." First you turn on the light, then you turn on the radio. You turn the key in the car, you turn on the radio. You turn on the exercise machine, you turn on the radio. You turn on the shower, you turn on the radio. Radio is always the second switch; it's part of life. Remind By Walter Sabo

Americans of what they already do. Make the passive act active in the memory.

The second challenge is to keep radio a cool medium, not just a utilitarian medium, to the current generation of 12- to 24-year-olds. Possibly both challenges can be addressed with this simple idea: Present listeners in the desired demographics sharing their stories about how radio is the soundtrack to their lives.

Time For Testimonials

There is nothing more potent than advertising testimonials featuring real people. Billions of dollars have been wasted on special effects and bizarre advertising that wins awards and sells nothing. The most effective advertising is the cheapest: real people saying, with sincerity and conviction, that they use the product.

Everyone in radio knows a story about how they or their station helped, entertained or saved a human being. There are great stories about how radio got a new mother through the night, how a song dedication brought two broken hearts together or how the right information saved a person from the wrong freeway exit and a crash.

down from its ivory tower every day."

Locally, start by getting those stories on the air, all day, in ways that are appropriate for your station. The simple act of soliciting stories from listeners will compel your audience to think of radio in active, personal terms. If a listener never calls or sends an e-mail with a story, they will nonetheless take a moment to think about how radio is part of their life, minute to minute.

The Untold Cume Story

Radio sales presentations are missing the first page — the page that's used by every other medium, stating the distribution numbers. Magazines start presentations with their biggest number: readership. The figure is an alchemist's tally of actual circulation and the imagined number of people who read each copy.

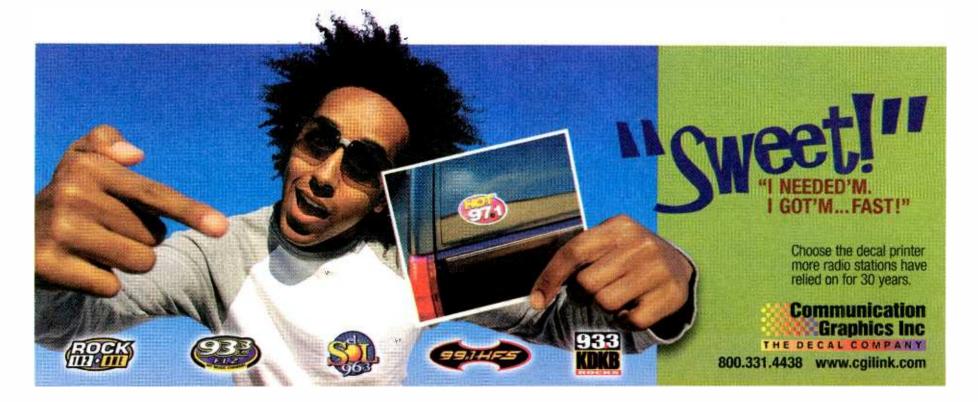
Meanwhile, cable's salespeople start with the number of homes in America that can get cable. Not homes that actually pay for cable, but homes that potentially could. They sell that number. Really.

But, in the end, it is radio that has the highest distribution of any medium in the country. More than TV. Start sales presentations with Radio sales presentations are missing the first page — the page that's used by every other medium, stating the distribution numbers.

radio's distribution numbers. Every time I do, the advertiser is astonished. "I didn't know that!" is invariably the response.

Why does this happen? Because we mistakenly assume that advertisers know about radio's distribution. They don't. I'll point to a station's cume and compare it to the local newspaper's circulation, and, again, the response is always, "I didn't know that." Unfortunately,

Continued on Page 10



Six Last-Minute Holiday Moneymakers

Crambling to bring in extra cash to round out your year-end sales goals? Try this six-pack of sales promotions now for immediate results.

• "Tanksgiving": Go after oil companies or gas stations to get them to offer a special price based on your frequency — on gallons of gas all day long as a way of saying, "Tanks for your business." You can do T.G.I.F. (Tank God It's Friday) parties too!

• Christmas Cash: Five to 10 businesses give \$995 each, to be paid one-third in December, onethird in January and one-third in February. If you bring in a total of, for example, \$7,000, you'd run \$6,000 in time and show a "credit" on your receivables of \$1,000. Give listeners a chance at winning \$1,000 (one winner gets all), or offer prizes of \$100 a day for 10 days. Listeners will need to register for the Christmas Cash at retail outlets. Clients get store traffic, you get the billing, listeners get holiday spending money — it's win-win-win. You can also do this in January, February and March and call it "Pay Off the Plastic!"

• Countdown to "Noon-Year's Eve": Not all listeners want to stay up until midnight, but they can still celebrate if your station creates a countdown to "Noon Year's." Set up the event on Dec. 31 at a nice place in town for brunch or parties, and conduct a drawing at noon for a trip to the real New Year's Eve celebration in New York. So long as the last flight or train leaves for La-Guardia, Kennedy or Newark by 2pm, your listener will get to Times Square on time. The event should be a suitcase party where people come ready to go, just in case!

• Your call letters in Christmas lights: Offer \$1,000 in cash to the listener who does the best job of "lighting up [your market] for the holidays" — with your logo! Get the **By Irwin Pollack**

power company, a bank or other business to sponsor this with you.

• Holiday Savings Book: It's a cash machine! Commit to a 100-coupon book (either for the holidays or the first quarter, with the billing going on the books now). You can either charge \$495 for a coupon in the book or provide a free coupon if the advertiser commits to spending \$975-\$1,500 in Q1 of next year. You can either give the books away to listeners (but charge sponsors for distribution rights) or charge \$9.75-\$15 apiece and submit any revenue as billed revenue.

• Santa on the Road or Santa Stops: Sell mini-remotes, 90 minutes each, every day between Thanksgiving and Christmas. At \$750-\$2,500, you might generate \$25,000 over goal! Turn this into a gift-idea event, featuring 30 places to do all your holiday shopping. Bonus: Consider dressing up a part-timer or intern as Santa to encourage parents to bring their children — a reason for them to spend money!

Old MacDonald Had A Rad-e-i-e-i-o



The Los Angeles County Fair was as happy as a pig in, er, mud with its latest radio spots, from local shop Ideaology Advertising. IA President Cary Sacks says the spots were a children's-song parody that switched out mentions of farm animals with references to L.A.'s love of plastic surgery, Botox, silicone and counting carbs to show how the fair is "just homespun, wholesome, low-tech, simple, good fun." Fair Director/Marketing Scott Kelly says, "We had an opportunity to laugh at ourselves, and people like to laugh at L.A., either because they're part of it, or, if they live outside of L.A., they like to make fun of the crazy people who live in L.A. So it worked on both ends." The spot won Best Commercial of the Month from the General Sales Managers Council of the Southern California Broadcasters Association. Shown at the award presentation are (I-r) Sacks and his son, Elliott; Kelly; SCBA President Mary Beth Garber; Ideaology Creative Director Dino Santilli; Ideaology AE Janine Carlson; Tact Communications President Gray Clark; and L.A. County Fair Marketing Manager Michelle DeMott.

RAB Sets New Board Of Directors

11 L L L L **L**

At its recent board meeting in Boston, the Radio Advertising Bureau elected its 2004 board of directors, including seven new members. Here's the complete lineup of 64 officers and directors.

Incumbent Board Members

David Kennedy, Chairman, RAB board; President/COO, Susquehanna Radio David Pearlman, Vice Chairman, RAB board; President, Pearlman Advisors Joe Bilotta, Chair, Finance Committee; COO, Buckley Broadcasting Herb McCord, Vice Chair, Finance Committee; President/CEO, Granum Communications

Gary Fries, President/CEO, RAB Bruce Beasley, President, Beasley Broadcast Group Charles Bortnick, COO, Westwood One Networks Clarke Brown, President/Radio Division, Jefferson-Pilot Broadcasting Wayne Brown, VP/Regional Manager, Radio One Gary Buchanan, President/COO, Three Eagles Communications Michael Carter, President, Carter Broadcast Group James Champlin, COO, Badger Communications Rick Cummings, President/Radio, Emmis Communications Lee Davis, President/GM, Cub Radio Inc. Tom Dobrez, President, State Nets Radio John Douglas, President, AIM Broadcasting David Field, President/CEO, Entercom Communications Marcus Forsell, President, MIX Megapol Joan Gerberding, President, Nassau Media Partners Marc Guild, President/Marketing, Interep Radio Sales Laura Hagan, President, Katz Hispanic Media David Kantor, CEO, Reach Media Traug Keller, President, ABC Radio Networks Kraig Kitchin, President, Premiere Radio Networks Scott Knight, President/CEO, Knight Quality Stations Weezie Kramer, Regional VP, Entercom Communications (Sales Advisory Council Chair) Jerry Lee, President, WBEB Radio Gunther Meisse, President, Johnny Appleseed Broadcasting Jay Meyers, Sr. VP, Clear Channel Communications Marc Morgan, Exec. VP/COO, Cox Radio Stuart Olds, CEO, Katz Media Group Michael Osterhout, COO, Morris Communications George Pine, President/COO, Interep Norman Rau, President, Sandusky Radio Bruce Reese, President/CEO, Bonneville International Art Rowbotham, President, Hall Communications Allen Shaw, Vice Chairman/COO, Beasley Broadcasting Cary Simpson, President, Allegheny Mountain Network Thomas Sly, COO, Marathon Media Peter Smyth, President/CEO, Greater Media Dean Sorenson, President, Sorenson Broadcasting William Stakelin, President/COO, Regent Communications Mark Steinmetz, VP, American Media Services Pierre Sutton, Chairman, Inner City Broadcasting McHenry Tichenor Jr., President, Univision Radio Al Vicente, President/CEO, Archway Broadcasting Group Bayard "Bud" Walters, President, Cromwell Group Samuel "Skip" Weller, President/COO, Radio Division, NextMedia Group E. J. "Jay" Williams, President, American Urban Radio Networks

New Board Appointments

Glenn Cherry, President, TAMA Broadcasting Lindsay Wood Davis, COO, NewRadio Group Scott Herman, Exec. VP, Infinity Broadcasting Al McGowan, President, Traffic Pulse Network Ginny Morris, President/Radio, Hubbard Broadcasting Tony Renda, President/CFO, Renda Broadcasting Nancy Vaeth, Sr. VP/Regional Manager, Susquehanna Radio

Past Board Chairs

The following executives remain on the board: Richard Buckley, Buckley Broadcasting Arthur Carlson, Susquehanna Radio Richard Chapin, Chapin Enterprises David Crowl, Clear Channel Communications John Dille, Federated Media Paul Fiddick, Emmis International Skip Finley, Inner City Broadcasting Jeff Smulyan, Emmis Communications

RAB Counsel

Glenn Mahone, Reed, Smith LLP (ex officio)

Exiting Board Members

Carl Brazell Norman Feuer, VP/Radio Market Manager, Clear Channel/Jacksonville Edie Hilliard Bob Proffitt Dan Savadove Tom Young, President/GM, Young Radio

MANAGEMENT MARKETING SALES

Radio Image

Continued from Page 8

radio's strongest success story, distribution, remains untold.

How A PR Firm Can Make You Money

Radio is naive about the public relations industry. PR is much more than writing press releases or knowing the media writer at the newspaper. Almost every company you do business with employs a PR firm.

There are many types of PR firms, ranging from companies that can get your morning team constantly mentioned in the newspaper and on TV to firms that can open the doors of the CEOs you need to meet to land new business. A good PR firm can write and prepare your sales and press materials in a way that puts your station in a more impressive light than any movie, TV or print medium. They can show you research on how your sales team should dress, what colors in sales brochures sell best and what PowerPoint presentations won't put people to sleep.

A PR firm can connect the station or cluster GM with the leaders of dozens of other companies in town and introduce the GM as their peer. The large firms are highly sophisticated. They'll know exactly what to do if your No. 1 morning person gets arrested and how to cope with a touchy employee termination

You'll be amazed by how much money you are leaving on the table by not being wired to a PR firm's network of contacts.

Do you ever wonder why a given company, executive or product always seems to get great press and good buzz? I guarantee you that it's because a PR firm is doing its job. Different PR firms accomplish this at different levels --- some handle high-end business press, while others are great at reaching the hot young media outlets. Others don't work the press at all, but deal with the powerful, opinion-shaping leaders who would benefit from knowing radio's story.

Find the names of the top three PR firms in your city and ask them to come and pitch to you. You will be amazed by two things:

1. How much money you are leaving on the table by not being wired to a PR firm's network of contacts. The cross-promotional opportunities will stagger you. Nontraditional revenue? They've been setting up those relationships for decades.

Hiring a PR firm will save you and your staff years of work tapping new revenue streams. 2. It doesn't cost as much as you

think For more on this subject, I recommend a quick, fun read by Al and Laura Reis called The Fall of Advertising, The Rise of PR (HarperBusiness). It features real-company examples of real-world PR hits and advertising misses.

Investing In A National PR Initiative

Every major radio group should agree to send a representative to hear the presentations of three PR firms that understand the radio industry's goals. Our challenge is an ideal one for a PR firm to solve. We don't need to build our industry, we need to remind advertisers and listeners that it's built and working very well, thank you.

A sweeping industry PR campaign may not be a job for the NAB or the RAB. Not every station is a member, and not every member's voice is heard; it's political. That is not a criticism, for both organizations do their jobs extremely well. But this is different. It's creative and may require the thinking of people recently entering the industry --people without the old barriers in their brains.

Put On The Big Show

As I mentioned in my July 12 R&R article, in England and Australia there is a major annual awards ceremony for radio performers that airs on national TV and radio. The categories include Best New Morning Team and Best New Radio Executive, spotlighting people who've been in the business less than two years. Everyone wears tuxedos and evening gowns. There's a formal dinner and a primetime telecast. The radio communities in both countries are insanely proud of their work, and it comes across in the broadcasts. We should be insanely proud of our work

PR At Street Level

We in radio also need to step up our image in other ways, beyond organizing a PR campaign. I call it "eyelevel PR." Radio's PR needs improvement at every meeting point with the customer. There are mistakes we make as an industry that make us appear second-class. The good news is that these image issues are easy to fix. Here's the short list:

• Your lobby image. Is the rug threadbare, the desk chipped, the artificial flowers dusty, the receptionist chewing gum? New carpet, paint, signage and furniture should be in your budget for the lobby in 2004 unless you've just redecorated this year.

• Your guest experience. When a contest winner comes to pick up their prize, what happens? Are they asked to wait until the promotions person is out of a meeting? Are they offered refreshments? Are they given a package of information about the station, a couple of free CDs and their prize in a gold foil envelope with a letter of congratulations signed by each air talent?

Are they offered a tour of the station, a Polaroid snapped with a jock, a CD of their voice going through the effects generator in the production room? Where is the *show biz*? A single happy winner tells 200 of his or her closest friends. You've made it a life event.

Your remotes are your most profound opportunity to make a positive PR impact. If you can't afford to do them right, you certainly can't afford to do them wrong.

• Your sales package. Get the sales leave-behinds for the local newspaper, regional magazines and area TV stations. Now place your print materials next to theirs. How do you compare? One of the real gifts of consolidation is the ability to hire a graphic artist for your cluster and make a deal with the good local printer (not Kinko's)

• Look in the mirror. Do you know what magazine people say about radio salespeople? They say, "They dress like losers." Remember, money goes to money. Does your sales team look like money? Read John T. Molloy's New Dress for Success or New Woman's Dress for Success (Warner Books). They cost only a few dollars but could be worth thousands of times more.

• Your remote broadcast stage. Is it a real stage or a card table with a banner? Do you know what a sleazy-looking remote setup does to your image? It destroys it. Your remotes are your most profound opportunity to make a positive PR impact.

Have a pro dress your jocks. Have a professional stage-set designer create your remote facility so it looks like show business. Make sure everybody who comes by the stage takes home a gift with your station logo on it --and I mean everybody. If you can't afford to do remotes right, you certainly can't afford to do them wrong.

Walter Sabo has led consulting firm Sabornedia since 1984. His client list of major media companies includes Millennium Broadcasting, Standard Broadcasting and all 100 Sirius channels. Sabo was previously VP/GM of ABC Radio Networks and Exec. VP of the NBC-owned FM stations. Reach him at 212-681-8181 or walter@sabo media.com.

Mark Your Calendar

Important dates and events for the rest of 2003 and beyond.

Send updates and additions to Jeff Green at jgreen@radioandrecords.com. November

• Nov. 16 — American Music Awards, Los Angeles (ABC-TV); 818-460-7477 or www.abc.go.com

 Nov. 19 — Ad Council's annual Public Service Award dinner, New York; 212-984-1942 or www.adcouncil.org/about/events/

December

• Dec. 4 — Arbitron Program Consultant Fly-In, Columbia, MD; 212-887-1314 or www.arbitron.com

• Dec. 5-7 — Association for Education in Journalism & Mass Communications 2003 winter meeting, Kansas City; 803-798-0274 or www.aejmc.org

• Dec. 8-9 — Corporation for Public Broadcasting board meeting, Washington, DC; 800-272-2190 or www.cpb.org

• Dec. 8-9 — Music 2.0 Digital Music Summit, Los Angeles; 310-815-8887 or www.ihollywoodform.com

 Dec. 8-10 — Fall Internet World, New York; 203-559-2849 or www.internet.com

• Dec. 10 - Fall 2003 Arbitron ends

P. 1.1. January

• Jan. 7 — Grammy Award nominations announced

• Jan. 8-March 31 --- Winter 2004 Arbitron

 Jan. 8-11 — Consumer Electronics Association 2004 International CES, Las Vegas; 703-907-7500 or www.cesweb.org

 Jan. 13 — Tennessee Broadcasters Convention, Nashville; 615-399-3791 or www.tabtn.org

• Jan. 17-21 - NAB winter board meeting, Key Biscayne, FL; 202-775-3527 or *www.nab.org*Jan. 21 — Simmons Future of Information Summit, New York;

212-598-5400 or www.smrb.com

 Jan. 21-23 — 10th annual Wireless Communications Association Technical Symposium & Business Expo, San Jose; 202-452-7823 or www.wcai.com

• Jan. 25 — 61st annual Golden Globe Awards, Beverly Hills, CA; 310-657-1731 or www.goldenglobes.com

 Jan. 27-Feb. 1 — 10th annual Country in the Rockies, Crested Butte, CO; www.citr.org

February

• Feb. 1 — Super Bowl XXXVIII, Houston (CBS-TV); 212-450-2000 (NFL), 212-975-4321 (CBS-TV) or www.superbowl.com

• Feb. 5-8 - RAB2004, Dallas; 800-232-3131 or www.rab.com Feb. 8 — 46th annual Grammy Awards, Los Angeles; 310-392-3777 or www.grammy.com

• Feb. 9-10 - 2004 Media Summit, New York; 212-352-9720 or www.media-summit.com

 Feb. 10-11 — NAB Radio Group Executive Fly-In, Washington, DC; 202-775-3527 or www.nab.org

 Feb. 13-17 — National Religious Broadcasters Convention, Charlotte; 703-330-7000 or www.nrb.org

• Feb. 20-21 - Dan O'Day's PD Grad School, Los Angeles; 310-476-8111 or www.danoday.com/pdgrad

• Feb. 22 — 10th annual Screen Actors Guild Awards, Hollywood (TNT-TV); 323-954-1600 or www.sagawards.com

 Feb. 22-24 — 2004 North American Broadcasters Association annual meeting, Los Angeles; 416-598-9877 or www.nabanet.com

• Feb. 23 — Broadcasters' Foundation Golden Mike Award, New York; 203-862-8577 or www.broadcastersfoundation.org

 Feb. 24 — Interep Power of Urban Radio Symposium, Chicago; 212-916-0700 or www.interep.com

• Feb. 26-28 — AWRT Leadership Summit & Business Conference, Washington, DC; www.awrt.org

• Feb. 26-28 — R&R Talk Radio Seminar, Washington, DC; 310-553-4330 or www.radioandrecords.com

 Feb. 29 — 76th annual Academy Awards, Hollywood (ABC-TV); 310-147-3000 or www.oscars.org

• Feb. 29-March 3 — NAB State Leadership Conference, Washington, DC; 202-775-3527 or www.nab.org

March

• March 3 — Second annual Katz Women's Career Summit, New York: 212-424-6485 or www.katz-media.com

 March 3-6 — Country Radio Seminar 2004, Nashville; 615-327-4487 or www.crb.org

• March 3-6 — Canadian Music Week, Toronto; 905-858-4747 or www.cmw.net

• March 7-9 - Great Lakes Broadcasting Conference & Expo, Lansing, MI; 517-484-7444 or www.michmab.com

• March 11 --- 18th annual Bayliss Radio Roast, New York; 831-655-5229 or www.baylissfoundation.org

March 11 — Kagan Spring Radio Conference, New York; 831-624-3105 or www.kagan.com

Introducing Liberty Broadcasting



America's great new radio forum.

Talk America is proud to announce that we've changed our name to Liberty Broadcasting. Liberty Broadcasting offers stations a new kind of talk radio – one that's entertaining, informative, and engaging. This approach represents a fresh, compelling alternative to some of the combative styles on the radio today that can alienate listeners, or lofty, high-minded rhetoric that lacks any real energy.

To illustrate this commitment, we've added two of the most respected political analysts in Washington today – **William Kristol** and **Linda Chavez**.

Listen to William, Linda and the rest of our successful hosts and hear for yourself why Liberty Broadcasting is America's great new radio forum.



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Newsbreakers

Sony BMG

Continued from Page 1

who have traditionally taken a hard-line stance on music-industry mergers. As a combined entity, Sony BMG would have about 25% of global music sales, placing it just behind industry leader UMG. If Sony BMG gets the green light, the venture will consolidate operations and cut about \$300 million in costs, most likely through layoffs and reduction of artist rosters.

In a Q&A session on the company's website, Bertelsmann said it is merging with Sony Music because the recorded music industry "is facing a global crisis evidenced by a massive decline in product sales, accompanied by rising costs and falling prices." By combining operations at a global level, BMG said the forthcoming Sony BMG "will allow us to support more artists and a larger number of releases than our companies would do otherwise, given our current course of streamlining and cutbacks."

Lack echoed those sentiments to the Los Angeles Times on Nov. 7, saying, "The industry is in a storm, and I don't see any signs of it clear-

Bell Heads Clear Channel/Bakersfield Jim Bell has been promoted to VP/Market Manager for Clear Channel's Bakersfield cluster, which comprises Sports KDFO-AM, Classic Rock KDFO-FM, News/Talk KGET, AC KKDJ, CHR/ Rhythmic KKXX and Active Rock KRAB. He was previously Director/Sales

for the stations.

"I'm pleased that we were able to promote from within

ing next quarter or even next year. The joint venture is a much better alternative than going forward on a standalone basis.

Sony BMG will be headquartered in New York, and BMG's website said that since the process has just begun, "it is too early to know how jobs will be impacted by the joint venture." It continued, "Unfortunately, all major music companies — including BMG and Sony —

Clear Channel." Regional VP J.D. Freeman said. "Jim has the experience and talents necessary to lead Bakersfield to greater success." Bell has spent the last

20 years in the radio industry in a variety of positions, including VP/Market Manager in Billings, MT. He has

have needed to cut jobs in recent

years in response to the market

downturn. Everyone knows by

now that the music industry is in

serious trouble. A primary purpose

of the merger is to ensure that BMG

can continue to create high-quality,

BMG expects the merger to occur

well into 2004," given the regula-

tory approval processes in the U.S.

and the European Union.

diverse music



also worked in Los Angeles; Houston; and Reno, NV.

EXECUTIVE ACTION

Marguart OM For New JRN Classic Hits Format

heri Marquart has been promoted to OM of Jones Radio Networks' new Classic Hits format, which is set to launch on Dec. 8. She was previously Asst. PD/ MD of the company's Rock Classics and Smooth Jazz formats

"Cheri's been in our on-deck circle for some time around here," JRN VP/GM Phil Barry said. "We've both simply been waiting for the right circumstances, and this is it. She brings a fresh perspective to our management team and is the right person for this challenge.

Continued from Page 1



Marquart joined JRN in 1991 and has also been an air talent for the network. A 25-year industry veteran, she has worked for KISN/Salt Lake City and KHIH and KMJI in Denver.

Earnings

Media showed that total available national dollars for the radio industry's largest 100 markets increased 9% for the first nine months of 2003 — but in the five markets that Katz looked at where Saga operates, the figures varied significantly.

Specifically, while Katz reported national advertising growth in the Milwaukee and Des Moines markets of 19% and 13%, respectively, it found decreases of 1% in Columbus, OH and Norfolk and a 2% dip in Springfield, MA.

Despite the gains in local spending, Saga's Q3 net income slipped from \$4.4 million (21 cents per share) a year ago to \$3.5 million (16 cents); the per-share result was 3 cents short of the consensus estimate of five analysts polled by Thomson First Call. However, Saga's Q3 net income was affected by a \$1.2 million write-off tied to the company's new \$200 million credit facility. Q3 net revenue increased 2%, to \$30.4 million, while station operating income decreased 3%, to \$11.6 million.

On a same-station basis, net revenue decreased 3%, to \$28.9 million, and station operating income fell 5%, to \$11.3 million

Regent: Local **Advertising Improving**

While it fared better than Saga with Wall Street analysts' projections, Regent Communications Chairman/CEO Terry Jacobs' company also reported some welcome strength in local advertising.

"October was the first month in several months that local, nonpolitical revenue was up," Jacobs told investors during a Nov. 7 conference call held to discuss Regent's Q3 financial results. He noted that local ad spending grew 3% during the first month of what many hope will be a more robust O4 and said his company's stations seem to be outpacing other companies' on the local front.

"While it's still way too early to tell about December, we're very encouraged by what we see compared to the same time last year,"

he said. "Some of it may be marketspecific, as we see the improvements in some of the markets where we've made investments over the last year or so, but we're seeing some encouraging signs that a lot of that hard work we've put in is starting to pay off for us."

Regent reported Q3 earnings per share of 5 cents, a penny ahead of the consensus estimate of eight analysts polled by Thomson First Call, as net income grew from \$1.8 million (4 cents) a year ago to \$2.1 million. Broadcast-revenue net of agency commissions rose 14%, to \$21.4 million, while station operating income improved 15%, to \$6.9 million.

But on a pro forma basis, station operating income slipped to \$6.8 million while net broadcast revenue fell to \$21.4 million, a 4% decline for each. On a same-station basis, net broadcast revenue decreased 3% and station operating income decreased 2%

For Q4, Regent expects net broadcast revenue in the \$21.2 million-\$21.6 million range and forecasts station operating income of \$6.5 million-\$6.8 million. It predicts Q4 EPS of 4 cents, which matches the forecast of Thomson First Call analysts

Cox Sees Atlanta Revenue Dip

Cox Radio's Q3 story was more like most other companies', with national advertising outpacing local. Cox's national revenue grew 10% in O3, while local decreased 4%. And although the company's stations in Southern Connecticut and in the Nassau-Suffolk and Tulsa markets were down. Cox's Houston; Tampa; Richmond; Dayton; and Greenville, SC stations delivered strong growth during Q3.

However, that growth was tempered by a 1% dip in revenue in Atlanta — Cox's largest market — as the market as a whole was down 2%, according to Miller Kaplan Market Revenue reports. Excluding WFOX/Atlanta, which flipped from Oldies to Urban in February, Cox's net revenue in the market was up 3% for Q3.

EARNINGS > See Page 21

Introducing Linda Chavez. The DC Insider who lets you in.

Linda Chavez, political analyst, weekly columnist, and author, brings her years of inside-the-Beltway experience to an unforgettable radio experience. She provides insights to events and issues usually not heard on the airwaves, revealing fascinating and intriguing material for her guests and callers to discuss.

Linda's credentials are impeccable:

- · President of the Center for Equal Opportunity, a non-profit policy research organization
- · Political analyst for the FOX News Channel.
- Author of Out of the Barrio: Toward a New Politics of Hispanic Assimilation (1991) and An Unlikely Conservative: The Transformation of an Ex-Liberal (2001)

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Contact information:

Bruce Wernick (bwernick@libertybroadcasting.com) Michael Levine (mlevine@libertybroadcasting.com) John Clark (jclark@libertybroadcasting.com)

Tel: 888.727.8629 (toll free) Fax: 973.438.1727 Website: libertybroadcasting.com

IEWSBREAKERS

National Radio

. HOLIDAY BROADCAST NET-WORKS offers three Christmas Eve-Christmas Day programs: The AC Christmas Music Network, The News/ Talk Christmas Music Network, both featuring up to 36 hours of continuous holiday music, and The Oldies Christmas Music Network, with up to 26 hours of programming. All shows are market-exclusive by format. For more information, contact Ross Reagan at 800-423-9627 or xmasnet@sbc global.net.

Changes

News/Talk: KRLA/Los Angeles debuts Rock Talk, airing Sundays at 1am ... ABC Radio Networks-syndicated Batchelor & Alexander take the 9pm-1am slot at WMAL/Washington.

Industry: Tymeless Music Group music store Sonic Convergence www.zeomix.com/mini.

FCC ACTIONS

Concert Tour To Raise Awareness Of Media Issues Kicks Off

o-sponsored by the AFL-CIO, Common Cause and The Future of Music Coalition, a 13-city tour to raise awareness of media issues kicked off Nov. 7 in Madison and will wind up on Nov. 24 in Washington, DC. Featuring performances by such artists as R.E.M., Steve Earle, Jill Sobule, Tom Morello, Lester Chambers and Billy Bragg, the tour aims to educate music fans about the raging debate over the FCC's media-ownership rules. "This concert tour is a great way to inform the public about the dangers of media consolidation and urge people to encourage their member of Congress to support legislation that rolls back the new ownership rules," said Common Cause president Chellie Pingree.

Bipartisan Congressional Group Demands Vote On FCC Rules Veto

ast week 205 members of the House of Representatives sent a letter to House Speaker Dennis Hastert requesting that a House vote be scheduled on the resolution of disapproval of the FCC's media-ownership rules passed by the Senate on Sept. 16. A draft of the letter was released to the press about two weeks ago, but House insiders told R&R at the time that delivery of the letter was being held up so more signatures could be obtained. "There is perhaps no other issue as central to the health of our democracy than the just governance of the media system," the letter reads. "It is the foundation for informed citizenship and political decision-making.

Media Reliability Council Submits Recommendations To FCC

he Media Reliability Council, created by FCC Chairman Michael Powell following the 9/11 terrorist attacks, on Nov. 6 delivered a report with its suggestions for how the nation's media infrastructure can be improved to address some of the shortcomings exposed after the 2001 attacks. For radio, the MRC recommended that stations that originate local news should ensure they have "robust and redundant ways to communicate with external news services and remote news teams, such as the use of mobile radio and Internet to augment cell phones." The group also suggested that stations maintain backup power facilities for their studios, newsrooms, transmitters and satellite communications links. The MRC advised stations with local news operations to have a backup studio and recommended that stations maintain tight security measures including security guards and video surveillance.

FCC Fines Radio X \$20.000

he FCC has fined Radio X Broadcasting Corp. \$20,000 for failing to clean and repaint WXLX/Lajas, PR's antenna structure to maintain good visibility and failing to maintain a public inspection file at the main studio. Radio X acknowledged the problems but requested a reduction or cancellation of the fine, citing the immediate steps it took to correct the violations. The company also claimed an inability to pay the fine based on financial hardship. But the FCC rejected all of Radio X's arguments. First, the commission pointed out that it has repeatedly stated that remedial actions taken to correct a violation are not mitigating factors warranting a reduced fine. Second, while Radio X provided financial statements supporting its hardship claim, it also included a statement indicating that no cash transactions were effectuated by Radio X during 2001 and 2000 and that its parent company made all the payments during those years — yet Radio X did not provide any of its parent company's financial statements. Therefore, the FCC concluded that since it could not determine financial hardship for the parent company, which seemed to be responsible for Radio X's finances, the fine will stand at \$20,000.

CHRONICLE

 WNWV/Cleveland morning host Tom Murphy, wife Tracey son Brian Thomas, Nov. 6.

BIRTHS

 Marketing Group VP/Sales Jessica Harrell and husband Shellpoint Music President Randy Harrell, daughter Presley Rose, Nov. 5

CONDOLENCES

 Former K&K Broadcasting owner Jerome Koeppel, M.D., Nov. 7

announces plans to acquire online Mean Red Music forms Mean Red Music Placement, representing independent artists to the film and TV community ... Zeo Radio Networks relaunches its Mini Mix website at

Tribune Radio Revenue Rises In October

ribune Co. saw an 18% jump in radio revenue in October. It attributed the gain to its coverage of the Chicago Cubs playoff appearance but said the increase was offset somewhat by fewer projects at the company's entertainment division. Meanwhile, Tribune's TV revenue grew a marginal 1%. Excluding KPLR-TV/St. Louis and KWBP-TV/Portland, OR both of which were acquired in March, TV revenue decreased 2%. Overall, revenue in Tribune's broadcasting and entertainment segment rose 3%, to \$120 million.

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Two minute feature Live: Monday-Friday Delivery: Via Satellite and downloadable mp3



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Tel: 888.727.8629 (toll free) Fax: 973.438.1727 Website: libertybroadcasting.com

BUSINESS BRIEFS

Continued from Page 6

Ronning, Lipset Form Online-Radio Rep Firm

ric Ronning, a former Sr. VP/Regional Manager for Clear Channel Radio Sales/Interep, Southeast Region and onetime Yahoo! Exec. Director, and Andy Lipset, a former VP/Director of Sales for D&R Radio/Interep, New York who was most recently AOL Music Director/Sales, have launched Ronning/Lipset Radio, selling 30- and 60-second spots for webcasters. Ronning noted that 16% of U.S. residents have listened to online radio in the past month and added, "The language [of webcasting] is finally consistent with that of traditional radio. The pieces are in place."

Kroc Leaves NPR \$200 Million

oan Kroc, the widow of McDonald's Corp. founder Ray Kroc, died Oct. 12 of cancer and in her will left \$200 million to National Public Radio. NPR called the bequest "the largest monetary gift ever received by an American cultural institution" and said the money will go toward the NPR Endowment Fund for Excellence. NPR President Kevin Klose said, "Joan Kroc believed deeply in the power of public radio to serve the communities of America. She made this extraordinary gift from her steadfast conviction that NPR and our member stations provide a vital connection to millions of listeners." NPR affiliate KPBS/San Diego will receive a separate \$5 million contribution from Kroc's estate; Kroc lived in the San Diego area.

XM Celebrates Millionth Subscriber

XM Satellite Radio threw itself a big party last week in Washington, DC to mark the signing of its 1 millionth subscriber. Legendary record producer Quincy Jones kicked off the event, praising XM for bringing together "soul and science." Marty Stuart, The Kenny Wayne Shepherd Band, Shelby Lynne, Cassandra Wilson, Musiq and comedian Lewis Black entertained the crowd, which included representatives from the legal, marketing and media industries. XM President/CEO Hugh Panero credited the XM staff with overcoming the obstacles the company faced as it ramped up its service. "We had a business plan, and we followed it," he said. "A lot of us put our blood, sweat and tears into this, and we smashed the idea that radio has to be local." The company presented seven subscribers who had called in with especially interesting stories about their XM experiences with the satellite service for life, giving each an XM SKYFi receiver and boombox.

DIGITAL MEDIA

E-Mail Etiquette At The Office

How not to get sued when you hit 'send'

As reported in R&R last week, Premiere Radio Networks is being sued for \$10 million by a former employee who is alleging, among other things, that the company created a work environment hostile to women. Exactly what happened will be worked out in court sooner or later, but among the employee's allegations is a charge that a Premiere executive sent to subordinates, by way of a group e-mail, a photo of a topless woman and a message that read, "Good luck to you! You have been tagged by the Great Jugs!" As described, that message is a fine example of the sort of thing not to e-mail to one's co-workers.

What Is It About The 'Net?

The Internet is a marvelous, anarchic thing, and its lawlessness and lack of standards and enforcers are a good part of what makes it so appealing and so useful. But, by its nature, the 'Net also teems with questionable material, from the mildly risque to the criminal.

Additionally, the electronic discourse enabled by computers and the 'Net is so quick and casual and seemingly ephemeral that standards of communication have tended to drop. (How many co-workers do you have who believe capital letters are a needless formality?)

The combination of a racy environment and lowered standards has had the unfortunate effect on some people of causing them to turn off their better judgment when they're online. Even those who are unfailingly cautious in writing and discreet in speech have been known to commit stunning lapses when a computer is involved.

Which is not to blame the Internet or e-mail for the messes some folks create for themselves and their coworkers, but to point out that the online environment can relax inhibitions that would be better retained while the simplicity and quickness of e-mail make it all too easy to hit 'send" without thinking.

So how do you know what's OK to send? This basic rule is this: Consider all e-mail communication to be on the record. E-mail is just as likely or, these days, more likely — to be retained and referred to as the file copy of a letter. And the "delete" key doesn't mean much; messages can be retrieved long after they've been deleted, and e-mail can be and has been subpoenaed in court cases. If you're thinking about whether a note or joke or image you're planning to send could be offensive, that's probably enough reason to change your mind.

And keep in mind that everything that goes for e-mail goes for instant messaging. There's software available that can log and archive all messages that go through a network, and

By Brida Connolly Associate Managing Editor

some businesses, such as securities firms, are already keeping track. Tracking applications are largely limited to smaller IM providers right now, but if businesses demand it, the major players will provide tracking too. And, of course, anyone can easily save an IM exchange to a text file right now.

What's At Stake

Premiere and parent company Clear Channel responded to the reports of the discrimination suit which also includes a number of other charges, unrelated to the alleged offensive e-mail - with a joint statement that read, "We have not had an opportunity to review the lawsuit. However, we take all claims of this nature very seriously." As do most employers: Along with the potential damage to the reputation of the company and its executives, the stakes in these cases are very high.

I spoke with an attorney familiar with these matters who said that all employers must now be sensitive to communications sent through company channels. This is a very litigious society, he noted, and if a court finds a pattern of behavior that creates a hostile work environment, the consequences can be tremendous.

Such as? The federal cap on damages for sex discrimination is \$300,000, but many states have no caps, so the potential civil liability is virtually unlimited. And if a pattern of discrimination or a hostile environment is shown at a broadcast license holder. there could be FCC ramifications as well. That means a broadcaster that permits harassment or discrimination to continue could find itself being investigated for EEO violations - or with its license at stake.

The attorney pointed out that under the new EEO program adopted last year, broadcast licensees have to report in connection with their license renewals not only instances of discrimination, but any complaints and renewals are going on right now.

If discrimination is found at a nonlicensee company under a licensee's control, that's a potential problem as well: If the people on the broadcast operations side knew or should have known what was happening, the broadcaster could not only be sued, but could face the wrath of the FCC.

E-mail and instant messaging are wonderful tools; they save time and make handling a lot of everyday business faster and easier. But make sure your own and your company's standards - for legality, discretion, courtesy and common sense - are as high for IMs and e-mail as they are for any other type of business communication

The iTunes Music Store Top 10

Apple's iTunes Music Store is the leading non-subscription digitalmusic service in the U.S, offering a catalog of more than 200,000 songs from all five major label groups. Here's a snapshot of the topselling downloads on Tuesday, Nov. 11, 2003.

Top 10 Songs

- 1. OUTKAST Hey Ya!
- NO DOUBT It's My Life 2.
- FOUNTAINS OF WAYNE Stacy's Mom 3
- **DIDO** White Flag 4
- SHERYL CROW The First Cut Is The Deepest 5.
- 3 DOORS DOWN Here Without You 6.
- BLACK EYED PEAS Where Is The Love? 7
- MAROON 5 Harder To Breathe 8.
- **COLDPLAY** Clocks 9
- 10. OUTKAST Hey Ya! (Radio Mix)

Top 10 Albums

- 1. SARAH McLACHLAN Afterglow
- THE STROKES Boom On Fire 2
- 3 SARAH McLACHLAN Live Acoustic EP
- 4 **DIDO** Life For Rent
- R.E.M. In Time: The Best Of. 5
- NO DOUBT It's My Life (single) 6
- JARS OF CLAY Who We Are Instead 8 STING Sacred Love
- JET Get Born 9
- 10. BARENAKED LADIES Everything To Everyone

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If you play digital music or CDs on an Internet-connected computer or other device*, you're probably using Gracenote CDDB, the industry standard for music recognition. Gracenote provides artist and track information to millions of online music listeners every day. Statistics from those users are collected and anonymously aggregated to determine popularity ratings for Gracenote's digital charts.

Gracenote Top 25 Country Currents

- 1. PAT GREEN Wave On Wave
- 2. GARY ALLAN Tough Little Boys
- 3. DWIGHT YOAKAM The Back Of Your Hand
- 4. DIERKS BENTLEY What Was I Thinkin'
- 5. TRACY BYRD Drinkin' Bone
- 6. MARTINA McBRIDE This One's For The Girls
- BRDDKS & DUNN Red Dirt Road 7.
- LONESTAR My Front Porch Looking In 8.
- 9 BRAD PAISLEY Celebrity
- 10. DWIGHT YOAKAM The Late Great Golden State
- 11. BUDDY JEWELL Help Pour Out The Rain (Lacey's Song)
- 12. LDNESTAR Walking In Memphis
- 13. TRACY BYRD The Truth About Men
- 14. SARA EVANS Backseat Of A Grevhound Bus
- 15. GEDRGE STRAIT Cowboys Like Us
- 16. GEDRGE STRAIT Tell Me Something Bad About Tulsa
- 17. A. JACKSON & J. BUFFETT It's Five O' Clock Somewhere
- 18. JEFF BATES The Love Song
- 19. TRACE ADKINS Then They Do
- 20. BRAD PAISLEY Little Moments
- 21. DUSTY DRAKE One Last Time
- 22. BRDOKS & DUNN You Can't Take The Honky Tonk...
- 23. SARA EVANS Perfect
- 24. BRAD PAISLEY Mud On The Tires 25.
 - GILLIAN WELCH Look At Miss Ohio

Data for the week of Oct. 27-Nov. 2

This chart rotates among four music genres: rock, country, urban and pop. Please visit www.gracenote.com for more detailed chart information or contact charts@gracenote.com for access to customized reports.

*For a list of Gracenote-enabled products, visit www.gracenote. com/partners.



MusicNow, Best Buy Debut Download Store

The MusicNow Download Store is now available at Best Buy stores and through a special page on the Best Buy website (http://bestbuy fullaudio.com) through the month of November and will later expand to broader distribution. The 99 cent song store is designed, says MusicNow, to work with more than 40 digital-music players from various manufacturers - a response to Apple's iTunes-iPod connection and the new Samsung Napster player. MusicNow will continue to offer its \$9.99-a-month subscription service.

RealNetworks Makes Distribution Deal With Comcast

RealNetworks has made a distribution deal with cable company Comcast for Real's Rhapsody subscription digital-music service. To launch the partnership, Real is offering Comcast ISP customers seven days of free access to Rhapsody and, if they decide to subscribe, 10 free CD burns. Rhapsody offers unlimited on-demand streaming of about 400,000 songs, 50 channels of Internet radio and 79-cent CD burns of most of its catalog for \$9.99 a month.

NATIONAL MUSIC FORMATS

Hip-Hop Nation

Geronimo

APANI Abracadabra

JUVENILE in My Life

New Country

Al Skop

Octane

Jose Mangin

SHINEDOWN 45

The Beat

Geronimo

MONICA Get It Off

Heart & Soul

B.J. Stone

KEVIN AVIANCE Give It Up

MOTORCYCLE As The Rush Comes

IAGGED EDGE Walked Outta Heaven

ADULT CONTEMPORARY

JESSICA SIMPSON With You

INTERNATIONAL HITS

Jason Shiff

Mark Shands

Leanne Flask

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DANCE

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KELLY CLARKSON The Trouble With Love is

CHRISTINA AGUILERA The Voice Within

TLC t/LIL JON Come Get It KIMBERLEY LOCKE 8th World Wonder

DARRYL WORLEY | Will Hold My Ground

ALAN JACKSON Remember When

Danielle Ruysschaert

PAUL VAN DYK Time Of Our Lives

ATB Long Way Home HARRY'S AFROHUT C'mon Baby

INGRIO You Promised Me DONNA SUMMER You're So Beautiful

ENRIQUE IGLESIAS Addicted

AMUKA Appreciate Me SIMPLY RED Sunrise

RAP/HIP-HOP

Mark Shands

TOO \$HORT Choosin

TOO \$HORT Burn Rubber

TOO SHORT Hey Let's Go TOO SHORT Pimpandho.com TOO SHORT Hobo Hoeing

TOO \$HORT California Girls TOO \$HORT What's A Pimp

TOO SHORT Short Short

JIN Learn Chinese KNOC-TURNAL The Way | Am

TOO SHORT Married To The Game

TOO SHORT Don't Act Like That

TLC f/LIL JON Come Get Some

76

TOO \$HORT What She Gonna Do

TOO \$HORT You Can't Fuck With Us

ANNIE LENNOX Wonderful

SEAL Love's Divine

MYSTIKAL Keep Doin' It

GARY ALLAN Songs About Rain BLUE COUNTY Good Little Girls

AUDIOSLAVE Gasoline GODSMACK Re-Align KID ROCK Feel Like Makin' Love

BRIAN MCCOMAS You're in My Head

EPITDME No Support JAY-Z What More Can I Say

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HIT LIST

Seth Neiman CHRISTINA AGUILERA The Voice Within KELLY CLARKSON The Trouble With Love Is COLDPLAY Clocks DASHBOARO CONFESSIONAL Hands Down LINKIN PARK Numb OUTKAST I/SLEEPY BROWN The Way You Move ROC PROJECT I/TINA ARENA Addicted

SOFT ROCK Seth Neiman ELTON JOHN Are You Ready For Love? SANTANA f/ALEX BAND Why Don't You And I

R&B & HIP HOP Damon Williams MARY J. BLIGE I/EVE Not Today JA RULE Clap Back JAY-Z Change Clothes

RAP DJ Mecca 2PAC f/50 CENT The Realist Killaz JA RULE Clap Back JAY-Z What More Can | Say LIL JON FEASTSIDE BOYZ Get Low MYSTIKAL Keep Doin' It ROCK

Adam Neiman A PERFECT CIRCLE The Outsider ALTERNATIVE

Adam Neiman RED HOT CHILI PEPPERS Fortune Faded WHEAT Breathe

TODAY'S COUNTRY Liz Onoka KENNY CHESNEY There Goes My Life JIMMY WAYNE I Love You This Much

PROGRESSIVE Liz Opoka TORI AMOS Mary JACK JOHNSON Taylor CASSANDRA WILSON Fragile

BACHAEL YAMAGATA Worn Me Down SMOOTH JAZZ

Gary Susalis MARC ANTOINE Mediterraneo AMERICANA

Liz Opoka BOTTLE RDCKETS Man Of Constant Anxiety JAY FARRAR California TIM O'BRIEN Turn The Page Again MINDY SMITH Come To Jesus TROPHY HUSBANDS Burnin' The Candle



1 LIZ PHAIR Why Can't L COL DPLAY Cloc 2. COLDECAT CIOCKS 3 SARAH MCLACHLAN Fallen 4 ALICIA KEYS You Don't Know My Name 5. PAT BENATAR Go

NORTHEAST

1. COLDPLAY Clocks NATURAL What If SARAH MCLACHLAN Fallen ALICIA KEYS You Don't Know My Name
 LIZ PHAIR Why Can't I

SOUTHEAST

1. COLDPLAY Clocks 2. SARAH MCLACHLAN Fallen 3. ALICIA KEYS You Don't Know My Name 4. LIZ PHAIR Why Can't I 5. PAT BENATAR Go

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SIBIUS RADIO Steve Blatter 212-584-5100 **Planet Dance**

Swedish Egil DAVE CLARKE Way Of Life FLECTRIC SIX Dance Commander DAVE GAHAN Bottle Living INFRARED VS. GIL FELIX Capoeira SUPERCHUMBO This Beat Is

The Pulse Haneen Arafat FIVE FOR FIGHTING 100 Years

U.S. 1 Kid Kellv CHINGY Holidae In WILLA FORD f/LADY MAY A Toast To Men PINK God Is A DJ Hot Jamz Geronimo RRAVEHEARTS I/LIL JON Quick To Back Down FABOLOUS Think Y'all Know KELIS Milkshake TLC f/LIL JON Come Get Some TWEAPONZ Mira Mira



DMX Hospitality Joel Oltvan The hottest tracks at DMX hospitality, which includes restaurants, bars, hotels and cruise ships, targeted at 25-54 adults. NO DOUBT It's My Life SHELBY LYNNE Telephon THE THRILLS One Horse Town STARSAILOR Silence Is Easy RYAN ADAMS So Alive TEXAS And I Dream THE FORMAT The First Single (You Know Me) JET Look What You've Done JACK JOHNSON Taylor BELLE AND SEBASTIAN Wrapped Up in Books

This section features this week's new adds on DMX MUSIC channels available via digital cable and direct broadcast satellite.

CHR/POP Jack Patterson MADONNA Nothing Fails EVANESCENCE My Immortal NELLY FURTADO Powerless (Say What You Want) CHR/RHYTHMIC Mark Shands TLC I/LIL JON Come Get Some

BEYONCÉ Me, Myself And I URBAN Jack Patterson

FLAMBEY Destiny T.Q. Adore FARTH WIND & FIRE Hold Me

ROCK Stephanie Mondello STAIND How About You NICKELBACK Figured You Out

GODSMACK Re-Alian **ADULT ALTERNATIVE** Stephanie Mondello

Artist/Title

JUMP5 Do Ya

D-TENT BOYS Dig It

AVRIL LAVIGNE Sk8er Boi

JUMP5 We Are Family

241

AZURE RAY The Drinks We Drank Last Night EASTMOUNTAINSOUTH Rain Come Down

0.0.0 DISNED CHEFTAH GIBLS Cinderella HILARY DUFF So Yesterday HILARY DUFF Why Not LINDSAY LOHAN Ultimate LIZZIE MCGUIRE What Dreams Are Made Of KELLY CLARKSDN Miss Independent BAHA MEN Who Let The Dogs Out



Playlist for the week of Nov. 4-10.

AOL Radio@Network

Ron Nenni 415-934-2790

Top Country Lawrence Kav RONNIE DUNN I/REBECCA LYNN HOWARD If I Could.. REBA MCENTIRE I'm Gonna Take That Mountain

Top Pop Mark Hamilton BEYONCÉ Me, Myself And I KELLY CLARKSON The Trouble With Love Is GOOD CHARLOTTE Hold On

Smooth Jazz Stan Dunn KIRK WHALUM Do You Feel Me?

Top Jams Davey D DAS EFX Dro And Henny SNOOP DOGG I/MARVIN GAYE Dance With Me TWISTA I/KANYE WEST Slow Jamz



Travis Storch • 866-365-HITS

Ton Rock 3 DOORS DOWN Here Without You FOUNTAINS OF WAYNE Stacy's Mom NICKELBACK Someday STAIND So Far Away TRAPT Headstrong

Top Country DIERKS BENTLEY What Was I Thinkin'? TERRI CLARK I Wanna Do It All PAT GREEN Wave On Wave TOBY KEITH I Love This Bar SHANIA TWAIN Forever And For Always

Top Blues ALBERT HAMMOND It Never Rains In Southern SONNY JAMES Young Love RICK LAWSON I'm In A Beach Music Mood LIGHTNIN' HOPKINS Mojo Hand BUBBA SPARXXX Deliverance



Phil Hall • 972-991-9200

NO DOUBT It's My Life

WILL DOWNING A Million Ways

Gary Saunders ALICIA KEYS You Don't Know My Name



Active Rock Steve Youna/Kristopher Jones NICKELBACK Figured You Out OFFSPRING Hit That

Hot AC Steve Young/Josh Hosler CLAY AIKEN Invisible

CHR

CHA Steve Young/Josh Hosler LUDACRIS I/SHAWNNA Stand Up O.A.R. Hey Girl JESSICA SIMPSON With You

Rhythmic CHR Steve Young/Josh Hosler BEYONCÉ Me, Myself And I

Mainstream AC Mike Bettelli/Teresa Cook **DIDO** White Flag

Delilah Mike Bettelli TRAIN Calling All Angels

Dave Wingert Show Mike Bettelli/Teresa Cook DIDO White Flag

Alan Kabel Show Steve Young/John Fowlkes NO DOLIBE It's My Life

Mainstream Country Ray Randall/Hank Aaron SCOTTY EMERICK I Can't Take You Anywhere JOSH TURNER Long Black Train

New Country Hank Aaron BLUE COUNTY Good Little Girls ALAN JACKSON Remember When

Ken Moultrie/Hank Aaron SHANIA TWAIN She's Not Just A Pretty Face

24 HOUR FORMATS Jon Holiday • 303-784-8700

Rock Classics Adam Fendrich BOB SEGER TO

Adult Contemporary Rick Brady CLAY AIKEN Invisible

U.S. Country Penny Mitchell TOBY KEITH An American Soldier MARTINA MCBRIDE In My Daughter's Eyes

WESTWOOD ONE

Charlie Cook • 661-294-9000

Soft AC Andy Fuller JOSH GROBAN You Raise Me Up

Mainstream Country David Felker TOBY KEITH An American Soldier

Hot Country Jim Hays TOBY KEITH An American Soldier MARTINA MCBRIDE In My Daughter's Eyes

Young & Verna David Felker TOBY KEITH An American Soldier MARTINA MCBRIOE In My Daughter's Eyes

HAD NETWORKE

After Midnite CLINT BLACK Spend My Time

WRN

Alternative Chris Reeves • 402-952-7600 311 Beyond The Gray Sky RANCID Red Hot Moon SMILE EMPTY SOUL Nowhere Kids

AC Dave Hunter COUNTING CROWS She Don't Want Nobody Near **DAVE MATTHEWS** Save Me JASON MRAZ You And I Both

Hot AC Steve Nichols

ABC AC Peter Stewart PHIL COLLINS Look Through My Eyes



Vern Catron JOE More & More

Doug Banks Morning Show

Tom Joyner Morning Show Vern Catron ALICIA KEYS You Don't Know My Name JOE More & More



Ken Moultrie • 800-426-9082

Alternative Steve Young/Kristopher Jones 311 Beyond The Gray Sky AEL Silver And Cold NICKELBACK Figured You Out RED HOT CHILI PEPPERS Fortune Faded

SMILE EMPTY SOUL Nowhere Kids

BED HOT CHILL PEPPERS Fortune Faded





KORN & LIMP BIZKIT OBIE TRICE RAHZEL

SUPERJOINT RITUAL This week's chart and tour list are frozen. The CONCERT PULSE is courtesy of Pollstar, a publication of Promoters' On-Line Listings, 800-344-7383; California 209-271-7900.

TELEI	/ISION
TOP TEN SHOWS	Nov. 3-9
Total Audience (105.5 million households)	Teens 12-17
CSI	1 The Simpsons (8:30pm)
Survivor: Pearl Islands	2 The Simpsons
CMA Awards	3 Malcolm In The Middle
8 Simple Rules	4 Friends
Friends	5 8 Simple Rules
E.R.	6 7th Heaven
CSI: Miami	(tie) The O.C.
Everybody Loves Raymond	8 Survivor: Pearl Islands
Without A Trace	9 CSI

10 Friends (8:30pm) Source: Nielsen Media Research

COMING NEXT WEEK

Tube Tops

Clay Aiken, Ashanti, Shervi Crow, Hilary Duff, Evanescence, Fleetwood Mac, Alan Jackson, Toby Keith, Kid Rock, Metallica, OutKast, Sean Paul, Pink, Britney Spears, Rod Stewart, Ruben Studdard and 3 Doors Down are slated to perform live when ABC presents the 31st annual American Music Awards (Sunday, 11/16, 8pm ET/PT).

Friday, 11/14

• Elvis Costello, The Tonight Show With Jay Leno (NBC, check local listings for time).

• Shelby Lynne, Late Show With David Letterman (CBS, check local

• DMX, Jimmy Kimmel Live (ABC, check local listings for time).

 Andrew W.K., Late Night With Conan O'Brien (NBC, check local listings for time).

• Sarah McLachlan, Late Late Show With Craig Kilborn (CBS, check local listings for time).

• Erykah Badu, Last Call With Carson Daly (NBC, check local list-

Saturday, 11/15

• Missy Elliott, Saturday Night Live (NBC, 11:30pm ET/PT).

Sunday, 11/16

• Trace Adkins performs on Emeril's Thanksgiving With Our Troops, a Food Network special

Monday, 11/17

• Britney Spears: In the Zone airs as an ABC concert special (10pm

Britney Spears, Jay Leno. • Gillian Welch, Conan O'Brien,

• LeAnn Rimes and Eve, Craig Kilbom.

• Joe Firstman, Carson Daly. **Tuesday, 11/18**

• Three UPN shows welcome recording acts as guest stars: Smokey Robinson, One on One (8pm ET/ PT); Will Smith, All of Us (8:30pm ET/PT); and Missy Elliott, Eve (9pm ET/PT).

• Kid Rock, Jay Leno.

• 3 Doors Down, Jimmy Kimmel. • The Strokes perform again as Conan O'Brien celebrates "Strokevember."

• Phantom Planet, Carson Daly.

Wednesday, 11/19

• Sting and Mary J. Blige perform when CBS presents The Victoria's Secret Fashion Show (10pm ET/ PT)

- OutKast, Jay Leno.
- Cyndi Lauper, David Letterman. • Big Tymers, Jimmy Kimmel.
- Elvis Costello, Conan O'Brien.
- P.O.D., Carson Daly.

Thursday, 11/20

• Xzibit hosts and 50 Cent, Snoop Dogg, Method Man, Tommy Lee, Busta Rhymes, Dr. Dre and OutKast appear on Showtime's Interscope Presents The Next Episode, a competition among up-and-coming rappers (10pm ET/ PT).

- Al Green, Jay Leno. • Master P, Conan O'Brien.
- Elvis Costello, Craig Kilborn.
- Kid Rock, Carson Daly.

--- Julie Gidlow

FILMS		
BOX OFFICE TOTAL		900 90999 900
Nov. 7-9		
Title Distributor	\$ Weekend	\$ To Date
1 Matrix Revolutions (WB)*	\$48.47	\$83.79
2 Elf (New Line)*	\$31.11	\$31.11
3 Brother Bear (Buena Vista)	\$18.52	\$44.02
4 Scary Movie 3 (Miramax)	S10.81	\$93.05
5 Radio (Sony)	\$7.21	\$36.12
6 Love Actually (Universal)*	\$6.88	\$6.88
7 The Texas Chainsaw Massacre (New Line)	\$4.93	\$73.36
8 Mystic River (WB)	\$4.78	\$40.43
9 Runaway Jury (Fox)	\$4.67	\$39.99
10 School Of Rock (Paramount)	\$3.02	\$73.47
*First week in release. All figures in n Source: ACNielsen EDI	nillions.	
COMING ATTRACTIONS: This photograp	hs. The film	's Amaru /

EIL BAC

week's openers include Tupac: Resurrection, in which the life of recording artist Tupac Shakur, who died in 1996, is told in his own words and through home movies and family

hotographs. The film's Amaru/ Interscope soundtrack sports new music by Tupac, with contributions from Eminem, The Outlawz, The Notorious B.I.G. and 50 Cent. --- Julie Gidlow

TUPAC 1/ NOTORIOUS 8.I.G. Runnin LOON Down For Me LUDACRIS Stand Up YOUNGBLOODZ Dam WYCLEF I/MISSY ELLIOTT Party To Damascus JA RULE Clap Back G UNIT S OUTKAST I/SLEEPY BROWN The Way You Move Video playlist for the week of Nov. 4-10.

JET Are You Gonna Be My Girl

MARY J. BLIGE (/EVE Not Today JOSH KELLY Amazing

NICKEL CREEK Smoothie Song

Video playlist for the week of Nov. 4-10.

THALIA Baby I'm In Love

TRAPT Headstrong

AL PETERSON

apeterson@radioandrecords.com

NEWS/TALK/SPORTS

Live Now, Pay Later

It's finishing rich that really matters

Noney is one of those subjects that nearly everybody needs to know more about. However, it's always been tough to take this complicated subject to radio and present it in a way that makes it interesting, relevant and, most important, entertaining — especially to those younger-demographic listeners so coveted by Talk radio and most advertisers.

Recently, a new player arrived on the financial Talk radio scene. His name is **David Bach**, and he's the bestselling author of *Smart Women Finish Rich*, *Smart Couples Finish Rich*, *Smart Couples Finish Rich* and *The Finish Rich Workbook*. A familiar face to many from his many network TV appearances

on such shows as *The View*, NBC's *Weekend Today*, CBS's *Early Show*, Fox News' *O'Reilly Factor* and more, Bach is also well-known in cyberspace as the money coach for America Online. His Finish Rich seminars, based on his books, have been given in over 1,500 cities across North America.

Prior to founding FinishRich Inc., Bach was a Sr. VP at Morgan Stanley and a partner in the Bach Group, which, during his tenure, managed more than half a billion dollars for individual investors.

His new weekly radio talk show, launched by Sabo Shows, a division



David Bach

R&R: Where did your interest in finance come from?

of financial success.

of New York City-based

Sabo Media, and syndicat-

ed by Wilbur Entertain-

ment, debuted last month

on Sirius satellite radio

and on a select group of

terrestrial radio stations

across the country This

week I talk to Bach about

the show and the secrets

DB: My life was really changed by my grandmother. She was my mentor. She was a woman who, at the age of 30, decided she was tired of sewing wigs for Gimbels department store in Milwaukee and being poor. She began saving her money and taught herself how to invest. To make a long story short, she became a selfmade millionaire and went on to teach the rest of my family what she had learned. She helped me buy my first stock when I was just 7 years old.

R&R: How does Grandma sell a 7-

year-old on the idea that investing in the stock market is a good idea?

DB: One day we were eating at McDonald's — as a 7-year-old, it was my absolute favorite restaurant — and she told me to go ask the manager if McDonald's was publicly traded. I had no idea what that meant, and you can only imagine the look on the manager's face when he was called out to answer this 7-year-old kid's question about whether his company was publicly traded.

I went back to the table and told her that it was, indeed, a publicly traded company. She explained to me what that meant and then said, "Now I'm going to teach you how you can *own* this place."

Back at home she showed me the *Wall Street Journal* and told me that if I saved up my birthday and other holiday money, she would help me buy a share of stock in McDonald's. She explained that if I owned stock in McDonald's, that meant that when my friends went there to eat, I would be making money off them.

I thought that was just too cool. I bought that first share of Mc-Donald's stock and then bought my second stock — Disney — at the age of 9. That's a true story, and it's really how I got started with all this.

R&R: When did you first realize you had a knack for managing money? **DB:** My father was a financial

BASKING IN THAT AWARDS GLOW That's KXNT/Las Vegas hosts (I-r) Heidi Harris and Alan Stock accepting the 2003 Electronic Media Award for Best Local Radio Talk Show in southern Nevada during a ceremony held recently in Sin City.

adviser who taught investment classes. One night a week my mom would get the night off, and I'd get dragged to my father's class and have to sit quietly in the back. I guess, over time, I absorbed a lot of what he was teaching.

I discovered that I had a talent and a passion for financial planning at a pretty young age, probably just because I was brought up with it. It was stuff we actually talked about around the dinner table.

I guess I was about 12 years old when I was over at a friend's house one day and overheard his parents arguing about a certificate of deposit they'd bought and whether or not they'd gotten a good rate on it.

Without even knowing what I was doing, I just blurted out, "I don't understand why you would even buy a CD when everybody knows that, in your tax bracket, you can't possibly come out ahead. You'd be much better off with a triple-A-rated California municipal bond." Needless to say, they just stood there staring at me.

R&R: What was your first real professional experience in finance? DB: I never planned to go into financial planning. I really wanted to be in real estate, and that's what I was doing when I got out of college. I was always giving my friends advice on how to manage their money, and one day my father said to me, "You're nuts. Why don't you just get into the business?" I listened to him and became a financial planner and went into partnership with him.

The Bach Group's whole business at the time was really built through teaching people about finances. We'd teach seminars on it three or four times a week in our community. What I learned from that was that when you make financial planning entertaining, easy to understand and actionable, you can change people's lives.

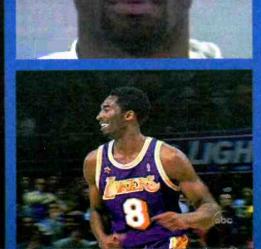
R&R: What led you to speak directly to women about money with your first book, Smart Women Finish Rich?

DB: I think almost everybody is interested in learning about money, but most people are afraid, because they really don't know what to do

Continued on Page 19



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SHOW

Live Now, Pay Later

Continued from Page 17

and they don't know where to go to get good answers.

Early in my career I started teaching seminars specifically for women because I saw there was a huge opportunity to help them. Frankly, most women are not like my grandmother, and even in the early 1990s I found that many women were in almost complete financial denial and were still delegating most of their financial issues to the men in their lives.

I created the Smart Women Finish Rich seminar, which started out in a room full of about 100 women. Eventually, we trained over 1,000 financial advisers who taught my seminars, and today the book has become the No. 1 financial planning book for women in the world. It's now printed in seven languages and sold in 20 countries around the globe.

R&R: How did you make the move to radio show host?

DB: When I began promoting the book and the seminars, I started doing a lot of radio and TV. The more radio I did, the more I loved it, and the more I realized what an incredibly effective way it is to reach a lot of people.

Walter Sabo saw me on television and called me about a new radio show that the *Wall Street Journal* and *Smart Money* magazine were developing. I tried out, they decided they wanted me to host the show, and I got ready to move to New York. But in the midst of negotiating, Dow Jones laid off about 15% of its workforce, and the radio show got shelved.

Meanwhile, my wife and I were already psyched and ready to move from San Francisco to New York; so, even though things didn't work out, we decided to make the move anyway. I sold my brokerage business and moved to New York City. That

was two years ago, and since then I've written three more books and appeared on something like 100 national TV shows and hundreds of radio shows.

I called Walter one day and told him that I would still love to do radio and suggested that a three-hour, once-a-week show might be the right thing — something where I could answer the hundreds of questions I get via readers' letters and emails every week. He said, "Great, let's go do it," and here we are.

R&R: What's different about your approach to money radio vs. other shows out there today?

DB: When I first wrote Smart Women Finish Rich, I did it because I looked around and saw there was a market for it. I told the publishers that there were a lot of women out there who need this information and we were going to be the first-ever million-seller financial book for women.

They all sort of snickered, but guess what? That's exactly what happened. Because women are not only frequently the decisionmakers at home, they are also the educators. My whole mission has been to go out and reach women, who then turn around and teach their kids and families about money.

With this new radio project, I looked around and said to myself, "Gee, it doesn't seem like there's a radio show about this topic for anyone under the age of 65." I couldn't understand how there couldn't be a financial radio show for people my age. I want to reach that young professional woman who is making \$50,000 or more, buying expensive clothes, buying a house and carrying credit cards.

She's also got student loans to pay, she's the decisionmaker in her household, and she wants to know what to do with her money so she can finish rich. There are 100 million people in this country who make up Generation X and Generation Y, and that's a gold-mine market when it comes to money and finance. **R&R:** What makes you believe that's

true?

DB: Because I have seen it for myself. When I originally began doing the seminars, we often got a lot of people over 50 — we've had women as old as 90 attend. The women and men who were attending those early seminars and buying my books began telling their kids about it, and we began to see our buyers — our "fans," if you will get increasingly younger as time went by. We now get people who are in their 20s and even some teenagers buying the books and going to the seminars.

The traditional thought process has been that 20-year-olds aren't interested in money and financial planning, but that's the traditional thought process of someone in their 50s. Someone who is 50 today wasn't interested in financial issues when they were 20.

Today's 20- and 30-year-olds are totally different from what baby boomers were at that age. They've seen their parents fail financially and are now watching as a lot of boomers wake up to the cold, hard reality that they have not adequately planned for their financial future. These kids are looking at that and saying, "Teach me how to not end up like that." That's why I believe there is a huge market out there for this show.

R&R: What's different about your approach to financial planning?

DB: For openers, you can't listen to a financial advice show that doesn't tell you that the first thing you need is a budget to track all your money. It's advice that is so old, nobody listens to it any longer, because, for most people, it's just not practical. In the real world nobody lives by a budget.

If you decide that you are only going to budget 4% of your disposable income to eating at restaurants "There are 100 million people in this country who make up Generation X and Generation Y, and that's a gold-mine market when it comes to money and finance."

and ordering the appetizer is going to put you over budget that month, nobody is going to not order the appetizer. That's not how people think. This radio show is about realworld advice for real-world people who want to achieve real results.

In the real world, the only way that you'll be rich is to throw out your budget and pay yourself first. The idea of paying yourself first is not new advice, but most people don't really know what that means. It means that when you get your paycheck, you literally must pay yourself before you pay anyone else. Most people fail at it because they don't have an automatic plan, and that's critical.

Common sense will tell you that if the government has figured out that the only way that Americans will ever pay their taxes is to automatically take it out of their paycheck before they even see it, then you need to realize that the only way you'll ever be rich is to make paying yourself first automatic too. It's an action you need to take right now if you want to have any hope of finishing rich.

R&R: What's another big mistake that you see most young people make that keeps them from finishing rich?

DB: The 30-year mortgage. Most people have been programmed to buy a 30-year mortgage because they've been told it's a good tax deduction. That's a scam that benefits the banking industry and the government, and it's the worst way to pay for your home. If you have a 30-year mortgage that, for example, is costing you \$1,000 a month, what you want to do is cut that in half and pay \$500 every two weeks. You'll pay a 30year mortgage off in 22 years, and, for the average person who owns a \$250,000 home, that's going to save over \$150,000 in interest. More important, it's going to help you retire 10 years sooner.

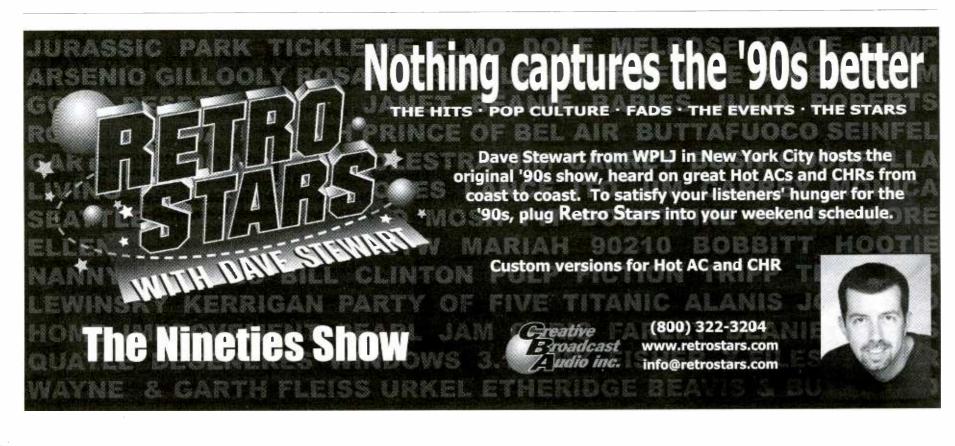
November 14, 2003 R&R • 19

R&R: Finally, I have to ask you about what you call in your book the "latte factor" and how it's a barrier to finishing rich. What's that all about?

DB: I tell people all the time that a latte spurned is a fortune earned. The reality is that people in the demographic for my show are Starbucks buyers. They're the hip, young, cool people who are picking themselves up a \$3.50 latte and \$1.50 fat-free muffin every day on their way to work. Meanwhile, they're also living paycheck to paycheck.

The latte thing is really just a metaphor. For you, it might be designer water or something else. What I'm saying is that the \$5 a day you spend on lattes is \$150 a month. Project that out over a year, and it's nearly \$2,000.

That's enough money to begin building a massive nest egg for your financial future. At a 10% rate of return, in 15 years you'll have over \$62,000 saved. Take it out over 40 years, and it's nearly a million bucks. So, you see, you really can become a millionaire just by cutting back on lattes!



The Name Of The Game

In positioning your station, how effective is the word Oldies?

By Steve Allan

nce upon a time, the job of program director was a straightforward task. In those halcyon days of yore we did not concern ourselves with terms like broadcast cash flow, and the only market share we cared about was contained in the pages of our Arbitron book.

Obviously, this has all changed. Nonbelievers in the format were Program directors have evolved into taught that Oldies meant the music

more advanced beings known as brand managers, and they are not just responsible for playing the right records and writing clever promos. In today's radio climate the PD is responsible for the entire concept of his or her radio station. The key component of this concept is something Ar-

bitron has been preaching to us for years: position.

The Power Of The Word

According to the marketing bible that successful radio programmers have referred to for years, The 22 Immutable Laws of Marketing by Ries and Trout, the Oldies position neatly satisfies Law No. 5, the Law of Focus, which states, "The most powerful concept in marketing is owning a word in the prospect's mind." This is the simplest way for any brand to cut through the clutter and establish a beachhead in the diarykeeper's world.

Though this applies to any format, this column is about Oldies radio. For many years Oldies programmers were in an enviable position. With one simple word they were able to convey the entire concept, the entire feeling, of their radio stations. This one simple word clearly defined the brand in the minds of listeners and nonlisteners alike.

The word Oldies succeeded in alerting the faithful to the location of their favorite music and warned those who did not particularly like that flavor to avoid the frequency. The core constituency of an Oldies station used the word as a rallying cry. Oldies was their music. It was their time. It was their station.

However, somewhere over the last five years what was once a positive has become a negative. The core Oldies listener has aged to the point that he is no longer a significant part of the coveted 25-54 age cell. Because of the effectiveness of branding the name Oldies, the format has apparently played itself out of mainstream contention.

of the '50s and the '60s. It was more about leather jackets than Nehru jackets, more about hot rods than VW microbuses. The image generated in their mind was a music format that was out of touch and out of time. How is Oldies radio re-

acting to this perceptual change? More important,

their brand?

Incredibly Memorable

For the most part, successful Oldies stations have used the word Oldies in their names. It was the best way to brand by type and location. "Oldies 100" was clean and simple, yet incredibly memorable.

For many years Oldies programmers were in an enviable position. With one simple word they were able to convey the entire concept, the entire feeling, of their radio stations.

There are many examples of successful Oldies stations that chose to brand themselves through the use of slogans. For example, WMJI/Cleveland was (and still is) "Magic," KRTH/Los Angeles is "K-Earth," and so on. These stations used Oldies in their basic positioning statements. This allowed them to brand their names with their style of music. Not as efficient as a one-word moniker, but it got the job done.

The tremendous job that Oldies programmers have done in branding the word *Oldies* is now coming back to haunt them. However, a check of the websites of many of the top Oldies stations in America is quite revealing. While some have abandoned the Oldies label, many continue to embrace it. As a matter of fact, WJMK/Chicago is one of the few to have deserted Oldies, only to recently return to the fold.

Here are how some of the major Oldies stations are now positioning themselves:

• WCBS/New York, "WCBS-FM 101, Motown, soul & great rock & roll" (Infinity)

• KRTH/Los Angeles, "K-Earth, the greatest music on earth" (Infinity)

• WJMK/Chicago, "Oldies 104.3, Chicago's Oldies station" (Infinity) • KFRC/San Francisco, "Oldies

99.7, #1 for Oldies" (Infinity) • KLUV/Dallas, "Oldies Radio 98.7, K-LUV" (Infinity)

• WOGL/Philadelphia, "Oldies 98.1, Motown, soul and rock & roll" (Infinity)

• KLDE/Houston, "Oldies 107.5, good times & great oldies" (Cox)

• WBIG/Washington, "Big 100, the biggest hits of the '60s & '70s" (Clear Channel)

• WODS/Boston, "Oldies 103.3, the greatest hits of the '60s & '70s" (Infinity)

• WOMC/Detroit, "Oldies 104.3. good times, great oldies" (Infinity) • WLCL/Atlanta, "Cool 105.7, super hits of the '60s & '70s" (Clear Channel)

• WMXJ/Miami, "Magic 102.7, Oldies radio" (Jefferson-Pilot)

• KBSG/Seattle, "Oldies 93.7, good times, great oldies" (Entercom) • KOOL/Phoenix, "Kool 94.5, good times & great oldies" (Infinity)

• KQQL/Minneapolis, "Kool 108, super '60s & '70s" (Clear Channel)

• KOCL/San Diego, "Kool 95.7, San Diego's Oldies station" (Clear Channel)

• WQSR/Baltimore, "Good-time Oldies WOSR" (Infinity)

• KLOU/St. Louis, "103.3 KLOU, super hits of the '60s & '70s" (Clear Channel)

• KXKL/Denver, "Kool 105, good times, great oldies" (Infinity)

• WWSW/Pittsburgh, "3W's,

good-time hits of the '60s & '70s" (Clear Channel)

• KKSN/Portland, OR, "97.1 KISN-FM, the fun oldies station" (Entercom)

• WMJI/Cleveland, "Magic 105.6, fun oldies from the '60s and '70s" (Clear Channel)

Repositioning The Brand

If you dig beneath the numbers, you find an interesting split along company lines. Since Clear Channel and Infinity own the lion's share of Oldies stations, they can often be seen as agents of change. Any successes they have are likely to be emulated elsewhere.

If an Oldies station is nothing more than a sodashop jukebox, it may have difficulty reaching a new audience.

In the above list we see that almost all of the Infinity Oldies stations continue to use the word Oldies in either their names or their positioning statements. It can be argued that the two notable exceptions — KRTH and WCBS — have been in format for so long that they have expanded beyond their format niche and become more generalmarket stations.

On the other hand, there seems to be no consensus among the Clear Channel stations about what the format should be. Many of its stations have made radical changes in the brand. The main position — Oldies - has been replaced by the much more generic term hits.

In the listeners' minds this is a less precise concept that can be applied to many different styles of music. (After all, isn't every music station in America playing the hits for its format?) As a result of this more generic approach to positioning Oldies, there has been the addition of such modifiers as *super, big* and *good-time*. These are then combined with the statement that these "hits" are from the '60s and '70s. The end result is a repositioned brand. To date, the results of this change have been mixed.

It is interesting to note that Clear Channel has recently taken the Oldies concept back to the future with pre-'64-focused stations in Cincinnati, Allentown and Chicago. The fact that these stations are on the AM band will certainly affect their future ratings performance; however, this does demonstrate an understanding that there remains a market for this sound.

Perception Is Everything

Where does this leave today's Oldies programmers? On the one hand they have a very powerful brand, one that occupies a clear and present position in their marketplace. Since most of these stations have at least 10 years of market heritage, this position is also powerful in the advertisers' minds.

These stations continue to generate solid revenue. They may be perceived as being too "old," but a clever sales manager can reposition that objection into "dependability."

The flip side is that the younger demos perceive the word Oldies as denoting something beyond their area of interest. Most 35-44-year-olds refuse to believe the music they grew up with has become old.

This denial of age is part of the human condition. These people, who actually like the music of the '60s and '70s, have been conditioned to believe that this music --- their music — is not what an Oldies station plays, a tough perception to overcome.

What to do? Ideally, you can conduct market research to determine the perception of your radio station. Comparing the perception of the word Oldies with the name of your station will help define where you stand in the perception battle. Analyzing the gap between these two ideas is a key way to determine how — or if — you should evolve your brand.

A Feeling Of Fun

Hopefully, you have created a product that encompasses more than oldies music. Hopefully, your Oldies station does more than generate nostalgia for an older audience. Hopefully, you are using the passion and energy of your highly familiar music to create a feeling of fun every time someone tunes in.

The core Oldies listener has aged to the point that he is no longer a significant part of the coveted 25-54 age cell.

If an Oldies station has managed to move its brand beyond the music, its transition will be much smoother and its life expectancy will be much longer. However, if an Oldies station is nothing more than a soda-shop jukebox, it may have difficulty reaching a new audience.



how are Oldies stations updating



Earnings

Continued from Page 12

Entercom Tops Street Forecasts

Entercom Communications on Nov. 6 reported that its Q3 net revenue grew 1%, to \$107.8 million, and its net income climbed from \$15.4 million (31 cents per share) to \$21.6 million (41 cents). The pershare figure beat by 2 cents the estimate of analysts polled by Thomson First Call.

Free cash flow grew 14%, to \$34.2 million. On a same-station basis, net revenue climbed 3% and same-station operating income increased 6%.

Entercom President/CEO David Field said his company was pleased to announce the record-breaking Q3 results "despite the challenging advertising environment." And while Q4 business conditions are "disappointing," he said he remains optimistic for 2004 and believes the ad market "will be significantly healthier."

Entercom offered Q4 earnings estimates in the range of 36 cents to 39 cents a share, below the estimate of Wall Street analysts, who predicted Q4 earnings of 44 cents a share. Entercom forecasts \$103 million-\$105.5 million in net revenue and projected station operating expenses of \$59.5 million-\$60 million.

Cumulus Improves In Q3

Cumulus Media on Nov. 6 said its net revenue for Q3 rose 12%, to

\$74.6 million and that it had rebounded from a loss of \$4.1 million (7 cents per share) in Q3 2002 to post a profit of \$7.1 million (10 cents) in the quarter. Station operating expenses increased from \$41.2 million to \$46.8 million, and same-station revenue rose 4%. The company credited cost controls and lower payments on preferred-stock dividends for the better results.

Cumulus President/CEO Lew Dickey said Q3 "marks a strong performance for our company, particularly in our same-store group, in a very challenging revenue environment." He continued, "We are executing well in all areas of our business and are well positioned for the recovery in advertising, which we are optimistic will occur sometime next year."

XM Widens Loss, Beats Forecasts

XM Satellite Radio's Q3 net loss grew from \$114.7 million a year ago to \$145.6 million, but, thanks to more outstanding shares compared to a year ago and higher interest costs, the per-share loss actually narrowed from \$1.26 in Q3 2002 to \$1.12 in Q3 '03, handily besting the \$1.17 estimate of analysts polled by Thomson First Call.

Total revenue grew from \$5.6 million to \$26.9 million as XM attracted 237,395 new subscribers during Q3, a 34% increase from its Q2 subscriber growth. XM finished the quarter with 929,648 customers but recently announced that it has since topped the 1 million mark.

President/CEO Hugh Panero said, "Complementing this remarkable subscriber performance is XM's track record of achieving financial and operational milestones. This focus on successful operational execution is a differentiator of our business and a clear indication that XM is focused on growth while minimizing costs and creating long-term value for our shareholders."

Panero is also bullish about his company's Q4 subscriber-growth prospects. "Our subscriber momentum will accelerate during Q4, with the anticipated additions of approximately 300,000 net radio subscribers — nearly as many subscribers as we had during all of 2002," he said during his company's Q3 earnings conference call.

If the company meets that goal, it will top its year-end target of 1.2 million subscribers, something Panero described as a "pretty significant achievement."

And he believes his company's recent surpassing of the 1 millionsubscriber mark "not only validates satellite radio, but it does something more; it shows that, as a service, we are being accepted in the hearts, headphones, living rooms and dashboards of America, and we are becoming an essential component of one's daily routine."

Additional reporting by Adam Jacobson.

Steele

Continued from Page 3 radio stations, combined with his creativity, passion and drive to win, will be a tremendous asset to the Sirius programming department."

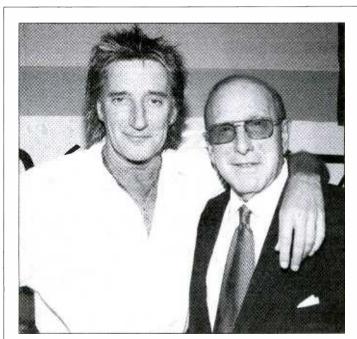
Steele was most recently Regional Director/Programming for Clear Channel/Miami, where he oversaw day-to-day programming at Classic Rock WBGG and Active Rock WZTA. Previously, he was Paxson/Miami's VP/Program-

Revenue

Continued from Page 1 Fries said, "While the results for September are encouraging, consumer confidence at the local level is not progressing at the same pace that economic indicators are improving. Even though local improvement traditionally follows national trends in an upturn, the momentum for this recovery is just in its first stages."

It would have been difficult for radio to have done much better than it did in September 2002, which marked the one-year recovery point from the tragedies of the previous September and presaged a huge Q4 revenue rally. Last year, September's advertising income skyrocketed 17% compared to 2001, with local up 14% and national roaring ahead 26%, giving radio its best comparative month of the year. ming. His experience also includes a stint as OM/PD at KRXX-AM & FM/Minneapolis.

"I'm glad to be joining a company that has such respect for both the music and the listener," Steele said. "With 100% commercial-free music streams, consumers are developing a great relationship with their Sirius radios. I'm excited about taking advantage of the many creative opportunities in front of me."



SOME GUYS HAVE ALL THE LUCK Rod Stewart headlined last month's One Night With Lite concert, held at New York's Madison Square Garden and put on by Clear Channel's WLTW (106.7 Lite FM). While ticket proceeds helped raise money for City of Hope, concertgoers were treated to a night of performances by Stewart, Sarah McLachlan, Seal and Simply Red. Taking a moment backstage to smile for the camera are (I-r) Stewart and Clive Davis.



You Learn Well, Young Skyy Walker

The second secon

"The funny part is, I now have the easiest job in radio: Jeff's old gig," Walker jokes. "But seriously, it's an honor and a privilege to be named MD of WKTU. This has been a fantastic year. Jeff and I clicked from the first day we worked together. We've grown not only as colleagues, but as friends as well, and I've learned a lot from him. The bottom line is that we have each other's backs, which is a great thing." Walker has been WKTU's Programming/Music Coordinator since he arrived in February 2002. Prior to that he spent four years as OM/PD of Long Island's Dance-leaning WXXP (Party 105)/Riverhead, NY.

Oh, The Imaginary Humanity!

There's nothing like launching a giant fake blimp to get the phones ringing. "This bit was so wonderfully big and stupid, it just screamed **Street Talk**!" says **Jay Charles**, wacky morning guy at Cox Hot AC KSMG (Magic 105.3)/San Antonio. Tuesday morning, as an unusually thick fog blanketed



the city, Charles and his cohost, **Karen**, decided to toss out their pre-prepped show and play to the weather.

During the 7:45am break Jay and Karen announced that they were upset — it seems that the station had spent a ton of money to rent

Spectacular — but no one saw it.

the "Magic 105.3 Blimp," featuring the giant faces of Jay & Karen. "The problem was that the contract was for one day, rain or shine," Charles says. "To our dismay, today was the day, and though it was in the air, it was impossible to see it." After the "pilot" called in with his position over various points in the city (actually producer Dangerous Dave speaking through a bullhorn into a phone), the phone calls — both real and fake — began pouring in. "One 'caller,' who was working on top of a tall building downtown, caught a glimpse of the blimp and compared the sight of our giant faces to

"Mt. Rushmore — only more awe-inspiring," says Charles, cracking himself up. "It was radio gold."

'Dong, Where Is My Automobile?'

A wise man once said that people will do just about anything for cash, and WNKS/Charlotte recently proved that point as syndicated morning maniacs **Ace & TJ** presented



Bash for Cash, where listeners let a stranger beat on their car with a sledgehammer for a measly \$500. OM/PD **John Reynolds** explains: "Two contestants were in the studio answering trivia questions; the first one to get five correct would win \$500."

Here's the catch: If they

Stunt boy Ryan swings a big stick.

got a question wrong, stunt boy Ryan would take a whack at their car with a sledgehammer! Apparently, neither of the contestants realized that \$500 wouldn't cover all the damage, and their combined lack of brainpower was proven by the fact that their cars look "pretty smashed up," in Reynolds' words. See the results of this moronic demolition quiz show at www.acetj.com.

The Programming Dept.

• After 13 months as PD of Clear Channel Smooth Jazz KKSF/San Francisco, Steve Williams has left the building. A Detroit native, Williams' previous industry experience includes seven years at WQCD/New York. He also programmed Urban AC WDAS-FM/Philadelphia, KSSJ/Sacramento and many others, and he also spent some quality time as Smooth Jazz Editor of *Gavin*. For now, KKSF programming will be handled by **Michael Erickson**, PD of sister KISQ.

• After only two months as PD of Clear Channel Smooth Jazz WSMJ/Baltimore, **Jason Kidd** steps down. Find him at 410-703-9970 or *jasonxyv@aol.com*.

• KLLC (Alice @ 97.3) MD and KITS (Live 105)/San Francisco night jock **Derek "The Madden" Madden** relinquishes his Alice duties to concentrate full-time on his Live 105 airshift.

Continued on Page 24



YEAR AGO

- Infinity promotes Kevin Weatherly to Sr. VP/Programming and Eric Logan to VP/Programming.
- Paul Goldstein named PD and VP/Programming for KTWV/Los Angeles.
- Kurt Johnson promoted to OM/PD of KOAI & KVIL/ Dallas; Maxine Todd becomes PD of KHJZ/Houston.
- Joe Regis named President of Ryko Label Group.

YEARS AGO

- Bob Visotcky named Market Manager for Chancellor Media's Denver cluster.
- John Boulos appointed Sr. VP/Promo-
- tion, East Coast for Warner Bros.
- Marko Radlovic elevated to GM of
- KCMG-FM/Los Angeles. • KRLA-AM/Los Angeles flips to Talk.

() YEARS AGO

- Scott Herman named VP/GM of WINS/ New York.
- Ritch Bloom named VP/Pop Promotion at Qwest Records.
- Gerry McCracken named PD at WDSY/ Pittsburgh.



- Gail Mitchell promoted to VP/Exec. Editor of R&R.
- Myron Roth named Sr. VP/GM, West Coast of CBS Records.
- · Lou Patrick named PD at WKSZ/Philadelphia.

YEARS AGO

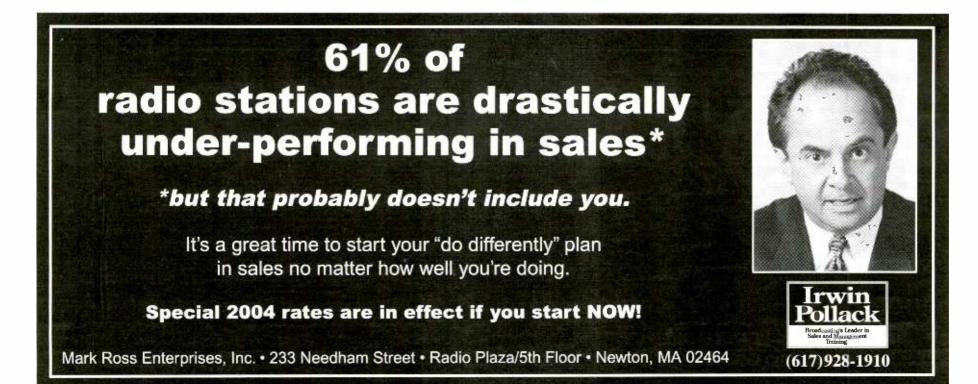
- Dave Roberts appointed VP/Director of Programming at RKO Radio Networks.
- Tracy Mitchell rejoins KJR/Seattle at PD.
- KSON-AM & FM promotes Rod Hunter to Operations Manager; Mike Shepard becomes PD.
- Wayne Cornils joins the Radio Advertising Bureau as Exec. VP.



Marco

Radlovic

Ritch Bloom



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Continued from Page 22

• PD/morning co-host Marco will exit Cromwell CHR/ Pop WQZQ (102.5 The Party)/Nashville effective Nov. 26 and will announce his future plans shortly.

• PD John Reilly exits Archway CHR/Pop simulcast WRHT & WCBZ (Hot 96 & 103.7)/Greenville, NC. Jeff Davis, PD of market sister Country trimulcast WNBR, WGPM & WZBR (Eagle 94), is upped to OM/PD for both simulcasts

• Ryan Sampson is the new PD of Three Eagles CHR/ Pop KFRX/Lincoln, NE. Sampson arrives from Baltimore, where he was MD/night jock at WWMX (Mix 106.5). He replaces longtime PD Sunny Valentine, who left last month.

• Access. | Alternative KSYR/Shreveport, LA has gone all-Christmas with rumors of a new format debuting at the end of the holidays. During the flocking that followed, morning jock Naked Jake and night jock Jeff Knight were both invited to exit. PD Rod "The Human Tripod™" remains in the house.



WTRG/Raleigh, NC PD Steve "Boom Boom" Cannon is named OM of Clear Channel's Tallahassee cluster. Cannon will replace Kris Van Dyke, now operations overlord of CC's Chattanooga, TN cluster. "I started in this business when I was 3, so I'm only 33

the early

years old now," says Cannon, desperately attempting to keep a straight face. "I was hatched for this position."

Drumming Up Your Support

ST has learned that veteran drummer Tony Thompson (Chic, Power Station, Madonna, David Bowie, etc.) is suffering from renal cell cancer and is currently without insurance. A fund has been established for anyone who would like to help Thompson fight his battle. You can contribute by sending donations to the Tony Thompson Fund, c/o One Incredible Family, 13455 Ventura Blvd., Suite 224, Sherman Oaks, CA 91423 or www.tonythompsonfund.com. Thank you in advance.

ABC Hot AC WDVD/Detroit inks Blaine Fowler for mornings from the same shift at Classic Hits WLOL/Minne-



apolis. WDVD PD Greg Ausham says, "Blaine is very talented, plus he's a Michigan native, so he knows how to correctly pronounce the names of places like 'Gratiot' and 'Mackinac.''' Fowler is WDVD's first permanent morning show since Rocky Allen left last February. Part-time personality Kevin O'Neill, who had been babysitting mornings, is helping Fowler through the transition.

Ouick Hits

· After two tours of duty, afternoon driver Rob Ryan exits Citadel CHR/Pop KKMG/Colorado Springs. Expect a replacement to be named shortly. We're betting money it'll be incoming PD Chad Rufer.

• WLTM/Atlanta morning duo Gene & Julie just picked up additional morning drive duties at Clear



· Effective Dec. 31, Premiere Radio Networks will cease the distribution of The Rick Dees Morning Show. The longtime KIIS-FM/ Los Angeles morning personality "wants to focus his limited time" on his L.A. efforts and

his Weekly Top 40 show. • Jay Ferrara joins WWRX/Providence

for mornings. Afternoon co-host Storm Zbel departs for mornings at WAVF/Charleston, SC, leaving co-host Birdsey to fly solo

• KSLZ (Z107-7)/St. Louis night guy Sid heads to mornings at KKRD/Wichita.

• The budget bug bites Hugh Holesome (may not be his real name), as he exits the morning show sidekick post at ABC CHR/Pop WDRO/Detroit.

• Dana Lundon, who's been doing weekends at Country WYCD/Detroit, now doubles her visibility by adding a weekend shift at Infinity AC WOMC/Detroit, where she's using her married name, Dana Masucci.

As part of its big-ass Jingle Ball on Dec. 14, WHYI (Y100)/ Miami is giving away the BMW convertible belonging to lingle Ball performer Enrique Iglesias. "We'll narrow the field down to 10 finalists," says Important Clear Channel S. Florida VP Guy Rob Roberts. "The night of the show each finalist will be handed a cell phone onstage. Then, from backstage, Enrique will randomly draw one of 10 numbers and call it.

ST Shot O' The Week



WTIC-FM/Hartford's morning show, Craig & Company, re cently did an event called Breaking Bread With The Sopranos, where they invited listeners to dine with several menacing characters from the HBO series. Pictured here are (I-r) Craig & Company producer Patrick O'Connor; Sopranos actor Steve Schirippa, a.k.a. Bobby Baccala; WTIC morning co-host Renee; Sopranos' Vince Curatola, a.k.a. Johnny Sack; WTIC morning host Gary Craig; Sopranos' Vincent Pastore, a.k.a. the late Big Pussy; and Craig & Company co-host/News Director John Elliott.

The person Enrique calls wins his car. And, yes, Enrique's pine tree air freshener is included in this incredible prize package."

Talk Topics

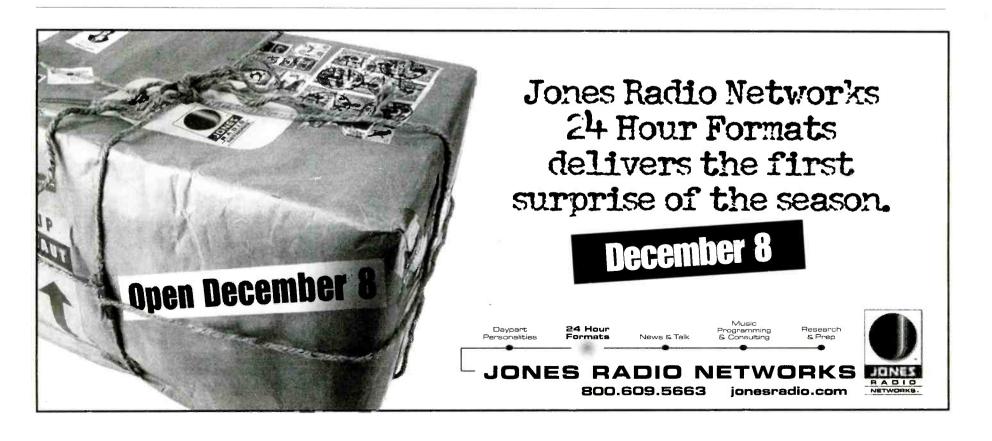
• After five years as PD of Infinity FM Talker WKRK/Detroit. Terry Lieberman crosses the street to Clear Channel in the newly created position of Director/NTR & Events for all of CC's stations in the Detroit Trading Area.

 Citadel flips KRKQ/Des Moines from Rock AC to Talk with a lineup that includes Bob & Tom in the morning, Glenn Beck until noon, The Mayor and Kim Chase from noon to 2pm and Sean Hannity from 2-5pm.

• Late-night personality Charlie Warren exits ABC News/ Talker WMAL/Washington. ABC Radio's syndicated Batchelor & Alexander can now be heard from 9pm-1am.

Baby Poop

Congrats and much love to industry legend Bob Shannon, who recently became a first-time grandfather. Jacob Matthew Person was born Nov. 4 at 12:03pm and weighed 7 lbs., 10 oz. Be sure and check out the amazing Shannon-produced audio CDs accompanying R&R's gala 30th anniversary special, coming next week!



FRANK CORREIA

SOUND DECISIONS

All You Need To Know About The Music Business, Again

Music attorney Don Passman on his updated book, the industry and the future

urrently practicing with the Los Angeles firm of Gang, Tyre, Ramer and Brown, Don Passman is known as one of America's top music attorneys. His clients include Janet Jackson, Mariah Carey, Pink, R.E.M. and Quincy Jones, and he's brokered some of the largest deals in industry history during his two-decade-plus career.

Passman is also famous (or infamous, depending on which industry insider you ask) for his renowned book All You Need to Know About the Music Business. Originally published in 1991, the book is a practical how-to guide for artists looking to land a deal.

Praised by artists and press alike, Passman's backstage pass to the industry is also required reading for anyone looking to work in the music business

Now in its fifth edition, All You Need... has been updated by Passman to address the rapidly changing landscape facing both

artists and labels. "Illegitimate downloading and piracy are obviously a huge concern for the music business,' he says. "I think we are making some progress on that, but we obviously have a lot further to go. We are also in a situation where the companies have become very corporate, which means they have to perform every fiscal quarter. In the past, companies could develop artists over several years, as opposed to the quick results they are forced to achieve these days.

I caught up with Passman recently to discuss the latest edition of his book and to pick his brain about the industry in general.

R&R: What's changed for the new edition?

DP: First of all, I had to torch the previous edition's chapter on new technologies because it was embarrassingly out of date. So, there's obviously a lot of talk about where we're going and what the future is. I got into how the record companies are computing royalties on digital technologies - streaming, downloads and so forth --- and I've just generally updated the numbers.

R&R: Has anyone ever been upset at you for giving away the secrets of the deal? got calls from lawyers saying that they charge people thousands of dollars to tell them this stuff. I got a call from a manager saying that all these young artists were pushing this book in his face now. I was delighted with all of that.

DP: Absolutely. Not so much late-

ly, but when the book first came out I

R&R: Give us your take on the industry right now. What's its greatest strength, and what's its greatest weakness?

DP: The greatest weakness is that we're trying to turn a gigantic ship that's built around a brick-andmortar and hard-goods

business. All of that is about to change radically. It's not necessarily that hard goods are going to go away, because I don't know that they are, but I think we're going to radically change how we release music. For example, albums may go away.

The weakness is that we've got these huge infrastructures built around it. We've got executives who have done it this way for their entire careers, and suddenly it's not working. It's hard to adapt a system that's so big and cumbersome — it's like turning some gigantic ship.

Our strength is that people love music. I may be going out the back door instead of the front, but people are loving music and still want it. Once we sort of harness that for the forces of good instead of evil, things will be better than they've ever been.

R&R: What's your view on file trading and what it means for the industry? DP: File trading is no different from

going into a record store and sticking a CD under your coat and walking out without paying for it. It just feels different because everyone's doing it. You're in your room. It's just one more thing. Who's gonna care? What's the difference? I don't expect the "Just Say No" campaign is going to work. The reality of it is that it is theft, and unless we can have a business where artists can make a living, we can't have art. Unless we can have a business where people pay for art, we can't have a business and artists can't get their art to the marketplace.

We have to figure out a way to do it so that it's fair. For me, the answer is twofold. One is making piracy more difficult, which we're doing with the lawsuits. The other, which is more important in my mind, is to come up with an easy-to-use, high-quality, reasonably priced alternative to the pirates that people will go to. Most people are honest.

"Deals have gotten extraordinarily more complex. When I started doing this, record deals were maybe 15-20 pages long; now they're 75-100 pages long."

Piracy is a pain. Sometimes you don't get the song you want, you have to search, you get partial downloads, and it takes a long time. Whereas if you go to a legit site and it's fast and it's clean and it's high-quality and reasonable, people will do it.

R&R: What are your thoughts on the RIAA's tactic of suing file swappers?

DP: Under the KaZaa decision. they don't have any choice. In the KaZaa decision, which is still the law, although it's on appeal, the RIAA can't sue KaZaa, based on some technicality. But it does say the RIAA can sue the people who are doing the downloading. So the industry, to the extent that it's trying to educate and encourage people not to file-share, has no choice but to go after consumers.

Now, the publicity doesn't really say this, but the RIAA is going after the uploaders, not the downloaders.

ALL YOU NEED TO KNOW ABOUT THE PASSM

REVISED AND UPDATED

All You Need to Know About the Music Business

They're going after people who are putting a lot of songs up on the Internet and letting people take them, as opposed to going after people who may have downloaded a song or two. But the one thing is, everyone knows about it. It's generated a lot of awareness and publicity. People don't like to be told they can't do something, but, at the same time, I think they're becoming aware that it is piracy.

R&R: How has your role as a music attorney changed over the past few years? And, going back further, what's different in today's industry than when you started?

DP: Over the last few years all this consolidation of companies means that there are fewer buyers. Everyone is scared and panicked and losing money, and the deals, certainly in the last year or two, are smaller. There are a lot of people who are losing their iobs who won't be able to get back into the industry because it's shrinking. In that way, it's tough.

Over the last 25 years things have changed enormously. The industry has gotten way more sophisticated. The artist representatives have gotten way more sophisticated. The deals have gotten extraordinarily more complex. When I started doing this, record deals were maybe 15-20 pages long; now they're 75-100 pages long. Every time something new comes along — like videos, like downloads - it adds four or five pages.

R&R: You mentioned consolidation. and things are certainly changing at major labels. You've brokered some huge deals R.E.M.'s \$80 million deal with Warner Bros. being one. In today's economy, and with an ailing music business, are those huge deals a thing of the past?

DP: They are a thing of the past as we sit here today. I don't think deals of that magnitude are going to happen in the next few years. I'm one of the believers that after a few years of pain — which is painful but healthy - things are going to be better than they've ever been. We have to contract because the business has gotten bloated and uneconomical. We are going to figure out how to sell music in the ways that people want it, as opposed to how we've always done it.

R&R: One thing I keep hearing is that it's a great time for independent labels right now. If you were advising an un-

signed band, would you suggest searching for that major-label deal or signing with an indie and building the band that wau?

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DP: It kind of depends on your music. If you're a mainstream, obviously straight-ahead artist, I think you're better off with a major. If you're more of an off-center — a maybe more original, in one sense --- band, you may be better off with an indie.

The ultimate rule of thumb is, A, you want to be at the company where they "get" you, where they understand who you are. Regardless of the size of the company, you need a champion inside. B, nobody may want to sign you at the majors, so indies are a perfectly good alternative.

R&R: What are some of the big mistakes young bands make when signing a deal?

DP: The biggest mistake bands make is that they tie themselves up for long periods of time without any guarantee of success, particularly in management deals. For example, it's easy, if you ask for it, to put in a clause saying, "If I haven't earned X dollars within a period of a couple of years, I can get out of my deal." Something simple like that keeps a manager from glomming on to an artist, doing nothing and just holding them up for a piece if they become successful later.

R&R: You're in amateur radio. What's your view of the commercial radio landscape right now?

DP: It's consolidating. It's becoming homogenous. I like diversity. I think that the more that things are all the same, the more it gets boring after a while. I liked it when there were all different independent formats and stations made up their own playlists.

They're in the advertising business now. They're in the business of selling ads, which I don't fault them for that's their business. But it makes music more homogenized, and that's why I think in the future these independent labels are going to find ways besides radio to break bands, and we're going to get some much more interesting music.

R&R: Any opinion on satellite radio? DP: I hope it works. I think any way we get music to people is good. I don't have it, but I've heard it, and I like it





THE INDUSTRY'S NO. 1 RETAIL CHART November 14, 2003

LW	TW	ARTIST	ALBUM	LABEL	POWERINDEX	CHANGE
-	1	TOBY KEITH	Shock'n Y'all	DreamWorks	585,227	_
_	2	SARAH MCLACHLAN	Afterglow	Arista	344,505	· _
-	3	VARIOUS	Now That's What I CallVol. 14	Columbia	319,675	
_	4	SHERYL CROW	Very Best Of	A&M/Interscope	255,034	_
2	5	OUTKAST	Speakerboxxx/The Love Below	Arista	158,153	+24%
- 1	6	JA RULE	Blood In My Eye	Murder Inc./IDJMG	145,629	+ 2-+ /0
3	7	ROD STEWART	Great American Songbook 2	J	122,495	 + 1%
_	8	P.O.D.	Payable On Death	Atlantic	111,522	+ 170
1	9	CLAY AIKEN	Measure Of A Man	RCA	108,463	-16%
6	10	LUDACRIS	Chicken & Beer	Def Jam South/IDJMG	89,307	-9%
-	11	COLDPLAY	Live 2003	Capitol	77,841	-378
	12	BON JOVI	This Left Feels Right	Island/IDJMG	74,841	_
12	13	HILARY DUFF	Metamorphosis	Buena Vista/Hollywood	69,291	+31%
9	14	DIDO	Life For Rent	Arista	69,131	+31%
26	15	ALAN JACKSON	Greatest Hits Vol.2	Arista	67,872	+96%
10	16	3 DOORS DOWN	Away From The Sun	Republic/Universal	64,533	+ 30 %
4	17	R.E.M.	In Time: The Best Of R.E.M.	Warner Bros.	61,809	+ / % -45%
8	18	THE EAGLES	The Very Best Of	Elektra/WSM	60,589	
11	19	CHINGY	Jackpot	DTP/Capitol	58,585	-19%
14	20	NICKELBACK	Long Road	Roadrunner/IDJMG	53,790	+8%
5	21	THE STROKES	Room On Fire	RCA	53,335	+ 5% -51%
_	22	WYCLEF JEAN	Preacher's Son	1	52,404	-31%
	23	FABOLOUS	More Street Dreams Part 2	Desert Storm/Elektra/EEG		-
_	24	BOB SEGER & THE SILVER BULLET.	Greatest Hits Volume 2	Capitol	50,104	-
	25	RYAN ADAMS	Rock N Roll	Lost Highway/IDJMG	50,090	-
18	26	BEYONCE	Dangerously In Love	Columbia	48,554	-
7	27	GERALD LEVERT	Stroke Of Genius	EastWest/EEG	48,493	+13%
29	28	MICHAEL MCDONALD	Motown	Eastwest/EEG Motown	47,423	-38%
20	29	LIMPBIZKIT	Results May Vary	Flip/Interscope	46,155	+53%
23	30	JOHN MAYER	Heavier Things	Aware/Columbia	45,960	+ 15%
15	31	JAGGED EDGE	Hard	Columbia	43,323	+12%
13	32	STING	Sacred Love		43,192	-12%
	33	MARTINA MCBRIDE	Martina	A&M/Interscope	42,618	-19%
30	34	LINKIN PARK		RCA	42,386	-
17	35	DAVE MATTHEWS	Meteora Some Devil	Warner Bros.	42,129	+41%
27	36	EVANESCENCE	Fallen	RCA Mindua	41,199	-4%
16	37	R. KELLY	The "R." In R&B Collection Vol.1	Wind-up	41,158	+20%
	38	TOO SHORT	Married To The Game	Jive Jive	39,742	-18%
37	39	NORAH JONES	Come Away With Me		38,877	_
45	40	TOBY KEITH	Unleashed	Blue Note/Virgin DreamWorks	38,512	+43%
19	41	BARBRA STREISAND	The Movie Album	Columbia	37,944	+63%
32	42	COLDPLAY	Rush Of Blood To The Head		37,916	-6%
24	43	OBIE TRICE	Cheers	Capitol Sharkul Afrana Ah Watana ang	37,509	+33%
_	44 44	SHANIA TWAIN	Up	Shady/Aftermath/Interscope Moreury/Idima	33,998	-8%
41	45	50 CENT	Get Rich Or Die Tryin'	Mercury/Idjmg Shadu/Aftarmath/Internance	32,126	-
50	46	HARRY CONNICK JR.	Harry For The Holidays	Shady/Aftermath/Interscope Columbia	28,168	+8%
43	40	MATCHBOX TWENTY	More Than You Think You Are	Columbia Atlantic	27,764	+ 34%
_	48	CHEET AH GIRLS	Soundtrack	Audnuc	26,630 26 FED	+12%
39	49	LIL JON & THE EASTSIDE BOYZ	Kings Of Crunk	 TVT	26,559 26 464	-
_	50	RASCAL FLATTS	Melt	Lyric Street	26,464	-2%
					26,309	

DI ALBUMS

Shock Treatment

26

Hey, at least someone's profiting from this Iraq war thing.

DreamWorks Nashville's Toby Keith is riding that patriotic sentiment all the way to the top of the charts this week with a No. 1 debut and 580,000 in first-week sales for his Shock'N Y'All. Ain't America great?





Toby Keith

debuts come from Columbia's Now Vol. 1,987,765 (No. 3), A&M/Interscope's Sheryl Crow (No. 4), Murder Inc./IDJMG's Ja Rule (No. 6) and Atlantic's P.O.D.

The rest of the

Arista's OutKast (No. 5), J's Rod Stewart (No. 7), RCA's Clay Aiken and Def Jam South/IDJMG's Ludacris (No. 10) are the holdovers in the top 10, where BMG and

UMG have four apiece.

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Other chart newcomers include Capitol's Coldplay CD-DVD hybrid (No. 11), Island/ IDJMG's Bon Jovi (No. 12), J's Wyclef Jean (No. 22), Desert Storm/Elektra/EEG's Fabolous (No. 23), Capitol's Bob Seger & The Silver Bullet Band greatest-hits collection (No. 24), Lost Highway/IDJMG's Ryan Adams (No. 25), RCA Nashville's Martina McBride (No. 33), Jive's Too Short (No. 38) and Walt Disney Records' soundtrack to the Disney Channel's Cheetah Girls show (No. 48).

Among those gaining more than 20% in first-week sales, OutKast are up an impressive 24%, heading a group that boasts Buena Vista/Hollywood's Hilary Duff (+31%), Arista Nashville's Alan Jackson (26-15 and +96%, experiencing post-CMA love), Motown's Michael McDonald (+53%), Warner Bros.' Linkin Park

(+41%), Wind-up's Evanescence (+20%), **Blue Note's** Norah lones (+43%), Dream-Works Nashville's Toby Keith (+63%), Capitol's Coldplay (42-32, +33%) and Columbia's Harry **Connick Jr.** (+34%).



Next week: 50 Cent's G-Unit/Shady/Aftermath/Interscope posse G-Unit go head-tohead against Roc-A-Fella/IDJMG's Jay-Z, with the two battling Amaru/Interscope's 2Pac Resurrected soundtrack for the No. 1 spot. Arista's Pink, Reprise's Josh Groban and Atlantic's Kid Rock will also be in the hunt.

GOING FOR ADDS

ember 14, 2003/

rossing Over

Since the beginning of the entertainment business, stars have always wanted to excel in other areas. Sports figures want to be musicians, musicians want to be actors, and so on. Though the recent trend has been for recording artists to delve into television and film, next week The Bachelor's Bob Guiney is throwing his hat into the music ring with "Girlfriend."

Guiney originally appeared on the show The Bachelorette, where he failed to win the heart of one Ms. Trista Rehn. He did, however, pique the interest of fans and the show's producers, leading to his current status as television's most publicized single man. Though the Riverview, Ml native may seem like he's using his newfound TV stardom as a steppingstone to a career in music, the



Bob Guinev

truth is, Guiney has already enjoyed success as rock star. While attending Michigan State University (where he was also a quarterback on the school's football team), Guiney, with his fraternity brothers, formed the band Fat Amy. They achieved regional success and recorded two independent albums. The bachelor will be making the rounds at television this month, with appearances on The Ellen Degeneres Show on Nov. 19, Good Morning America and Oprah on Nov. 21 and The View on Nov. 24. Then, on Nov. 25 Guiney's debut CD, 3 Sides, will hit store shelves.

Omarion, J-Boog, Raz-B and Lil Fizz, otherwise known as B2K, are also switching entertainment gears, with forays into acting. Look for them to use their musical strengths to their advantage while attempting this feat. Next week B2K present "Bada Boom," the lead single from their upcoming album, B2K Presents ... You Got Served, to Rhythmic and Urban radio. The Dec. 23 release is the soundtrack to their first motion picture, You Got



Elton John

Served, and will reportedly feature 12 new tracks. As for the film, it hits theaters Jan. 30 and co-stars Marques Houston. Performers such as Lil' Kim, Jagged Edge, XSO Drive, Ihene and ATL will also appear in the movie. A short promotional tour will take place after Christmas, kicking off in Los Angeles Dec. 26 and ending Jan. 3 in Detroit

While Elton John is not starring

in the film Mona Lisa Smile, he is providing its end title song "The Heart of Every Girl," which will debut at AC next week. Written by Bernie Taupin, "The Heart..." was recorded by John with a 50-piece all-girl orchestra. As for Mona Lisa Smile, the film stars Julia Roberts, Kirsten Dunst, Julia Stiles, Maggie Gyllenhaal and Marcia Gay Harden and opens nationwide Dec. 19. In other news, John has signed on to perform 75 concerts over the next three years at the amazing Colosseum at Caesars Palace in Las Vegas. David LaChappelle, director of John's videos for "Original Sin" and "The Train Don't Stop There," will serve as Production Designer and Director. The show, The Red Piano, begins Feb. 13, 2004.

LeAnn Rimes began her career as a country artist, and though she's successfully crossed over into the mainstream, she knows where her

roots lie. Next week she goes for adds with "This Love," from her upcoming Greatest Hits CD, which will be released Nov. 18. To promote the album, Rimes will be all over the place: She'll be taping an episode of The Ellen Degeneres Show on Nov. 12 and a "Lounge" performance on Extra on Nov. 13. She'll make a live appearance on CMT's MWL on Nov. 18 and show up on Regis and Kelly Dec. 3. Sport-



LeAnn Rimes

ing events will also have the honor of her presence, as she performs at the NYC NASCAR Event on Dec. 5 and sings the national anthem at the NFL's Atlanta Falcons game Dec. 7. As far as live shows go, Rimes will hit the stage at the Grand Ole Opry in Nashville on Nov. 22 and visit markets in Texas and Nevada in early December.



CHR/RHYTHMIC

Week Of 11/17/03

B2K Bada Boom (Epic)

PINK God Is A DJ (Arista)

T.I. Be Easy (Grand Hustle/Atlantic)

TEEDRA MOSES f/JADAKISS You'll Never Find (A Better Woman) (TVT)

CHR/POP

DEFAULT (Taking My) Life Away (TVT)

SHERYL CROW The First Cut Is The Deepest

PINK God Is A DJ (Arista)

(A&M/Interscope)

BARENAKED LADIES Another Postcard (Chimps) (Reprise)

TLC f/LIL JON Come Get Some (Arista)

URBAN

B2K Bada Boom (Epic)

CALVIN RICHARDSON Keep On Pushin' (Hollywood) CARL THOMAS She Is (Bad Boy/Universal) FLOETRY wannaBwhereUR (thisizzaluvsong) (DreamWorks) TLC f/LIL JON Come Get Some (Arista)

URBAN AC

EN VOGUE Losin' My Mind (33rd Street)

COUNTRY

LEANN RIMES This Love (Curb)

AC

ELTON JOHN The Heart Of Every Girl (Epic)

HOT AC

DEFAULT (Taking My) Life Away (TVT) FIVE FOR FIGHTING 100 Years (Aware/Columbia)

SMOOTH JAZZ

JEFF GOLUB Pass It On (GRP/VMG) URBAN KNIGHTS Church (Narada)

ROCK

No adds

ACTIVE ROCK

CRYSTAL METHOD Born Too Slow (V2) THRICE Stare At The Sun (Island/IDJMG)

ALTERNATIVE

A PERFECT CIRCLE The Outsider (Virain) CRYSTAL METHOD Born Too Slow (V2) THRICE Stare At The Sun (Island/IDJMG) YEAR OF THE RABBIT Last Defense (Elektra/EEG)

TRIPLE A

FIVE FOR FIGHTING 100 Years (Aware/Columbia) ROBERT CRAY Up In The Sky (Sanctuary/SRG) VARIOUS ARTISTS French Café (Putumayo)

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

KEVIN CARTER

kcarter@radioandrecords.com

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Harnessing Bullet Time And Replication

Managing multiple stations without making your head explode

Wasn't that really cool in *The Matrix* how the characters were able to slow time down and do several things in a split second? And then again in *The Matrix* Reloaded, when Agent Smith was able to replicate himself to the point where there were more than a hundred of him, all intent on kicking Neo's ass? I know that as soon as today's multitasking PDs saw that they thought, "Man, if only I could do that. I could rule the world — I mean, run more than one station."

Jeff Kapugi

Things in the music business have definitely gotten a little more interesting in the past few years. While consolidation may be the watchword of the decade, the prob-

lem is that, although jobs are being cut back, scientists still haven't found a way to clone a company's remaining employees so they can do the jobs of more than one person in the space of a single day without working the full 24 hours plus a few imaginary ones.

I hunted down several

people who oversee more than one station to ask them their secrets for getting their work done and being able to go home at the end of the day without going postal on their coworkers. Let's meet our contestants, shall we?

Contributing their sage advice are Jeff Kapugi, PD of Clear Channel's WFLZ/Tampa and OM of sisters WMTX & WSSR/Tampa; Nikki Nite, PD of Entercom's WFBC (B93.7)/Greenville, SC and coowned simulcast WOLI & WOLT (The Walk)/Greenville; and John

"At the end of the day your job is to be the ringmaster of a three-ring circus."

Jeff Kapugi

Reynolds, PD of WNKS (Kiss 95.1)/ Charlotte and OM of market sister WSSS

Time spent at work is foremost in Nite's and Reynolds' minds; their

initial piece of advice on how to manage multiple stations involves scheduling. Nite advises (while laughing, however), "The secret is to get here at 6am and leave at 10pm. And hire everyone else who can do the job you do too." Reynolds is more succinct: "Get a lot of sleep at night.'

Rock, Paper, Scissors

All three of our PDs are list makers, and it appears to work for them. "I always try to keep a list of the things that have to be accomplished on each station, and I prioritize them," Nite says. "So if there are bigpicture things that need to be done, those stay top-of-mind, and I'm getting those done first. There are always a million things that need to be done, but there are some things that are more urgent or big-picture than others.

"For the things that are smaller, if you can't get to one, cross it off today's list and move it to tomorrow's list. If there are fires that pop up, that's just part of the job. You have to handle the situation and then come back to what you were doing. That's why having that prioritized list helps, because you can focus on what it was you were working on."

"I have a pad of paper on my desk, and I write every note down that I get in a conversation or in a phone call or retrieve off voice mail," Reynolds says. "What I don't cross

by Keith Berman **Associate Radio Editor**

off the list that day gets transferred into the Palm Pilot for the next day, and I start off going through that.

"Everything gets keyed in to the Palm Pilot at the end of the day, because when I leave the office or when I'm in a meeting or at a dinner, it goes with me. I use the Palm Pilot as more of a portable office, while I still use a pad of paper in the office."

Kapugi is also a proponent of technology, saying, "The Blackberry is my friend. It's all in there. I do use a notepad, too, though."

"You've been given the position and people expect you to have the answers, but you're not going to."

John Reynolds

Delegation And Adaptation

Another thing that all three of our PDs agree on is the need for delegation. They caution, however, that your vision needs to be communicated clearly down the line to all the evil minions executing your plan, and they all concur that making sure the right people are in place is key for giving you the peace of mind to be able to hand off projects.

"You need to hire the right people to work for and with you and allow them to do the job that you hired them to do," says Kapugi. "The first time we do something new, I do some followup, but once we've been through something and I have confidence that it'll get executed properly, I let it run its course.

"Don't be afraid to hire someone who's better than you at any particular job; it's not about who's the best. You can hire a bunch of people who are better than you in a lot of different areas, and, at the end of the day, your job is to be the ringmaster of a three-ring circus."

Reynolds advises, "Learning to adapt to the new corporate environment and the new expectations forces you to delegate. But you have to surround yourself with good people so that when you delegate something, it gets done in the way you expect it to be done

because that person knows exactly what you're expecting of them.

"You also have to clearly define to your staff what your expectations are so that they know what you're trying to accomplish. When you give them a project, they know the standards to which that project needs to be completed or how it needs to sound when it hits the air."

Be The Filter

"I'm very involved with my staff, but a lot of times they're creating a lot of what's going on the station," says Nite. "I see my job as being the filter that all those things go through, making sure that everyone's moving in the same direction and that they're creating things that fit the image of the station and that work for the goals we're trying to accomplish. I'm involved, but they're also very empowered to do their jobs.

"It's about creating an environment where people feel responsible.

The whole part of delegation that people have problems with is following up. Delegation isn't just handing it off to someone and forgetting about it; it's training the person to do it in the way that accomplishes the goals you're trying to accomplish, handing it off to that person and then

following up with them to make sure they've done it the right way.

"It's important to hire the right people and to recognize them for the talents that they have and to make sure you've given your team the right direction. Then you have to empower them, because no one person can do it all.

"If you've got strong, talented people working with you, it's a lot easier, because they're all doing what you hired them to do and you're not micromanaging them."

Doing 13 Things At Once

We all know that a radio station is like a semi: It's big and powerful, but trying to change its direction is a major effort, and if you're not careful, you can demolish someone's shrubbery. So how can you mentally change lanes from driving one station to working on another?

"It's hard, because you're trying to get into two different modes," Reynolds says. "It's kind of like you're dating two different women

you have two different personalities, you have to act differently with each of them, and you have to be careful that one doesn't find out about the other. "Typically, I try to ad-

dress everything right away. I don't let things sit for too long, because then they begin to pile up. As soon as I've been given a

new problem or task, I try to get it handled right away.

"You have to drop everything and deal with certain fires. Sometimes at that point I have to grab my music director or production director and say, 'Look, I need you take care of this. I've got to deal with an issue right now.' You've got to delegate stuff at that minute if it's a deadlinesensitive project that you were pulled away from."

You're Always Learning

"Everyone knows when they can and can't approach me, and we have designated times where we have open forums for salespeople, promotions people, what have you," Kapugi says. "But we're always flexible to fit things in when they pop up

"I try to spend a lot of time with my GMs, letting them know what's going on at the radio stations, and I usually try to hook up with them at the beginning and end of the day so

they don't feel like they're out of the loop. The worst thing you can do is surprise your GM."

"Just remember, you're always learning," Reynolds says. "You always have to keep that attitude, because it helps you adapt. The way it's getting done isn't the way it has to get done; you can

always do it a different way.

"You don't and can't know it all. You've been given the position and people expect you to have the answers, but you're not going to. Accept that, and I think you benefit so much when you realize that you're still learning and can learn from everyone. Don't be afraid to make mistakes."

TALK BACK TO R&R!

Do you have questions, comments or feedback regarding this column or other issues?

Call me at 310-788-1659 or e-mail: kcarter@radioandrecords.com





John Reynolds



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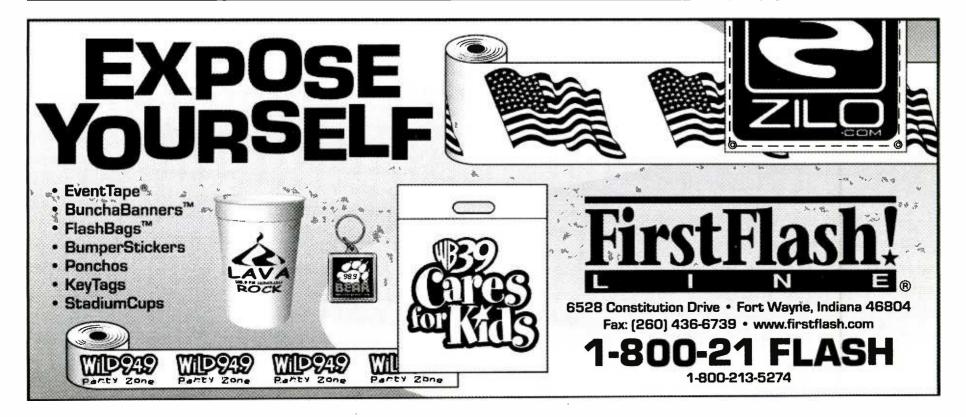
CHR/POP CALLOUT AMERICA. BY @Bullseye

EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES November 14, 2003

CALLOUT AMERICA® song selection is based on the top 25 titles from the R&R CHR/Pop chart for the airplay week of October 19-25.

									F				.,		
HR	→ = Hit Potential ®		TOTAL			Will INC.	NW NY	DEM	OGRAP	HICS		RE	GIONS		CALLOUT AMERICA®
	ARTIST TITLE LABEL(S)	TW	ORABILIT LW	Y ESTIMAT 2W	TE (1-5) 3W	TOTAL % FAMILLAS	TOTAL % BURN		WOMEN 18-24	WOMEN 25-34	EAST	SOUTH	MID- WEST	WEST	
ľ	FABOLOUS f/TAMIA Into You (Desert Storm/Elektra/EEG)	4.09	4,09	/4.09	4.02	93.7	23.1	* 4.12	4,12	4.05	4.02	4.13	4.12	4.10	BY ANTHONY ACAMPORA
	CHRISTINA AGUILERA f/LIL' KIM Can't Hold Us Down (RCA)	4.04	4.02	3.94	3.91	95.1		4.03	3.99	4.09			4.13		for a third consecutive week, "Into
	v										1				You" by Fabolous featuring Tamia
	50 CENT P.I.M.P. (Shady/Aftermath/Interscope)	4.03	4.00	3.99	3.91	99.4	35.1		4.05 »		4.02	3.93	4.02	4.16	holds the top spot on Callout Ameri- ca, R&R's exclusive survey of 350
	MYA My Love Is LikeWhoa (A&M/Interscope)	3.98	3.98	3.91	3.85	97.7	26.0	4.06	4.11	3.77	3.90	4.21	3.64	4.18	women ages 12-34. The song ranks
	BEYONCE' f/SEAN PAUL Baby Boy (Columbia)	3.96	4.03	~ 4.07	4.09	. 97.1	30.9	3.98	3.89	4.02	3.88	3.97	4.04	3.96	first with teens and second among women 18-24 and 25-34.
	BABY BASH Suga Suga (Universal)	3.93	3.84	3.76	3.74	91.4	19.7	4.01	3.94	3.83	3.92	3.79	3.90	4.08	The other four songs in the top
	MATCHBOX TWENTY Bright Lights (Atlantic)	3.93	~3.80	3.64		86.0	21.1	3.86	4.04	3.88	3 78	3 98	3.97	3.96	five are essentially recurrents, but Baby Bash moves up to the No. 6
															spot with "Suga Suga" (Universal). It
	BLACK EYED PEAS Where Is The Love? (A&M/Interscope)	3.92	3.92	3.92	3.93	98.9	28.0	3.84	3.96	3.96	3.99	3.77	3.84	4.08	ranks sixth with teens and eighth 18- 24, and it's closing in on the top five
	NELLY f/P. DIDDY & MURPHY LEE Shake Ya (Bad Boy/Universal)	3. 91	8.89	3.89	` 3.89	97.7	29.1	3.96	3.80	, 3.96	3.79	4.02	3 .86	3.96	on the CHR/Pop chart.
	CHINGY Right Thurr (DTP/Capitol)	3.91	3.91	3.90	3.96	97.4	26.9	4.06	3.84	3.84	3.93	3.94	3.92	3.86	Matchbox Twenty soar to No. 7
	STACIE ORRICO (There's Gotta Be) More To Life (ForeFront/Virgin)	3.90	3.85	. 3.84	3.71	89.1	19.1	- 3.83	4.00	3.87	3,76	3.99	3.88	3.97	with "Bright Lights" (Atlantic). "Lights" ranks fourth with women
	· · ·	· -						1	Ì						18-24 and ninth 25-34. Its three-week
	3 DOORS DOWN Here Without You (Republic/Universal)	3.88	3.91	3.83	3.64	90.3	23.7	3.78	4.00	3.85	3.71	3.89	4.13	3.79	trend is 3.64-3.80-3.93. Stacie Orrico holds down the No.
	LIZ PHẬIR Ŵhy Can't I? <i>(Cầpitol)</i>	3.87	3.8 3	3.77	- 3.71	90.0	20.0	3.90	3.88	3.84	3.76	4.05	3.95	<u>,3</u> .74	11 spot overall and scores solid 18-34
	SANTANA f/ALEX BAND Why Don't You & I (Arista)	3.87	3.92	3.88	3.72	90.6	26.6	3.79	3.93	3.89	3.83	3.94	3.74	3.96	results with "(There's Gotta Be) More to Life" (ForeFront/Virgin). The track
	LIL' JON & THE EASTSIDE ĎOYZ Get Low (TVT)	3.85	3.89	3.92	3.87	,97.1	29.1	4.07	3.89	3.57	3.64	3.87	3.87	4.01	ranks fifth among women 18-24 and
	φ.														10th with women 25-34.
H	LUDACRIS f/SHAWNNA Stand Up (Def Jam South/IDJMG)	3.83	3.84	3.86	3.83	97.7	29.1	3.93	3.73	3.83	3.67	3.79	3.91	3.95	Liz Phair climbs to the No. 12 spot overall with "Why Can't I," which
	MAROON 5 Harder To Breathe (Dctone/J)	3.82	3.79	3.74	3.70	84.9	2 2 .0	3.79	3.90	3.78	3.89	3.92	3.77	3.72	posts its highest total favorability
	HILARY DUFF So Yesterday (Buena Vista/Hollywood)	3.82	3.78	3.67	3.60	94.0	22.0	3.81	3.69	3.96	3.87	3.88	3.73	3.80	score to date, with a 3.87. In the demo arena, "So Yesterday"
HP	SIMPLE PLAN Perfect (Lava)	3.81	_	_	_	85.1	17.1	3.95	3.73	3.76	3.82	3 87	3.62	3 92	by Hilary Duff (Hollywood) ranks
n			_		_										fifth among women 25-34.
	FOUNTAINS OF WAYNE Stacy's Mom (S-Curve/EMC)	3.80	3.81	3.78	3.63	89.1	25.4	3.75	3.79	3.88	3.68	3.91	3.65	3.96	Due to a technical error, Britney Spears ' "Me Against the Music" was
	PINK Trouble (Arista)	3.75	3.67	3.64	3. 65	87.1	20.9	3.76	3.80	3.69	3.51	3.94	3.65	3.84	inadvertently left out of the study for
	TRAPT Headstrong (Warner Bros.)	3.73	3.67	3.59	3.62	92.6	26.0	3.70	3.84	3.64	3.74	3.78	3.54	3.86	the last two weeks. It will return next week. The song tested well its first
	OUTKAST Hey Ya! (Arista)	3 72	3.74	3 62	3.55	90.9	18 N	3.82	3.67	3.66			3.68		two weeks out, scoring 3.76 and 3.73.
															You can view detailed Callout America data online each week at
	KELLY CLARKSON Low (RCA)	3.67	3.68	3.61	3.53	94.3	28.6	3.52	3.74	3.76	3.65	3.60	3.67	3.77	www.bullsi.com. This week's password
	JOHN MAYER Bigger Than My Body (Aware/Columbia)	3.65	3.52	3.37	3.44	90.Š	26.0	3.58	3. 67	3.71	3.69	3.57	3.66	3.68	is burruss.

Total sample size is 350 respondents with a +/-5 margin of error. **Total average favorability** estimates are based on a scale of 1-5 (1=dislike very much, 5=like very much). **Total familiarity** represents the total percentage of respondents who recognized the song. **Total burn** represents the percentage of respondents who said they were tired of hearing the song. Songs must reach 40% familiarity before they appear in print. **Hit Potential (HP)** tracks represent songs that have yet to chart top 25 on **R&R**'s CHR/Pop chart. Sample composition is based on females aged 12-34, who respond favorably to a CHR/Pop musical montage in the following regions and markets: **EAST**: Boston, Buffalo, Hartford, Nassau-Suffolk, New York, Philadelphia, Pittsburgh, Providence, Rochester, Washington, DC. **SOUTH:** Atlanta, Austin, Charlotte, Dallas, Houston, Miami, Nashville, San Antonio, Tampa. **MIDWEST**: Chicago, Cincinnati, Cleveland, Columbus, Detroit, Indianapolis, Kansas City, Milwaukee, Minneapolis, St. Louis. **WEST**: Denver, Fresno, Los Angeles, Portland, Sacramento, Salt Lake City, San Diego, Seattle, Spokane, Tucson.



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CHR/POP TOP 50

-//	NC.							W.
LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+ / - PLAYS	TOTAL AUDIENCE (00)	WEEKS ON Chart	TOTAL STATIONS/ ADDS	Most Added
1	1	BEYONCE' f(SEAN PAUL Baby Boy (Columbia)	8693	-191	692725	13	124/1	www.rradds.com
2	2	3 DOORS DOWN Here Without You (Republic/Universal)	8570	+61	657605	15	122/2	
4	ğ	FOUNTAINS OF WAYNE Stacy's Mom (S-Curve/EMC)	6512	+ 529	411983	11	125/1	ARTIST TITLE LABEL(S) KELLY CLARKSON The Trouble With Love is <i>(RCA)</i>
3	4	SANTANA f/ALEX BAND Why Don't You & I (Arista)	6175	-9	450451	21	122/1	BEYONCE' Me, Myself And I (Columbia)
6	6	TRAPT Headstrong (Warner Bros.)	6063	+251	453502	17	115/0	JAY-Z Change Clothes (Roc-A-Fella/IDJMG)
8	6	BABY BASH Suga Suga (Universal)	6048	+943	438137	12	110/3	CHINGY f/SNOOP DOGG & LUDACRIS Holidae In (DTP/Capito
10	ŏ	OUTKAST Hey Ya! (Arista)	5952	+1069	486733	9	123/2	JESSICA SIMPSON With You (Columbia) EVANESCENCE My Immortal (Wind-up)
7	8	MAROON 5 Harder To Breathe (Octone/J)	5587	-223	442240	21	124/0	OUTKAST The Way You Move <i>(Arista)</i>
5	9	NELLY f/P. DIDDY & MURPHY LEE Shake Ya Tailfeather (Bad Boy/Universal)	5341	-528	397000	22	119/1	PINK God Is A DJ (Arista)
13	Ū	STACIE ORRICO (There's Gotta Be) More To Life (ForeFront/Virgin)	4720	+232	349284	16	119/0	JASON MRAZ You And I Both (Elektra/EEG)
11	Ō	LIL' JON & THE EASTSIDE BOYZ Get Low (TVT)	4715	+123	314980	14	103/2	FUEL Falls On Me <i>(Epic)</i>
9	12	CHRISTINA AGUILERA f/LIL' KIM Can't Hold Us Down (RCA)	4638	-435	394932	18	121/1	
14	13	BRITNEY SPEARS f/MADONNA Me Against The Music (Jive)	4621	+ 192	311175	5	129/1	
12	14	BLACK EYED PEAS Where Is The Love? (A&M/Interscope)	4387	-116	344761	26	125/1	Most
17	15	NO DOUBT It's My Life <i>(Interscope)</i>	3672	+600	304270	4	127/4	Increased Plays
19	16	SIMPLE PLAN Perfect (<i>Lava</i>)	3529	+621	318602	9	113/10	**************************************
16	Ŏ	MATCHBOX TWENTY Bright Lights (Atlantic)	3462	+244	224346	12	101/4	ARTIST TITLE LABEL(S)
18	18	LIZ PHAIR Why Can't I? <i>(Capitol)</i>	3404	+369	207534	15	115/2	CHRISTINA AGUILERA The Voice Within (RCA)
21	Ŏ	NICKELBACK Someday (Roadrunner/IDJMG)	3062	+450	191773	8	113/4	OUTKAST Hey Ya! (Arista) BABY BASH Suga Suga (Universal)
15	20	HILARY DUFF So Yesterday (Buena Vista/Hollywood)	3014	-627	225636	16	119/1	SIMPLE PLAN Perfect (Lava)
24	2	MICHELLE BRANCH Breathe (Maverick/Warner Bros.)	2800	+325	216440	6	109/3	NO DOUBT It's My Life (Interscope)
20	22	FABOLOUS f/TAMIA Into You (Desert Storm/Elektra/EEG)	2572	-100	239355	18	85/0	CLAY AIKEN Invisible (RCA)
25	23	STAIND So Far Away (<i>Flip/Elektra/EEG</i>)	2347	+151	142955	12	96/7	CHINGY f/SNOOP DOGG & LUDACRIS Holidae In (DTP/Capito FOUNTAINS OF WAYNE Stacy's Mom (S-Curve/EMC)
40	2	CHRISTINA AGUILERA The Voice Within (RCA)	2246	+ 1230	169277	2	123/8	LUDACRIS f/SHAWNNA Stand Up (Def Jam South/IDJMG)
28	25	BUBBA SPARXXX Deliverance (Beatclub/Interscope)	2244	+117	119397	11	87/1	JESSICA SIMPSON With You (Columbia)
33	26	CLAY AIKEN Invisible (<i>RCA</i>)	2239	+557	172980	5	103/6	
32	ð	LUDACRIS f/SHAWNNA Stand Up (Def Jam South/IDJMG)	2223	+ 521	150805	5	93/8	
30	23	FEFE DOBSON Take Me Away <i>(Island/IDJMG)</i>	2011	+175	97993	9	103/2	Most
37	æ	CHINGY f/SNOOP DOGG & LUDACRIS Holidae In (DTP/Capitol)	1945	+531	114678	3	88/18	Played Recurrents
22	30	JOHN MAYER Bigger Than My Body (Aware/Columbia)	1935	-612	122555	12	95/0	** ***
31	3	BLACK EYED PEAS Shut Up (A&M/Interscope)	1923	+88	99514	7	89/0	ARTIST TITLE LABEL(S) TO
23	32	MYA My Love Is LikeWhoa (A&M/Interscope)	1874	-656	120727	15	118/0	BEYONCE' f JAY-Z Crazy In Love (Columbia)
27	33	KELLY CLARKSON Low (RCA)	1864	-283	161081	14	102/0	MATCHBOX TWENTY Unwell (Atlantic) JASON MRAZ The Remedy (I Won't Worry) (Elektra/EEG)
26	34	50 CENT P.I.M.P. (Shady/Aftermath/Interscope)	1783	-405	107957	17	106/1	CHINGY Right Thurr (DTP/Capitol)
35	35	NELLY FURTADO Powerless (Say What You Want) <i>(DreamWorks)</i>	1773	+ 145	106221	5	93/3	50 CENT In Da Club (Shady/Aftermath/Interscope)
36	36	JUSTIN TIMBERLAKE Senorita (<i>Jive</i>)	1498	-73	126581	19	116/1	EVANESCENCE Bring Me To Life (Wind-up)
38	37	ENRIQUE IGLESIAS Addicted (Interscope)	1454	+232	95486	3	94/6	JUSTIN TIMBERLAKE Rock Your Body (<i>Jive</i>) R. KELLY Ignition (<i>Jive</i>)
34	38	ATARIS The Boys Of Summer (Columbia)	1340	-336	87776	19	100/0	KELLY CLARKSON Miss Independent (RCA)
41	39	DIDO White Flag (Arista)	1156	+ 169	94181	6	49/5	SEAN PAUL Get Busy (VP/Atlantic)
44	40	FUEL Falls On Me (Epic)	1119	+221	32639	5	78/11	UNCLE KRACKER f/DOBIE GRAY Drift Away (Lava)
44 46	4	EAMON F**k It (I Don't Want You Back) <i>(Jive)</i>	1050	+221	73421	3	49/7	M. BRANCH Are You Happy Now? (Maverick/Warner Bros.) LUMIDEE Never Leave You - Uh Ooh, Uh Oooh! (Universal)
40 [Debut>	42	JESSICA SIMPSON With You (Columbia)	1030	+207	86507	1	43/7 82/16	Lil' KIM f/50 CENT Magic Stick (Queen Bee/Atlantic)
	43		1009	-158	68181	י 17	42/0	SIMPLE PLAN Addicted (Lava)
39 29	43 44	LIVE Heaven (Radioactive/Geffen)	985	-1093	46689	8	42/0 120/0	3 DOORS DOWN When I'm Gone (Republic/Universal)
29 43	44 4 5	PINK Trouble (Arista) JOSH KELLEY Amazing (Hollywood)	985 941	+14	40009 50061	o 6	120/0 54/1	ASHANTI Rock Wit U (Awww Baby) (Murder Inc./IDJMG)
43 Debut>	49	OUTKAST The Way You Move (Arista)	941 866	+ 14	73175	1	33/14	EMINEM Lose Yourself <i>(Shady/Interscope)</i> CHRISTINA AGUILERA Fighter <i>(RCA)</i>
45	47	MISSY ELLIOTT Pass That Dutch (Gold Mind/Elektra/EEG)	857	+203	40242	4	46/0	TRAIN Calling All Angels (Columbia)
45 48	-		857 796	-27 +83	40242		46/U 26/0	DANIEL BEDINGFIELD Gotta Get Thru This (Island/IDJMG)
48 49	48 49	YOUNGBLOODZ f/LIL' JON Damn! <i>(Arista)</i> O.A.R. Hey Girl <i>(Lava)</i>	790	+ 83 + 58	40434 27397	2 2	20/0 49/3	DJ SAMMY & YANOU Heaven (Robbins)
	50					2		JEWEL Intuition (Atlantic) MERCYME I Can Only Imagine (INO/Curb)
47		BLAQUE I'm Good <i>(Elektra/EEG)</i>	747	+19	35989	3	52/1	

129 CHR/Pop reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week 129 CHAPTOP reporteds. Monitored an play data supplied by Mediadase Research, a unsolin of Preintere Analysis of the song stanked by total plays to the air play week of 11/2-11/8. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2003, The Arbitron Company). © 2003, R&R, Inc.

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

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Powered I

ARTIST TITLE LABEL(S)	ADDS
KELLY CLARKSON The Trouble With Love Is (RCA)	52
BEYONCE' Me, Myself And I (Columbia)	42
JAY-Z Change Clothes (Roc-A-Fella/IDJMG)	22
CHINGY f/SNOOP DOGG & LUDACRIS Holidae In (DTP/Capitol)	18
JESSICA SIMPSON With You (Columbia)	16
EVANESCENCE My Immortal (Wind-up)	16
OUTKAST The Way You Move (Arista)	14
PINK God Is A DJ (Arista)	13
JASON MRAZ You And 1 Both (Elektra/EEG)	12
FUEL Falls On Me <i>(Epic)</i>	11

~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	*	**	Au	TOTAL
				PLAY
ARTIST TITLE LABEL(S)				INCREASE
CHRISTINA AGUIL	ERA The Voic	e Within <i>(Ri</i>	CA)	+1230
OUTKAST Hey Ya!	(Arista)			+1069
BABY BASH Suga	Suga <i>(Univers</i>	al)		+943
SIMPLE PLAN Per	ect <i>(Lava)</i>			+621
NO DOUBT It's My	Life <i>(Intersco</i>	pe)		+600
CLAY AIKEN Invisi	ole (RCA)			+557
CHINGY F/SNOOP	DOGG & LUD	ACRIS Holi	dae In <i>(DTP/Ca</i> ,	<i>pitol)</i> + <b>531</b>
FOUNTAINS OF W	AYNE Stacy'	s Mom <i>(S-Ci</i>	urve/EMC)	+529
LUDACRIS f/SHAV	/NNA Stand	Up <i>(Def Jan</i>	n South/IDJMG/	+521
JESSICA SIMPSO	N With You //	Columbia)		+496

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	** x.2* ***	
	ARTIST TITLE LABEL(S)	TOTAL PLAYS
	BEYONCE' f JAY-Z Crazy In Love (Columbia)	2297
	MATCHBOX TWENTY Unwell (Atlantic)	1998
	JASON MRAZ The Remedy (I Won't Worry) (Elektra/EEG)	1976
	CHINGY Right Thurr (DTP/Capitol)	1969
	50 CENT In Da Club (Shady/Aftermath/Interscope)	1835
	EVANESCENCE Bring Me To Life (Wind-up)	1777
	JUSTIN TIMBERLAKE Rock Your Body (Jive)	1739
	R. KELLY Ignition (Jive)	1612
	KELLY CLARKSON Miss Independent (RCA)	1356
	SEAN PAUL Get Busy (VP/Atlantic)	1182
	UNCLE KRACKER f/DOBIE GRAY Drift Away (Lava)	1162
	M. BRANCH Are You Happy Now? (Maverick/Warner Bros.	/ 1134
	LUMIDEE Never Leave You - Uh Ooh, Uh Oooh! (Universal)	1046
	LIL' KIM f/50 CENT Magic Stick (Queen Bee/Atlantic)	991
	SIMPLE PLAN Addicted (Lava)	979
	3 DOORS DOWN When I'm Gone (Republic/Universal)	970
	ASHANTI Rock Wit U (Awww Baby) (Murder Inc./IDJMG)	857
	EMINEM Lose Yourself (Shady/Interscope)	762
	CHRISTINA AGUILERA Fighter (RCA)	687
	TRAIN Calling All Angels (Columbia)	660
	DANIEL BEDINGFIELD Gotta Get Thru This //sland/IDJMG	
	DJ SAMMY & YANOU Heaven (Robbins)	643
	JEWEL Intuition (Atlantic)	631
	MERCYME   Can Only Imagine (INO/Curb)	607
1		

## CHR/POP TOP 50 INDICATOR

📲 November 14, 2003

3 DOORS DOWN Here Without You (Republic/Universal)

FOUNTAINS OF WAYNE Stacy's Mom (S-Curve/EMC)

SANTANA f/ALEX BAND Why Don't You & I (Arista)

NELLY f/P. DIDDY & MURPHY LEE Shake Ya Tailfeather (Bad Boy/Universal)

STACIE ORRICO (There's Gotta Be) More To Life (ForeFront/Virgin)

CHRISTINA AGUILERA f/LIL' KIM Can't Hold Us Down (RCA)

BRITNEY SPEARS f/MADONNA Me Against The Music (Jive)

BLACK EYED PEAS Where Is The Love? (A&M/Interscope)

MICHELLE BRANCH Breathe (Maverick/Warner Bros.)

LIL' JON & THE EASTSIDE BOYZ Get Low (TVT)

HILARY DUFF So Yesterday (Buena Vista/Hollywood)

JOHN MAYER Bigger Than My Body (Aware/Columbia)

BUBBA SPARXXX Deliverance (Beatclub/Interscope)

MYA My Love Is Like...Whoa (A&M/Interscope)

CHRISTINA AGUILERA The Voice Within (RCA)

BLACK EYED PEAS Shut Up (A&M/Interscope)

FEFE DOBSON Take Me Away (Island/IDJMG)

LUDACRIS f/SHAWNNA Stand Up (Def Jam South/IDJMG)

FABOLOUS f/TAMIA Into You (Desert Storm/Elektra/EEG)

50 CENT P.I.M.P. (Shady/Aftermath/Interscope)

KILEY DEAN Who Will I Run To? (Beatclub/Interscope)

DASHBOARD CONFESSIONAL Hands Down (Vagrant)

SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)

MISSY ELLIOTT Pass That Dutch (Gold Mind/Elektra/EEG)

CHINGY f/SNOOP DOGG & LUDACRIS Holidae In (DTP/Capitol)

ENRIQUE IGLESIAS Addicted (Interscope)

STAIND So Far Away (Flip/Elektra/EEG)

NELLY FURTADO Powerless (Say What You Want) (DreamWorks)

BEYONCE' f/SEAN PAUL Baby Boy (Columbia)

**TRAPT** Headstrong (Warner Bros.)

BABY BASH Suga Suga (Universal)

NO DOUBT It's My Life (Interscope)

LIZ PHAIR Why Can't I? (Capitol)

SIMPLE PLAN Perfect (Lava)

CLAY AIKEN Invisible (RCA)

KELLY CLARKSON Low (RCA)

KK All The Pieces (Independent)

LINKIN PARK Numb (Warner Bros.)

JOSH KELLEY Amazing (Hollywood)

JUSTIN TIMBEBLAKE Senorita (Jive)

LIVE Heaven (Radioactive/Geffen)

PLUMB Real (Curb)

O.A.R. Hey Girl (Lava)

FUEL Falls On Me (Epic)

**DIDO** White Flag (Arista)

PINK Trouble (Arista)

OUTKAST Hey Ya! (Arista)

MAROON 5 Harder To Breathe (Octone/J)

**MATCHBOX TWENTY** Bright Lights (Atlantic)

NICKELBACK Someday (Roadrunner/IDJMG)

#### R&R'S EXCLUSIVE REPORTED OVERVIEW OF NATIONAL AIRPLAY

TO TAL PLAYS

2993

2915

2659

2408

2205

2183

1914

1900

1870

1707

1674

1646

1628

1625

1417

1384

1337

1335

1172

1143

1113

1106

891

838

819

789

774

755

730

665

644

576

520

502

487

482

469

418

396

380

344

296

295

285

257

251

235

231

226

200

+/-PLAYS

-62

+28

+166

-133

+140

-238

+424

+198

+177

+122

-250

+381

+16

+144

.202

+59

+90

+85

.253

+207

-220

+39

-309

+55

+39

+362

+159

+266

+41

.248

+111

+108

+132

-68

+17

-528

.171

+12

+50

+78

+39

.94

.78

.32

+29

-8

+3

-2

+3

-80

## Most Added

www.rrindicator.com

TOTAL STATIONS

50/0

49/0

49/0

48/0

46/0

44/0

48/0

44/1

41/0

42/1

46/1

38/1

49/0

45/0

47/0

40/0

46/0

42/0

40/0

35/0

39/3

34/1

42/1

26/0

41/4

32/1

46/8

39/0

32/1

35/7

42/1

20/0

36/6

24/4

31/7

16/0

13/0

16/0

17/0

28/0

34/3

23/4

15/2

17/3

13/0

10/0

17/0

14/1

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WEEKS ON CHART

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1

TOTAL AUDIENCE (00)

74187

73674

66439

63750

51386

44586

45614

40542

48705

42291

39498

35891

40396

38444

34427

30807

31970

36345

28141

28572

27680

23684

23950

16781

17780

18565

20716

16827

17734

18871

16575

12269

12953

13075

13006

10605

11038

8803

9918

11240

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7489

8655

8107

6136

6055

3560

7132

6731

4682

www.mindicator.com	
ARTIST TITLE LABEL(S)	ADDS
JAY-Z Change Clothes (Roc-A-Fella/IDJMG)	10
EVANESCENCE My Immortal (Wind-up)	9
CHRISTINA AGUILERA The Voice Within (RCA)	8
LIMP BIZKIT Behind Blue Eyes (Flip/Interscope)	8
KELLY CLARKSON The Trouble With Love Is (RCA)	8
CLAY AIKEN Invisible (RCA)	7
CHINGY f/SNOOP DOGG & LUDACRIS Holidae In (DTP/Capitol)	7
BEYONCE' Me, Myself And I (Columbia)	7
LUDACRIS f/SHAWNNA Stand Up (Def Jam South/IDJMG)	6
EAMON F**k It (I Don't Want You Back) (Jive)	6
BUBBA SPARXXX Deliverance (Beatchub/Interscope)	4
DIDO White Flag (Arista)	4
LINKIN PARK Numb (Warner Bros.)	4
JESSICA SIMPSON With You (Columbia)	4
JASON MRAZ You And I Both (Elektra/EEG)	4
OUTKAST The Way You Move (Arista)	4
P.D.D. Will You (Atlantic)	4

#### Most Increased Plays

	PLAY
	INCREASE
OUTKAST Hey Ya! (Arista)	+424
NO DOUBT It's My Life (Interscope)	+ 381
CHRISTINA AGUILERA The Voice Within (RCA)	+ 362
CLAY AIKEN Invisible (RCA)	+266
SIMPLE PLAN Perfect (Lava)	+207
BABY BASH Suga Suga (Universal)	+198
STACIE DRRICD (There's Gotta Be) More To Life (ForeFront/Virgi	n/ +177
FOUNTAINS OF WAYNE Stacy's Mom (S-Curve/EMC)	+ 166
FEFE DOBSON Take Me Away (Island/IDJMG)	+ 159
NICKELBACK Someday (Roadrunner/IDJMG)	+ 144
TRAPT Headstrong (Warner Bros.)	+ 140
LIMP BIZKIT Behind Blue Eyes (Flip/Interscope)	+140
CHINGY f/SNOOP DOGG & LUDACRIS Holidae In (DTP/Capito	∦ +132
MATCHBOX TWENTY Bright Lights (Atlantic)	+ 122
LUDACRIS f/SHAWNNA Stand Up (Def Jam South/IDJMG)	+111
DIDO White Flag (Arista)	+ 108
EVANESCENCE My Immortal (Wind-up)	+ 107
JASON MRAZ You And I Both (Elektra/EEG)	+98
LIZ PHAIR Why Can't I? (Capitol)	+90
LIL' JON & THE EASTSIDE BOYZ Get Low (TVT)	+85
WILLA FORD f/LADY MAY A Toast To Men (Lava/Atlantic)	+83
JESSICA SIMPSON With You (Columbia)	+81
BEYONCE' Me, Myself And I (Columbia)	+79
LINKIN PARK Numb (Warner Bros.)	+78
JAY-Z Change Clothes (Roc-A-Fella/IDJMG)	+70
MICHELLE BRANCH Breathe (Maverick/Warner Bros.)	+59
BUBBA SPARXXX Deliverance (Beatclub/Interscope)	+55
DASHBOARD CONFESSIONAL Hands Down (Vagrant)	+50
OUTKAST The Way You Move (Arista)	+ 44
ENRIQUE IGLESIAS Addicted (Interscope)	+41

50 CHR/Pop reporters. Songs ranked by total plays for the airplay week of Sunday 11/2 - Saturday 11/8. © 2003 Radio & Records.



LAST WEEK

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ARTIST TITLE LABEL(S)

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## CHR/POP

RateTheMusic.com

#### November 14, 2003

America's Best Testing CHR/Pop Songs 12 + For The Week Ending 11/14/03

Artist Title (Label)	TW	LW	Familiarity	Burn	Women 12-17	Women 18-24	Women 25-34
3 DOORS DOWN Here Without You (Republic/Universal)	4.21	4.21	93%	24%	4.24	4.25	4.13
MAROON 5 Harder To Breathe (Octone/J)	4.19	4.19	91%	22%	4.17	4.15	4.21
SANTANA f/ALEX BAND Why Don't You & I (Arista)	4.06	4.06	<b>90%</b>	26%	4.06	3.93	4.03
SIMPLE PLAN Perfect (Lava)	4.02	4.11	<b>80%</b>	18%	4.33	4.07	3.79
NICKELBACK Someday (Roadrunner/IDJMG)	4.01	4.05	77%	13%	4.07	3.89	3.98
TRAPT Headstrong (Warner Bros.)	4.00	4.01	85%	21%	4.16	3.91	3.97
STACIE ORRICO (There's Gotta Be) More To Life (ForeFront/Virgin)	3.99	3.97	89%	20%	4.21	4.05	3.55
MATCHBOX TWENTY Bright Lights (Atlantic)	3.98	4.03	78%	13%	3.99	3.74	4.18
LIZ PHAIR Why Can't I? (Capitol)	3.85	3.93	87%	24%	3.94	3.88	3.62
KELLY CLARKSON Low (RCA)	3.84	3.84	91%	24%	3.91	3.96	3.56
MICHELLE BRANCH Breathe (Maverick/Warner Bros.)	3.83		85%	18%	4.13	3.95	3.36
ATARIS The Boys Of Summer (Columbia)	3.82	3.67	92%	35%	4.13	3.99	3.53
NO DOUBT It's My Life (Interscope)	3.77	_	67%	13%	3.62	3.79	3.78
CHRISTINA AGUILERA f/LIL' KIM Can't Hold Us Down (RCA)	3.75	3.77	97%	41%	4.04	3.73	3.59
BLACK EYED PEAS Where Is The Love? (A&M/Interscope)	3.75	3.84	97%	<b>50%</b>	3.91	3.59	3.76
FOUNTAINS OF WAYNE Stacy's Mom (S. Curve/EMC)	3.65	3.85	97%	<b>39%</b>	4.05	3.49	3.23
NELLY f/P. DIDDY & MURPHY LEE Shake Ya Tailfeather (Bad Boy/Universal)	3.65	3.64	96%	<b>46</b> %	3.88	3.53	3.78
BEYONCE' f/SEAN PAUL Baby Boy (Columbia)	3.63	3.54	96%	44%	3.68	3.66	3.53
OUTKAST Hey Ya! (Arista)	3.62	3.54	87%	26%	3.56	3.72	3.51
BABY BASH Suga (Universal)	3.61	3.41	76%	26%	3.78	3.74	3.31
HILARY DUFF So Yesterday (Buena Vista/Hollywood)	3.59	3.52	94%	39%	3.38	3.70	3.45
PINK Trouble (Arista)	3.54	3.51	86%	25%	3.39	3.44	3.51
JOHN MAYER Bigger Than My Body (Aware/Columbia)	3.50	3.48	<b>79%</b>	27%	3.43	3.70	3.41
LIL' JON & THE EASTSIDE BOYZ Get Low (TVT)	3.47	3.39	83%	35%	3.65	3.51	3.48
FABOLOUS f/TAMIA Into You (Desert Storm/Elektra/EEG)	3.45	3.31	78%	34%	3.59	3.26	3.62
BRITNEY SPEARS f/MADONNA Me Against The Music (Jive)	3.34	3.19	86%	29%	3.43	3.26	3.22
BUBBA SPARXXX Deliverance (Beatclub/Interscope)	3.32	_	56%	19%	3.53	3.48	3.06
CHINGY Right Thurr (DTP/Capitol)	3.17	3.20	93%	51%	3.39	2.97	3.29
MYA My Love Is LikeWhoa (A&M/Interscope)	3.16	3.30	95%	<b>49%</b>	3.22	3.09	3.01
50 CENT P.I.M.P. (Shady/Aftermath/Interscope)	3.15	3.22	95%	56%	3.22	3.14	3.20

Total sample size is 423 respondents. **Total average favorability** estimates are based on a scale of 1-5. (1=dislike very much, 5 = like very much). **Total familiarity** represents the percentage of respondents who recognized the song. **Total burn** represents the number of respondents who said they are tired of hearing the song. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. **The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.** 

**New&Active** 

LINKIN PARK Numb (Warner Bros.) Total Plays: 729, Total Stations: 54, Adds: 6

WILLA FORD f/LADY MAY A Toast To Men /Lava/Atlantic/ Total Plays: 707, Total Stations: 46, Adds: 6

**KILEY DEAN** Who Will I Run To? *(Beatclub/Interscope)* Total Plays: 656, Total Stations: 44, Adds: 1

**GOOD CHARLOTTE** Hold On *(Epic)* Total Plays: 617, Total Stations: 59, Adds: 6

**DASHBOARD CONFESSIONAL** Hands Down (Vagrant) Total Plays: 514, Total Stations: 52, Adds: 6

LILLIX Tomorrow *(Maverick/Reprise)* Total Plays: 487, Total Stations: 42, Adds: 4

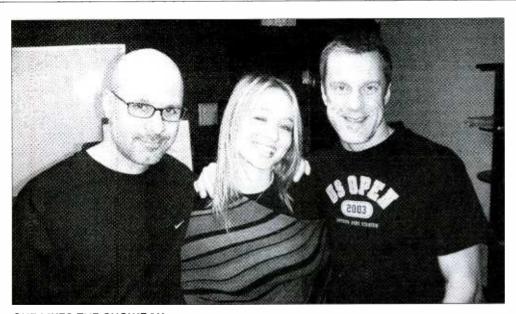
NICK LACHEY This I Swear *(Universal)* Total Plays: 471, Total Stations: 39, Adds: 9

**NELLY** Iz U *(Fo' Reel/Universal)* Total Plays: 467, Total Stations: 21, Adds: 0

**SHERYL CROW** The First Cut Is The Deepest *(A&M/Interscope)* Total Plays: 464, Total Stations: 26, Adds: 4

MOST VALUABLE PLAYAS... Roc Ya Body Mic Check 1, 2 (Casablanca) Total Plays: 424, Total Stations: 19, Adds: 0

Songs ranked by total plays



**SHE LIKES THE CHOWDAH** Former Britney Spears backup singer Kiley Dean has busted out on her own to wow the world with her pop stylings, but not before she stopped by WXKS-FM (Kiss 108)/Boston to sample some of the local fare. Seen here are (I-r) Kiss MD David Corey, Dean and Kiss PD Cadillac Jack McCartney.

#### **Please Send Your Photos**

R&R wants your best snapshots

(color or black & white).

Please include the names and titles of all pictured and send them to:

R&R, c/o Keith Berman: kberman@radioandrecords.com



**WHERE'S DURAN DURAN?** Superstar group Duran Duran hung out with the nice folks at WSTW/Wilmington, DE during Monday's edition of "All-Request Lunch." See if you can find the members of the band in and among various WSTW personnel and record-label people.



**FAR OUT, MAN!** Sister Hazel recently performed at the Space Coast State Fair in Cocoa, FL, and WAOA/Melbourne PD Beau Richards was there to catch all the action because he's a huge Sister Hazel fan. Seen here are (I-r) Richards and Sister Hazel lead singer Ken Block.

## R. CHR/POP REPORTERS

Stations and their adds listed alphabetically by market

## WXXXX Burlington* PD/MD: Ben Hamilton APD: Pete Belair 4 KELIS BEYONCE* NODESHA WILLA FORD VLADY M WGTZ/Dayton, OH* OM: J.D. Kunes PD/APD/MO: Scott Sharp JASON MRAZ EVANESCENCE BEYONCE

KZIA/Cedar Rapids, IA DM: Rob Norton PD/MD: Eric Hanson 1 BUBBA SPARIOX KELLY CLARKSON

WSSX/Charleston, SC* PD: Mike Edwards APU/MD: Karen Paige BENNY BENASI BEYONCE EANON PO.D KELLY CLARKSON PINK

WVSR/Charleston, WV DN: Jeff Whitehead PD: Chris Carmichael MD: Apolio Christina Aguilera LIMP BIXIT

WNKS/Charlott SM: Rob Whitehea PD: John Reynolds MD: Keil Reynolds 1 SIMPLE PLAN OUTWAST KILEY DEAN BEYONCE

WKXJ/Chattanooga, TN* DM: Clay Hunnicut PD: Tommy Chuck MD: Riggs 6 stavb 5 check vsnoop Doge & LUDACRIS 3 PHM 5000 CHARLCTTE

WKSC/Chicago, IL* PD: Rod Phillips MD: Jeff Murzy 2 MATCHEOX TWENTY 2 STAND 2 NICKELBACK JAY-Z

KLRS/Chico, CA PD/MD: Eric Brown 11 Evanescence 11 Linkin Park 11 Bevonce 11 Jayz 11 Kelly Clarkson

WKFS/Cincinnati, OH* DM: Scott Reinhart PD: Donna DeCoster APD/MD: Eddie Rupp 3 NO DOUBT 2 NICKELBACK BEYONC RELLY CLARKSON 3C GNSEZ

WAKS/Cleveland, OH* OM: Kevin Metheny

WNOK/Columbia, SC* DN: Dan Balla PD: T.J. McKay APD: Sammy Dwens MD: Panche No Arkis

WBFA/Columbus DM: Brian Waters PD/MD: Wes Carroli APD: Amanda Lister P.O.D.

WCGO/Columbus, GA OM/MD: Bob Duict 13 John MAYER 2 SIERVI, CROW 2 SIERVI, CROW 1 EVANSCENCE 1 BEYONCE 1 LIMP BROT 1 LIMP BROT 1 DDD 1 DDD 1 SELLY CLARKSON

WNCL/Columbu: PD: Jimmy Steele APD/MD: Joe Kelly No Adds

KHKS/Dallas, TX*

KRBV/Dallas, TX* PD: Dan Kieley APD: Alex Valentine MD: Bethany Parks BEYONCE LIMP BRZXIT KELLY CLARKSON

WDKF/Dayton, OF

JAY-2 KELLY CLARKSON BEYONCE JESSICA SIMPSON

PD: Brian Bridgman APD/MD: Fernando Ventura No Adds

DM: Kevin Metheny PD: Dan Mason APD/MD: Kasper 3 OUTKAST VELV CLARKSON

WFLY/Albarry, NY* PD: Donnie Michaels MD: John Foxx 1 KELS NICK LACHEY JAY-Z LINKIN PARK WKKF/Albany, NY* PD/MD: Rob Dawes 1 NICKEBACK WAYNE WONDER KELLY CLARKSON EVANESCENCE BEYONGE

KOID/Alexandria, LA PD/MD: Ron Roberts BON JOVI CHRISTINA AGUILERA JAY-Z JA KELLY CLARKSON

WAEB/Allentown, PA* PD: Laura St. James MD: Mike Kelly JESSICA SMPSON

arillo. TX NFRF/Amartino, TX DM: Les Montgomery PO/MO: Marshal Blevins 24 Christina Aguleba 20 Linkin PARK 11 DIAMESCENCE

KGOT/Anchorage, AK OM: Mark Murphy PD: Bill Stewart 7 EVANESCENCE 5 CHRISTINA AGUILERA

WDCX/Appleton, WI PD/MD: David Burns LIMP BI2KIT JESSICA SMPSON

WSTR/Atlanta, GA* OM: Clarke Brown PD: Dan Bowen APD: J.R. Ammons MD: Michael Chase 1 JASON MPAZ PINK

WWWQ/Atlanta, GA* DM/PD: Dytan Sprague MD: Jeff Miles 18 JC CHASEZ CHIKY KNOOP DOGG & LUDACRIS WILLA FORD VLADY MAY KELLY CLARKSON

WAYV/Atlantic City, NJ* PD/MD: Paul Kelly EVANESCENCE P 0 D KELLY CLARKSON

WZNY/Augusta, GA* PD: Jana Suffer 47 NO DOUBT 46 MATCHORN TWENTY 39 CARISTINA AGUILERA 29 BABY BAS 29 BABY BAS 29 BABY BAS 29 BABY BAS 20 INTAST 3 NELLY FURITADO 14 DUTKAST 9 STAINO ULLUX

KHFI/Austin, TX* PD/MD: Tommy Austin JAY-Z KELLY CLARKSON

WFMF/Baton Rouge, LA* PD: Kevis Campbell EVANESCENCE ALL-AMERICAN REJECTS LINKIP PARK BEYONCE LINF BICKIT KELIY CLARKSON

KOXY/Beaumont, TX* PD/MO: Brandin Shaw APD: Patrick Sanders 1 CHINGY KENOOP DOGG & LUDACRIS JASON MRAZ DASHEOARD CONFESSIONAL

WXYK/Biloxi, MS* PD: Kyle Curley MD: Lucas JAY-Z MURPHY LEE KJERMAN

WMRV/Binghamton, NY DM: Jim Free PD/MD: Bobby D APD: Selena DASHEDARD CONFESSIONAL NATURAL

WOEN/Birmingham, AL* PD: Johnny V. MD: Madison Reves 12 SOOO GHARIOTTE 7 DASHEDARD COMESSIONAL 1 BEYONCE 1 0.A.R SHETYL CROW KELLY CARRISON

KSAS/Boise, ID* PD: Hoss Grieg 13 JESSICA SMPSON MODESHA KELLY CLARKSON PINK JASON MRAZ BEYONCE

KZMG/Baise, ID PD: Jim Alten 39 OUTAST 4 KELIS KELLY CLARKSON ALL-AMERICAN REJE BEYONCE

WXKS/Boston, MA* DM: Dale Dorman PD: Cadillac Jack McCartm APD/MD: David Corey LINKIN PARK

WKSE/Buttalo, PD: Dave Universal MD: Brian Wilde 2 KELLY CLARKSON PRK BEYONCE

WVYB/Oaytona Beach, FL* PD: Kotter EVANESCENCE BEVONCE LILLIX KELLY CLARKSON WZKL/Canton, OH* PD/MD: John Stewart JAY-Z Kelly Clarkson Jason Mraz KFMD/Denver, CO* PD: Jim Lawson MD: Gerry Dixon 2 OUTKAST 1 BLAQUE KELLY CLARKSON BEYONCE WRZE/Cape Cod, MA DM: Steve McVie PD/MD: Shane Blue 43 NELLY VP DIODY & MURPHY LEE KELIS

KKDM/Des Moines, IA* PD/NO: Greg Chance Linkin Park Jessica simpson KELLY CLARKSON

WDRQ/Detroit, MI* PD: Alex Tear APD: Jay Towers MD: Keith Curry T CHINGY ISNOP DOGG & LUDACRIS

WKQL/Detroit, MI* PD: Dom Theodore MD: Beau Daniets 3 CHNCY USNOOP DOGG & LUDACRIS RADFORD

XHTD/EI Paso, TX* PD/MC: Francisco Aguirre MURPHY LEE KUERMANE DUPRI NCK CANNON NODESHA UAV-2 NALINA KANE

WLVY/Elmira, NY DM/PD/MD: Mike Strobel APD: Brian Stell 14 EVMESCENCE 6 LINNIN PARK 5 CHINGY ENOOP DOGG & 0/UTKAST JESSICA SIMPSON EAMON

WRTS/Erie, PA DM: Rick Rambaldo PD: Jeff Hurley APD/MD: Karen Black 6 EVANESCENCE 4 NELLY FURTADO 2 LUDACRIS (SHAWMAA

KDUK/Eugene, OR DM: Chris Sargent PD: Valerie Steele 13 chingv (SNOOP DOGG & LUDACRIS 5 LIMP BUZKT 5 OASHEDARD COMESSIONAL

WSTO/Evansville, IN PD: Keith Allen APD: Brad Booker MD: Josh Strickland 33 50 CEN 31 JASON WRAZ 21 MERCYME BUBBA SPARXOX

KMCK/Fayetteville, AR DM: Jay Phillips PD: Brad Newman MD: JJ Ryan 8 EAMON

SHOWN KELLY CLARKSON CHINGY ISNOOP DOGG & LUDAC SIMPLE PLAN KMXF/Fayetteville, AR DM/PD: Tom Travis APD/MD: Ke D. 31 FFE DOSON 13 FFE DOSON 13 CHINGY ISNOOP DOGG & LUDACRIS

KKMG/Colorado Springs, CO* DM: Bobby Invin PD: Chad Ruter 1 KELS JAY-2 WWCK/Flint, MI* PD: Scott Free 2 SIMPLE PLAN KELLY CLARKSON

WJMX/Florence, SC DM: Dave Allan PD/MD: Scotty G, APD: Kidd Phillips OUTKAST CLAY AKKIN JAV-Z J4

KWYE/Fresno, CÅ* PD: Mike Yeager APD: Rylder MD: Nildui Thomas 2 SMPLF FLAN KELLY CLARKSON VELLY CLARKSON KELLY CLARKSON KELLY CLARKSON

KSME/FI. Collins, CO* PD: Chris Kelly MD: Jo Jo Turnbeaugh 20 EWNOLE RUESAS 3 STAND BEYONCE BARENKED LADIES KELLY CLARKSON

WXKB/F1. Myers, FL* PD: Chris Cue APD/MD: Randy Sherwyn 1 DIOO JAV-2 PINK JASON MRAZ BEYONCE

KISR/Ft. Smith, AR DM: Rick Hayes PD: Fred Baker, Jr. APD/MD: Michael Didham 69 CHRISTINA AGUILERA VILL' KIM 52 LIMP BIZKIT 5 JAY-Z

KZBB/Ft. Smith, AR DM: Lee Matthews PD/MD: Todd Chase 14 DIO0

WNHT/Ft. Wayne, IN* OM/PD: Dave Eubanks MD: Arron Seller 13 EVANESCENCE 1 FUEL OUTRAST JAY-2 KELL OLARKSTN WYKS/Gainesville, FL* PO/MD: Jeri Banta APD: Mike Forte BEYONCE LILIX WSNX/Grand Rapids, MI* PD/APD/MO: Eric 0'Brien 10 JAY-Z 1 MATCHEDX TWENTY 1 JESSICA SIMPSON KELLY CLARKSON GOOD CHARLOTTE WKZL/Greensb PD: Jeft McHugh APD: Terrie Knight MD: Marcia Gan No Ards oro, NC

WERO/Greenville, NC* PD: Tony Banks APD/MD: Chris Mann HUEL JESSICA SIMPSON ENRIQUE IGLESIAS

WRHT/Greenville, NC* DM/PD: Jeff Davis MD: Blate Larson 2 BYNNES 2 BYNNES 1 KELY CLARKON 1 KELY CLARKON 3 KPM ROLACHAN NAP BOZKT 3 KPM MOLACHAN NAPGRO P D.D

WFBC/Greenville, SC* PD: NHdai Nite APD/MD: Tias Schuster 25 CHRISTINA AGULERA 21 YOUNG GUNZ 5 RIEL

RUEL RUEL KELIS KELIY CLARKSON LINKIN PARK DIDO JASON MRAZ WHKF/Harrisburg, PA* DM/PD: Michael McCoy 20 NG DOUBT

JAY-Z Staind Sean Paul Willa Ford Vlady May WKSS/Hartford, CT* PD: Rick Vaughn MD: Jo Jo Brooks

KRBE/Houston, TX* PD: Tracy Austin MD: Leslie Whitle I crinkyr vshoop Dogg & Ludachis KELLY CLARSON BOG GUNRY BEVONCE

WKEE/Huntington PD: Jim Davis APD/MD: Gary Miller JASON MRAZ JESSICA SIMPSON

WZYP/Huntsville, AL* PD: Bill West MD: Ally "Lisa" Elfiott 1 CHINGY //SNOOP DOGG & LUDACF KELLY CLARKSON JASON MRAZ

WNOU/Indianapolis, IN* OM: David Edgar PD: Chris Edge MD: Doc Miller 1 LUDACRIS I/SHAWAWA KELLY CLARKSON

WDBT/Jackson, MS* PD/MO: Jonathan Reed APD: Torrez

WYOY/Jackson, MS* PD: Tom Freeman MO: Kris Fisher EVANESCENCE P O D KELLY CLARKSON PINK

WAPE/Jacksonville, FL* DM/PD: Cat Thomas MD: Tony Mann 1 NCKELBACK

WFKS/Jacksonville, FL* PD: Bo Matthews ND: Mack 11 LUDACRIS ISHAWNWA 5 MICHEL BRANCH 4 CHINGY ISHOOP DOGG & LUDACRIS RVEL JESSICA SIMPSON

wn, PA

WKFR/Kalamazoo, MI DM: Mike McKelly PD/MD: Woody Houston 3 J&SON MRA2 3 DEFAULT

KCHZ/Kansas City, MO* DM/PD: Dave Johnson APD: Eric Tadda MD: Jacqui Lucky 4 OLIV-ST VELLY RELIS R KELLY KMXV/Kansas City, MO* P0/MD: Jon Zellner 6 CHNRY (SNOOP DOGG & LUDACRIS 1 MICK JACHT 1 MICK JACHT 1 MICK JACHT 0 D JASON MRAZ EVANESCENCE EAMON WWST/Knoxville, TN* PD: Rich Bailey MD: Scott Bohannon 1 CHRISTINA AGUILERA

KSMB/Lafayette, LA* PD/MD: Bobby Novosad EVANESCHCE P 0 D KELLY CLARKSON

WLAN/Lancaster, PA* DM: Michael McCoy PD: JT Bosch APD/MD: Holly Love 2 LUDACRIS SHAWNNA LULIX

WHZZ/Lansing, MI^A PD: Dave B. Goode MD: Stacey Scotl 2 SIMPLE PLAN LESSICA SIMPSON BOB GUMEY SHERYL CROW

WLKT/Lexington, KY* PD/MD: Wes McCain 3 CHRISTINA AGUILERA 1 SEAN PAUL 1 CLAY AIKEN LUMP BUZKIT

KFRX/Lincoln, NE DM: Coby Mach PD: Ryan Sampson APD: Larry Freeze MD: Adam Michaels CLAY AIKEN Eamon Missy Elliott Enrique Iglesia

KLAL/Little Rock, AR' PD: Randy Cain APD: Ed Johnson MD: Sydney Taylor BLE OCTORER SHERVIL CROW LIMP BIZIT KELLY CLARKSON

KIIS/Los Angeles, CA* PD: John Ivey APD/MD: Julie Pilat 6 Pilk 6 CHINGY ISMOOP DOGG & LUDACHIS KELLY CLARKSON BEYONCE

WDJX/Louisville, KY* PD: Shane Collins 20 ULP HAIR 8 CHINCY USADOP DOOG & LUDACRIS BCYDACE RECHDCE RUEL

WZKF/Louisville, KY* PD/MD: Chris Randolph 17 BEYONCE 6 SIMPLE PLAN JAY-Z

WHGB/Macon, CA DM: Jeff Silvors PD/MD: Hank Brigmond 2 JASON MRAZ 2 KELLY CLARKSON 1 DEFAULT 1 JAY-Z

WZEE/Madison, WI* DM: Mike Ferris PD/MD: Tommy Bodean No Adds

WJYY/Manchester, NH PD: Harry Kozłowski APD/MD: A.J. Guketle ALL-AMERICAN REJECTS LUMP BIZOT EAMON P O.D JAY-Z

KBFM/McAllen, TX* DM: Billy Santiago PD: Tony Forina APD/MD: Jeff DeWitt 9 DAR

2 CHINGY I/SNOOP DOGG & LUDACRIS 1 CHRISTINA AGUILERA GOOD CHARLOTTE MYA

WAOA/Melbourne, FL⁴ PD/MD: Beau Richards JASON MRAZ DASHBOARD CONFESSIONAL KELLY CLARKSON

WHYI/Miami, FL* PD: Rob Roberts MD: Michael Yo 6 GOOD CHARLOTTE BEYONCE: JESSICA SIMPSON

KZII/Lubbock, TX DM: Wes Nessmann PD/MD: Kidd Carson No Adds

WAEZ/Johnson City* PD: Jay Patrix APD/MD: tzy Real CHRISTINA AGUILERA LIMP BIZKT

WGLU/Johnstown, F PD: Mitch Edwards APD/MD: Jonathan Reed LUDACRIS VSHAWNNA CLAY AKEN

WXSS/Milwaukee, WI* DM/PD: Brian Kelly APD/MD: PJ 38 NICK LACHEY 1 BEYONCE JAY-Z

KDWB/Minneapolis, MN* PD: Rob Morris MD: Derek Moran No Adds WABB/Mobile, AL* PD: Jay Hasting PD: Jay Hasting
 PD: Jay Hasting
 MD: Pable
 3 EVANESCENCE
 1 CHINGY VSN00P DOGG & LUDACRIS
 PO D
 KELLY CUARKSCH WYOK/Mobile, AL* DM: Jim Mahanay PD: Ted Striker APD/MD: Scott Adams CHIRY VEXOP DOGG & LUDACRIS LUDACRIS (SHAWMA DEFAULT JAY-Z

WKST/Pittsburgh, PA* PD: Mark Anderson APD/MD: Ding Robitaille No Adds

WJBQ/Portland, ME DN/PD: Tim Moore MD: Mike Adams EVANESCENCE LUDACRIS /SHAWNNA PINK

KKR2/Portland, OR* PD: Michael Hayes 1 BEYONCE JAY-Z NURPHY LEE WERMAINE DUPRI WILLA FORD MADY MAY

WERZ/Portsmouth, NH* DM/PD: Mike D'Donnell APD/MD: Jay Michaels 2 EVANESCENCE 1 TRAM PINK

osie. NY

WSPK/Poughke PD: Scotty Mac APD: Sky Walker MD: Paulie Cruz CLAY AKEN KELLY (2 ARKSON

WPRO/Providence DM/PD: Tony Bristol APD/MD: Davey Morris OAR BEYONCE' LIMP BIZIOT

KBEA/Quad Cities, IA* PD: Jeff James MD: Brandon 9 SIMPLE PLAN 1 OUTLAST FANCON

WHTS/Quad Cities, IA* PO: Tony Walteicus MD: Kevin Walker 8 STAND 6 CLAY AIKEN 5 NICK LACHEY

WDCG/Raleigh, NC* DM/PD: Chris Shebel APD/MD: Chase 1 CHINGY VSNOOP DOGG & LUDACRIS

KNEV/Reno, NV* OM/PD: Cliff Tredway APD/MD: Maverick ALL-AMERICAN REJECTS WILLA FORD (MADY MAY KELLY CLARKSON

WRVO/Richmond, VA* PD: Billy Surl MD: Jake Gleon 5 NELLY FURTADO 1 FEFE DOBSON CHINCY ISNOOP DOGG & LUD

WJJS/Roanoke, VA* PO: David Lee Michaels MD: Cisao 19 BUBBA SPARICOX I KELLY CLARKSON ALL-AMERICAN REJECTS BEYONCE LIMP BIZKIT PO D JAY-Z

WXLK/Roanoke, VA* PD: Kevin Scott APD: Danny Meyers 2 SMPLE PLAN

WKGS/Rochester, NY* PD: Erick Anderson MD: Nick Diflicci 48 SOCKIT 4 PINK 2 RUE NICK LAGEY EANCON KELLY QARKSON BEYONCE

WPXY/Rochester, NY* PD: Milee Danger APD/MD: Busta LINCN PARK BRYONCE NCK LACHEY BLINK-182 JAY-Z KELLY CLARKSON

WZOK/Rockford, IL PD: Dave Johnson APD: Todd Chance MD: Jenna West 14 AVRILLAVIGNE JASON MRAZ BUBBA SPARDOC CHINGY (SNOOP DOGG &

KDND/Sacramento, CA* PD: Steve Weed MD: Christopher K. 2 KELLY CLARKSON

WIOG/Saginaw, MI* PD: Brent Carey MD: Mason 23 OUTAST PINK BEYONCE' SEA

KUDD/Salt Lake City, UT* DM/PD/MD: Brian Michel DDO HOK LACHEY

KZHT/Salt Lake City, UT* PD: Jeff McCartney MD: Mike "Jagger" Thomas EVANESCENCE KELLY CLARKSON

KC-IZ/San Antionio, TX* PD: Daug Bennett 15 SANTAW KAUCK KANO 14 3DORS DOWN 14 3DORS DOWN 14 3DORS DOWN 15 SCHOLE YOR SAN DALL 15 CHARTS AND ADLERA ALL* YON 16 CHARTS AND ADLERA 10 CHARTS AND ADLERA 10 CHARTS AND ADLERA 21 JUSTIN THARENALERA 21 JUSTIN THARENALERA

KXXM/San Antonio, TX* DM: Alan Furst PD/MD: Jay Shannon No Adds

KHTS/San Diego, CA* PD: Diana Laird MD: Hitman Haze CHRISTINA AGUILERA FUEL

KSLY/San Luis Obispo, CA OM: Keith Royer MD: Craig Marshall ¹³ JAY-Z BEYOWCE

WAEV/Savannah, GA DM: Brad Kelly PD/MD: Chris Alan APD: Russ Francis SHERVL CROW LUDACRS VSIAWWAA KELLY CLARKSON

KBKS/Seattle, WA* PD: Mike Preston MD: Marcus D. 4 OUTLAST ENRIQUE IGLESIAS

KRUF/Shreveport, LA* PD: Chris Callaway MD: Evan Harley No. Adds

WNDV/South Bend, IN DM/PO: Casey Daniels APD/MD: AJ Carson JOSH KELLEY BUBBA SPARICCX JET LUDACRIS (SHAWANA

KZZU/Spokane, WA* DM: Brew Michaels PD/MO: Casey Christopher 9 PINK WILLA FORD (LADY MAY KELLY CLARKSON

WDBR/Springfield, IL DM/PD: Nichelle Matthews APD: Dave Daniels MD: Bob Parrish BEYONCE RUE LIMP 6120T

KSLZ/St. Louis, MO* PD: Boomer MD: Taylor J 1 OUTKAST

WNTO/Syracuse, NY* PD: Tom Mitchelt MD: Jimmy Olsen 2 MATCHEOX TWENTY 2 DIDO KELLY CLARKSON

WWHT/Syracuse, NY* PD: Butch Charles MD: Jeff Wise 26 3 DOORS DOWN 17 JA RULE BEYOMCE

WHTF/Tallahassee, FL PD/MD: Brian D'Conner APD: Karson 26 CHRISTINA AGUILERA 17 CLAYANEN 13 SIMPLE PLAN 9 BEYONCE

WFLZ/Tampa, FL* DM/PD: Jeff Kapagi APD: Toby Knapg 6 OUTAST 6 OUTAST 2 FPF DOSCON REL RADYORD KELY CLARKSON

WMGI/Terre Haute, IN MD: Steve Smith MD: Mart Luecking 35 CLAYAKEN 11 BARENAKED LADIES 5 CONTACT 2 P.0.0.

WVKS/Toledo, OH* DM/PD: Bill Michaels APD/MD: Mark Andrews 4 CLAY AREN 3 MICHELLE BRANCH BEYONCE JESSICA SIMPSON

*Monitored Reporters

179 Total Reporters

129 Total Monitored

**50 Total Indicator** 

WKHQ/Traverse City, MI DM: Brian Brachel PD/MD: Ron Pritchard 8 DAR 8 NATURAL

WPST/Trenton, NJ DM/PD: Dave McKay APD/MD: Chris Puorro 1 KELLY CLARKSON EVANESCENCE EAMON

KRQQ/Tucson, AZ DM/PD: Tim Richards APD/MD: Ken Carr EAMON

JAY-Z Kelly Clarkson Pink

KHTT/Tulsa, DK* DM/PD: Tod Tucker APD: Math "The Bratt" Derrick MD: Math Ryder 3 Doshouno confessional, 2 JESICA SMPSON 1 KELL" CLAINSON MCL. CLAINSON MCL. CLAINSON MCL. CLAINSON

WWKZ/Tupelo, MS PD/MD: Rick Stevens 4 LIMP BIZKIT 1 LINKIN PARK

KISX/Tyler, TX DM: Dave Ashcraft PD/MD: Larry Thompson EvansSchoe CHINGY #SNOOP DOGG & LUD

WSKS/Utica, NY OM/PD/MD: Stew Sch 11 EVANESCENCE LIMP BIZKIT JAYZ

KWTX/Waco, TX PD: Darren Taylor APD/MD: John Oakes JESSICA SIMPSON

WIHT/Washington, DC* PD: Jeffrey Wyatt MD: Albie Dee 12 BABY BASH

WIFC/Wausau, WI PD: Chris Pickett APD/MD: Belky 5 CHRISTINA AGUILERA

KKRD/Wichita, KS* PD: PJ MD: Diego JESSICA SIMPSON KELLY CLARKSON

WBHT/Wilkes Barre, PA* PD: Mark McKay MD: A.J. 9 MICHELE BRANCH 3 LIZ PHWR 1 BEYONCE

WKRZ/Wilkes Barre, PA* PD: Jerry Padden MD: Ketty K. DIDO KELLY CLARKSON

WSTW/Wilmin PD: John Wilson MD: Mike Rossi No Adds

KFFM/Yakima, WA DM: Ron Harris PD/MD: Steve Rocha STAND

WYCR/York, PA*

PD: Davy Crockett MD: Sally Vicious 1 DASHBOARD CONF JESSICA SIMPSON KELLY CLARKSON JASON MRAZ

WAKZ/Youngstown, OH* OM: Dan Rivers PD/MD: Jerry Mac 1 ENFIQUE KGLESIAS DASHEGARD CONFESSIONAL

WHOT/Youngstown, OH* PD: John Trout MD: Lisa Reynolds 2 LII: JON & THE BISTISCE 80Y2 1 CHINEY RENOOP DOGG & LIDACHIS KELLY CLARKSON JASON MRAZ

24

WLDI/W. Paim Beach, FL* OM: Dave Denver PD: Chris Marino MD: Dave Vayda 2 STAND 1 DUTKAST JOSH KELLEY

WBB0/Monmouth, NJ* PD: Gregg 'Race' Thomas APD/MD: Kid Knight 10 Chilmey ISNOOP DOGG & LUDACRIS 1 JAT-Z EVMESCENCE BETONCE

WHHY/Montgomery, AL DM: Bill Janes PD: Karen Rite APD/MD: Keith Scott 1 DASHOARD CONFESSIONAL 1 LUDACHS USHAMMIA 1 CLAY AKEN

WVAQ/Morgantown, WV OM: Hoppy Kercheval PD: Lacy Neff SHERYL CROW OUTKAST

w WXM/Myrtle Beach, SC PD/MD: Wally Berlingeri APD: Jill Reddeciiti No Aride

WRVW/Nashville, TN* PD/MD: Rich Davis 6 EVANESCENCE JESSICA SIMPSON ENRICALE IGLESIAS

WBLI/Nassau, NY* DM: Nancy Cambino PD: JJ Rice APD: AI Levine MD: LJ Zabielski 1 SMPLE PLAN RUEL

WFHN/New Be PD: James Reitz MD: David Duran 4 OJTKAST 2 EAMON 2 JAY-Z 2 ASHANTI 2 BEYONCE: 2 DIOO edford, MA

WKCI/New Haven, CT* MD: Kerry Collins No Adds

WOGN/New London, CT PD: Kevin Palana MD: Shawn Murphy 5 JOSH KELLEY 5 JESSICA SIMPSON

WEZB/New Orleans, LA* DM/PD: John Roberts MD: Stevie G MRIRHY LEE VJERMAINE OUPRI OUTKAST G UWT

WHTZ/New York, NY* PD: Tom Poleman APD: Sharon Dastur MD: Paul "Cubby" Bryant 1 LUDACRIS USGWINIA NRCK UCHEY

KBAT/Odessa, TX OM: John Moesch PD/MO: Leo Caro 10 BEYONCE 10 SNAPLE PLAN 10 EAMON

KCRS/Odessa, TX APD/MD: Kathy Redwine S2 STACE ORRICO

KJYO/Oklahoma City, OK* PD: Mike McCoy MD: J. Rod 3 @EVONCE 1 FUEL

KQKQ/Omaha, NE* OM: Brian Burns PD: Lucas BEYONCE' EAMON KELLY CLARKSON

WXXL/Orlando, FL* DM/PD: Adam Cook APD/MD: Pete De Graaff 2 LUDACRIS I/SHAWINA

WPPY/Peoria, IL PO/MD: Mike Stechman 2 CHRISTINA AGUILERA

WIOQ/Philadelphia, PA* PD: Todd Shannon APD/MD: Marian Newsome CLAY AIKEN

mh PA'

WBZZ/Pittsburgi DM: Keith Clark PD: Ryan Mill MD: Kobe 7 CUTKAST 3 CLAY AIKEN 3 ENRIQUE GLESIAS BEYDINGE

**DONTAY THOMPSON** 

CHR/RHYTHMIC

November 14, 2003 R&R • 35



## **Create Win-Win Situations**

Is the record industry using radio's full marketing potential?

hen Dontay asked me if I'd like to fill in this week, my initial reaction was, "Cool! Why not?" This was immediately followed by the more sober, "What the hell am I going to write about? Working with onair talent? Developing a strategic programming plan? My building excitement about the next Lord of the Rings movie?"

Time and space being limited, I thought again and decided to address something that I find bothersome and that, hopefully, may interest others. That is, the current state of record promotion vs. a true marketing and promotional partnership with radio.

#### **A Unique Relationship**

As things exist today, records are largely promoted at radio in much the same way they have been for the past several years, i.e., "Here's our impact date. We need you to add the song. Here are the stations that have already committed. You should play this because such and such station is," etc.

A lot of promotional effort is exhausted simply securing adds from radio stations without addressing any of the deeper and

more meaningful questions. What are you doing to

market your artist at radio? In other words, what are you doing to support the existing airplay at a radio station? Radio-station program and promotion directors are in the

business of constantly coming up with promotion and marketing ideas built around the music and artists on the station. Whether it's a



ple.

Mark Adams

mos feature the artist's music and the label.

Sure, it's a radio contest. But for the label it's an extremely cost-effective promotion model offering max-

simple "win it before you can buy

it" CD promotion or an elaborate fall-

book campaign, stations are always

Why don't we, radio and records,

better avail ourselves of our unique

relationship? If I (the radio station)

can devote tens of thousands of dol-

lars in promotion time to support an

artist, doesn't it make sense to take

advantage of that opportunity?

Please allow me to share an exam-

**Pure Exposure** 

Records, I was able to get a contest

winner and a guest a trip to Las Ve-

gas to see Chingy. We're beating

Chingy's song up on the air already,

so the promotion is in support of

that airplay. (As opposed to the la-

In return, the station is

Recently, with the help of Capitol

looking for ideas.

Come to radio with a good promotion attached to a good project, and radio will respond.

#### **By Mark Adams VP/Programming, Rose City Radio**

imum return and exposure for a minimum of support and effort. In terms of pure exposure, it's as effective as a major commercial time buy.

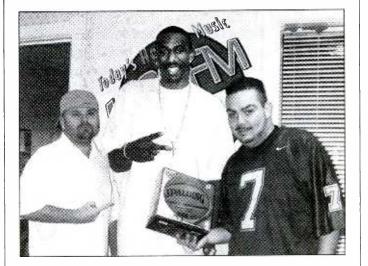
Here's another one: Why don't labels have custom station artist drops ready to roll at the same time that they're taking a record to radio? Take it from a radio geek, programmers love artist IDs. Providing them costs you nothing more than a little time and planning. And doing so offers the potential for some great benefits.

If I (the radio station) can devote tens of thousands of dollars in promotion time to support an artist, doesn't it make sense to take advantage of that opportunity?

The listening audience (consumer) is hearing the artist's music and voice on their own local radio station. It can help build consumer awareness of an artist or project. Also, programmers already predisposed to playing the record have another reason to do so. And, again, it costs nothing. Why not make something so simple and yet potentially so effective available for your marketing and promotion partners at radio?

#### **Plan Ahead**

Tell us in advance when your artist is appearing on TRL or 106 and



ROCK, PAPER, SCISSORS AND BALLS? Things began to heat up in Phoenix when KZZP (104.7 Kiss FM) PD Mark Medina and MD Big Chino challenged NBA Rookie of the Year Amare Stoudamire from the Phoenix Suns to their version of Rock, Paper, Scissors. Pictured here are (I-r) Medina, Stoudamire and Chino

Park. I can't tell you how often I discover that information in e-mail form on the day of the appearance. That's too late to reach the masses.

If radio knows in advance, maybe we can build some kind of promotion out of it. At the least we'll have the info available for the air personalities to share with the listeners for several days leading up to the appearance, again building exposure and marketing the artist.

Forward those appearance and concert calendars as soon as you're able. The more time radio has to plan ahead, the more we can do with it and the greater the impact we can all make.

Work with your radio partners to create compelling content that serves our dual purposes. A few months ago WQHT (Hot 97)/New York hosted a 50 Cent event featuring interviews, audience Q&A and live performances. The special smoked, and I harped endlessly to the label that they should burn it to a CD and ship it to every radio station in the country.

When a station chooses to air something like that — and I maintain that just about everyone who heard this thing would have - it is, for all intents and purposes, a free hourlong commercial for the artist and label. Can you imagine what that would cost in airtime if you attempted to buy the same exposure?

#### **Communication Is Key**

Come to radio with a good promotion attached to a good project, and radio will respond. None of that tit-for-tat nonsense, but a genuine partnership to help promote the artists and the music. It's a win-win for radio and records. But we all have to do a better job of communicating, myself included.

To be fair. I do see labels increasingly moving in this direction. And let's be honest: Radio needs to do a much better job of presenting and supporting the music too. It's tough for a label to develop a marketing and promotional relationship with A lot of promotional effort is exhausted simply securing adds from radio stations without addressing any of the deeper and more meaningful questions.

radio if we're going to continue to bail on records 30 seconds after adding them because an immediate callout story did not present itself.

As I like to tell my MD, Alexa, sometimes we play stuff because it sounds good. As the saying goes, it ain't rocket science, people.

Having passion for and a commitment to music should not become some kind of anomaly at commercial radio. We have to be more than a jukebox. And an effective marketing and promotional relationship with the record industry is, in my opinion, crucial to the longterm health of both industries.

You can reach Mark Adams at mark. adams@iamminfm.com.



## 36 CHR/RHYTHMIC TOP 50

11	N.	• November 14, 2003						
LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+ / - PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS	Most Added
3	0	LUDACRIS f/SHAWNNA Stand Up (Def Jam South/IDJMG)	6095	+282	636778	13	82/0	www.rradds.com
1	2	CHINGY f/SNOOP DOGG & LUDACRIS Holidae In (DTP/Capitol)	5792	-39	570475	12	84/0	ARTIST TITLE LABEL(S) ADD
2	3	BEYONCE' f/SEAN PAUL Baby Boy (Columbia)	5283	-443	553622	15	86/0	JAY-Z Change Clothes (Roc-A-Fella/IDJMG) 75
4	4	YOUNGBLOODZ f/LiL' JON Damn! (Arista)	5190	.44	517264	18	80/0	OBIE TRICE The Set Up (Shady/Aftermath/Interscope) 38
5	5	LIL' JON & THE EASTSIDE BOYZ Get Low (TVT)	4508	-249	438768	28	77/0	YING YANG TWINS f/LIL' JON & THE EASTSIDE BOYZ Salt
6	6	OUTKAST The Way You Move (Arista)	4294	+107	360728	11	76/0	Shaker (TVT) 32
7	7	BABY BASH Suga Suga (Universal)	3859	.77	356141	23	60/0	MARQUES HOUSTON Pop That Booty (T.U.G./EEG)         32           ALICIA KEYS You Don't Know My Name (J)         19
8	8	ASHANTI Rain On Me (Murder Inc./IDJMG)	3085	-31	276376	13	70/0	WARREN G Let's Go (It's A Movement) (MSC) 9
15	9	OUTKAST Hey Ya! (Arista)	2981	+797	267157	6	47/2	TWISTA Slow Jamz (Atlantic) 9
11	Ð	MURPHY LEE f/JERMAINE DUPRI Wat Da Hook Gon Be (Fo' Reel/Universal)	2821	+274	258406	12	72/0	KELIS Milkshake (Star Trak/Arista) 8
14	Ū	JAGGED EDGE Walked Outta Heaven (Columbia)	2647	+ 385	256889	9	69/3	MYA Fallen <i>(A&amp;M/Interscope)</i> 8
10	12	MISSY ELLIOTT Pass That Dutch (Gold Mind/Elektra/EEG)	2633	-22	205442	6	82/0	
9	13	YOUNG GUNZ Can't Stop, Won't Stop (Def Jam/IDJMG)	2429	-282	249677	21	77/0	
17	14	KELIS Milkshake (Star Trak/Arista)	2424	+513	236417	7	72/8	Most
12	15	CHINGY Right Thurr (DTP/Capitol)	2396	-114	280099	29	78/0	Increased Plays
16	16	2PAC f/NOTORIOUS B.I.G. Runnin' (Dying To Live) (Amaru/Interscope)	2345	+216	249449	6	72/1	TOTAL
13	17	NELLY f/P. DIDDY & MURPHY LEE Shake Ya Tailfeather (Bad Boy/Universal)	2272	.199	179754	23	76/0	ARTIST TITLE LABEL(S) INCREASE
22	18	G UNIT Stunt 101 (Interscope)	2266	+602	250546	4	79/1	
21	Ŭ9	R. KELLY Step In The Name Of Love (Jive)	2012	+ 345	241545	8	69/3	OUTKAST Hey Ya! (Arista) +797
20	20	WYCLEF JEAN f/MISSY ELLIOTT Party To Damascus (J)	1859	+115	167204	7	71/0	JAY-Z Change Clothes (Roc-A-Fella/IDJMG)         +627           G UNIT Stunt 101 (Interscope)         +602
26	ă	JA RULE Clap Back (Murder Inc./IDJMG)	1627	+ 258	145142	4	66/2	G UNIT Stunt 101 (Interscope) +602 KELIS Milkshake (Star Trak/Arista) +513
24	22	NELLY Iz U (Fo' Reel/Universal)	1570	0	82559	5	58/0	JAGGED EDGE Walked Outta Heaven (Columbia) +385
25	23	112 f/LUDACRIS Hot & Wet (Def Soul/IDJMG)	1477	+38	109397	7	63/0	MYA Fallen (A&M/Interscope) +352
23	24	50 CENT If I Can't (Shady/Aftermath/Interscope)	1404	-195	123137	18	17/0	R. KELLY Step In The Name Of Love (Jive)       + 345         LUDACRIS f/SHAWNNA Stand Up (Def Jam South/(DJMG)       + 282
43	25	JAY-Z Change Clothes (Roc-A-Fella/IDJMG)	1307	+627	193903	2	83/75	LUDACRIS f/SHAWNNA Stand Up (Def Jam South/IDJMG) +282 WESTSIDE CONNECTION Gangsta Nations (Capitol) +277
32	26	MYA Fallen <i>(A&amp;M/Interscope)</i>	1245	+352	94639	3	66/8	M. LEE f/J. DUPRI Wat Da Hook Gon Be (Fo' Reel/Universal) +274
27	ð	213 Fly (Geffen)	1223	+10	139706	11	13/0	
33	28	WESTSIDE CONNECTION Gangsta Nations (Capitol)	1165	+277	145688	4	49/5	
29	29	YING YANG TWINS Naggin' <i>(TVT)</i>	1089	+90	106862	9	31/1	
34	30	BOW WOW f/JAGGED EDGE My Baby (Columbia)	1033	+ 183	77004	3	52/2	New&Active
35	31	CASSIDY f/R. KELLY Hotel (J)	935	+89	56328	4	55/5	.25 4 4mbr
42	32	NICK CANNON Gigolo ( <i>Jive</i> )	923	+221	60072	3	50/3	RYAN DUARTE You <i>(Universal)</i> Total Plays: 451, Total Stations: 38, Adds: 7
28	33	BAD BOY'S DA BAND Bad Boy This Bad Boy That (Bad Boy/Universal)	899	-126	90612	7	43/0	
39	34	TOO SHORT f/LiL' JON Shake That Monkey (Short/Jive)	836	+22	89442	5	19/1	EAMON F**k It (I Don't Want You Back) ( <i>Jive)</i> Total Plays: 448, Total Stations: 11, Adds: 1
46	35	BEYONCE' Me, Myself And I (Columbia)	815	+231	56002	2	47/3	ALICIA KEYS You Don't Know My Name (J)
30	36	R. KELLY Thoia Thoing ( <i>Jive</i> )	789	-171	112642	19	60/0	Total Plays: 444, Total Stations: 20, Adds: 19
38	37	BIG TYMERS This Is How We Do (Cash Money/Universal)	753	-62	65564	9	29/0	WARREN G Let's Go (It's A Movement) (MSC)
49	38	AVANT Read Your Mind (Geffen)	670	+156	67099	2	34/4	Total Plays: 430, Total Stations: 37, Adds: 9
44	39	GEMINI f/NB RIDAZ Crazy For You <i>(Catalyst)</i>	658	+12	47489	14	10/1	JS Love Angel ( <i>DreamWorks)</i> Total Plays: 392, Total Stations: 39, Adds: 5
37	40	BLAQUE I'm Good (Elektra/EEG)	644	-168	22558	7	42/0	
Debut	<b>4</b>	SEAN PAUL I'm Still In Love With You (VP/Atlantic)	616	+ 146	45505	1	43/1	TRILLVILLE Neva Eva <i>(Warner Bros.)</i> Total Plays: 374, Total Stations: 19, Adds: 2
31	42	OBIE TRICE Got Some Teeth <i>(Shady/Aftermath/Interscope)</i>	608	-350	49011	12	52/0	L. KRAVITZ f/P. DIDDY Show Me Your Soul (Bad Boy/Universal)
41	43	BUBBA SPARXXX Deliverance (Beatclub/Interscope)	607	·174	43787	16	35/0	Total Plays: 362, Total Stations: 30, Adds: 1
Debut>	44	WAYNE WONDER Perfect Proposal (VP/Atlantic)	581	+128	53479	1	30/7	MUSIQ Forthenight (Def Soul/IDJMG)
[Debut]>	45	YING YANG TWINS f/LIL' JON & THE EASTSIDE BOYZ Salt Shaker (TVT)	565	+122	68976	1	39/32	Total Plays: 336, Total Stations: 16, Adds: 0
_	46	BABY BASH Shorty Doowop (Universal)	564	+100	47045	2	8/2	T.BALAND & MAGOO f/SEBASTIAN Indian Flute (BlackGround) Total Plays: 269, Total Stations: 19, Adds: 1
Debut>	<b>4</b> 7	DMX Get It On The Floor (Ruff Ryders/IDJMG)	558	+120	34529	- 1	33/0	OBIE TRICE The Set Up (Shady/Aftermath/Interscope)
40	48	T.I. 24's (Grand Hustle/Atlantic)	547	-244	47505	15	40/0	Total Plays: 246, Total Stations: 46, Adds: 38
45	49	MARQUES HOUSTON f/JOE BUDDEN & PIED PIPER Clubbin' (T.U.G./EEG,		-85	62215	13	21/1	
				-				

89 CHR/Rhythmic reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 11/ 2-11/8. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2003, The Arbitron Company). © 2003, R&R, Inc.

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Dan Turner, Vice President Programming Services



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## **RHYTHMIC MIX SHOW TOP 30**

• November 14, 2003

RANK ARTIST TITLE LABEL

- 1 LUDACRIS Stand Up (Def Jam South/IDJMG)
- 2 YOUNGBLOODZ f/LIL' JON Damn! (Arista)
- 3 LIL' JON & EASTSIDE BOYZ Get Low (TVT)
- 4 CHINGY f/SNOOP DOGG & LUDCARIS Holidae In (DTP/Capitol)
- **5 G**-**UNIT** Stunt 101 (Interscope)
- 6 BEYONCE' f/SEAN PAUL Baby Boy (Columbia)
- 7 KELIS Milkshake (Star Trak/Arista)
- 8 YOUNG GUNZ Can't Stop, Won't Stop (Def Jam/IDJMG)
- 9 JAY-Z Change Clothes (Roc-A-Fella/IDJMG)
- 10 OUTKAST The Way You Move (Arista)
- 11 CHINGY Right Thurr (Priority/Capitol)
- 12 MURPHY LEE f/J. DUPRI Wat Da Hook Gon' Be (Fo' Reel/Universal)
- 13 WYCLEF JEAN Party To Demascus (J)
- 14 BABY BASH Suga Suga (Universal)
- 15 JA RULE Clap Back (Murder Inc./IDJMG)
- 16 MISSY ELLIOTT Pass That Dutch (Gold Mind/Elektra/EEG)
- 17 YING YANG TWINS Naggin' (TVT)
- 18 R. KELLY Step In The Name Of Love (Jive)
- 19 WESTSIDE CONNECTION Gangsta Nation (Capitol)
- 20 2PAC f/NOTORIOUS B.I.G. Runnin' (Death Row/Interscope)
- 21 OUTKAST Hey Ya (Arista)
- **22 YING YANG TWINS** Salt Shaker *(TVT)*
- 23 213 Fly/Geffen)
- 24 LOON Down For Me (Bad Boy/Universal)
- 25 112 f/LUDACRIS Hot & Wet (Def Soul/IDJMG)
- 26 BIG TYMERS This Is How We Do (Cash Money/Universal)
- 27 TOO SHORT f/LIL' JON Shake That Monkey (*Short/Jive*)
- 28 NELLY f/P. DIDDY & MURPHY LEE Shake Ya Tailfeather (Bad Boy/Universal)
- 29 DMX Get It On The Floor (Ruff Ryders/IDJMG)
- 30 BAD BOY'S DA BAND Bad Boy This, Bad Boy That (Bad Boy/Universal)

Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 11/9-11/15/03. ©2003, R&R, Inc.



#### JAY-Z Change Clothes (Roc-A-Fella/IDJMG)

OBIE TRICE FEATURING NATE DOGG The Set Up (*Shady/Aftermath/Interscope*) BRAVEHEARTS FEATURING LIL JON Quick To Back Down (*IIIWill/Columbia*) KNOC'TURNAL FEATURING SNOOP DOGG The Way I Am (*LA Confidential/Elektra*) KANYE WEST Through The Wire (*Roc-A-Fella/IDJMG*) G-UNIT Stunt 101 (*G-Unit/Interscope*)



#### **This Week's Hottest Music Picks**

#### ODM MD, KGGI/Riverside

**Outkast**'s "Hey Ya!" (La Face/Arista): Top five phones at the station. Gotta say, "Hey ya," to that one!

**Bow Wow**'s "My Baby" (Columbia): Throw this one on and watch it do its magic at night!

**112 featuring Ludacris**' "Hot & Wet" (Def Jam/IDJMG): One of my personal R&B joints; should do well in the clubs.

#### Lee L'Heureux .... WRED/Portland, ME

Kanye West's "Through the Wire" (Roc-A-Fella/IDJMG): Roc-A-Fella is doing it right now. This was an add three weeks ago and has steadily increased ever since. Instant phones here.

Jay-Ż featuring Pharrell's "Change Clothes" (Roc-A-Fella/IDJMG): The Black Album is incredible. What I like about it the most is that on the fifth, sixth or seventh listen you still pick up things that you missed the first few times. The vibe of "Change Clothes" reminds me a lot of "Excuse Me Miss," and it will definitely be a good single for us.

**Obie Trice featuring Nate Dogg**'s "The Set Up" (Shady/Aftermath/Interscope): Obie kills this one, and Dre's production, like always, shines. And, of course, Nate Dogg's voice is capable of pushing any single over the top.

## PD. WBVD/Melbourne

Mya's "Fallen" (Interscope): I like this, and it sounds great on the station all day! Eamon's "F**k It" (Jive): Hilarious song! Will give us some flava in the nighttime hours.

**Jay-Z featuring Pharrell**'s "Change Clothes": Just sick! The ladies have to change clothes three times because they pee their pants when they hear it.

#### Felix Santos " MD, KSEQ/Fresno

**Ryan Duarte**'s "You" (Universal): Universal is blowin' it up on the Latin side of things with this hit. First Baby Bash, now this artist from San Jose. Top three phone requests two weeks in a row!

**Kelis**' "Milkshake" (Star Trak/Arista): The Neptunes are at it again. Hit after hit, smash after smash. Blowin' up on the request lines as we speak.

Lil Jon & The Eastside Boys featuring Ludacris' "Stop Trippin'" (TVT): Too early to tell on this, but it's got the formula. Lil Jon and the crunk family are the hottest thing right now, and Ludacris delivers those memorable rhymes.

#### Mark Adams PD, KXJM/Portland, OR

Jay-Z featuring Pharrell's "Change Clothes": Hot. Love this cut. Can't wait to hear the whole *Black Album*.

Westside Connection's "Gangsta Nation" (Capitol): Completely blazin'. I think this is gonna be big for us.

**Beyoncé**'s "Naughty Girl" (Columbia): Already calling out for us. "Me, Myself & I" is a great record, too, but this is the one that is blowin' up.

Knoc-Turn'al featuring Snoop Dogg's "The Way I Am" (LA Confidential/Elektra): Working well for us, and a heater in our clubs.



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RateTheMusic.com

November 14, 2003

America's Best Testing CHR/Rhythmic Songs 12 + For The Week Ending 11/14/03

Artist Title (Label)	TW	LW	Familiarity	Burn	Persons 12-17	Persons 18-24	Persons 25-34
OUTKAST The Way You Move (Arista)	4.09	4.07	79%	11%	4.00	3.87	4.41
BEYONCE' f/SEAN PAUL Baby Boy (Columbia)	4.02	4.06	99%	41%	4.03	3.87	4.12
NELLY f/P. DIDDY & MURPHY LEE Shake Ya Tailfeather (Bad Boy/Universal)	3.99	3.98	<b>99%</b>	42%	3.97	3.88	3.98
LUDACRIS f/SHAWNNA Stand Up (Def Jam South/IDJMG)	3.99	4.01	86%	16%	4.04	4.00	4.02
OUTKAST Hey Ya! (Arista)	3.95	_	89%	19%	3.94	3.92	3.97
LIL' JON & THE EASTSIDE BOYZ Get Low (TVT)	3.94	4.00	91%	31%	4.17	3.84	3.78
BABY BASH Suga Suga (Universal)	3.85	3.83	79%	19%	4.17	3.79	3.51
JAGGED EDGE Walked Outta Heaven (Columbia)	3.85	3.82	51%	10%	3.84	3.80	3.91
NELLY Iz U (Fo' Reel/Universal)	3.85	_	38%	6%	3.81	4.00	3.94
CHINGY Right Thurr (DTP/Capitol)	3.83	3.78	98%	45%	3.97	3.84	3.66
2PAC f/NOTORIOUS B.I.G. Runnin' (Dying To Live) (Amaru/Interscope)	3.82	3.77	43%	7%	3.83	3.77	3.92
FABOLOUS f/TAMIA Into You (Desert Storm/Elektra/EEG)	3.81	3.90	90%	34%	3.85	3.84	3.65
50 CENT If I Can't (Shady/Aftermath/Interscope)	3.78	3.83	68%	16%	3.88	3.84	3.53
CHINGY f/SNOOP DOGG & LUDACRIS Holidae In (DTP/Capitol)	3.77	3.77	82%	23%	3.99	3.93	3.52
PHARRELL f/JAY-Z Frontin' (Star Trak/Arista)	3.74	3.67	87%	31%	3.65	3.80	3.75
112 f/LUDACRIS Hot & Wet (Def Soul/IDJMG)	3.72	3.85	41%	8%	3.70	3.67	3.79
50 CENT P.I.M.P. (Shady/Aftermath/Interscope)	3.71	3.71	97%	51%	3.78	3.59	3.77
WYCLEF JEAN f/MISSY ELLIOTT Party To Damascus (J)	3.71	3.72	44%	8%	3.57	3.84	3.82
MURPHY LEE f/JERMAINE DUPRI Wat Da Hook Gon Be (Fo' Reel/Universal)	3.69	3.69	56%	11%	3.71	3.80	3.62
ASHANTI Rain On Me <i>(Murder Inc./IDJMG)</i>	3.58	3.56	83%	26%	3.73	3.44	3.65
YOUNG GUNZ Can't Stop, Won't Stop <i>(Def Jam/IDJMG)</i>	3.58	3.62	73%	22%	3.72	3.51	3.48
KELIS Milkshake (Star Trak/Arista)	3.58	3.49	54%	14%	3.84	3.31	3.73
YOUNGBLOODZ f/LIL' JON Damn! (Arista)	3.57	3.84	67%	19%	3.77	3.67	3.42
MARY J. BLIGE Ooh! (Geffen)	3.57	3.41	55%	14%	3.26	3.50	3.83
213 Fly (Geffen)	3.55	3.64	41%	9%	3.61	3.50	3.47
R. KELLY Step In The Name Of Love (Jive)	3.42	_	62%	21%	3.27	3.40	3.54
MISSY ELLIOTT Pass That Dutch (Gold Mind/Elektra/EEG)	3.41	3.51	63%	18%	3.15	3.48	3.61
<b>DBIE TRICE</b> Got Some Teeth <i>(Shady/Aftermath/Interscope)</i>	3.34	3.37	55%	15%	3.41	3.37	3.12
R. KELLY Thoia Thoing (Jive)	3.32	3.41	85%	37%	3.30	3.47	3.30
T.I. 24's (Grand Hustle/Atlantic)	3.23	3.30	53%	20%	3.48	3.27	2.92

Total sample size is 449 respondents. **Total average favorability** estimates are based on a scale of 1-5. (1=dislike very much, 5 = like very much). **Total familiarity** represents the percentage of respondents who recognized the song. **Total burn** represents the number of respondents who said they are tired of hearing the song. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. **The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.** 

## HEADRUSH

ARTIST: Jay-Z LABEL: Roc-A-Fella/IDJMG By MIKE TRIAS/Assistant Editor

With the release of *The Black Album*, Shawn Carter (a.k.a. Jay-Z) will be writing the final lines of a chapter in his life. Less than a decade after storming the

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scene with his 1996 debut, *Reasonable Doubt*, Jay-Z officially announced his retirement from the game in September.

That doesn't mean he's not going out with a bang. "Change Clothes," the latest cut from what the rapper has dubbed his final full-length LP (leaving room for guest appearances, etc.), is racing up the charts. The Neptunes-produced track features Pharrell, and a star-studded video directed by Chris Robinson debuted earlier this week on MTV. The fashion show-esque clip features guest appearances by both fellow artists and such stars as Naomi Campbell and Kelly Ripa.

The Black Album was originally slated for a Nov. 28 release, but bootlegging and piracy forced the label to move up the release date to Nov. 14. Jay-Z is taking it in stride, and not only is he making sure the album will be available to his fans at a reasonable price, he's also put winning tickets for a Black C230 Mercedes Benz sport sedan in three of the CDs. Ten other copies of the album will have tickets for a limited-edition book containing lyrics and original artwork.

Except for a short intro, there will be no skits or guest rappers on the CD. However, heavy-hitters Eminem and Timbaland contributed as producers, as did Rick Rubin, Kanye West, The Neptunes and Just Blaze, among others.

Jay-Z will be keeping plenty busy with his businesses, including Armadale Vodka, Roc-A-Fella Records, Rocawear, Roc-A-Fella Films and the 40/40 Club in New York City. He will also unveil his autobiography, *The Black Book*, in early 2004.

Reporte	rs	<b>'4</b>				x	
SS/Albuquerque, NM*	WJMN/Boston, MA*	WRCL/Filml, MI*	KXME/Honolulu, HI*	WBVD/Melbourne, FL*	KQCH/Omaha, NE*	KBMB/Sacramento, CA*	KBTT/Shreveport, LA*
SS/Albuquerque, NM* Pete Manriquez 3: Dana Cortez	PD. Cadillac Jack McCartney APD: Dennis O'Heron	DM: Jay Patrick PD, Nathan Reed	PD: KC Sejerana MD: Kevia Akitake	PD: Zac Davis MD: Curtis Booker	OM: Yom Land PD/MD: Erik Johnson	PD: Jayare Johnson 30 ALICIA KEYS	PD/MID Quenn Echols 38 BEYONCE
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fark Feather	PD: Jerry McKenna MD: Rob Tyler	KBOS/Fresno, CA*	MD: Carmen Contreras 32 JAY-Z	KXHT/Memphis, TN* DM/PD: Deldre Williams MD: Big Sue JAY-Z	40 JAY-Z	NSFM/Secramento, CA* PD: Byron Kennedy APD/MD. Tony Tecate	PD. Shave Kicklighter MD: Chuck "Manic" Wright
1.J. Lopez 18 RIDAZ	5 PINK STACIE ORRICO	PD: Pattie Moreno MD: Danny Salas	16 KANYE WEST	MU: BIG SUB JAY-Z	22 ALICIA KEYS 2 NICK CANNON	5 CASSIDY I/R KELLY 3 JAY-Z	1 WAYNE WONDER
AY-Z /ARREN G	STACIE ORRICO WAYNE WONDER	MD: Danny Selas 33 MARQUES HOUSTON 2 JAY-7	9 MASTER P 6 ALICIA KEYS		1 OBJE TRICE	OBJE TRICE	YI'WG MLIL' JON & EASTSIDE BOYZ
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IBIE TRICE AMON	OM: Phil Secker PD, Rob White	LOON I/MARIO WINANS	KPTY/Houston, TX*	PD. Kid Curry APD: Tony "The Tiger" MD: Eddle Mix	2 JAY-Z NICK CANNON	PD. Wookie MD: Deelite	KSPW/Springfield, MD OM: Bad Hansen PD/MD: Chris Cannon
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ounselor P-Dawg HRISTINA AGUILERA	MD: Scooter B	KSEQ/Fresno, CA* OM/PD. Tommy Del Rio	4 JAY-Z	3 JAY-Z MR VEGAS		RYAN DUARTE MARQUES HOUSTON	1 MARQUES HOUSTON
HRISTINA AGUILERA	11 YING MULL'JON & FASTSIDE BOYZ	MD: Felix Santos	WHHH/Indianapolis, IN*	WPYM/Miami EL*	KCAD/Oxnard, CA* PD/MD: Big Bear	JAY-Z KUUU/Sahi Lake City, UT*	1 JAY-Z KWIN/Stockton, CA*
AT JOE IARIAH CAREY MCAM'RON	9 WARREN G RYAN DUARTE	28 JAY-Z 26 YING VILIL JON & EASTSIDE BOYZ	PD: Brian Wallace MD: Don "DJ Wrekk One" Williams	OM: David Israel	35 ALICIA KEYS	OM/PO: Brian Michel MO: Kevin Cruise	PD: Jokn Christian MO: Diage Foxx
ENNIFER LOPEZ f/NAS	OBIE TRICE	TWISTA	MD: Don "DJ Wrekk One" Williams No Adds	PD/MO: Phil Michaels	15 YING 1/LIL JON & EASTSIDE BOYZ 8 JAY-Z	11 JAY-Z	MO: Diage Foxx 3. JAV-7
RUTH HURTS I/RAKIM OFFEE BROWN	GLENN LEWIS WW8Z/Charleston, SC*	WAYNE WONDER OBIE TRICE		14 CELIA CRUZ 5 DESPINA VANDI	1 OBIE TRICE	2 KELIS	1 YENG VULLION & EASTSIDE BOYZ
IONICA	PD: Cliff Fletcher	WBTT/FI, Myers, FL*	WXIS/Johnson City* PD/MD: Todd Ambrose	KTTB/Minnapolis, MN*	MILANO MARQUES HOUSTON	KBBT/San Antonio, TX* PD: J.D. Gonzalez	OBJE TRICE 24 K
SHANTI ASMEEN	APO/MD. Kelly Mac 50 JAY-Z	OM: Steve Amari	22 JAY-Z YING 1/LIL' JON & EASTSIDE BOYZ	PD/MD: Dusty Hayes	KKUU/Palm Springs, CA DM: Gary DeMaroney	APD/MD, Romeo	24 K WLLD/Tampa, FL*
ELLY f/KELLY ROWLAND EELY f/KELLY ROWLAND EEN/E MAN f/JANET	37 YING VALIL' JON & EASTSIDE BOYZ	PD: Ron "Jomama" Shepard APD/MO. Omar "The Big O"	MARQUES HOUSTON	APD: Zannie K, 7. WABBEN G	PO: Anthony Quiroz	6 MYA 5 IS	PD: Orlando APD: Scantman
EEN/E MAN I/JANET LOETRY	21 OBIE TRICE	9 JAY-Z	OBIE TRICE WYIL/Knoxville, TN*	6 .JAY-Z	MD. Erin Deveaux	5 JS 2 NICK CANNON	MD. Besta 10 YING I/LIL'JON & EASTSIDE BOYZ
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HAGGY USTIN TIMBERLAKE	OM: Rick Johnson	OBIE TRICE	35 JAY-7	OM/PD: Rene Roberts	14Y-7	PD. Diana Laird APD/MD: Pablo Sato	KOHT/Tucson, AZ* PD: R Dub
USTIN TIMBERLAKE A RULE	PD/MD; John Anthony 1 KANYE WEST	WJFX/Ft. Wayne, IN* PD. Scott Hearthorn	20 YING I/LIL'JON & EASTSIDE BOYZ 9 WAYNE WONDER	43 YING KLIL'JON & EASTSIDE BOYZ 27 JAY-Z	WPHI/Philadelphia, PA*	3 YING VILL JON & EASTSIDE BOYZ 2 JAY-Z	3PD/M/h Puerto Rico Villalohor
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4Y-2	PD: Boogle D 22 JAY-Z	APD: Jay Rio MD: Prettyboy A.D.	62 JAY-Z 51 EAMON	42 ALICIA KEYS 4 JAY-Z	3 KEUS	29 JAY-Z	6 147-7
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ean Phillips AO: Maverick	WB8M/Chicago, IL* PD: Todd Cavanah	OM/PO: Brian Douglas MO: Tap Money			PO, Mark Medina	KYLD/San Francisco. CA*	PD: L.T MO: Mercus Love
AD: Maverick AY-7	APD/WO; Erik Bradley	17 T 16 OUTKAST	KLUC/Las Vegas, NV* OM/PD: Cat Thomas	WJWZ/Montgomery, AL PD/APD' Al Irvin	MD. Chino 7 JAY-Z	PD, Michael Martin	YING I/LIL JON & EASTSIDE BOYZ
Atlantic City, NJ*	35 KELIS 21 TWISTA		APD/MD: J.B. King	PD/APD' Al Invin MD: Danny D.	5 JAY-Z	APD/MD: Jazzy Jim Archer 28 YING 14.1.10N & FASTSIDE BOYZ	OBJE TRICE BIG TYMERS t/R KELLY
): Rob García NY-Z	RYAN DUAR TE KNDA/Corpus Christi, TX*	WQSL/Greenville, NC* PD/MD: Jack Spade	7 BOW WOW I/JAGGED EDGE 2. JAY-Z	10 BABY D	WESTSIDE CONNECTION MARQUES HOUSTON	28 YING 1/, 1, 1 ON & EASTSIDE BOYZ TIMBALAND & MAGOO //SEBASTIAN	ΔΨ-7
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Austin, TX*	BOW WOW #JAGGED EDGE	APD: MacKenzie MD Lucas	PD; Tom "Jammer" Naylor APD: Crash	HTAN DUAHTE	FAMON	6 NAPPY BOOTS	11 AVANT 7 IAY-7
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ARQUES HOUSTON	KBFB/Dallas, TX*	6 MYA 6 JA BILLE	2 MYA BYAN DUARTE	PD: Tracy Cloherty	WWKX/Providence, RI*	KUBE/Seattle, WA*	PD: Greg Williams MD: Jo Jo Collins
RE TRICE	PD: John Candelaria MD: DJ Big Bink	1 WAYNE WONDER	NTAN ODANTE	MD: Ebro 17 GHOSTFACE t/JADAKISS	DM/PD: Tony Bristol	QM Shelle Hart	B BYAN DUARTE
skerclinid CA*	38 YING TAUL' JON & EASTSIDE BOYZ	1 JAY-Z RYAN DUARTE	KHTE/Little Rock, AR*	4 ALICIA KEYS	MD: Marie Cristal 27. JAY-Z	PD: Eric Powers MD. Karen Wild	4 OBJE TRICE 2 WARREN G
D. Bob Lewis D. Picazzo	19 JAY-Z 18 GEMINI (/NB BIDAZ	15	PD: Rich Stevens 1 YING //LIL JON & EASTSIDE BOYZ	2 BEYONCE	6 MARQUES HOUSTON	46 JAY-Z	JAY-Z
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Sakersfield, CA* wren Michaels	WDHT/Dayton, OH* OM/PD: J.D. Kustes	OM: Steve Salhary	OBIE TRICE	WNVZ/Nortolk, VA* OM/PD: Don London			
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Y-Z	KPRR/EI Paso, TX*	MARQUES HOUSTON	WBL0/Louisville, KY* PD: Mark Guon	11 GINUWINE 11 TOD SHORT MULL' JON	1 JAY-Z MARQUES HOUSTON		
'Sirmingkam, AL* Ickey Johnson	PD: Boliky Ramos MD: Glas Lee Fuentez	OBIE TRICE	MD: Gerald Harrison	11 KEUS	OBIE TRICE	10 Total Indicator	
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					1 CASSIDY I/R KELLY		

DANA HALL dhall@radioandrecords.com



### "It's all-out war in Miami. It's the closest thing in radio that you can compare to Iraq."

**Three The Hard Way:** Miami's Hip-Hop Battle

Heritage WEDR trades in the defense for the offense

Miami has always been a high-profile, highly competitive market. And in the Urban arena, 2003 was the most competitive year yet. Heritage WEDR (99 Jamz) was faced with a direct challenger in Clear Channel's WMIB (103.5 The Beat), which launched on the eve of 2003, as well as longtime market rival WPOW (Power 96), which has become increasingly hip-hop-heavy in recent years.

As PD of WEDR since 1997, Cedric Hollywood has been at the helm through the station's years of success, as

well as during its most recent challenges. "We took a big dip in the spring book, with WMIB making a strong first-time showing," he says. "But for the summer we're already back on top with a 5.5 12+ to WMIB's 4.6 and Power's 5.4. And in the most recent breakout for September we're at 5.9, while Cedric Hollywood WMIB and WPOW are

down to 4.1 and 5.2 12+.

"What's happening is, while the fight has always been between WPOW and WEDR, WMIB has become the spoiler. They've taken a few listeners from Power and a few from us, ultimately forcing the shares down, but we still hold rank.

"While I was never nervous and the company wasn't worried, it's difficult when you have staff members who are feeling the pressure. They would see the competition out in the streets and hear people tuned in. What you have to understand, though, is that when there's a new guy in town, of course people are going to check them out. That's why you have to first defend your position, then take the offensive."

#### **Holding Your Ground**

Hollywood explains his strategy: "Initially, we moved to defend our territory, which was, and still is, that WEDR is the lifestyle radio station, the community outlet. We took every step we could to solidify that with our core.

"We made sure our relationships within the community were tight, and we continued to be at all the events, parades, blood drives --- whatever was significant. I'm glad to say that we did not lose a single event to one of our competitors."

But as a heritage outlet, the old WEDR took the traditional stance of being all things to all people. "And we were successful at it," Hollywood says.

"We were not only No. 112+, we were also No. 1 25-54. But we knew we couldn't continue on that path with the way the market was chang-

ing. "While WMIB didn't sign on until December, we knew as early as August 2002 that Clear Channel was coming after us, so we started to narrow our music very early on. We dumped all of the music that didn't fit in the 18-34 demo. We continued to be

aggressive on the right kinds of music - for example, on local acts, because so much music comes out of the Miami area

"One example was Jacki O's 'Nookie Real Good.' In fact, we got the record straight from the studio and played it before anyone in Miami, let alone in the country."

In addition to music, the station has repositioned its image. "We are hipper, slicker and a lot more aggressive on-air in pointing out our competitors' flaws - without mentioning any names, of course," Hollywood says.

#### **Radio Battles**

Miami is known for its fierce radio battles, which have, in the past, been ugly. "It's all-out war in Miami," Hollywood says. "It's the closest thing in radio that you can compare to Iraq. Companies have been known to sue each other. But while there seems to be a lot of hatred among the stations, it really is professional, not personal. I mean, we don't meet up in the streets and have brawls.

"What most of the country doesn't realize is that we're in a unique situation at WEDR. We're a heritage station that is up against two hip-hop stations. Usually, you see a heritage attacked from the older and younger end. Here, all three of us are targeting the young hip-hop listener.

The industry may refer to WPOW as Dance, but they haven't been Dance



in over two years. They are 99% hip-hop and reggae. The good thing is, they don't seem to be aggressively targeting the African-American community, whereas WMIB is coming at it head-on."

Which means that it was only a matter of time before WEDR would have to change its tactics from defensive to offensive. "We felt we had taken the defensive strategy as far as we could," Hollywood says. "In order to continue to grow, we had to improve what we had, not just rely on what we had.

"In the past we had always felt, if it ain't broke, why try to fix it? Even as far back as a couple of years ago we recognized things that may have needed to change, but we didn't take action because there was no real reason to. Now there are two reasons.

#### **Strategic Moves**

"The best example of this is the WEDR morning show," Hollywood continues. "James T, who was our morning show host and is a former PD, is an icon in Miami. He's been in the market over 20 years. The question was, is he the right fit for WEDR in the hip-hop age?

'As the station was getting younger, he was moving into the demo of our sister station, [Urban AC WHQT] Hot 105. The kids tuning in were not able to identify with him as well as their parents, or even grandparents, could. While WMIB and WPOW were talking directly to those 18-24-year-olds, our morning show was sounding like an adult station. That's why we hired Rick Party for afternoons, knowing that we had every intention of moving him to mornings at some point.

"I wish more broadcast companies and managers would realize something that our GM, Jerry Rushin, does, which is that when you have good people, you can find a place for them even when they don't currently fit into your station's plans.

"James is such a large community activist that it made sense to move him over to Hot, which could only help them in the long run. The records and artists that Hot 105 plays are the

same ones James broke over the years at WEDR, so listeners identify them with him."

#### New Faces

And how does WEDR's new morning show help in a competitive hip-hop battle? "Rick and Tamara G - whom we kept from the former show because she is a great talent and a familiar voice -are both creative and adaptable personalities," Hollywood says.

"Rick is also familiar to many of our listeners, who remember him from his days in the mid-'90s at the old Hot 105, when it was a mainstream outlet. He's also built a following in afternoons doing a show that was, in essence, a morning show.

"The new morning show is also more music-intensive than the last one. Rick has learned a lot about how to deliver things in a concise and effective manner due to his experience in the Top 40 format. He's also more into the hip-hop lifestyle, having grown up with the music and the artists. Right now our goal is to introduce Rick to the community so they can put a face with the voice, just as they had with James."

With Party moving to mornings, Hollywood needed a replacement for the afternoon show, and he found it in Lorenzo "Ice T" Thomas, an Urban radio vet who'd worked in Washington, DC: Baltimore: and Norfolk and had been heard nationally as the voice of BET.

"It was important that we didn't lose any momentum in afternoons," Hollywood says. "Rick had made significant headway in ratings, and we needed to continue that flow. Lorenzo and I have been in touch for years, and I felt that he was the right choice, because I knew he loved Miami. He's one of the biggest Dolphin fans I know.

"I feel as if I have the perfect book-

ends now for my team. We already had a fabulous night host and a talented midday personality, but finding a morning and afternoon talent who were this strong solidified WEDR's offensive strategy."

#### **Hitting The Streets**

Included in that strategy was a plan to dominate the playing field -- the city of Miami. "Our team is out in force," Hollywood says. "Two perfect examples are my mixers, DJ Irie and DJ Khalide.

"Irie is the DJ for the Miami Heat. It's probably the only professional basketball team that has a live DJ mixing at the games. It's a real party atmosphere, and we have Irie shouting out WEDR on the Jumbotron!

"Khalide is friends with almost every hip-hop artist out there. Remember, most artists will come to Miami to party, record and may even have a house down here. He's very connected, and that helps us earn legitimacy in the streets."

In addition, WEDR has started to claw its way into WPOW territory. "We recently hosted the largest one-day event in the entire country," Hollywood says. "In Miami there is an annual Latin festival called Calle Ocho that draws over 1 million people.

"This year we were asked to be the station behind the main stage, which has traditionally been hosted by Power 96. They were not there at all. And we've already been asked to return next year.

"In Miami, Power 96 has always been perceived as the station that went after Hispanics. While we're still an African-American-targeted station and always will be, we also understand now that we can be involved in general-market and multicultural events, and, in fact, we have to be in order to win.

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## URBAN TOP 50

40

	100	• November 14, 2003					000 862 8 - 542	
LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL Plays	+ / - PLAYS	TOTAL	WEEKS ON CHART	TOTAL STATIONS/ ADDS	Most Added
1	1	LUDACRIS f/SHAWNNA Stand Up (Def Jam South/IDJMG)	3568	-24	(00) <b>481352</b>	12	66/0	www.rradds.com
3	2	JAGGED EDGE Walked Outta Heaven (Columbia)	3434	+271	440826	15	61/0	
5	3	OUTKAST The Way You Move <i>(Arista)</i>	3320	+332	388715	10	62/0	ARTIST TITLE LABEL(S)
4	4	CHINGY f/SNOOP DOGG & LUDACRIS Holidae In (DTP/Capitol)	3258	+154	386421	10	64/0	JAY-Z Change Clothes (Roc-A-Fella/IDJMG)
2	5	ASHANTI Rain On Me (Murder Inc./IDJMG)	2968	-262	365388	13	63/0	ALICIA KEYS You Don't Know My Name (J) BIG TYMERS f/R. KELLY Gangsta Girl (Cash Money/Universal)
8	6	R. KELLY Step In The Name Of Love (Jive)	2939	+173	381736	17	66/0	OBIE TRICE The Set Up (Shady/Aftermath/Interscope)
7	7	YOUNGBLOODZ f/LIL' JON Damn! (Arista)	2782	-96	387456	20	62/0	MARQUES HOUSTON Pop That Booty (T.U.G./EEG)
9	8	AVANT Read Your Mind (Geffen)	2594	+317	269488	13	62/2	TWISTA Slow Jamz (Atlantic)
6	9	BEYONCE' f/SEAN PAUL Baby Boy (Columbia)	2502	-412	316539	15	64/0	BABY D. It's Goin Down <i>(Epic)</i> YING YANG TWINS f(LIL' JON Salt Shaker <i>(TVT)</i>
10	Ð	MURPHY LEE f/JERMAINE DUPRI Wat Da Hook Gon Be (Fo' Reel/Universal)	2250	+212	236567	12	48/1	KANYE WEST Through The Wire (Roc-A-Fella/IDJMG)
12	Ũ	BAD BOY'S DA BAND Bad Boy This Bad Boy That (Bad Boy/Universal)	1686	+23	198456	9	46/0	
11	12	MARQUES HOUSTON f/JOE BUDDEN & PIED PIPER Clubbin' (T.U.G./EEG)	1682	·208	246950	16	54/0	
16	13	2PAC f/NOTORIOUS B.I.G. Runnin' (Dying To Live) (Amaru/Interscope)	1660	+ 189	151253	6	64/0	
19	4	G UNIT Stunt 101 (Interscope)	1635	+348	218783	5	63/3	Most
14	6	JA RULE Clap Back (Murder Inc./IDJMG)	1582	+93	172559	6	66/0	Increased Plays
17	Ē	MISSY ELLIOTT Pass That Dutch (Gold Mind/Elektra/EEG)	1508	+63	166208	6	63/1	
15	Ď	MONICA Knock Knock (J)	1477	0	154125	11	56/0	TOT/ PLA
25	- (13)	ALICIA KEYS You Don't Know My Name (J)	1417	+467	181782	3	66/64	ARTIST TITLE LABEL(S) INCRE
18	19	LIL' JON & THE EASTSIDE BOYZ Get Low (TVT)	1326	-69	170796	30	56/0	ALICIA KEYS You Don't Know My Name (J) +4
22	20	GINUWINE Love You More (Epic)	1176	+77	105762	8	38/0	JAY-Z Change Clothes ( <i>Roc-A-Fella/IDJMG</i> ) +4 MUSIQ Forthenight ( <i>Def Soul/IDJMG</i> ) +3
28	ā	BEYONCE' Me, Myself And I (Columbia)	1128	+264	124390	3	53/3	G UNIT Stunt 101 <i>(Interscope)</i> +3
13	22	R. KELLY Thoia Thoing ( <i>Jive</i> )	1127	-385	145011	19	66/0	OUTKAST The Way You Move (Arista) +3
33	23	MUSIQ Forthenight (Def Soul/IDJMG)	1101	+ 353	117144	4	62/0	AVANT Read Your Mind (Geffen) +3
36	Ž	JAY-Z Change Clothes (Roc-A-Fella/IDJMG)	1093	+416	166645	2	67/66	JAGGED EDGE Walked Outta Heaven (Columbia)         + 2           BEYONCE' Me, Myself And I (Columbia)         + 24
21	25	112 f/LUDACRIS Hot & Wet (Def Soul/IDJMG)	1086	-67	102187	7	55/0	M. LEE f/J. DUPRI Wat Da Hook Gon Be (Fo' Reel/Universal) +2
24	26	JOE More & More ( <i>Jive</i> )	1072	+23	99412	8	61/2	KANYE WEST Through The Wire (Roc-A-Fella/IDJMG) + 19
29	ð	KELIS Milkshake (Star Trak/Arista)	972	+179	148622	5	40/0	
26	28	LOON f/MARIO WINANS Down For Me (Bad Boy/Universal)	914	-3	117087	7	45/1	
32	29	NICK CANNON Gigolo ( <i>Jive</i> )	890	+ 120	76382	6	55/2	
31	ð	NELLY Iz U (Fo' Reel/Universal)	879	+96	70503	3	50/0	New&Active
30	ğ	BOW WOW f/JAGGED EDGE My Baby (Columbia)	860	+73	85059	4	45/1	40000-40000 / 1000000 400004, 1400-000, 1 $\mathcal{F}$
34	32	WYCLEF JEAN f/MISSY ELLIOTT Party To Damascus (J)	719	-7	76089	7	56/0	TWISTA Slow Jamz (Atlantic)
35	33	FLOETRY Getting Late (DreamWorks)	708	+12	90584	9	31/0	Total Plays: 374, Total Stations: 28, Adds: 27
39	34	T.I. Be Easy (Grand Hustle/Atlantic)	677	+85	53799	4	42/0	KANYE WEST Through The Wire (Roc. A. Fella/IDJMG)
37	Ğ	DMX Get It On The Floor (Ruff Ryders/IDJMG)	649	+ 20	59415	4	44/0	Total Plays: 371, Total Stations: 40, Adds: 8
27	36	MARY J. BLIGE Ooh! (Geffen)	567	-313	54802	13	61/0	YING YANG TWINS f/LIL' JON Salt Shaker ( <i>TVT)</i> Total Plays: 309, Total Stations: 29, Adds: 26
38	37	ISLEY BROTHERS f/RON ISLEY Busted (DreamWorks)	554	-58	90508	16	22/0	
44	38	JS Love Angel (DreamWorks)	517	-8	40508	3	48/0	BRAVEHEARTS f/LIL' JON Quick To Back Down ( <i>Columbia)</i> Total Plays: 252, Total Stations: 41, Adds: 1
47	39	TRILLVILLE Neva Eva (Warner Bros.)	516	+75	41834	2	29/2	TEEDRA MOSES f/JADAKISS You'll Never Find (TVT)
41	40	JAHEIM Backtight (Divine Mill/Warner Bros.)	504	-69	39196	9	33/0	Total Plays: 250, Total Stations: 18, Adds: 0
48	4	MICHAEL JACKSON One More Chance (Epic)	498	+84	49795	2	38/0	OBIE TRICE The Set Up (Shady/Aftermath/Interscope)
[Debut]>	42	MYA Fallen (A&M/Interscope)	474	+179	51350	1	53/5	Total Plays: 243, Total Stations: 38, Adds: 38
45	43	TIMBALAND & MAGOD f/SEBASTIAN Indian Flute (BlackGround)	469	-42	37902	4	34/1	KEM Love Calls (Motown/Universal)
50	44	NAPPY ROOTS Sick & Tired (Atlantic)	468	+66	26930	2	24/0	Total Plays: 214, Total Stations: 13, Adds: 0
42	45	ERYKAH BADU DangerBlock On Lock (Motown/Universal)	449	-119	32390	15	41/0	WARREN G Let's Go (It's A Movement) <i>(MSC)</i> Total Plays: 213, Total Stations: 22, Adds: 3
49	46	TOO SHORT f/LIL' JON Shake That Monkey (Short/Jive)	409	+3	28065	10	26/0	
43	47	YING YANG TWINS Naggin' (TVT)	399	-166	25663	16	26/1	WESTSIDE CONNECTION Gangsta Nations (Capitol) Total Plays: 202, Total Stations: 21, Adds: 2
[Debut>	48	CEE-LO I'll Be Around (LaFace/Arista)	390	+143	34207	1	40/3	GERALD LEVERT U Got That Love (Call It A Night) (Elektra/EEG)
40	49	MONTELL JORDAN Superstar (Koch)	387	-192	27643	6	29/0	Total Plays: 189, Total Stations: 26, Adds: 2
[Debut]>	50	DWELE Find A Way (Virgin)	379	+79	20739	1	28/0	Songs ranked by total plays

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Detailed station playlists for all R&R

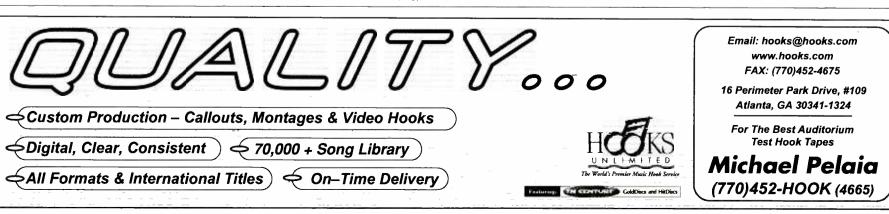
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TOTAL PLAY INCREASE

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69 Urban reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 11/2-11/8. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2003, The Arbitron Company). © 2003, R&R, Inc.



JURBAN

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	America's Best For The Week E
Artist Title (Label)	Ţ
LUDACRIS f/SHAWNNA Stand Up (Def Jam South/IDJMG)	4
OUTKAST The Way You Move (Arista)	4
LIL' JON & THE EASTSIDE BOYZ Get Low (TVT)	4
2PAC f/NOTORIOUS B.I.G. Runnin' (Dying To Live) (Amaru/Inters	scope) 4
CHINGY f/SNOOP DOGG & LUDACRIS Holidae In (DTP/Capitol)	4
YOUNGBLOODZ f/LIL' JON Damn! (Arista)	4
BEYONCE' f/SEAN PAUL Baby Boy (Columbia)	4
JAGGED EDGE Walked Outta Heaven (Columbia)	4

st Testing Urban Songs 12 + Ending 11/14/03

					Persons	Persons	Persons
Artist Title (Label)	TW	LW	Familiarity	Burn	12-17	18-24	25-34
LUDACRIS f/SHAWNNA Stand Up (Def Jam South/IDJMG)	4.26	4.37	96%	20%	4.16	4.19	4.08
OUTKAST The Way You Move (Arista)	4.21	4.24	<b>94</b> %	16%	4.26	4.25	4.28
LIL' JON & THE EASTSIDE BOYZ Get Low (TVT)	4.19	4.26	<b>98%</b>	31%	4.01	4.06	3.90
2PAC f/NOTORIOUS B.I.G. Runnin' (Dying To Live) (Amaru/Interscope)	4.18	4.06	<b>6</b> 5%	10%	4.12	4.12	4.13
CHINGY f/SNOOP DOGG & LUDACRIS Holidae In (DTP/Capitol)	4.08	4.14	<b>96%</b>	<b>25</b> %	3.88	3.88	3.90
YOUNGBLOODZ f/LIL' JON Damn! (Arista)	4.08	4.14	<b>89</b> %	22%	3.94	3.98	3.86
BEYONCE' f/SEAN PAUL Baby Boy (Columbia)	4.05	4.14	100%	<b>45</b> %	4.05	4.08	3.99
JAGGED EDGE Walked Outta Heaven (Columbia)	4.02	4.07	<b>78%</b>	13%	3.98	4.14	3.68
FABOLOUS f/TAMIA Into You (Desert Storm/Elektra/EEG)	3.99	4.03	<b>98%</b>	43%	4.06	4.16	3.83
GINUWINE Love You More (Epic)	3.99	4.08	63%	<b>9%</b>	3.96	4.09	3.71
MURPHY LEE f/JERMAINE DUPRI Wat Da Hook Gon Be (Fo' Reel/Universal)	3.97	4.04	82%	15%	3.81	3.78	3.87
NELLY f/P. DIDDY & MURPHY LEE Shake Ya Tailfeather (Bad Boy/Universal)	3.95	3.99	100%	<b>52%</b>	3.83	3.88	3.70
MARQUES HOUSTON f/JOE BUDDEN & PIED PIPER Clubbin' (T.U.G./EEG)	3.92	4.07	75%	13%	3.83	3.88	3.71
LOON f/MARIO WINANS Down For Me (Bad Boy/Universal)	3.92	_	53%	7%	3.92	3.95	3.87
AVANT Read Your Mind (Geffen)	3.89	3.96	56%	10%	3.83	3.99	3.55
JOE More & More (Jive)	3.88	3.89	51%	9%	3.87	4.12	3.45
G UNIT Stunt 101 (Interscope)	3.87	_	70%	14%	3.81	3.74	3.92
ASHANTI Rain On Me (Murder Inc./IDJMG)	3.81	3.89	93%	31%	3.76	3.91	3.43
YOUNG GUNZ Can't Stop, Won't Stop (Def Jam/IDJMG)	3.79	3.79	93%	35%	3.62	3.76	3.32
WYCLEF JEAN f/MISSY ELLIOTT Party To Damascus (J)	3.78	3.86	61%	11%	3.73	3.72	3.73
PHARRELL f/JAY-Z Frontin' (Star Trak/Arista)	3.76	3.93	97%	49%	3.85	3 <b>.95</b>	3.62
MISSY ELLIOTT Pass That Dutch (Gold Mind/Elektra/EEG)	3.75	3.85	77%	17%	3.73	3.62	3.95
112 f/LUDACRIS Hot & Wet (Def Soul/IDJMG)	3.73	3.94	62%	14%	3.55	3.63	3.41
R. KELLY Step in The Name Of Love (Jive)	3.72	3.85	82%	26%	3.77	3.86	3.59
R. KELLY Thoia Thoing ( <i>Jive</i> )	3.69	3.68	96%	42%	3.65	3.59	3.77
MARY J. BLIGE Ooh! (Geffen)	3.69	3.78	74%	20%	3.71	3.74	3.65
BAD BOY'S DA BAND Bad Boy This Bad Boy That (Bad Boy/Universal)	3.66	3.85	75%	16%	3.61	3.53	3.75
MONICA Knock Knock (J)	3.66	3.76	70%	15%	3.69	3.79	3.47
YING YANG TWINS Naggin' (TVT)	3.64	3.77	70%	19%	3.43	3.49	3.33
JA RULE Clap Back (Murder Inc./IDJMG)	3.41	3.51	71%	18%	3.25	3.19	3.34

Total sample size is 414 respondents. Total average lavorability estimates are based on a scale of 1-5. (1=dislike very much, 5 = like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com, The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.

WENZ/Cleveland, OH* OM/PD: Kim Johnson MD: Eddle Baser 5 JAY-2 1 ALICIA KEYS WHXT/Columbia, SC* PD: Chris Connors APD: Harold Banks MD, Shaaik Mincie 35 ALICIA KEYS 20 JAY-2

30 YING 1/LIL'JON & EAST 17 BABY D 15 OBIE TRICE 5 BIG TYMERS //R KELLY 5 CEE-LO TWISTA

WCICX/Columbus, OH* PD: Paul Strong MD. Warren Stevens 22 JAY-Z 19 BEYONCE' ALICIA KEYS

KKDA/Dallas, TX* PD/MD; Skip Cheatham

WDTJ/Detroit, MI* PD: Spudd Spudd 29 JAY-Z 16 ALICIA KEYS 5 MIYA

WJLB/Detroit, MI* PD, KJ Holiday APD/MD; Kris Kelley

WJJN/Dothan, AL OM/PD/MD. JR Wilson

WZEX/F ay enterville, NC* DM: Mac Edwards PD: Jeff Anderson APD: Mike Tech MD: Taylor Morgan 15 MARQUES HOUSTON 13 LAV-7

WTMG/Gainesville, FL* PD/MD: Scott Hinds APD, Terance Brown

WIKS/Greenville, NC* PD/MD: B.K Kinkland ALICIA KEYS JAY-Z

11 JAY-Z 6 ALICIA KEYS 5 TWISTA 4 YING 1/L.U. JON & EASTS 1 MAROUES HOUSTON 1 BIG TYMERS VR KELLY BABY D OBIE TRICE DAS EFX

3 OBIE TRICE 1 BIG TYMERS I/R KELLY MARQUES HOUSTON

10 KANYE WEST 10 MYA 10 LUTHER VANDROSS 10 YING I/LIL: JON & EASTSIDE BOYZ 10 ALICIA KEYS 10 JAYZ 5 TWISTA

13 JAY-Z 11 ALICIA KEYS 5 YING 1/LIL'JON & EASTSIDE BOYZ 2 TWISTA

MID: Sage Linkensen. 3 AJU-72 3 AJU-74 2 MILLY-14 0 MARQUES HOUSTON 9 MIG: 1/UL: JON & EASTSIDE BOYZ 1 BIG TWARKS VR. KELLY 0 DE TRUC: MYA BABY D BABY D

#### Reporters





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WJBT/Jacksonville, FL* DM: Gail Austin PD: Mike Whitems MD: G-Wiz 21 ALICIA KEYS 2 JAY-7 2 JAY-Z MARCUES HOUSTON BIG TYMERS I/R KELLY Big TYMERS (PR: KELLY KYR5X6xasci DV, MOC OH: Adver Canon PMOC: Nevro Canon PMOC: Nevro Canon C

KILZ/KIIIaan, TX OM: Tim Thomas PD/MD: The BabySilter 1 WISTA 7 ALICA KEYS 17 AJY-2 10 YHG, UIL JON & EASTSIDE BOYZ 10 ERYKAH BADU 5 NAPPF NOTS 5 TRILLVILLE

KRR0/Lafayette, LA* PD/MD: John Kenitt

MULCID REFINE TO USE TRUCE YING: JOHE TRUCE BIG TRUCE BIG TRUFFS VAL RELLY BIG TRUFFS VAL RELLY BIG TRUFFS VAL BIG TRUFFS SEAN PAUL DAS FX TRUFFS FN WARDUES KOUSTON JUNIOR VARSITY WOHH/Lansing, M1* PD/MD: Brant Johnson 45 ALICIA KEYS

45 ALICIA KEYS 20 JAY-2 20 TWISTA 1 MARDUES HOUSTON 0BIE TRICE BABY D YING //LIL JON & EASTSIDE BOYZ BIG TYMERS //R KELLY



 Bill (Mitobilis, R.*

 DN: Jim Maharay

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WUSL/Philadelphia, PA* PD: Thea Milchem MD: Coka-Lani Kimbrough 48 JAY-7

48 JAY-Z 26 ALICIA KEYS 24 AVANT 15 G UNIT

## WZHT/Montgomery, AL SM; Amessa Maddox DM/MD, Michael Long PD; Danyi Elilot 14. LUTHER VANDROS ANDROSS L' JON & EASTSIDE BOYZ 14 LUTHEN VANDRUSS 12 YING I/LIL'JON & EAST 7 TWISTA 7 OBIE TRICE 7 BIG TYMERS I/R KELLY WNPL/Nashville, TN* PD: Darrell Johnson APD: DJ Tazz MD: Rick Walker 16 ALICIA KEYS 16 ALICLA KEYS 4 BABYO 4 BRAVEHEARTS KULL'JON 3 BIG TYMERS VER KELLY 2 JAY-Z 1 OPHIC TRICE 1 YING KULL JON & EASTSIDE BOYZ WUBT/KashWile, TN* PD/MID: Panela Aniese 5 JAY-Z 5 JAY-Z 2 ALICIA KEYS BIG TYMERS I/R KELLY KNOU/New Orleans, LA* PD: Lamonda Williams 43 AVANT 33 JAV-Z 30 JAV-Z 25 BIG TYMERS VR KELLY 12 LOON VMARIO WINANS 4 BABY D 4 ALICIA KEYS 1 WARREN G 1 OBIE TRICE WQUE/New Ortoans, LA* DM: Carla Boatner PD: Angela Watson 25 JAY-Z 16 ALICIA KEYS 2 KANYE WEST JOE JOE WBLS/New York, MY* PD: Vlmy Brown MD, Dansen Womack 24 ALICIA KEYS 1 GE RALD LEVERT WWPR(New York, NY* PD: Michael Saunders MD: Mara Melandez 24 JAY-2 24 JAY-Z 7 ALICIA KEYS 2 MYA BIG TYMERS I/R KELLY WOWI/Nortolk, VA* DM/PD: Dalsy Davis APD/WD: Heart Attack 4 JAY-Z 9 ALICIA KEYS BIG TYMERS I/R K NITE TYMERS I/R KELLY KVSP/Oklahoma City, OK* PD; Terry Monday MD: Eddle Bracco 4 OBIE TRICE 4 JAY-7 4 OBE FRICE 4 JAY-Z 4 JAY-Z 4 JAY-Z 4 JAY-Z 4 JAY-Z 10ASEPR TWISTA MARQUESHOUSTON SARVEWEST BARYO VING FALL JON & FASTSIDE BOYZ KBLROmana, K° DM Stars Baras POStars Fall 1 JAY-Z 1 JAY-Z 1 JAY-Z 1 JAY-Z 2 ALICIA KEYS 13 JAY-Z 4 TWISTA 2 MARQUES HOUSTON 1 OBIE TRIOE 1 BIG TYMERS I/R KELLY BABY D

WAMC/Pittsburgh, PA* OM/PD: George 'Geo' Cook MD: Kode Wrad 41 JAY-Z 36 ALICIA KEYS 13 DBIE TRICE TWISTA CEE-LO WDOK/Raieigh, NC* PD: Cy Young MD: Shawn Alexander 26 ALICIA KEYS 19 JAY-Z 2 MYA WBTJ/Richmond, VA PD: Aaron Maxwell MD: Mike Street 36 ALICIA KEYS 36 JUN 7 36 ALICIA KEYS 35 JAY-Z 19 OBIE TRICE 7 BIG TYMERS (/R KELLY WCDX/Richmond, VA* MD: Reggie Baker 7 ALICIA KEYS 6 JAY Z MURPHY LEE VJERM WDKX/Rochaster, WY* PD, Andre Marael APD; Jun Jordan MD: Taring Spence 49 AU/CIA KEYS 19 JAY-Z 2 BIG TYMERS I/R KELLY 1 OBIE TRICE IMPROMP 2 WARREN G WTLZ/Saginaw, MI* PD/MD: Eugene Brown JAY-Z ALICIA KEYS BIG TYMERS I/R KELLY WEAS/Savannah, GA OM: John Thomas PD: Sam Nelson APD/MD: Kenya Cabine 24 ALICIA KEYS 24 ALIUM RETS 17 JAY-Z 8 BABY D 1 BIG TYMERS I/R KELLY KDKS/Shreveport, LA* OM/PD/MD: Quenn Echols 0 ALICIA REV AUMON 7 OBIE THICE 7 OBIE THICE PACAM-SHAME BABY 0 VING ILLU JON & EASTSIDE BOYZ TWIST, AUMATE WARDUES HOUSTON SEAN PAUL BIG TYMERS MR KELLY JAV-Z JAY-2 KMLJShreepont, LA* PPMO: John Long 24 ALCIA KEYS 3 YING, YUL:JON & EASTSIDE BOYZ 4 JAY-2 BARY YUL:JON & EASTSIDE BOYZ BARY YULES IN KELLY WARDUES HOUSTON OBIE TRICE

BONE CRUSHER Never Scared (Arista)

LIL' KIM f/50 CENT Magic Stick (Queen Bee/Atlantic)

GINUWINE In Those Jeans (Epic)

TYRESE Signs Of Love Makin' (J)



*Monitored Reporters 81 Total Reporters 70 Total Monitored

11 Total Indicator

#### Indicator

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YING YANG TWINS FILIL' JON & THE EASTSIDE BOYZ Salt Shak	er <i>(TVT)</i>
TWISTA Slow Jamz (Atlantic)	
ALICIA KEYS You Don't Know My Name (J)	
JAY-Z Change Clothes (Roc·A·Fella/IDJMG)	
BIG TYMERS f/R. KELLY Gangsta Girl (Cash Money/Universal)	
RYAN DUARTE You (Universal)	
CEE-LO I'll Be Around (LaFace/Arista)	
BABY D. It's Goin Down (Epic)	
LUTHER VANDROSS Think About You (J)	
OBIE TRICE The Set Up (Shady/Aftermath/Interscope)	
Songs ranked by total plays	
Recurrents	
YOUNG GUNZ Can't Stop, Won't Stop (Def Jam/IDJMG)	1021
CHINGY Right Thurr (DTP/Capitol)	1019
PHARRELL f/JAY-Z Frontin' (Star Trak/Arista)	883
NELLY f/P. DIDDY Shake Ya Tailfeather (Bad Boy/Universal)	855
AALIYAH f/TANK Come Over (BlackGround/Universal)	792
FABOLOUS f/TAMIA Into You (Desert Storm/Elektra/EEG)	614
50 CENT P.I.M.P. (Shady/Aftermath/Interscope)	496
BEYONCE' f/JAY-Z Crazy In Love (Columbia)	494
MONICA So Gone (J)	464
DAVID BANNER f/LIL' FLIP Like A Pimp (Universal)	426
50 CENT In Da Club (Shady/Aftermath/Interscope)	379
T.I. 24's (Grand Hustle/Atlantic)	373
SEAN PAUL Get Busy (VP/Atlantic)	371

Most Added[®]

336

329

303

302



R&R asks radio DJs for the hottest records jumping off that haven't charted yet.



Jonathan Doncker Mixer, Sirius Smooth Mix & 1208 Entertainment

Rell's "Let Me Show You" (Roc-A-Fella): Nice and sexy midtempo R&B track a la R. Kelly's "Step in the Name of Love" remix. After several earlier releases, Rell is already heating up in NYC clubs and should do well at Urban mainstream, as well as adult radio. * Bravehearts featuring Nas and Lil Jon's "Quick to Back Down" (Columbia): Hot-like-fire production help from the king of crunk, bringing the same energy as "Damn" and "Get Low," and a crazy first verse from their leader, Nas. This debut track should give this crew a great look at radio. * Bad Boy's Da Band's "Go Steady" (Bad Boy/Universal): A strong midtempo R&B album cut with sexy vocals from sexy Sara (it's about time P. Diddy let her sing). Ness' rap in the middle keeps the song movin'. If this had come out in the late '80s or early '90s, it would've been an NYC radio anthem. Right now it's getting great reaction in the clubs. It's not slated to be a single, but with enough support at radio it would be.

#### Mike Love PD, WWDM (The Big DM)/Columbia, SC



evolved into an Urban AC outlet. To complement our new position, we also became "Columbia's Big Money Station" with a fall cash contest. Each day listeners can win \$101 by calling in when they hear the Big Money Song of the Day. We play the song at least three or four times, so we're giving



away \$300-\$400 each day. All those who win qualify for the weekly grand prize, \$1,000. They have to listen on Thursday to see if we call out their name as the big money winner! • But that's not the only way to win. The station has also made up 5,000 "Big DM" license plates, which we've given away at various events over the past few months. We have the Big Money Man out spotting cars with the license plate. Those who have 'em instantly win \$100 and qualify for

the \$1,000 Thursday. 
This station has three street vans — that was one of the things that most impressed me when I came to work here three years ago. Some major-market stations don't even have that. On the weekends every one of them is out - usually two at paid remotes and the third at community-service events or hitting the streets. # This past month we've been involved in spreading awareness about domestic violence against women. Sadly, South Carolina has the highest incidence of domestic violence in the country, and we want to do our part to help lower the rate within our community. . After we became Urban AC, we brought back Curtis Wilson to handle afternoons. He was the morning man here for 12 years and left to pursue a career on TV. He became a local news anchor, and now he's doing both our afternoon shift and the TV thing. There are great cross-promotions we can do because of his dual role in the community.



**ARTIST: Alicia Keys** LABEL: J **CURRENT PROJECT: The Diary of Alicia Keys** IN STORES: Dec. 2 CURRENT SINGLE: "You Don't Know My Name"

eys' influences growing up included K hip-hop icons Tupac Shakur and the Notorious B.I.G., as well as the classical music she absorbed while learning the piano. On The Diary of Alicia Keys, she calls on her soulful roots in songs like the first single, "You Don't Know My Name," which harks back to the '70s sounds of groups like The Jones Girls and The Emotions. Her hip-hop influences are prominent on songs such as "Streets of New York," featuring Nas and Rakim, which samples Nas' "N.Y. State of Mind" from his '94 debut, Illmatic. Producers on the new album include Kanye West of Jay-Z fame — who also currently has a single on J -- as well as Easy Mo Bee, Scott Storch and Rich Harrison.

Hometown: New York

Personal stats: Keys was born Alicia Augello Cook on Jan. 25, 1981. By age 5, she showed signs of being a musical prodigy. She began taking piano lessons at a very young age and mastered the instrument, along with songwriting and singing, by 14. Originally, she signed to Jermaine Dupri's So So Def Records

#### **TALK BACK TO R&R!**

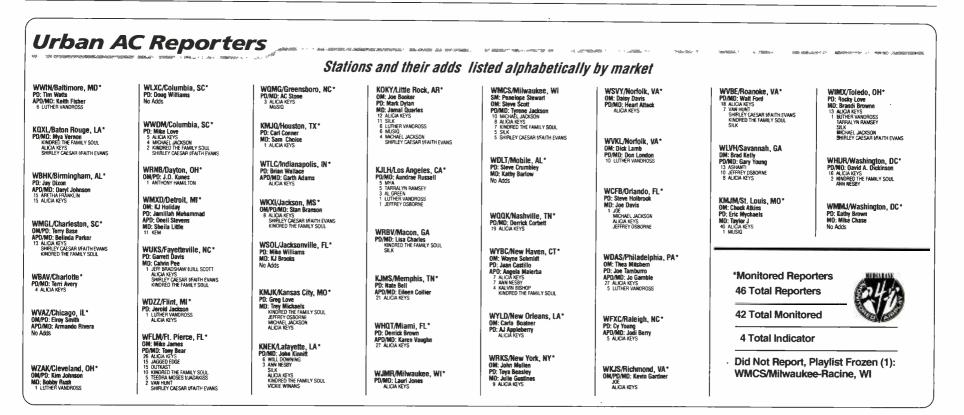
Do you have questions, comments or feedback regarding this column or other issues? Call me at 201-656-3431 or e-mail: dhall@radioandrecords.com



through Columbia before graduating from the Professional Performing Arts High School of Manhattan at age 16 ---a full two years ahead of schedule. Keys never released an album on that label, but she did become the subject of a fierce multilabel bidding war, ending up at Arista in 1998. Shortly thereafter she followed Clive Davis to J Records, where she released her first album, Songs in A Minor, which included the hit single "Fallin'.'

Past successes: Songs in A Minor won five Grammys, including Song of the Year for "Fallin'," Best R&B Album and Best New Artist. It also went on to multiplatinum status. Keys has developed into an accomplished producer as well. She has also recently appeared on ABC's American Dreams, portraying Fontella Bass.

See her: Nov. 22, when she performs on NBC's syndicated entertainment news program Extra, and Nov. 26 on ABC's Good Morning America, when she will perform live from Harlem.



## **URBAN AC TOP 30**

November 14, 2003

L <b>A</b> ST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	PLAYS	AUDIENCE	WEEKS ON CHART	TOTAL STATIONS/ ADDS	
1	0	GERALD LEVERT U Got That Love (Call It A Night) <i>(Elektra/EEG)</i>	1122	+ 55	( ⁰⁰⁾ 123565	12	38/0	www.rradds.com
2	2	<b>R. KELLY</b> Step in The Name Of Love ( <i>Jive</i> )	992	+13	116822	28	18/0	ARTIST TITLE LABEL(S)
4	3	KEM Love Calls (Motown/Universal)	924	+96	115759	42	31/0	ALICIA KEYS You Don't Know My
3	4	LUTHER VANDROSS Dance With My Father (J)	816	-23	96988	28	41/0	KINDRED THE FAMILY SOUL St Shirley Caesar f/Faith evan
6	6	DWELE Find A Way (Virgin)	804	+116	89835	19	40/0	LUTHER VANDROSS Think Abou
5	6	HEATHER HEADLEY   Wish   Wasn't (RCA)	729	-12	76306	35	37/0	MICHAEL JACKSON One More C
7	Ō	ARETHA FRANKLIN Wonderful (Arista)	694	+34	76093	7	34/1	SILK Side Show (Liquid 8)
8	8	SMOKIE NORFUL   Need You Now (EMI Gospel)	682	+50	75020	32	35/0	MUSIQ Forthenight /Def Soul/IDJ
11	9	ANTHONY HAMILTON Comin' From Where I'm From (So So Def/Arista)	622	+66	45335	13	34/1	JEFFREY OSBORNE Caller ID (Ja ANN NESBY With Open Arms (R)
12	Ō	JOE More & More ( <i>Jive</i> )	599	+53	66730	6	39/2	ANN NEODT WILL OPEN ANDS (77
9	11	TAMIA Officially Missing You (Elektra/EEG)	590	-20	52194	27	34/0	
10	12	JAVIER Crazy (Capitol)	516	-54	55560	26	34/0	
14	13	WILL DOWNING A Million Ways (GRP/VMG)	492	+11	40523	8	30/1	Most
13	14	RHIAN BENSON Say How I Feel (DKG)	460	·74	35975	18	33/0	Increased
15	15	JAHEIM Backtight (Divine Mill/Warner Bros.)	443	+9	32103	11	29/0	Inci easeu
17	<b>1</b> 6	MICHAEL JACKSON One More Chance (Epic)	433	+54	47818	4	28/5	
19	Ď	ASHANTI Rain On Me (Murder Inc./IDJMG)	392	+65	51865	5	16/0	ARTIST TITLE LABEL(S)
16	18	CALVIN RICHARDSON Keep On Pushin' (Hollywood)	380	0	24323	18	23/0	LUTHER VANDROSS Think Abou
20	<b>()</b>	AVANT Read Your Mind (Geffen)	362	+36	32875	6	25/0	DWELE Find A Way (Virgin) MUSIQ Forthenight (Def Soul/IDJ)
22	20	ERYKAH BADU Back In The Day (Motown)	349	+43	26863	4	24/0	ALICIA KEYS You Don't Know My
21	2	ISLEY BROTHERS f/RON ISLEY Busted (DreamWorks)	338	+ 15	30749	16	17/0	KEM Love Calls (Motown/Universit
24	22	ALICIA KEYS You Don't Know My Name (J)	333	+104	44639	3	32/31	A. HAMILTON Comin' From When
18	23	FLOETRY Getting Late (DreamWorks)	330	-27	27530	14	28/0	ASHANTI Rain On Me (Murder Ind
29	24	MUSIQ Forthenight (Def Soul/IDJMG)	247	+ 109	26173	2	24/3	GERALD LEVERT U Got That Love MICHAEL JACKSON One More C
23	25	VIVIAN GREEN What Is Love? (Columbia)	224	-47	21091	12	16/0	JOE More & More ( <i>Jive</i> )
Debut>	26	LUTHER VANDROSS Think About You (J)	193	+132	18827	1	37/8	
25	27	MANHATTANS Turn Out The Stars (Love-Lee)	181	-13	11101	10	11/0	
26	28	STEPHANIE MILLS Can't Let Him Go (J&M)	167	-12	17122	4	10/0	
27	29	EARTH, WIND & FIRE Hold Me (Kalimba)	160	-5	7429	5	18/0	Most
28	30	KEM Matter Of Time (Motown)	154	+8	9050	2	18/1	Played Red

42 Urban AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 11/2-11/8. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2003, The Arbitron Company). © 2003, R&R, Inc.

#### New&Active

FREDDIE JACKSON Natural Thang (Martland) Total Plays: 118, Total Stations: 14, Adds: 0 VAN HUNT Seconds Of Pleasure (Capitol) Total Plays: 113, Total Stations: 16, Adds: 2 AL GREEN | Can't Stop (Blue Note/EMC) Total Plays: 110, Total Stations: 13, Adds: 1 JAGGED EDGE Walked Outta Heaven (Columbia) Total Plays: 95, Total Stations: 5, Adds: 1 TONY RICH PROJECT Red Wine (Compendia) Total Plays: 88, Total Stations: 8, Adds: 0

JEFF BRADSHAW f/JILL SCOTT Slide (Hidden Beach) Total Plays: 76, Total Stations: 5, Adds: 1 TARRALYN RAMSEY Up Against All Ddds (Casablanca) Total Plays: 74, Total Stations: 12, Adds: 2 **DEITRICK HADDON** Sinner's Prayer (Verity) Total Plays: 67, Total Stations: 5, Adds: 0 ANN NESBY With Open Arms (RT Entertainment) Total Plays: 57, Total Stations: 11, Adds: 3 JEFFREY OSBORNE Caller ID (JayOz/Koch) Total Plays: 56, Total Stations: 12, Adds: 3

Songs ranked by total plays

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#### WEEKS ON TOTAL STATIONS/ Most Added®

www.rradds.com	
ARTIST TITLE LABEL(S)	ADDS
ALICIA KEYS You Don't Know My Name (J)	31
KINDRED THE FAMILY SOUL Stars (Hidden Beach)	11
SHIRLEY CAESAR f/FAITH EVANS Hurting Woman (Word)	9
LUTHER VANDROSS Think About You (J)	8
MICHAEL JACKSON One More Chance (Epic)	5
SILK Side Show (Liquid 8)	4
MUSIQ Forthenight (Def Soul/IDJMG)	3
JEFFREY OSBORNE Caller ID (JayOz/Koch)	3
ANN NESBY With Open Arms (RT Entertainment)	3

## Plays

Roy	TOTAL PLAY
ARTIST TITLE LABEL(S)	INCREASE
LUTHER VANDROSS Think About You (J)	+132
DWELE Find A Way (Virgin)	+116
MUSIQ Forthenight (Def Soul/IDJMG)	+ 109
ALICIA KEYS You Don't Know My Name (J)	+104
KEM Love Calls (Motown/Universal)	+ 96
A. HAMILTON Comin' From Where I'm From (So So Def/Arista)	+66
ASHANTI Rain On Me (Murder Inc./IDJMG)	+65
GERALD LEVERT U Got That Love (Call It A Night) /Elektra/EE	G/ +55
MICHAEL JACKSON One More Chance (Epic)	+54
JOE More & More (Jive)	+ 53

## Plaved Recurrents

Detailed station playlists for all R& reporters are available on the web <u>www.radioandrecords.com</u> .	
TYRESE How You Gonna Act Like That (J)	185
SYLEENA JOHNSON Guess What (Jive)	186
VIVIAN GREEN Emotional Rollercoaster (Columbia)	198
LUTHER VANDROSS Take You Out (J)	248
FLOETRY Say Yes (DreamWorks)	256
BRIAN MCKNIGHT Shoulda, Woulda, Coulda (Motown/Universa	// 278
R. KELLY I'll Never Leave (Jive)	299
RUBEN STUDDARD Superstar (J)	327
KINDRED Far Away (Epic)	334
JAHEIM Put That Woman First (Divine Mill/Warner Bros.)	428
ARTIST TITLE LABEL(S)	PLAYS

NO EXCUSES

Bullseye Marketing Research, inc. Contact Chuck Dees or John Hart 1-888-411-4395 email us at bullseye@bullsi.com or visit our website at www.Bullsi.com

43

TOTAL

LON HELTON

Ihelton@radioandrecords.com

COUNTRY



44

## **CMA Week Festivities**

Music City celebrates its best and brightest

he 37th annual CMA Awards on Nov. 5 anchored Nashville's yearly awards week. The best country has to offer in the way of songwriters, publishers, producers, artists, labels, radio execs and more were recognized for their achievements of the past year, and an honored few were celebrated for a lifetime of excellence.

Spend much time in Nashville and you'll likely hear someone tell you it all starts with a song. Awards week is no different, as it all starts with the Nashville Songwriters Association International's songwriter awards. Performing-rights organizations also get into the act with their grand galas, but the main event is the CMA telecast. This year's edition was the highest-rated in seven years — now, that's something worth celebrating. Here's a look at the week in pictures.



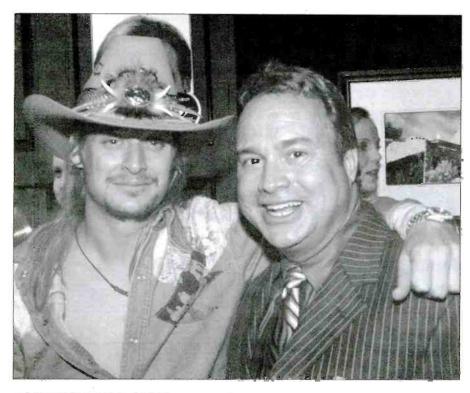
**GREAT STUFF** Craig Wiseman didn't just take Songwriter of the Year honors at ASCAP's Country Awards, he earned Song of the Year for "The Good Stuff," as performed by Kenny Chesney. Pictured (I-r) are Publisher of the Year EMI's Gary Overton, ASCAP Sr. VP Connie Bradtey, Wiseman, Chesney and ASCAP CEO John LoFrumento.



**HAPPY FAMILY** RCA Label Group artists received their share of CMA Awards this year, and everyone was all smiles at the company's postshow party. Pictured (I-r) are RLG Nashville Exec. VP Butch Waugh; Vocal Event honoree Jimmy Buffett; CMA Vocal Duo winner Kix Brooks; BMG COO Michael Smellie; Vocal Duo winner Ronnie Dunn; Female Vocalist winner Martina McBride; Entertainer, Male Vocalist and Vocal Event winner Alan Jackson; and RLG Chairman Joe Galante.



**POWER TRIO** The Nashville Songwriters Hall of Fame welcomed four new members in ceremonies at the Loews Vanderbilt Hotel. Inducted were (I-r) Paul Overstreet, Rodney Crowell and John Prine, along with the late Hal Blair.



**ROCK AROUND THE CLOCK** But it's David Haley, not Bill, and stars rather than Comets gathering for Warner Bros. Nashville's CMA party. CMA nominee and presenter Kid Rock (I) is pictured with Warner Nashville Sr. VP/Promotion Haley.

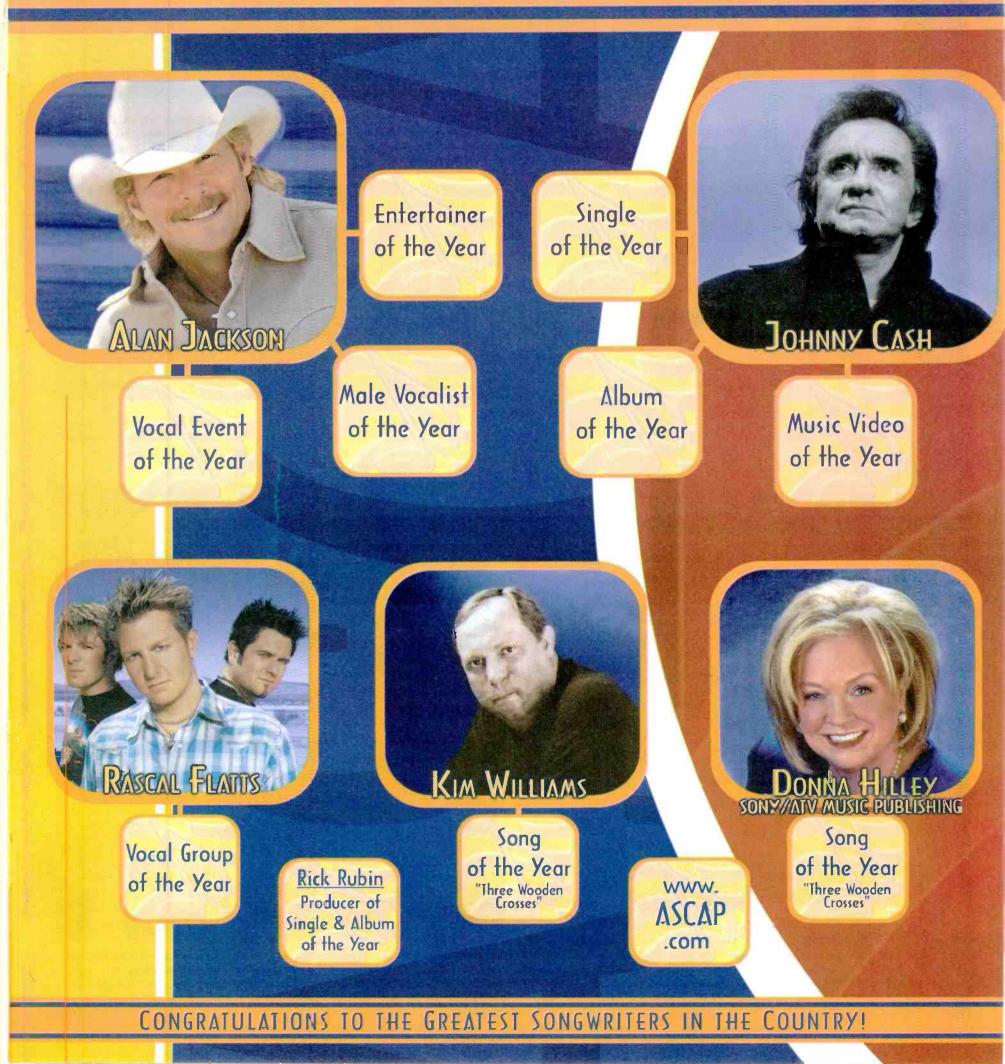


**MOVE OVER, STEVE AUSTIN** The RIAA recognized 15 million-album man Toby Keith for his career sales during DreamWorks Records Nashville's post-awards bash at the Palm restaurant. Pictured (I-r) are DreamWorks GM and fiead of label operations Wayne Halper, Sr. Executive/Promotion Scott Borchetta and Principal Executive James Stroud; RIAA Chairman/CEO Mitch Bainwol; Keith; and DreamWorks Sr. Executive/Sales & Marketing John Rose.

Continued on Page 46



## OUR MEMBERS WIN 73% OF THE 2003 CMA AWARDS



Continued from Page 44



**TENT CAMPING** Pictured under the big top at SESAC's annual bash are SESAC President/COO Bill Velez; Songwriter of the Year Jerry Salley; Country Publisher of the Year EMI's President, Gary Overton; and SESAC's Tim Fink and Trevor Gale.



**BUDDY DIDN'T GET THE MEMO** All in black, except one, at Sony Nashville's post-CMA Awards party, held at Nashville's Sunset Grill, are (I-r) Eddie Montgomery, Troy Gentry, Sony Nashville President John Grady, Buddy Jewell, Patty Loveless, Sony Music/U.S. President Don Ienner, Sony Music Entertainment Chairman/CEO Andrew Lack, Marty Stuart, Travis Tritt and Sony Nashville Exec. VP/A&R Mark Wright.



**HONORING CASH** In addition to three posthumous CMA Awards and the CMA's Irving Waugh Award of Excellence, Johnny Cash was the subject of a musical tribute during the telecast. Among those performing were Kristofferson and Willie Nelson.



**AIR TALENT** CMA Broadcast Award winners are seen here during pretelecast ceremonies at this year's CMA Awards. Top row (I-r): WKDF/Nashville's Dave Kelly; KFDI/Wichita's Beverlee Brannigan; WUSY/ Chattanooga, TN's Clay Hunnicutt; and KNIX/Phoenix's Alan Sledge. Middle row (I-r): WQYK/Tampa's Les McDowell, Skip Mahaffey and Braden Gunn; and KFDI/Wichita's Jeff "Cornbread" Law and Pat James. Bottom row (I-r): WSOC/Charlotte's Jeff Roper and Richie "Richie Rich" Palmer, WQYK/Tampa's Rita Ciccarello, WSOC/Charlotte's Carrie Ann Boggess, American Country Countdown's Bob Kingsley and CMA Assoc. Exec. Director Tammy Genovese.



**RED CARPET** BMI celebrated its award winners in grand style at its Nashville headquarters. Pictured (I-r) are BMI Exec. VP Del Bryant, Sony/ATV Music Publishing Nashville Sr. VP/GM Woody Bomar and President/ CEO Donna Hilley, Songwriter of the Year Jeffrey Steele, BMI President/CEO Frances Preston, BMI Icon honoree Dolly Parton, BMI Nashville VP Paul Corbin and BMI Sr. VP Phil Graham.



**UNIVERSALLY PRAISED** CMA host Vince Gill turned in another witty performance, then ventured out to Nashville's Acorn restaurant for Universal Music Group's bash. Pictured (I-r) are Gill, George Strait, UMG Nashville Chairman Luke Lewis and UMG President Zach Horowitz.



**(NO) HAT TRICK** Universal South's Joe Nichols became the first artist to win the ACM's Best New Male honor, CMT's Breakthrough Artist Flameworthy Award and the CMA's Horizon Award with his CMA win last week. Celebrating after the show are producer Brent Rowan, Universal South Sr. Partner Tim DuBois, Nichols and Universal South VP/Artist Development Susan Levy, Sr. VP/GM Van Fletcher, Sr. VP/Promotion Bryan Switzer and Sr. Partner Tony Brown.

## **COUNTRY TOP 50**



	1	November 14, 2003 🔹									
LAST WEEK	-		TOTAL POINTS	POINTS	TOTAL PLAYS	PLAYS	TOT.AUD. (00)	+/- AUD. (00)	WEEKS	TOTAL ADDS	Most Added
1	Q		15533	533	4991	+221	453446	9962	13	115/0	www.rradds.com
3	2	······································	13225	275	4353	+74	379332	15945	20	115/0	ARTIST TITLE LABEL(S)
2	3		13191	1149	4267	-386	391547	-26854	23	115/0	MARTINA MCBRIDE In My Daughter's Eyes (RCA)
5	4		11262	.30	3739	+78	305993	-2311	26	115/0	ALAN JACKSON Remember When (Arista)
7	6	··	10561	144	3481	+73	286741	5171	16	114/0	GARY ALLAN Songs About Rain (MCA)
8	6	MONTGOMERY GENTRY Hell Yeah (Columbia)	9419	658	3088	+268	245869	2370	18	114/0	SDNYA ISAACS No Regrets, Yet (Lyric Street) TIM MCGRAW Watch The Wind Blow By (Curb)
13	0	KENNY CHESNEY There Goes My Life (BNA)	9185	1848	2866	+655	262011	38982	5	115/2	CLINT BLACK Spend My Time (Equity Music Group)
10	8	CHRIS CAGLE Chicks Dig It (Capitol)	8592	312	2967	+ 155	237005	12372		114/0	PATTY LOVELESS On Your Way Home (Epic)
12	9	BROOKS & DUNN You Can't Take The Honky Tonk (Arista)	8318	800	2669	+ 241	235662	28790	9	115/0	TRACE ADKINS Hot Mama (Capitol)
11	0	LONESTAR Walking In Memphis (BNA)	8246	99	2629	+65	230127	742		113/1	MARK WILLS That's A Woman (Mercury) TOBY KEITH American Soldier (DreamWorks)
14	Ð	RODNEY ATKINS Honesty (Write Me A List) (Curb)	7000	185	2333	+64	182145	6267	22	111/0	
16	12	TRACY BYRD Drinkin' Bone (RCA)	6658	-52	2258	+56	166627	-3459	16	111/0	
15	13	RUSHLOW I Can't Be Your Friend (Lyric Street)	6623	-100	2262	-40	179552	2556	28	110/0	Most
17	14	<b>REBA MCENTIRE</b> I'm Gonna Take That Mountain (MCA)	6026	-590	2038	·162	149267	-22475	12	111/0	Increased Points
18	6	SHERRIE AUSTIN Streets Of Heaven (C4/BBR)	5818	-15	2049	+29	152985	-1120	23	102/1	n 2001 - en 1992 generation - en 1 nder de la secondad
19	16	DIAMOND RIO Wrinkles (Arista)	5573	161	1913	+74	145619	9336	17	104/4	ARTIST TITLE LABEL(S)
20	Ð	JO DEE MESSINA I Wish (Curb)	5518	207	1823	+52	145960	10602	18	106/4	KENNY CHESNEY There Goes My Life (BNA)
22	18	SHANIA TWAIN She's Not Just A Pretty Face (Mercury)	5436	1055	1628	+291	152427	26985	6	104/7	TOBY KEITH American Soldier (DreamWorks) SHANIA TWAIN She's Not Just A Pretty Face (Mercury)
21	19	TERRI CLARK I Wanna Do It Ali (Mercury)	5019	505	1572	+167	126980	12816	12	94/4	TIM MCGRAW Watch The Wind Blow By (Curb)
23	20	BRAD PAISLEY Little Moments (Arista)	4374	75	1405	+52	115582	-206	10	98/6	ALAN JACKSON Remember When (Arista)
24	4	SCOTTY EMERICK   Can't Take You Anywhere (DreamWorks)	4056	140	1303	+48	95862	5069	18	96/2	BROOKS & DUNN You Can't Take The Honky Tonk (Arista)
31	Ð	TIM MCGRAW Watch The Wind Blow By (Curb)	3604	1028	1128	+ 358	109894	29844	4	89/13	GARY ALLAN Songs About Rain (MCA)
26	23	JOSH TURNER Long Black Train (MCA)	3580	113	1283	+78	83891	1509	23	88/3	MONTGOMERY GENTRY Hell Yeah (Columbia) TOBY KEITH I Love This Bar (DreamWorks)
27	24	JIMMY WAYNE   Love You This Much (DreamWorks)	3565	187	1178	+77	95982	2652	13	96/3	MARTINA MCBRIDE In My Daughter's Eyes (RCA)
25	25	BLAKE SHELTON Playboys Of The Southwestern World (Warner Bros.)	3519	·367	1212	-117	85472	-9638	20	96/0	
28	26	SARA EVANS Perfect (RCA)	3205	47	941	+28	87731	2866	10	83/6	Most
Breaker	ð	ALAN JACKSON Remember When (Arista)	2915	789	876	+295	84352	20593	3	86/22	-
29	Ž	TRACE ADKINS Hot Mama (Capitol)	2905	194	971	+44	72837	5595	9	79/9	Increased Plays
30	ð	CRAIG MORGAN Every Friday Afternoon (BBR)	2809	115	922	+28	69747	6588	15	82/1	
Ireaker	ā	JOE NICHOLS Cool To Be A Fool (Universal South)	2672	406	706	+82	61773	7468	10	69/6	ARTIST TITLE LABEL(S)
34	ğ	CLINT BLACK Spend My Time (Equity Music Group)	2426	375	770	+128	53325	6916	4	83/11	KENNY CHESNEY There Goes My Life (BNA) TIM MCGRAW Watch The Wind Blow By (Curb)
reaker	ă	BLUE COUNTY Good Little Girls (Asylum/Curb)	2075	369	744	+115	52185	9518	5	70/3	ALAN JACKSON Remember When (Arista)
37	Ğ	KELLIE COFFEY Texas Plates (BNA)	1932	268	582	+40	40418	7512		67/5	SHANIA TWAIN She's Not Just A Pretty Face (Mercury)
38	34	BUDDY JEWELL Sweet Southern Comfort (Columbia)	1798	209	677	+63	43310	6016		82/5	MONTGOMERY GENTRY Hell Yeah (Columbia)
35	35	RYAN TYLER Run, Run, Run (Arista)	1651	-165	523	-34	36674	-2343		58/0	TOBY KEITH American Soldier (DreamWorks) BROOKS & DUNN You Can't Take The Honky Tonk (Arista)
39	<b>3</b>	WYNONNA Heaven Help Me <i>(Asylum/Curb)</i>	1541	239	524	+77	34890	4449		54/1	<b>TOBY KEITH</b> I Love This Bar ( <i>DreamWorks</i> )
40	ð	DIERKS BENTLEY My Last Name (Capitol)	1359	104	464	+61	33483	2037	4	55/6	GARY ALLAN Songs About Rain (MCA)
41	33	BRIAN MCCOMAS You're in My Head <i>(Lyric Street)</i>	1352	131	485	+62	26011	3369	5	58/1	TERRI CLARK   Wanna Do It All (Mercury)
42	ğ	VINCE GILL Young Man's Town (MCA)	1137	114	367	+32	24374	-1091	5	43/2	
43	ð	SHERYL CROW The First Cut Is The Deepest (A&M/Interscope/Mercury		134	289	+29	34627	5031		22/5	
-5 Debut>	ğ	TOBY KEITH American Soldier (DreamWorks)	1068	1068	250	+250	34262			8/8	
44	ĕ	JAMES OTTO Days Of Our Lives (Mercury)	961	56	374	+19	18401	1514		48/2	ALAN JACKSON
 Debut>	Ğ	GARY ALLAN Songs About Rain (MCA)	863	784	217	+184	18758	15983	1	25/22	Remember When (Arista)
46	ð	TRACY LAWRENCE Paint Me A Birmingham (DreamWorks)	786	96	253	+104	20217	3425		37/4	22 Adds • Moves 33-27
40 48	45	KENNY ROGERS Handprints On The Wall (Dreamcatcher)	746	50 62	330	+27	17469	2381		41/1	JOE NICHOLS
40 49	<b>4</b>	KEVIN DENNEY A Year At A Time (Lyric Street)	685	62 5	293	+30 +5	12713	1410		41/2	Cool To Be A Fool <i>(Universal South)</i> 6 Adds • Moves 32-30
49 45	47		663	э -240	293	-101	12/13	-3315		41/2	BLUE COUNTY
45 50	47 <b>4</b> 3	AMY DALLEY I Think You're Beautiful <i>(Curb)</i>		-240 -56		. 101 0	14716	-3315			Good Little Girls (Asylum/Curb)
00 Debut>	99 49		588 586		236 169		14716	/5/ 17150		25/2 33/32	3 Adds • Moves 36-32
47	-	MARTINA MCBRIDE In My Daughter's Eyes (RCA)	586 550	520 61	169 222	+ 158		1067	2		
4/		PATTY LOVELESS On Your Way Home <i>(Epic)</i> eporters. Monitored airplay data supplied by Mediabase Research, a divisio	550	61	223	-61	11526			45/10	Songs ranked by total plays

115 Country reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total points for the airplay week The county reporters, wormfore an pay data supplied by weakable executing a division of remainer hadro freeworks. Songs rained by total points for the an pay week of 11/2-11/8. Bullets appear on songs gaining points and/or plays or remaining flat from previous week. If two songs are tied in total points, the song with the larger increase in points is placed first. Songs below No. 1 and down in points and plays for three consecutive weeks are moved to recurrent. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Points lists the songs with the greatest week-to-week increases in total points. Station Weight = AQH Persons + (Market rank X 10) divided by 4180. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter How Persons used herein with permission from the Arbitron Company (© 2003, The Arbitron Company). © 2003, R&R, Inc.





Powered By

47

+268 +250 +241

+221 +184+ 167

ANT ALLAR SUNYS ADOUT NAM (WGA)	~~~
ONYA ISAACS No Regrets, Yet (Lyric Street)	15
IM MCGRAW Watch The Wind Blow By (Curb)	13
LINT BLACK Spend My Time (Equity Music Group)	11
ATTY LOVELESS On Your Way Home (Epic)	10
RACE ADKINS Hot Mama (Capitol)	9
IARK WILLS That's A Woman (Mercury)	8
OBY KEITH American Soldier (DreamWorks)	8
Most	
Increased Points	w. • •
200 and $200$ and $200$ and $200$ and $200$ and $200$	TOTAL
RTIST TITLE LABEL(S)	INCREASE
KENNY CHESNEY There Goes My Life (BNA)	+1848
TOBY KEITH American Soldier (DreamWorks)	+1068
SHANIA TWAIN She's Not Just A Pretty Face (Mercury)	+ 1055
TIM MCGRAW Watch The Wind Blow By (Curb)	+ 1009
ALAN JACKSON Remember When (Arista)	+803
BROOKS & DUNN You Can't Take The Honky Tonk (Arista	+ + 800
GARY ALLAN Songs About Rain (MCA)	+735
MONTGOMERY GENTRY Hell Yeah (Columbia)	+658
TOBY KEITH   Love This Bar (DreamWorks)	+533
MARTINA MCBRIDE In My Daughter's Eyes (RCA)	+518
Mast	
Most	
Increased Plays	c/ 10-2003
ARTIST TITLE (ABEL(S)	TOTAL PLAY INCREASE
KENNY CHESNEY There Goes My Life (BNA)	+655
TIM MCGRAW Watch The Wind Blow By (Curb)	+358
ALAN JACKSON Remember When (Arista)	+295
SHANIA TWAIN She's Not Just A Pretty Face (Mercury)	+291

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

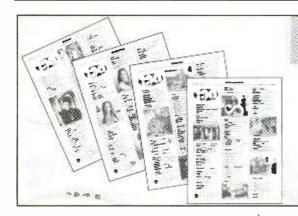
## **COUNTRY TOP 50 INDICATOR**

November 14, 2003

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#### R&R'S EXCLUSIVE REPORTED OVERVIEW OF NATIONAL AIRPLAY

	A	&R'S EXCLUSIVE REPORTED OVE	RVIE	EWO	FNA	TION	AL AIF	<i>PLA</i>	Y		Most Added
LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL	POINTS	TOTAL PLAYS	+/-	TOT.AUD.	+/- AUD.	WEEK	S TOTAL ADDS	www.rrindicator.com
1	1		6008	106	4416	PLAYS + 77	(00) 126407	(00) <b>2060</b>	13	112/0	ARTIST TITLE LABEL(S)
2	2	RASCAL FLATTS   Melt (Lyric Street)	5659	-57	4161	-34	117981	-1764	20	111/0	GARY ALLAN Songs About Rain (MCA)
4	3		5536	101	4103	+84	114030	1902	20	111/0	MARTINA MCBRIDE In My Daughter's Eyes (RCA) ALAN JACKSON Remember When (Arista)
5	4	GEORGE STRAIT Cowboys Like Us (MCA)	5303	250	3906	+192	109130	4551	15	112/0	BUDDY JEWELL Sweet Southern Comfort (Columbia)
3	5	KEITH URBAN Who Wouldn't Wanna Be Me (Capitol)	5128	-557	3718	-466					DIERKS BENTLEY My Last Name (Capitol)
5	6	CHRIS CAGLE Chicks Dig It <i>(Capitol)</i>	4865	·557 274	3601	-400 + 200	108245	·10826	22	106/0	TRACE ADKINS Hot Mama (Capitol)
, 0	ŏ	MONTGOMERY GENTRY Hell Yeah (Columbia)	4005	392	3129		101405	5003	21	111/0	CLINT BLACK Spend My Time (Equity Music Group)
3	8	BROOKS & DUNN You Can't Take The Honky Tonk (Arista)				+292	88276	8200	17	107/0	PATTY LOVELESS On Your Way Home (Epic) SONYA ISAACS No Regrets, Yet (Lyric Street)
1	9		3976	325	2923	+203	82876	6969	10	109/0	MARK WILLS That's A Woman (Mercury)
2	0	LONESTAR Walking In Memphis <i>(BNA)</i>	3907	159	2971	+146	79238	3605	16	107/0	
2 9	ð	REBA MCENTIRE I'm Gonna Take That Mountain (MCA)	3757	12	2777	-1	77380	-716	12	112/0	
	-	KENNY CHESNEY There Goes My Life (BNA)	3487	740	2561	+516	73802	16493	5	106/1	
1 5	12	RUSHLOW I Can't Be Your Friend (Lyric Street)	3419	65	2555	+88	69353	605	28	108/0	
	3	SHERRIE AUSTIN Streets Of Heaven (C4/BBR)	3367	79	2526	+92	69501	1175	21	103/1	
) ,		TRACY BYRD Drinkin' Bone (RCA)	3306	131	2430	+86	68372	2489	15	106/1	
7	15	DIAMOND RIO Wrinkles (Arista)	3237	128	2399	+100	66577	2468	18	109/0	
	10	RODNEY ATKINS Honesty (Write Me A List) (Curb)	3075	140	2311	+114	64511	2752	20	105/3	
	<b>D</b>	BRAD PAISLEY Little Moments (Arista)	2798	223	2038	+ 166	58870	4917	11	103/5	
	18	JO DEE MESSINA   Wish (Curb)	2625	·24	1971	0	55785	-1166	17	91/0	
	19	ALAN JACKSON Remember When (Arista)	2381	787	1804	+ 558	48741	16176	3	106/14	Most
	20	SHANIA TWAIN She's Not Just A Pretty Face (Mercury)	2349	247	1786	+ 194	49747	5448	6	98/2	Increased Points
	2	TERRI CLARK   Wanna Do It All (Mercury)	2306	262	1735	+221	49263	5566	12	95/4	) an n∕ 120 - 120 1 120 1 120 1 120 1 120 1 120 1 120 1 120 1 120 1 120 1 120 1 120 1 120 1 120 1 120 1 120 1 1
	22	JOSH TURNER Long Black Train (MCA)	2108	26	1523	+32	44867	224	19	77/0	ARTIST TITLE LABEL(S)
	23	TRACE ADKINS Hot Mama (Capitol)	2102	51	1536	+ 52	44798	-14	10	93/9	ALAN JACKSON Remember When (Arista)
	24	JIMMY WAYNE I Love You This Much (DreamWorks)	2023	44	1518	+ 35	42268	1469	13	88/1	KENNY CHESNEY There Goes My Life (BNA) MONTGOMERY GENTRY Hell Yeah (Columbia)
	25	SCOTTY EMERICK I Can't Take You Anywhere (DreamWorks)	1944	92	1465	+82	40298	1919	18	86/5	TIM MCGRAW Watch The Wind Blow By (Curb)
	26	TIM MCGRAW Watch The Wind Blow By (Curb)	1790	349	1407	+266	36767	7500	4	87/7	BUDDY JEWELL Sweet Southern Comfort (Columbia)
	27	SARA EVANS Perfect (RCA)	1728	90	1282	+73	34367	1779	9	85/2	BROOKS & DUNN You Can't Take The Honky Tonk (Arista)
	28	BLAKE SHELTON Playboys Of The Southwestern World (Warner Bros.)	1545	-678	1084	-559	32290	-13062	20	72/0	CLINT BLACK Spend My Time (Equity Music Group) CHRIS CAGLE Chicks Dig It (Capitol)
	29	JOE NICHOLS Cool To Be A Fool (Universal South)	1469	59	1165	+ 36	29840	973	10	69/1	TERRI CLARK I Wanna Do It All (Mercury)
	30	CRAIG MORGAN Every Friday Afternoon (BBR)	1345	14	1009	+19	26843	70	15	73/1	GEORGE STRAIT Cowboys Like Us (MCA)
	3	BUDDY JEWELL Sweet Southern Comfort (Columbia)	1255	349	903	+218	26002	6439	5	78/12	
	32	BLUE COUNTY Good Little Girls (Asylum/Curb)	1124	45	851	+39	23347	897	6	62/0	
	33	BRIAN MCCOMAS You're In My Head (Lyric Street)	889	109	620	+63	20290	2499	8	51/5	
	34	KELLIE COFFEY Texas Plates (BNA)	817	14	672	+11	15680	79	7	61/2	
	35	CLINT BLACK Spend My Time (Equity Music Group)	769	292	562	+ 190	16549	6524	4	49/9	
	36	RYAN TYLER Run, Run, Run (Arista)	737	48	522	+40	16501	697	12	41/0	
	37	DIERKS BENTLEY My Last Name (Capitol)	726	238	579	+ 192	14695	4512	4	51/12	
	38	VINCE GILL Young Man's Town (MCA)	640	38	505	+ 30	13241	922	7	41/0	
	39	WYNONNA Heaven Help Me (Asylum/Curb)	537	.59	411	-69	12379	-754	7	37/0	
		KENNY ROGERS Handprints On The Wall (Dreamcatcher)	514	31	413	+26	9355	249	5	36/5	
	-	TRACY LAWRENCE Paint Me A Birmingham (DreamWorks)	505	29	370	+33	10434	418	4	32/2	Most
	-	KEVIN DENNEY A Year At A Time (Lyric Street)	474	54	355	+42	9832	925	5	32/2	Increased Plays
	Ä	REBECCA LYNN HOWARD   Need A Vacation (MCA)	417	48	305	+45	9130	942	4	27/1	. 207 \$20
	Ä	JAMES OTTO Days Of Our Lives (Mercury)	415	12	339	+ 15	8634	309	6	32/1	ARTIST TITLE LABEL(S)
	Ä	PATTY LOVELESS On Your Way Home (Epic)	327	100	263	+53	6403	821	2	31/9	ALAN JACKSON Remember When (Arista)
$\geq$	-	GARY ALLAN Songs About Rain (MCA)	303	254	254	+204	6311	5036	1	27/23	KENNY CHESNEY There Goes My Life (BNA)
	-	LORRIE MORGAN Do You Still Want To Buy Me (Image/Quarterback)		94	246	+72	5377	1952	2	26/8	MONTGOMERY GENTRY Hell Yeah (Columbia)
	-	AMY DALLEY ! Think You're Beautiful (Curb)	297	·133	195	-89	6945	-2952	2	20/0 25/0	TIM MCGRAW Watch The Wind Blow By (Curb)
		BILLY DEAN I'm In Love With You (View2)	249	·135 46	213	-09 +28	5152	·2952 967	3	25/0 15/0	TERRI CLARK I Wanna Do It All (Mercury) BUDDY JEWELL Sweet Southern Comfort (Columbia)
Ð	-	MARTINA MCBRIDE In My Daughter's Eyes (RCA)	249 209	40 209	159	+ 20 + 159	5152 4564	907 4564	3 1	24/23	GARY ALLAN Songs About Rain (MCA)
	-	112 Country reporters. Songs ranked by total plays for the © 2003 Radio & Re	airplay v				_				BRODKS & DUNN You Can't Take The Honky Tonk (Arista) CHRIS CAGLE Chicks Dig It (Capitol) SHANIA TWAIN She's Not Just A Pretty Face (Mercury)



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## COUNTRY CALLOUT AMERICA. BY Bullseye

#### **EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES November 14, 2003**

Callout America® song selection is based on the top 35 titles from the R&R Country chart for the airplay week of October 20-26.

ARTIST Title (Label)	LIKE A LOT	TOTAL POSITIVE	NEUTRAL	FAMILIARITY	DISLIKE	BURN	CALLOUT AMERICA®
TOBY KEITH   Love This Bar (DreamWorks)	<b>39.5</b> %	81.3%	<b>13.5%</b>	<b>99.0%</b>	3.3%	1.0%	HOT SCORES
GARY ALLAN Tough Little Boys (MCA)	38.8%	<b>73.0</b> %	<b>14.8</b> %	<b>98.3</b> %	<b>6.5</b> %	4.0%	
SHERRIE AUSTIN Streets Of Heaven (C4/BBR)	32.5%	<b>74.0%</b>	13.8%	<b>97.0%</b>	6.5%	2.8%	assword of the Week: Moxley.
RASCAL FLATTS   Melt (Lyric Street)	31.3%	<b>70.5</b> %	17.3%	<b>97.0</b> %	5.5%	3.8%	Question of the Week: Lets talk about the
PAT GREEN Wave On Wave (Republic/Universal South)	29.3%	70.8%	<b>20.3</b> %	<b>95.3%</b>	2.5%	1.8%	Dixie Chicks. I don't want you to answer this question on what you have heard the
KEITH URBAN Who Wouldn't Wanna Be Me (Capitol)	28.8%	<b>73.8</b> %	17.0%	<b>98.5</b> %	6.0%	1.8%	Chicks say or what your friends think and
MARTINA MCBRIDE This One's For The Girls (RCA)	28.5%	<b>70.5</b> %	14.5%	<b>98.5</b> %	7.5%	6.0%	say. This is important: I want your person- al opinion of just what place you think The
TRACY BYRD Drinkin' Bone (RCA)	28.3%	68.5%	<b>19.5</b> %	<b>96.3</b> %	<b>6.3</b> %	2.0%	Dixie Chicks have in the Country Music Industry.
REBA MCENTIRE I'm Gonna Take That Mountain (MCA)	27.3%	<b>69</b> .5%	21.3%	<b>98.3</b> %	3.3%	4.3%	Rate the Dixie Chicks on a scale of 1-5,
BLAKE SHELTON Playboys Of The Southwestern World (Warner Bros.)	26.3%	<b>64.5</b> %	21.5%	95.5%	<b>6.3</b> %	3.3%	with "1" meaning you think the Dixie Chicks are no longer a factor and radio
TERRI CLARK   Wanna Do It All (Mercury)	25.8%	67.0%	19.3%	<b>95.5%</b>	8.0%	1.3%	stations should just quit playing their mu-
JOSH TURNER Long Black Train (MCA)	25.5%	<b>59.3%</b>	21.0%	90.0%	9.0%	0.8%	sic altogether and move on, and "5" mean- ing you think the Dixie Chicks are very
JIMMY WAYNE   Love You This Much (DreamWorks)	<b>24.8%</b>	<b>69.3</b> %	20.0%	96.8%	5.0%	2.5%	important to country music and radio sta-
LONESTAR Walking In Memphis (BNA)	<b>24.8</b> %	<b>69.5</b> %	<b>17.3</b> %	<b>98.3</b> %	4.8%	6.8%	tions should continue to play their music both new and old as they once did before
SHANIA TWAIN She's Not Just A Pretty Face (Mercury)	24.5%	57.5%	24.0%	<b>91.8</b> %	9.0%	1.3%	the big flap — a return to normal for The
GEORGE STRAIT Cowboys Like Us (MCA)	<b>24.5</b> %	65.8%	25.0%	<b>98.8</b> %	8.0%	0.0%	Dixie Chicks. Total
MONTGOMERY GENTRY Hell Yeah (Columbia)	23.5%	66.3%	17.3%	97.5%	11.8%	2.3%	5. Very important: 31%
RODNEY ATKINS Honesty (Write Me A List) (Curb)	<b>22.3</b> %	<b>66.3</b> %	<b>22.0</b> %	<b>95.8</b> %	6.5%	1.0%	4. Important: 27% 3. Don't know: 21%
SCOTTY EMERICK   Can't Take You Anywhere (DreamWorks)	21.8%	62.5%	<b>24.0</b> %	<b>93.3</b> %	5.8%	1.0%	2. Kind of not a factor: 5%
BRAD PAISLEY Little Moments (Arista)	21.5%	<b>56.3</b> %	<b>24.8</b> %	<b>92.0</b> %	8.0%	<b>3.0</b> %	1. Not a factor, move on: 16% P1
CHRIS CAGLE Chicks Dig It (Capitol)	21.3%	62.3%	24.5%	<b>97.5</b> %	6.3%	4.5%	5. Very important: 26% 4. Important: 31%
ALAN JACKSON Remember When (Arista)	20.5%	56.5%	14.0%	77.5%	4.5%	2.5%	3. Don't know: 22%
JOE NICHOLS Cool To Be A Fool (Universal South)	20.0%	59.5%	21.3%	87.8%	6.0%	1.0%	2. Kind of not a factor: 6% 1. Not a factor, move on: 15%
SARA EVANS Perfect ( <i>RCA</i> )	19.0%	63.0%	25.0%	93.8%	5.5%	0.3%	P2
DIAMOND RIO Wrinkles (Arista)	18.8%	64.0%	19.8%	94.3%	7.8%	2.8%	5. Very important: 40% 4. Important: 19%
TRACE ADKINS Hot Mama (Capitol)	18.8%	52.5%	27.5%	90.5%	9.5%	1.0%	3. Don't know: 18%
CRAIG MORGAN Every Friday Afternoon (BBR)	18.3%	66.5%	23.3%	94.5%	3.8%	1.0%	2. Kind of not a factor: 3% 1. Not a factor, move on: 20%
RUSHLOW   Can't Be Your Friend (Lyric Street)	18.3%	60.0%	26.0%	94.3%	4.8%	3.5%	Male
JO DEE MESSINA I Wish <i>(Curb)</i>	17.3%	60.0%	26.5%	92.5%	4.5%	1.5%	5. Very important: 30% 4. Important: 29%
BROOKS & DUNN You Can't Take The Honky Tonk Out Of The Girl (Arista)	15.8%	62.0%	24.5%	94.8%	8.0%	0.3%	3. Don't know: 18%
RYAN TYLER Run, Run, Run (Arista)	14.8%	50.5%	33.0%	89.5%	6.0%	0.0%	2. Kind of not a factor: 6% 1. Not a factor, move on: 17%
TIM MCGRAW Watch The Wind Blow By (Curb)	14.5%	43.0%	25.0%	75.3%	7.3%	0.0%	Female
BLUE COUNTY Good Little Girls (Asylum/Curb)	12.5%	<b>47.0%</b>	23.5%	81.3%	10.3%	0.5%	5. Very important: 31% 4. Important: 25%
KENNY CHESNEY There Goes My Life (BNA)	12.3%	47.5%	23.3 <i>%</i> 31.0%	85.5%	8.5%	0.5%	3. Don't know: 23% 2. Kind of not a factor: 5%
			23.3%	76.8%	7.3%	0.3%	2. Kind of not a factor: 5% 1. Not a factor, move on: 16%
CLINT BLACK Spend My Time (Equity Music Group)	9.8%	46.0%	23.370	10.070	1.370	U.J70	1

Total sample size is 400 persons weekly with a +/- 5% margin of error. Scoring is done each week using live interviewers conducting the interview with each respondent. Scores are: *a) I Like It A Lot, In Fact It's One Of My Favorites b) I Like It c) It's Okay..Just So-So d) I Don't Like It e) I'm Tired Of Hearing It On The Radio f) I Don't Recognize It. To be included in the weekly callout songs must enter the top 40 positions on R&R's Country airplay chart. The sample is composed of 400 25-54-year-old persons who identify Country as their favorite music and who listen daily to competitive country radio in the sample markets. The sample is 50% male/female ... 1/3rd each in the 25-34, 35-44, and 45-54 demos. The sample is balanced by region, and markets within that region. Bullseye Callout is conducted in these regions and markets. Market selection is determined by Bullseye. NORTHEAST: Washington. DC., Harrisburg, PA., Providence, Rochester, NY, Springfield, MA, Hartford, Portland, ME, Portsmouth, NH. SOUTHEAST: Charlotte, Atlanta, Tampa, Nashville, Chattanooga, Mobile, AL, Charleston, SC, Jackson, MS. MIDWEST: Milwaukee, Cincinnati, Cleveland, Kansas City, Lansing, MI, Ft Wayne, IN, Rockford, IL, Indianapolis. SOUTHWEST: Dallas-Ft. Worth, Tucson, Albuquerque, Oklahoma City, Houston-Galveston, Phoenix, Lafayette, LA, San Antonio. WEST: Portland, OR, Salt Lake City, Fresno, Bakersfield, Spokane, WA, Riverside-San Bernardino, Boise, Denver, Monterey-Salinas. © 2003 R&R Inc. © 2003 Bullseye Marketing Research Inc..* 



	rica's Best Test The Week Endin	-	-	ngs 12	?+		
A MARTINE Title (Label)	TW	LW	Familiarity	Burn	Persons 25-54	Women 25-54	Men 25-54
GARY ALLAN Tough Little Boys (MCA)	4.20	4.22	99%	26%	4.21	4.32	4.13
BRAD PAISLEY Little Moments (Arista)	4.18	4.19	<b>76</b> %	7%	4.16	4.28	4.10
TOBY KEITH I Love This Bar (DreamWorks)	4.11	4.04	98%	24%	4.13	4.03	4.19
KENNY CHESNEY There Goes My Life (BNA)	4.11	4.07	86%	11%	4.08	4.28	3.96
GEORGE STRAIT Cowboys Like Us (MCA)	4.02	4,13	<b>96%</b>	21%	4.03	3.95	4.08
TRACY BYRD Drinkin' Bone (RCA)	4.01	3.91	93%	19%	4.01	4.06	3.98
MONTGOMERY GENTRY Hell Yeah (Columbia)	4.00	3.99	<b>98%</b>	26%	3.98	4.18	3.85
TERRI CLARK   Wanna Do It All (Mercury)	4.00	4.04	82%	13%	4.02	4.05	4.00
SHERRIE AUSTIN Streets Of Heaven (C4/BBR)	3.99	3.96	91%	22%	3.99	4.02	3.97
KEITH URBAN Who Wouldn't Wanna Be Me (Capitol)	3.95	4.02	<b>98</b> %	33%	3.97	4.17	3.83
BROOKS & DUNN You Can't Take The Honky Tonk Out Of The Girl (A	Arista) 3.95	3.95	93%	16%	3.96	3.92	3.99
RASCAL FLATTS   Melt (Lyric Street)	3.94	3.96	98%	34%	3.93	4.33	3.66
PAT GREEN Wave On Wave (Republic/Universal South)	3.92	3.95	95%	31%	3.93	3.99	3.90
JIMMY WAYNE   Love You This Much (DreamWorks)	3.92	3.95	80%	16%	3.92	4.25	3.71
CHRIS CAGLE Chicks Dig It (Capitol)	3.91	3.88	97%	24%	3.90	3.98	3.84
JO DEE MESSINA   Wish (Curb)	3.90	3.90	86%	17%	3.88	4.12	3.74
DIAMOND RIO Wrinkles (Arista)	3.90	3.93	84%	16%	3.91	4.17	3.76
RODNEY ATKINS Honesty (Write Me A List) (Curb)	3.90	3.95	82%	17%	3.89	4.19	3.71
JOSH TURNER Long Black Train (MCA)	3.90	3.84	68%	14%	3.92	3.97	3.89
REBA MCENTIRE I'm Gonna Take That Mountain (MCA)	3.88	3.79	93%	20%	3.94	4.02	3.90
MARTINA MCBRIDE This One's For The Girls (RCA)	3.87	3.89	<b>99%</b>	40%	3.90	4.02	3.82
SCOTTY EMERICK I Can't Take You Anywhere (DreamWorks)	3.86	3.78	77%	12%	3.84	4.01	3.73
SARA EVANS Perfect (RCA)	3.86	3.93	75%	12%	3.85	3.85	3.85
BILLY CURRINGTON Walk A Little Straighter (Mercury)	3.85	3.91	<b>94</b> %	31%	3.83	4.02	3.71
CRAIG MORGAN Every Friday Afternoon (BBR)	3.85	3.86	61%	11%	3.84	3.99	3.74
RUSHLOW   Can't Be Your Friend (Lyric Street)	3.84	3.85	87%	21%	3.81	3.95	3.72
BLAKE SHELTON Playboys Of The Southwestern World (Warner Bros	s./ <b>3.74</b>	3.77	87%	24%	3.72	3.75	3.71
LONESTAR Walking In Memphis (BNA)	3.73	3.78	<b>95%</b>	30%	3.70	3.88	3.59
TRACE ADKINS Hot Mama (Capitol)	3.72	-	67%	12%	3.76	3.89	3.68
SHANIA TWAIN She's Not Just A Pretty Face (Mercury)	3.44	3.52	81%	24%	3.42	3.37	3.45

Total sample size is 554 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5 = like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.

New&Active

**REBECCA LYNN HOWARD** I Need A Vacation *(MCA)* Total Plays: 191, Total Stations: 32, Adds: 3

AMANDA WILKINSON Gone From Love Too Long (Universal South) Total Plays: 115, Total Stations: 21, Adds: 3

MARK WILLS That's A Woman (Mercury) Total Plays: 88, Total Stations: 18, Adds: 8

LORRIE MORGAN Do You Still Want To...) (Image/Quarterback) Total Plays: 70, Total Stations: 10, Adds: 1

**SONYA ISAACS** No Regrets, Yet *(Lyric Street)* Total Plays: 55, Total Stations: 17, Adds: 15

Songs ranked by total plays

m · / .

#### **Please Send Your Photos**

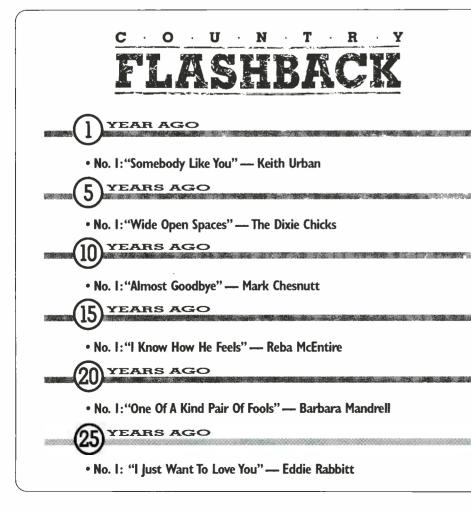
**R&R** wants your best snapshots (color or black & white).

Please include the names and titles of all pictured and send them to:

#### R&R, c/o Mike Davis:

10100 Santa Monica Blvd., 3rd Floor, Los Angeles, CA 90067

Email: mdavis@radioandrecords.com



### Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
GARY ALLAN Tough Little Boys (MCA)	3416
~ ALAN JACKSON AND JIMMY BUFFETT It's Five O'Clock Somewhere (Arista)	3017
DIERKS BENTLEY What Was I Thinkin'? (Capitol)	2831
BILLY CURRINGTON Walk A Little Straighter (Mercury)	2619
MARTINA MCBRIDE This One's For The Girls (RCA)	2477
TIM MCGRAW Real Good Man <i>(Curb)</i>	2313
BUDDY JEWELL Help Pour Out The Rain (Lacey's Song) (Columbia)	1926
BROOKS & DUNN Red Dirt Road ( <i>Arista</i> )	1891
LONESTAR My Front Porch Looking In <i>(BNA)</i>	1747
TOBY KEITH Beer For My Horses (DreamWorks)	1730

## RR. COUNTRY REPORTERS

November 14, 2003 R&R • 51

WJCL/Savannah, GA OM: John Thomas PD: Bill West 11 BRAD PASLEY

KMPS/Seattle, WA*

KRMD/Shrevenort 1A

KXKS/Shreveport, LA OM: Gary McCoy PD: Russ Winston

KSUX/Sioux City, IA PD: Bob Rounds APD/MD: Tony Michaels 12 GRY ALLAN

WBYT/South Bend, IN

OM/PD: Tom Dakes

MD: Lisa Kosti 1 MARTINA MCBRIDE CARDI YN DAWN JOHNSON

KDRK/Spokane, WA OM/PD: Tim Cotter APD: Bob Castle

MD: Tony Trovato

KIXZ/Spokane, WA* OM: Rob Harder PD: Paul Neumann APD: Lyn Daniels

PATTY LOVELE TRACE ADKINS

MARK WILLS

PD: RJ McKay

APD: Nick Damo MD: Jessica Tyle

WPKX/Springfield, MA*

KTTS/Springfield, MO SM: George Demarco OM/PD: Brad Hansen

APD: Curty Clark

KSD/St. Louis, MD⁴

PD: Al Brock MD: Billy Greenwood

WIL/St. Louis, MO*

PD: Greg Mozingo MD: Danny Montana 3 JOE NICHOLS

KATM/Stockton, CA*

OM: Richard Perr

PD: Randy Black APD: DJ Walker

MD: Joe Roberts 3 GARY ALLAN 2 CHAD BROCK SANYA ISAACS

SCOTT TOBY I JIMINY KENNY MARTE

**layes** Vo Adds

WBBS/Syracuse, NY* PD: Rich Lauber APD/MD: Skip Clark 3 SCOTTY EMERICK

ly wayne Ny Rogers Tina McBride

NTNT/Ta llahas

OM/PD: Kris Van Dyke APD/MD: "Big" Woody

WQYK/Tampa, FL* OM/PD: Mike Culotta APD: Beecher Martin MD: Jay Roberts

WYUU/Tampa, FL* OM/PD: Mike Culotta APD: Will Robinson

MD: Jay Roberts

WTHI/Terre Haute, IN OM/PD: Barry Kent MD: Marty Party

*Monitored Reporters

227 Total Reporters

115 Total Monitored

112 Total Indicator

No Adds

2 GARY ALLAN 8 MARTINA MCBRIDE 2 KEWNY BOGERS

PD/MD: James Anth

6 Alan Jackson 5 Buddy Jewell 2 Trace Adkins 2 Scotty Emerics

1 KENNY CHESNEY 0 BRAD PAISLEY

SM: Lisa Decker PD: Becky Brenner MD: Tony Thomas 2 SHANA TWAIN

WLLR/Quad Cities, IA PD: Jim O'Hara MD: Ron Evans

WQDR/Rateigh, NC*

KOUT/Rapid City, SD

PD/MD: Mark Houst

KBUL/Reno, NV OM/PD: Tom Jordan APD: JJ Christy MD: Chuck Reeves No Adds

WKHK/Bichmond, VA*

KFRG/Riverside, CA

WSLC/Roanoke, VA PD: Brett Sharp MD: Robynn Jaymes

WYYD/Roanoke, VA PO/MD: Steve Cross 2 Martina McBride Kellie Coffe^y

WBEE/Rochester, NY*

OM: Dave Symond PD: Chris Keyzer MD: Billy Kidd

WXXQ/Rockford, IL

OM/PD: Jesse Garcia

MD: Kathy Hess SCOTTY EMERICK

KNC //Sacramento, DM/PD: Mark Evans APD: Greg Cole MD: Jennifer Wood 1 Martina MCBride GRAY ALLAN

WCEN/Saginaw, M

WKCO/Saninaw, MI OM/PD: Rick Walk

WICD/Salisbury, MD

KKAT/Salt Lake City, UT

KSOP/Salt Lake City, UT*

KUBL/Salt Lake City, UT

KAJA/San Antonio, TX* OM: Alan Furst PD/MD: Clayton Allen

KSON/San Diego, CA*

OM/PD: John Di

APD/MD: Greg Frey

KRTY/San Jose, CA* PD: Julie Stevens MD: Nate Deaton

PD: Pepper Daniels APD/MD: Jay Bradley

GARY ALLAN AMANDA WILKINSC CHAD BROCK

PD/MD: Rick Barke

5 SONYA ISAA

KKJG/San Luis Ohisno - CA

KRA7/Santa Barbara, CA

KSNI/Santa Maria, CA

OM: Keith Royer PD/MD: Tim Brown

9 GARYALLAN 5 MARK WILLS

WCTQ/Sarasota, FL* PD/MD: Mark Wilson 1 WYNONNA NARTINA MCBRIDE JMMRY WAYNE ALAN JACKSON

PD: Ed Hitt MD: Pat Garrett

VINCE GILL CLINT BLACK CHAD BROCK

PD: Don Hilton APD/MD: Debby Turpin 11 MARTINA MCBRIDE 10 GRAY ALLAN

BRAD PAISLEY ALAN JACKSON

OMI: Ion Edua

PD/MD: EJ Foxx 10 GARY ALLAN

DM: Bill Betts PD: Eddie Haskell

D: Justin Taylor 2 MARTINA MCBRIDE ALAN JACKSON

PD: Jim Johnso MD: Keith Allen

ento, CA'

No Adds

OM: Lee Douglas PD/MD: Don Jeffrey

PD/MD: Jim Tice

SARA EVANS CLINT BLACK

Biddle No Adde

PD: Lisa Mckay APD/MD: Mike 'Maddawg'

SM/Nashville, TN

WCTY/New London, CT PD/MD: Jimmy Lehn APD: Dave Elder

PD: Lee Logan APD: Frank Seres 8 SCOTTY EMERICK 2 TRACE ADKINS

7 TRACY LAW

WNOE/New _ OM: Jim Owen APO/MD: Casey Carter The McGraw ALAN JACKSON NOE/New Orleans, LA*

WGH/Norfo k, VA* OM/PD: John Shomb MD: Mark Mckay

KNFM/Odessa, TX PD: John Moesch MD: Dan Travis 26 BUDY JEWELL

ALAN JACKSON TRACE ADKINS TRACY LAWRENCE

PD: LJ Smith APD/MD: Bill Reed

KXKT/Omaha, NE*

PD: Tom Goodwin MD: Craig Allen 5 GARY ALLAN

MARTINA MCB BUDDY JEWEL DIERKS BENTL SHERYL CROM ALAN JACKSO

WWKA/Orlando, FL*

PD: Len Shackleford MD: Shadow Stevens

KHAY/Oxnard, CA SM: Emie Bingham PD/MD: Mark Hill

BRAD PAISLEY TRACE ADKINS BODNEY ATKINS

OM: Todd Marke

PD: Al Gordon MD: Kory James 16 MARK WILLS 11 GARY ALLAN 11 LORRIE MORGAN

KPLM/Palm Springs, CA

WPAP/Panama City, FL OM/PD: Todd Berry MD: Shane Collins No Adds

WX8M/Pensacola El

PD/MD: Lynn West 2 TERRI CLARK 1 MARTINA MCBRIDE GARY ALLAN

WXCL/Peoria, IL

WXTU/Philadelphia, PA* PD: Bob McKay APD/MD: Cadi lac Jack

GARY ALLAN TRACE ADKINS MARTINA MCBRIDE

KMLE/Phoenix, AZ* PD: Jay McCarthy APD/MD: Dave Collins No Adds

KNIX/Phoenix, AZ*

PD: Shaun Holly MD: Gwen Foster

TRACE ADKINS

WDS Y/Pittsburgh, PA* PD: Keith Clark APD/MD: Stoney Richards

WPOR/Portland, ME

KUPL/Portland, OR

KWJJ/Portland, OR* PD: Mike Moore MD: Craig Lockwood 3 TOBY KETH

DIERKS BENTLEY

PD: Mark Jennings MD: Dan Lunnie 2 PATTY LOVELESS 2 DEFIKS BENT FY

WCTK/Providen PD: Rick Everett MD: Sam Stevens ² BUDDY JEWELL ALAN JACKSON

WOKO/Portsmouth, NH

PD: Rick Jordan MD: Glori Marie

PD: Cary Rolle MD: Rick Taylor

No Adds

PD/MD: Dan Do 18 GARY ALLAN 18 CLINT BLACK 18 MARK WILLS

KTST/Oklahoma City, OK* PD: Crash Poteet

KXXY/Oklahoma City, OK*

WIBW/Topeka, KS OM: Ed O'Donnell PD: Rich Bowers APD/MD: Stephanie Lynn 27 Brith McCoMas

WTCM/Traverse City, MI PD: Jack D'Malley APD/MD: Ryan Dobry 15 MARTINA MCBRIDE

MARK WILLS PATTY LOVELESS LORRIE MORGAN

2 GARY ALLAN 5 LORRIE MORGAN

KIIM/Tucson, AZ

OM: Herb Crowe PD: Buzz Jackso

MD: John Collins

KOYT/Tucson, AZ* PD: Tim Richards

KVOO/Tułsa, OK* PD/MD: Moon Mullins 14. KENNY CHESNEY

WWZD/Tupelo, MS DM: Rick Stevens PD: Bill Hughes

KNUE/Tyler, TX OM/PD/MD: Dave Ashcraft

KJUG/Visalia, CA

PD/MD: Dave Da

LORHIE MUTU MARTINA MCB CHAD BROCK GARY ALLAN

MD: J.R. Jackson 2 MARTINA MCBRIDE

WACD/Waco, TX OM/PD/MD: Zac

10 SHERYL CROW 10 CLINT BLACK

WIRK/W. Palm Beach, FL* PD: Mitch Mahan

WMZQ/Washington, DC*

DM: Jeff Wyatt APD/MD: Jon Anthony

WOVK/Wheeling, WV PD/MD: Jim Elliott 1 CAROLYN DAWN JOHNSON SORM SAACS

KLUR/Wichita Fałłs, TX PD/MD: Brent Warner BUDDY JEWELL TRACE ADKINS

OM/PD: Beverlee Brannigan APD/MD: Pat James

WGGY/Wilkes Barre, PA* PD: Mike Krinik MD: Jayrmie Gordon 15 Skuwa Twain PAT GREEN CHAD BROCK

WWOO/Wilmington, NC

OM: Perry Stone PD: Paul Johnson

APD/MD: Brigitt Banks

KXDD/Yakima, WA PD: Dewey Boynton MD: Joel Baker

WGTY/York, PA PD: John Pellegrini APO/MD: Brad Aust 12 ALAN JACKSON 1 CLINT BLACK

WQXK/Youngstow PD: Dave Steele APD: Doug James MD: Burton Lee

vn. OH

KFDI/Wichita, KS*

KZSN/Wichita, KS*

PD: Chuck Geiger MD: Dan Holiday

PATTY LOVEL

21 TIM MCGRAW 21 RODNEY ATKI 21 ALAN JACKSO 4 RUDDY JEWEL

No Adds

KENNY CHESNEY
 TIM MCGRAW
 ALAN JACKSON PATTY LOWELESS

KEAN/Abilene, TX OM: James Cameron PD/MD: Rudy Fernandez APD: Shay Hill No Adds
WQMX/Akron, OH* OM/PD: Kevin Mason APD: Ken Steel 1 SHRPIK ALSTIN 1 JO DEE MESSINA
WGNA/Albany, NY* PD: Buzz Brindle MD: Bill Earley 3 MARTIMA MCBAIDE

KBQI/Albu PD: Tommy Carrera MD: Sammy Cruise PATTY LOVELES

WZZK/Birmingham, AL^o PD/MD: Brian Driver KRST/Albuquerque, NM* PD: John Richards MD: Paul Bailey 1 MARTINA MCBRIDE CLINT BLACK PATTY LOVELESS

KBRV/Alexandria, LA OM: Scott Bryant PD/APD/MD: Steve Casey

WCTO/Attentown, PA* PD: Dave Russe I APD/MD: Sam Malone MARK WILLS TIM MCGRAW

KGNC/Amarillo, TX OM: Dan Gorman PD: Tim Butler APD/MD: Patrick Clark No Adds

KBRJ/Anchorage, AK PD: Matt Valley MD: Justin Case 4 PATTY LOVELESS

WWWW/Ann Arbor, MI PD: Barry Mardit MD: Tom Baker 3 TIM MCBRAW 3 SONYA ISAACS

WNCY/App leton, WI OM: Jeff McCarthy DM: Jeff McCarth PD: Randy Shann MD: Marci Braun

WKSF/Asheville, NC SM: Diane Augram PD: Jeff Davis MD: Andy Woods No Adds

WKHX/Atlanta, GA* OM/PD: Mark Richards MD: Johnny Gray No Adds

WPUR/Atlantic City, NJ PD/MD: Joe Kelly 4 GARY ALLAN 2 MARK WILS SONYA ISAACS

WKXC/Augusta, GA PD: T Gentry MD: Zach Taylor 1. JOE NICHOLS 1. MARTINA MOBRIDE

KASE/Austin, TX* OM/PD: Jason Kane APD/MD: Bob Pickett

KUZZ/Bakersfield, CA* PD: Evan Bridwell MD: Adam Jeffries

WPOC/Baltimore, MD* PD: Scott Lindy MD: Michael J. Foxx 6 MARTINA MCBRIDE 4 DIAMOND RIO 3 TIM MCGRAW

WYNK/Baton Rouge, LA* OM: Bob Murphy PD: Paul Orr APD/MD: Austin James

WYPY/Baton Rouge, LA* OM/PD: Randy Chase MD: Jay Bernard TRACY LAWR TOBY KEITH GARY ALLAN

KYKR/Beaumont, TX PD/MD: Mickey Ashwort

WJLS/Beckley, WV OM: Mark Reid PD/MD: Dave Willis

WUSN/Chicago, IL OM/PD: Tom Rivers APD/MD: Evan Kroft 11 SHERYL CROW 11 LORRIE MORGAJ 11 SONYA ISAACS

PD: Tim Closson APD: Kathy O'Connor MD: Duke Hamilton JOSH TURNER
 CRAIG MORGA
 TIM MCGRAW
 CLINT BLACK WYGY/Cincinnati, OH* OM/PD: TJ Holland APD/MD: Dawn Michaels 1 SHANIA TWAIN WHWK/Binghamton, NY OM: Bob Adams BUDDY JEWEL CLINT BLACK PD/APD/MD: Ed Walker

WUBE/Cincinnati, OH

KNN/Biloxi, MS

OM: Walter Brown PD: Kipp Greggory

WZKX/Biłoxi, MS

PD: Bryan Rhodes MD: Gwen Wilson

WDXB/Birmingham, AL* PD: Tom Hanrahan

WPSK/Blacksburg, VA

WBWN/Bloomington, IL OM/PD: Dan Westhoff APD/MD: Buck Stevens

WHKX/Bluefield, WV

OM/PD/MD: Dave Crosier 5 DIERKS BENTLEY 5 MARK WILLS

OM/PD: Rich Summers APD/MD: Spencer Burke

KIZN/Boise, ID

KQFC/Boise, ID

PD: Lance Tidwell

WKLB/Boston, MA*

PD: Mike Brophey APD/MD: Ginny Rogers

KAGG/Brvan, TX

PD/MD: Jennifer Allen 20 DIERKS BENTLEY 20 TRACY LAWRENCE

WYRK/Buffalo, NY*

PD: John Paul APD/MD: Wendy Lynn

WOKD/Burlington PD: Steve Pelkey MD: Margot St. John

KHAK/Cedar Banids, IA

WIXY/Champaign, IL OM/PD/MD: R.W. Smith

WEZL/Charleston, SC

WNKT/Charleston, SC

WQBE/Charleston, WV OM: Jeff Whitehead PD: Ed Reberts

MD: Bill Hagy

WKKT/Charlotte* OM: Bruce Logan PD/MD: John Rober

WSOC/Charlotte* OM/PD: Jeff Roper MD: Rick McCracker

JOE NICHOLS TRACY LAWRENCE MARK WILLS

ooca. TN

WUSY/Chatt

PD: Kris Van Dyke

MD: Bill Poindex

No Adds

PD: Loyd Ford APD/MD: Eric Chaney

PD: Trey Cooler MD: Gary Griffin 2 GARY ALLAN

OM: Dick Stadle PD: Bob James

MD: Dawn Joh

No Adds

No Adds

No Adds

No Adds

No Adds

OM/PO: Scott Ste

MD: Sean Sumr

MD: Jay Cruze

JIMMY WAYNE ALAN JACKSON TRACE ADKINS

KAFF/Flagstaff, AZ PD: Chris Halstead APD/MD: Hugh James /GAR/Cleveland, OH* PD: Meg Stevens MD: Chuck Collier

i Darryl Worley i Alan Jackson i Gary Allan ' Dierks Bentley ' Carol yn Dawn Joi WFBE/Flint, MI KCCY/Colorado Springs, CO PD: Travis Daily MD: Valerie Hart

PD/MD: Coyote Collins 13 ALAN JACKSON 1 DARRYL WORLEY MARTINA MCBRIDE MERAADIE KKCS/Colorado Springs, CO WXEL/Elorence Al

PD/MD: Gary Murdock 3 CLINT BLACK 2 SONYA ISAACS PD: Shannon Stone MD: Stix Franklin KSKS/Fresno, CA* COS/Colur bia. SC* PD: Mike Peter PD: Ron Brooks MD: Glen Garrett

MD: Steve Pleshe 8 MARTINA MCBRIDE 2 ALAN JACKSON MARTINA MCBRIDE WCDL/Columbus, OH* PD: John Crenshaw APD/MD: Dan E. Zuko KUAD/Ft. Collins, CO PD: Mark Callacha

MD: Brian Gary ² GARY ALLAN LORRIE MORGAN MARTINA MCBRIDE PATTY LOVELESS JIMMY WAYNE WGSO/Cookeville, TN WGSQ/Cookevine OM: Marty McFly PD: Gator Harrison APD: Philip Gibbons MD: Stewart James BUDOV JEWEL WCKT/Ft. Myers, FL* DM/PD: Steve Amari

MUNT. DM/PD: Steve Aman APD/MD: Dave Loga MARTINA MCBRIDE WWGR/Ft. Myers, FL* PD: Mark Phi lips MD: Steve Hart 2 MARTINA MOBRIDE

KRYS/Corpus Christi, TX PD: Frank Edwards MD: Louis Ramirez 3 SHANA TWAIN KPLX/Dallas, TX*

PD: Paul Williams APD: Smokey Rivers MD: Cody Alan

KSCS/Dallas, TX* PD: Ted Stecke MD: Chris Huff No Adds

MD: Big Red WGNE/Daytona Beach, FL' PD/MD: Jeff Davis PD: Doug Montg MD: Dave Taft 19 TOBY KEIT

APD: Big Charlie GARY ALLAN MARTINA MCBRIDE SONYA ISAACS CHAD BROCK KYGO/Denver, CO*

PD/MD: Joel Burke 2 GARY ALLAN 1 CLINT BLACK 1 TORY ARTH WTQR/Greensbor OM: Tim Satterfield PD: Bill Dotson 2 SHANIA TWAIN 2 SHANIA TWAIN 1 TERRI CLARK TMM MCGRAW ALAN JACKSON KHKI/Des Moines, 1A* OM: Jack O'Brien

MARTY STUART SONYA ISAACS MARK WILLS

WBNS/Greenville, NC*

WESC/Greenville, SC*

WCAT/Harrisburg, PA*

PD: Sam McGuine 3 MARTINA MCBRIDE

MARTINA MCBRIDE DIERKS BENTLEY

MD: Jay Thomas Alan Jackson Trace Adkins

KILT/Houston, TX* PD: Jeff Garrison APD/MD: Stephen Gi ² Brad Pasley Dierks Bentley

WWYZ/Hartford, CT

PD: Wayne Cartyle MD: Boomer Lee

No Adds

ro, NC

PD/MD: Jimmy Olsen 1 JOE NICHOLS 1 MARK WILLS SHERYL CROW AMANDA WILKINSON CLINT BLACK TRACY LAWRENCE

WYCD/Detroit MI* PD: Mac Daniels APD/MD: Ron Chatmar No Adds

OM/PD: Scott Joh APD/MD: John Landrum KKCB/Duluth OM/PD: Johnny Lee Walker MD: Pat Puchalla

WSSL/Greenville, SC* OM/PD: Scott Johnso APD/MD: Kix Layton WAXX/Eau Claire, WI PD: George House

WAYZ/Hagerstown OM/PD/MD: Don Brake KHEY/EI Paso, TX* PD/MD: Steve Gramzay 2 CLWF BLACK 1 SARA EVANS 1 TRACE ADKINS GARY ALLAN MARTINA MCBRIDE BRIAN MCCOMAS

WRSF/Elizabeth City, NC OM: Tom Charity PD/MD: Randy Gill

SONYA ISAAC GARY ALLAN KELLIE COFFE 2 TIM MUGROUP 22 ALAN JACKSON 12 MARTINA MCBRIDE 49 CHERRIF ALISTIN WRBT/Harrisburg, PA* OM: Chris Tyler PD/MD: Shelly Easton APD: Newman 2. CLINTRACK

WXTA/Erie, PA OM: Gary Spurgeon PD/MD: Fred Horton KKNU/Funene, OB PD/MD: Jim Davis 16 KENNY ROGERS 16 JAMES OFTO 16 CLINT BLACK 16 LORRIE MORGAN 16 MARTINA MOBRIDE

WKDO/Evansville, IN PD/MD: Jon Prell 15 GARY ALLAN 15 MAPTINA AMOUNT

KKBQ/Houston, T PD: Michael Cruise MD: Christi Brooks MD: Scott Winston KKIX/Fayetteville, AR OM/PD: Tom Travis APD/MD: Jake McBride No Adds WTCR/H PD: Judy Eaton MD: Dave Poole 5 MARTINA MGBRIDE 5 SONYA ISAACS 5 CHAD BROCK

KVOX/Fargo PD: Eric Heyer

WKML/Fayetteville, NC PD: Paul Johnson WDRM/Huntsville, AL PD: Wes McShay MD: Dan McClain

No Adds

WFMS/Indianapolis, IN* OM: David Wood PD: Bob Richards MD: J.D. Cannon

PD: Rick Adams MD: Stance Bingham

WUS.i/Jackson MS OM/PD/MD: Tom Fi

MD: Dixie Jones

WMTZ/Johnstown, PA OM/PD: Steve Walker

16 BUDDY JEWELL 14 CRAIG MORGAN

4 BUDDY JEWELL 5 CLINT BLACK 5 DARRYL WORLEY 5 PATTY LOVELESS 5 BRIAN MCCOMAS

WYZB/Ft. Walton Beach, FL OM: Scratch Malone PD: Todd Nixon MD: Cindy Blake 9 ALAN JAKSON 9 BUDDY JAWELL WNWN/Ka lamazoo, MI PD: P.J. Lacey APD/MD: Phil O'Reilly WQHK/Ft. Wayne, IN

PD: Mike Kennedy MD: T.J. McEntire

KFKF/Kansas City, MO* OM/PD: Dale Carl WBCT/Grand Rapids, MI

> WDAF/Kansas City, MO PD/MD: Ted Crame

WiVK/Knoxville, TN* OM/PD: Mike Hammone MD: Colleen Addair MARTINA MCBRIDE SORVA ISANCS MARK WILLS

KMDL/Lafayette, LA* PD: Mike James MD: T.D. Smith

KXKC/Lafayette, LA* PD: Renee Revett MD: Sean Riley

WPCV/Lakeland, FL* PD: Dave Wright MD: Jeni Taylor

WIOV/Lancaster, PA PD/MD: Dick Raymond BRIAN MCCON PATTY LOVELI CLINT BLACK

> WITL/Lansing, MI PD: Jay J. McCrae APD/MO: Chris Tyler No Adds

KWNR/Las Venas NV* PD: John Marks APD/MD: Brooks O'Brian

WBBN/Laurel, MS PD: Larry Btakeney APD/MD: Allyson Scott 10 MARTINA MCBRIDE 10 SONYA ISAACS

No Adde

PD/MD: Ric Lars

ston, TX

WMSI/Jackson, MS

TUBY KEITH DIERKS BENTLEY BRAD PAISLEY KENNY ROGERS TRACE ADKINS

WB00/Jacksonville, FL* OM/PD: Gail Austin

WXBQ/Johnson City PD/MD: Bill Hagy

MD: Lara Mosby

KIXQ/Joplin, MD OM: Ray Michaels PD/MD: Cody Carlso APD: Jay McRae

KBEQ/Kansas City, MO

PD/MD: Rob Kelley 3 CAROLYN DAWN JOHNSON 2 DIERKS BENTLEY 1 TOBY KEITH WOGK/Gainesville, FL* GARY ALLAN MARTINA MCBRID

APD/MD: Tony Stevens

DIERK

0 GARY ALLAN 9 CAROL YN DAWN JOH 3 MARTINA MCBRIDE 1 SONYA ISAACS BLUE COMPACT WKSJ/Mobile, AL* OM: Kit Carson PD/MD: Bill Black

KJLO/Monroe, LA OM/PD: Mike Blakene APD/MD: Stacy Collin 15 GARY ALLAN 15 KREVN DENNEY 15 MARK WILLS

WRIII / evin ¥Y

WLXX/Lexington, KY OM: Robert Lindsey PD: John Sebastian MD: Karl Shannon 21 AIAN JOKSON KZKX/Lincoln, NE PD; Brian Jennin APD/MD: Carol 1

KSSN/Little Rock, AR* PD/MD: Chad Heritage No Adds

KZLA/Los Angeles, CA* OM/PD: R.J. Curtis APD/MD: Tonya Campos BRIAN MCCOMAS ALAN JACKSON WAMZ/Louisville, KY* PD/MD: Coyote Calhoun No Adds

KLLL/Lubbock, TX OM/PD: Jay Richards MD: Ke by Greene

WDEN/Macon, GA PD: Gerry Marshall APD/MD: Laura Starling

WWOM/Madison WI

PD: Mark Grantin MD: Mel McKenzie

KIAI/Mason City, IA PD/MD: J. Brooks

KTEX/McAllen, TX

OM: Billy Santiago PD: JoJo Cerda

APD: Frankie Dee

KRWQ/Medford, OR

WGKX/Memphis, TN

PD: Chip Miller MD: Mark Billingsley

WOKK/Meridian. MS

OM/PD/MD: Scotty R

WKIS/Miami, FL*

PD: Bob Barnett MD: Darlene Evans

WMIL/Milwaukee, Wi

KEEY/Minneapolis, MN

OM/PD: Greaa Swedbera

KTOM/Monterey, CA* PD/MD: Jim Dorman 10 SORVA USAACS 2 CLINT BLACK MARTY STUART AMANDA WILKINSON

WLWI/Montgomery, AL

WGTR/Myrtle Beach, SC OM/MD: Mark Andrews PD: Johnny Walker No Adds

WKDF/Nashville, TN*

OM/PD: Dave Kelly MD: Eddie Foxx

WSIX/Nashville, TN OM: Clay Hunnicutt PD/MD: Keith Kaufman

REBECCA LYN BLUE COUNTY GARY ALL AN

OM/PD: Bill Jones

MD: Darlene Dixon

APD/MD: Travis Moon

PD: Kerry Wolfe APD: Scott Dolphin

MD: Mitch Morga

No Adds

SHERYL CROW REBECCA LYNN JOE NICHOLS SONYA ISAACS GARY ALLAN

OM: Keith Lolis

PD: Larry Neal MD: Scott Schule

MARTINA MC

MD: Patches

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## **How Much Is Too Much?**

The Christmas music conundrum and programmers who solved it

Whether it's flipping for it, dabbling in it or just avoiding it altogether, almost everyone in AC radio has an opinion about Christmas music and whether it's right for their station. Then again, there are a few who still aren't sure what to do. I have thus assembled a variety of opinions on how to do Christmas right.

aperelli@radioandrecords.com

Listen to what these PDs have to say, and then go out and do what you can to be your market's soundtrack to the party-outfit-shopping, cookiebaking, tree-flocking, Church-going, carol-singing, present-wrapping, card-addressing, eggnog-drinking, A Charlie Brown Christmas-watching chaos that is Christmas. Whew. Happy Christmas to all, and to all a good night!

#### 'Jinglin'' Jon Zellner

VP/Programming, Infinity; PD, KSCR/ **Kansas City** 

I program holiday music like a tight Top 40 station. I use three categories -powers, secondaries and tradition-

als — playing the powers a lot and only rotating about 140 songs in the library.

Our powers are the ones that feel like powers: "Jingle Bell Rock," "Happy Christmas," "Rockin' Around the Christmas Tree," "Wonderful Christmastime," etc. The challenge is title separation,

since we play nine versions of "Sleigh Ride" and "The Christmas Song."

Jon Zellner

Successful holiday music stations are much more than the music. We use military personnel sending greetings to their families in Kansas City. We have kids on the air talking about Santa. We use adults talking about childhood Christmas memories.

We also present holiday events, including The Nutcracker; the mayor's Christmas tree lighting; Kansas City's Largest Christmas Party, at the Hyatt Regency; the Sounds of the Season charity CD for Habitat for Humanity: Toys for Tots: Monk and Kelly's Christmas broadcast from Crown Center: and holiday concerts from Mannheim Steamroller and Trans-Siberian Orchestra.

Everything we talk about is holiday-related. It's the whole package that makes it so magical.

Tony 'Claus' Coles PD, KLSY & KWRM (Warm 106.9)/Seattle Christmas music on Warm 106.9 is always huge for the station. Any station can play Christmas music, but the ones that focus on their production value are a giant step closer to owning the image. We spend a lot of time and

attention on our imaging. Everything on Warm 106.9 is Christmas, right down to our jocks' names. Our afternoon guy, Will Johnson, will become Will "Rudolph" Johnson. It sounds corny, but it works. In our research, listeners will talk about the music. but they also talk about our personalities (rare on a Soft AC). They

remember that we gave them information on where to find a great tree or what the holiday hours were for the local mall.

At [sister AC] Mix 92.5, we focus more on the fun and attitude of Christmas. We load up on the Christmas cuts every weekend no less than one an hour, increasing to four an hour as Christmas gets closer. During the week we start out with two per shift, and we increase to four per

hour. Promotionally, our morning show does an annual Christmas show with local celebrities, high school bands, etc. Our annual holiday contest is Stop the Scrooge (a holiday version of Beat the Bomb).

On new holiday music: So far I like Michael Buble's "The Christmas Song." The entire Harry Connick Jr. album is great. And although it was released last Christmas, I am bringing back Elliot Sloan's "It Looks Like Christmas" as a current. The response last year was strong, but it's still new to our audience.

#### Rob 'Rudolph' Miller

#### PD, WALK/Long Island, NY

WALK did continuous holiday music last year for the first time. We have always had strong ratings, but like many ACs we had a sagging cume. The biggest benefit for us has been increased cume. WALK was playing in malls and shops all over Long Island and in homes during family festivities.

If you go all-holiday music, make sure you recycle people who may be checking you out for the first time. Tell them about your station and what you offer so they stay with you after the holidays.

Also, make sure you are playing the hits. Don't be afraid of Andy Williams, Johnny Mathis and Nat King Cole. Women love them! The classics are the ones that your listeners are passionate about, not some new artist doing the 9 millionth version of "White

> Christmas." Trust me, you will win with the traditional titles. Don't overthink it. And surround anything new that you play with hits.

> Tie into everything holiday-oriented in your market. We are the official radio station of a Clear

**Tony Coles** Channel-sponsored drivethrough holiday lights show. Everyone who drives through the show gets a flyer about our holiday music programming. We are at every tree and menorah lighting, holiday parade and food and toy drive, and our vans cruise mall parking lots all season long.

The listeners will love you for it and will remember the station that gave them this incredible gift. We've been receiving e-mails for the last four months asking us if we plan on doing it again. I'm lighting up the yule log now!

#### John 'Prancer' Reynolds OM, WNKS & WSSS/

Charlotte

Going all-holiday music works for different reasons in different

markets. Here in Charlotte. we have so many military bases. A lot of families have lost people this year, or they still have family members overseas in Iraq, Bosnia or Afghanistan. Flipping to Christmas 104 on Halloween was our way to cheer up not just military families, but the general public too. Everyone

has been affected by the stress and uncertainty of the economy and the war.

Plus, we're mirroring the retailers. Ready or not, the retail season has begun. The decorations are up in stores. Santa is already in the mall. So we're out on the street with the Christmas 104 reindeer, handing out candy canes and Christmas ornaments with the station logo.

To get the staff into the spirit, we

## **Christmas Music for Dummies**

#### **Thoughts on managing Selector**

By 'Blitzen' Bobby Rich PD/mornings, KMXZ/Tucson

**R&R** November 14, 2003

There are nice songs about Christmas, and then there are hits. Play powers exclusively when you're playing only one or two holiday titles an hour. Later you'll run them between the weaker songs to surrounded them with hits. Add secondaries when you start clocking more songs into the hour. Tertiaries start playing only in the last few days before Christmas

Then design as many categories as you can to make it flow. I use six primary categories with six subcategories. I code for title separation, sound codes, instrumentals, etc. Packeting can manage different versions of the same title, but don't bury the hit version in a packet. We set codes and rotations to assure a familiar mix of traditional, pop/ novelty and carols.

When you approach the last few days before Christmas you will have played every title a lot. Then is the time to go deep. Go to smooth jazz and piano solos (Jim Brickman, George Winston, David Syme). Loosen up your tempo controls, and allow everything to slow down and relax.

On Christmas Eve afternoon and early evening, keep it light and fun for the families with kids. Later on Christmas Eve consider all the listeners leaving church services and looking for that special feeling Slip in "Ave Maria" or "Go Tell It on the Mountain." Keep it mellow overnight, and then hit your novelty and uptempo titles again Christmas morning, starting about 5am.

The afternoon of Dec. 25 I keep it light and consider the family gatherings and laziness of coming down from all the stress (and ham).

These are the most valuable songs you can play: "White Christmas" by Bing Crosby; "The Christmas Song" by Nat King Cole; a two-song packet, "Christmas Eve/Sarajevo 12-24" by Trans-Siberian Orchestra and "Mary's Boy Child" by Boney M; "I Want a Hippopotamus for Christmas" by Gayla Peavey; "Feliz Navidad" by Jose Feliciano; and "Blue Christmas" by Elvis Presley.

There is a lot more to making your station listenable, memorable and usable than just segueing CD tracks, and the end result can be something you will be proud of and something that your listeners and advertisers will thank you for all year long.

had a staff holiday party, hung up Christmas lights, ate Christmas cookies - the whole nine yards. On the air, we've gone jockless for the season. The airstaff are running the music and helping with all the production elements. It's a nice opportunity for them to get involved outside the normal routine

#### Mike 'Myrrh' Bettelli

#### Dir. AC Programming, Jones Radio Networks/ Seattle

PD interest in Christmas music is

high this year. We offer all-holiday music as an option on all of our AC shows, and this year over half of Delilah's and Dave Til Dawn's affiliates have opted for the holiday version.

To find the best holiday songs, we track certain stations and rank

them by total spins. Here's our list from last year:

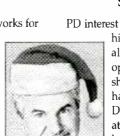
- 1. BOBBY HELMS Jingle Bell Rock 2. THE EAGLES Please Come Home For
- Christmas
- 3. JOSE FELICIANO Feliz Navidad
- 4. BURL IVES A Holly Jolly Christmas 5. BRENDA LEE Rockin' Around The
  - Christmas Tree
- 6. CARPENTERS Merry Christmas Darling 7. ELVIS PRESLEY Blue Christmas

8. NAT KING COLE The Christmas Song 9. JOHN LENNON Happy Christmas (War Is Over)

- 10. BEACH BOYS Little Saint Nick 11. PAUL MCCARTNEY Wonderful Christmastime
- 12. BING CROSBY White Christmas 13. ANDY WILLIAMS The Most
- Wonderful Time Of the Year 14. MARIAH CAREY All I Want For
- Christmas Is You 15. BAND-AID Do They Know It's
- Christmas 16. JOHNNY MATHIS It's Beginning To
- Look A Lot Like Christmas 17. WHAM! Last Christmas
- 18. NEWSONG The Christmas Shoes
- 19 MANNHEIM STEAMBOLLEB Deck The Halls
- 20. GENE AUTRY Rudolph The Red-Nosed Reindeer

Plus, there are few more contemporary songs to play: Elton John's "Step Into Christmas" (No. 21); Bruce Springsteen's "Santa Claus Is Comin' to Town" (23); James Taylor's "Have Yourself a Merry Little Christmas" (27); Madonna's "Santa Baby" (32) and Daryl Hall & John Oates's "Jingle Bell Rock" (35).

Some new songs this year we like include Michael Buble's "The Christmas Song," LeAnn Rimes' "O Holy Night" and Zooey Deschanel & Leon Redbone's remake of "Baby It's Cold Outside" from the soundtrack to Will Ferrell's new holiday comedy, Elf.



Mike Bettelli

# A BARCEYONE The Group That Brought You **Can Only Inggine** presents a song for the holidays **O HOLY Night**

from the album iWorship Christmas





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## 54 **ACTOP 30**

11	8.71	🤇 🍓 🛯 November 14, 2003						
LAST VEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS	Most Added
1	1	SHANIA TWAIN Forever And For Always (Mercury/IDJMG)	2385	-127	206713	29	115/0	www.rradds.com
2	2	UNCLE KRACKER f/DOBIE GRAY Drift Away (Lava)	2352	+1	209098	37	106/0	ARTIST TITLE LABEL(S)
3	3	MATCHBOX TWENTY Unwell (Atlantic)	2152	-67	199958	27	102/0	ELTON JOHN The Heart Of Every Girl (Epic)
4	4	TRAIN Calling All Angels (Columbia)	2105	+224	174210	<b>20</b> .	109/2	BANGLES Something That You Said (Koch)
5	5	MERCYME I Can Only Imagine (IND/Curb)	1734	·17	100444	28	94/0	MICHAEL MCDONALD Ain't No Mountain High Enough (Motown)
7	6	COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)	1684	-52	148973	28	94/0	JOSH GROBAN You Raise Me Up (143/Reprise)
9	0	SIMPLY RED Sunrise (simplyred.com)	1671	+19	117712	19	95/1	CHRISTINA AGUILERA The Voice Within (RCA)
8	8	LUTHER VANDROSS Dance With My Father (J)	1669	·19	129246	23	106/0	SUZY K. Gabriel (Vellum) TIM MCGRAW Tiny Dancer (Curb)
6	9	CELINE DION Have You Ever Been In Love (Epic)	1665	·82	122775	30	116/0	DIDO White Flag (Arista)
10	10	PHIL COLLINS Look Through My Eyes (Walt Disney/Hollywood)	1542	-47	96118	9	98/2	SARAH MCLACHLAN Fallen (Arista)
11	11	DANIEL BEDINGFIELD If You're Not The One (Island/IDJMG)	1215	-114	90289	32	103/0	TARRALYN RAMSEY Up Against All Odds (Casablanca)
14	12	JIM BRICKMAN Peace (Where The Heart Is) (AAL)	1027	+81	47962	14	92/0	
13	13	CHRISTINA AGUILERA Beautiful (RCA)	975	·128	79737	47	89/0	
12	14	EAGLES Hole In The World (ERC)	937	·173	73427	25	98/0	
15	15	JOSH GROBAN You Raise Me Up (143/Reprise)	919	+124	45452	4	87/7	• 1 7
16	<b>1</b> 6	CELINE DION Stand By Your Side (Epic)	899	+ 178	48842	8	71/3	josh <i>groban</i>
19	Ð	CLAY AIKEN Invisible (RCA)	793	+ 144	69580	5	78/3	Joshgroban
18	18	SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	771	+105	80528	7	58/3	YOU RAISE ME UP
20	19	DIDO White Flag <i>(Arista)</i>	680	+91	89247	7	43/5	
17	20	MICHAEL BOLTON When I Fall In Love (Passion Group)	625	-61	21648	10	75/0	R&R AC: 15
21	2	TIM MCGRAW Tiny Dancer (Curb)	578	+49	21923	5	70/5	Most Added & Most Increased Again!
23	22	SARAH MCLACHLAN Fallen (Arista)	545	+100	47704	6	43/5	New Adds include:
27	23	MICHAEL MCDONALD Ain't No Mountain High Enough (Motown)	488	+81	36641	3	62/8	WMJX, WEAT, WOBM and more
26	24	ROD STEWART f/CHER Bewitched, Bothered And Bewildered (J)	468	+58	35209	3	65/3	Early Spins at WLTW
24	25	HALL & OATES Getaway Car (U·Watch)	467	+ 39	15318	4	64/4	ar l
22	26	SEAL Waiting For You (Warner Bros.)	460	-33	34012	12	47/1	
28	27	KENNY LOGGINS With This Ring (All The Best)	338	-60	21734	15	50/1	
30	28	SANTANA f/ALEX BAND Why Don't You & I (Arista)	322	+85	52876	2	18/2	
29	29	BURKE RONEY Let It All Come Down (R World/Ryko)	296	+4	4281	3	35/4	Most
25	30	MICHAEL BUBLE How Can You Mend A Broken (143/Reprise)	290	·124	10756	12	47/0	Most Increased Plays

120 AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 1/2-1/18, Bullets appear on song gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Songs below No. 10 are moved to recurrent after 50 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2003, The Arbitron Company). © 2003, R&R, Inc.

#### New&Active

CHRISTINA AGUILERA The Voice Within (RCA) Total Plays: 165, Total Stations: 35, Adds: 7

TARRALYN RAMSEY Up Against All Odds (Casablanca) Total Plays: 142, Total Stations: 30, Adds: 5

SUZY K. Gabriel (Vellum) Total Plays: 118, Total Stations: 26, Adds: 6 BANGLES Something That You Said (Koch) Total Plays: 81, Total Stations: 23, Adds: 10

105

ABENAA Song 4 U (Nkunim) Total Plays: 51, Total Stations: 15, Adds: 4

ELTON JOHN The Heart Of Every Girl (Epic) Total Plays: 12, Total Stations: 14, Adds: 14

Songs ranked by total plays

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I'm so proud to report, as your first signed affiliate...after only one full book K-Lite 105.3 is the first Tesh Show affiliate to BEAT DELILAH !!! (Women 25-54: KKDI: 7.8, KGFM: 6.5)

... and the BIG news...K-Lite 105.3 is the first Tesh Show affilate to claim NUMBER ONE!!!!! (Women 25-54)... (Summer 2003 ARBS, Bakersfield market).

Thanks for making me look like the smartest program director in AC!!!

Kenn McCloud, Program Director KKDJ/FM, K-Lite 105.3 **Clear Channel Bakersfield** 



We welcome our newest daily Tesh show affiliates: WLYF-Miami, WSPA-Greenville, WBBE-Baton Rouge, WBBQ-Augusta, KYNF-Fayetteville, WGSY-Columbus

As they join our other great affiliates, including:

WKJY-Long Island, KGBY-Sacramento, WEZY-Milwaukee, WTVR-Richmond, KMXZ-Tucson, WKZX-Knoxville, KEFM-Omaha, WYYY-Syracuse, WDDV-Sarasota, KKDJ-Bakersfield, KRBB-Wichita, KBEB-Lafayette, WDEF-Chattanooga, WSLQ-Roanoke

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ARTIST TITLE LABEL(S)

TRAIN Calling All Angels (Columbia)

SARAH MCLACHLAN Fallen (Arista)

CLAY AIKEN Invisible (RCA)

DIDO White Flag (Arista)

CELINE DION Stand By Your Side (Epic)

JOSH GROBAN You Raise Me Up (143/Reprise)

CHRISTINA AGUILERA The Voice Within (RCA)

REGIE HAMM Babies (Refugee/Universal South)

SANTANA f/ALEX BAND Why Don't You & I (Arista)

SHERYL CROW The First Cut Is The Deepest (A&M/Interscope) +105

Detailed station playlists for all R&R

reporters are available on the web at www.radioandrecords.com.

Powered B

ADDS 14 10

8

ed Again!

TOTAL

PLAY INCREASE

+224

+178

+ 144

+124

+103

+100

+91

+ 85

+85

RateTheMusic.com	America's Best Testi For The Week Ending	-	-	12 +			
Artist Title (Label)	TW	LW	Familiarity	Burn	Women 25-54	Women 25-34	Women 35-54
CLAY AIKEN Invisible (RCA)	4.32	_	73%	8%	4.43	4.51	4.41
MATCHBOX TWENTY Unwell (Atlantic)	4.12	4.08	<b>97</b> %	35%	4.10	3.90	4.16
JOSH GROBAN You Raise Me Up (143/Reprise)	4.03	-	57%	8%	4.10	4.04	4.11
CELINE DION Have You Ever Been In Love (Epic)	3.86	3.88	<b>96</b> %	34%	3.92	3.53	4.03
PHIL COLLINS Look Through My Eyes (Walt Disney/Hollywood)	3.84	3.90	83%	17%	3.96	4.08	3.94
TRAIN Calling All Angels (Columbia)	3.82	3.89	<b>95</b> %	34%	3.86	3.82	3.87
DANIEL BEDINGFIELD If You're Not The One (Island/IDJMG)	3.81	3.88	93%	34%	3.80	3.71	3.82
CELINE DION Stand By Your Side (Epic)	3.81	3.76	73%	17%	3.84	3.59	3.89
JIM BRICKMAN Peace (Where The Heart Is) (AAL)	3.78	3.79	70%	16%	3.84	3.76	3.86
SHANIA TWAIN Forever And For Always (Mercury/IDJMG)	3.77	3.79	98%	38%	3.83	3.71	3.86
LUTHER VANDROSS Dance With My Father (J)	3.76	3.67	92%	36%	3.83	3.56	3.89
EAGLES Hole In The World (ERC)	3.65	3.79	91%	37%	3.67	3.68	3.67
SIMPLY RED Sunrise (simplyred.com)	3.64	3.76	74%	19%	3.51	3.50	3.51
UNCLE KRACKER f/DOBIE GRAY Drift Away (Lava)	3.47	3.54	97%	52%	3.51	3.18	3.59
SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	3.42	3.50	84%	28%	3.37	3.48	3.35
MICHAEL BOLTON When I Fall In Love (Passion Group)	3.34	3.37	80%	27%	3.43	3.17	3.48
MICHAEL BUBLE How Can You Mend A Broken (143/Reprise)	3.28	3.32	73%	26%	3.34	3.43	3.33
COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)	3.27	3.36	94%	52%	3.20	2.96	3.26
CHRISTINA AGUILERA Beautiful (RCA)	3.21	3.21	99%	64%	3.27	3.43	3.23

Total sample size is 376 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5 = like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic com results are not meant to replace callout research. The results are intended to show opinions of participants on the the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.

#### **Reporters**

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YJB/AUbany, NY* : Chris Holmberg I: Chad O' Hara Adds	KXLT/Beise, ID* PD/MD: Tokin Jeffries 3 DIDO	KVIL/Dallas, TX* OM/PD: Kurl Johnson APD: Dan Larkin No Adds	KTRR/Ft. Collins, CO* DM/PD/MD: Mark Callaghan No Adds	WJKK/Jackson, MS* OM: Tom Freeman POMD: Dave MacKenzie 5 CELINE DION 2 SARAH MCLACHLAN	KVLY/MCAllen, TX* PD: Alex Duran MD: Lilly Lopez JEFF PRYOR BAND TARRALYN RAMSEY	WWDE/Norfolk, VA* PC: Don London MD: Jett Morsau No Adds	WRAL/Raleigh, NC* PD. Joe Wade Formicola MD: Jim Kelly No Adds	KISC/Spokane, WA* PO: Rob Harder MD: Dawn Marcel BANGLES SEAL	WEAT/W. Paim Beach, PO/MO: Rick Shockley 2 Josh Groban Clay Aiken
GA/Albuquerque, NM* PD: Kris Abrams Celine Dion	WMJX/Boston, MA* PD: Don Kalley APD: Candy O'Terry MD. Mark Laurence JOSH GROBAN	WLQT/Dayton, OH* P0/MD: Sandy Collins No Adds	WAJI/Ft. Wayne, IN* PD: Barb Richards MD: Nick Parleer BANKGLES ELTON JOHN	WTFM/Johnson City*	ELTON JOHN WLRQ/Melbourne, FL* PD: Nickael Lowe	KMGL/Oklahoma City, OK* PD: Jeff Couch APD/MD: Steve O'Brien No Adds	WRSN/Raleigh, NC* DM/PD: Bob Bronson APD/MD: Dave Hom No Adds	KXLY/Spokane, WA* DM: Brew Michaels PD/MO: Beau Tyler ABENAA	WASH/Washington, DI PD: Bill Hess 4 MICHAEL MCDONALD 2 TARRALYN RAMSEY
EV/Allentown, PA* oddy Kright Im McGraw Iod Stewart itcher Suzy k igenaa	WEBE/Bridgeport, CT* PD: Curt Hansen MD: Canny Lyons No Adds	KOSI/Denver, CO* PD: Mark Edwards MD: Steve Hamilton MiChaeL MCDONALD ELTON JOHN	WKTK/Gainesville, FL* PB/MD: Les Howard ELTON JOHN	WKYE/Johnstown, PA OM: Christine Hillard PD: Jack Michaels MD: Brian Wolfin	MD: Mindy Levy BURKE RONEY WR VR/Memphis, TN* OWPD: Jeny Dean MD: Tony "Kramer" Brittan	KEFM/Omaha, NE* PO/ND: Steve Albertsen No Adds	KRNO/Reno, NV* POMD: Dan Fritz No Adds WTVR/Richmond, VA* PD: Bill Cabili	WMAS/Springfield, MA* PD. Paul Cannen MD: Rob Anthony No Adds	WHUD/Westchester, M OM/PO: Steven Petrone APD/MD: Tom Furci FLEETWOOD MAC
URKE RONEY IG/Anchorage, AK lark Murphy D: Dave Flavin ds	WJYE/Buffalo, NY* DM/PD/MD: Joe Chille APD: Mike McQueer. 3 PHil. COLLINS	KLTI/Des Moines, IA* PD/MD: Tim White No Adds	WLHT/Grand Rapids, MI* PD: Bill Bailey BURKE RONEY ROD STEWART UCHER WOOD/Grand Rapids, MI*	CHRISTINA AGUILERA WQLR/Kalamazoo, MI CM/PD: Ken Lanphear APD/MD: Brian Wertz	1 CHRISTINA AGUILERA WMGQ/Middlesex, NJ* POMD: Tim Tett 1 HALL & DATES	KLTQ/Omaha, NE* OM/PO. Phil Wilson No Adds WMGF/Orlando, FL*	MD: Kat Skmons No Adds WSLQ/Roanoke, VA* PD: Don Morrison MD: Dick Daniels	KGBX/Springfield, MO OM: Mitch Baker PD: Paul Kelley APD/MD: Dave Roberts No Adds	KRBB/Wichita, KS* PD: Lyman James APD/MD. Suzanne Mears No Adds
TM/Atlanta, GA* 10: Louis Kaplan MO. Steve Goss Jós	WHBC/Canton, OH* OM/PD: Terry Simmons MD: Kayleigh Kriss 3 SUZY K	WMGC/Detroit, MI* OM: Bill Fries PD: Jim Harper MD: Jon Ray 12 PHIL COLLINS 5 MICHAEL MCDONALD	PD: John Patrick MICHAEL MCDONALD WMAG/Greensboro, NC* PD/MD: Nick Allen	No Adds KSRC/Kansas City, MO* PD: Jon Zellner MD: Jeanne Astrley	WLTO/Milwaukee, WI* PO/MD: Stan Atkinson 4 ROD STEWART I/CHER BURKE RONEY	PD/MD: Ken Payne ELTON JOHN WMEZ/Pensacola, FL* PD: Kevin Peterson	No Adds WRIMIM/Rochester, NY* DM/PD: John McCrae APD/MD: Terese Taylor BANG IS	KEZK/St. Louis, MO* PD: Smakey Rivers APD: Bob London No Adds	WMGS/Wilkes Barre, F PD: Stan Phillips MD: Jude Morgan 3 MiCHAEL MCDONALO
PG/Atlantic City, NJ* lary Guida Marlere Aqua 3ds	WSUY/Charleston, SC* PD: Loyd Ford APD/MD: Eric Chaney 11 SIEDAH ELTON JOHN	WNIC/Detroit, MI* PD/MD: Darren Davis APD: Theresa Lucas No Adds	No Adds WMYI/Greenville, SC* DM: Bruce Logan PD/MD: Greg McKinney 4 TRAN	No Adds KUDL/Kansas City, MO* PD/MD: Thom McGinty 1 ELTON JOHN	WLTE/Minneapolis, MN* PD/MD: Gary Nolan ELTON JOHN SUZY K.	APD: Michael Stuart Michael McDonald WSWT/Peoria, IL 0M/PD/MD: Randy Rundle 14 MERCVIAE	WGFB/Rockford, IL PDMB: Doug Damiets 5 JOSH GROBAN KGBY/Sacramento, CA*	KJDY/Stockton, CA* PD: Dirk Kooyman JOSH GROBAN ELTON JOHN	WJBR/Wilmington, DE PD: Michael Watte MD: Catey Hill 3 HALL & DATES
IBQ/Augusta, GA* Mile Kramer KD: Steve Cheny Klds	WDEF/Chattanooga, TN* PD: Danny Howard MD: Robin Daniels 1 TIM MCGRAW HALL & OATES	WOOF/Dothan, AL PD/MD: Leigh Simpson No Adds	WSPA/Greenville, SC* PDMDc Brian Taylor 4 ELTON JOHN OHRISTINA AGUILERA	ABENAA WJXB/Knoxville, TN* PD: Mike Blakemore 5 TIM MCGRAW	WMXC/Mobile, AL* PD: Dan Mason MC: Mary Booth 4 SIMPLY RED KJSN/Modesto, CA*	BENRIGUE GLESIAS 2 KENNY LOGGINS WBEB/Philadelphia, PA* OM/PD/MD: Chris Conley No Adds	V Set annento, CA 9 Five For FightIng KYMX/Sacramento, CA* PD: Bryan Jackson MD: Dave Diamond ELTON JOHN	WINTX/Tampa, FL* MD: Bobby Rich 18 3 DOORS DOWN WRVF/Toledo, OH* OM: Bill Michaels	CHRISTINA AGUILERA WGNI/Wilmington, NC DM: Peny Stone PD: Mike Farrow MC: Craite Themas
MJ/Austin, TX* Alex O'Neai Sheliy Krigiti Christina Aguilera Tarrat yn Bamsey	WLIT/Chicago, IL* DM/PD. Beb Kaake MD: Eric Ficheke MICHAEL MCDONALD	KTSM/El Paso, TX* PD/MD: Bill Tole APD: Sam Cassiano DIDO	WRCH/Hartford, CT* PD: Alan Camp MD: Joe Hann 13 TRAIN 1 TARRALYN RAMSEY	KTDY/Lafayette, LA* PD: C.J. Clements APD: Debbie Ray MD: Steve Wiley No Adds	POMD: Gary Michaels 4 SHERYL CROW 2 Tim McGRAW 1 SARAH MCJACHLAN SUZY K	KESZ/Phoenix, AZ* PD: Staun Holly APD/MD: Craig Jackson No Adds	KBEE/Salt Lake City, UT* PD/MD: Rush Keys Christina Aguilera	PD: Beth Nichaels No Adds KIMIXZ/TUCSON, AZ* DM: Buddy Van Andale	MD: Craig Teamas 7 Vanessa Carlton 7 Norah Jones 6 Phil Collins 3 Shania Twain
FM/Bakersfield, CA* Sob Lewis D: Chris Edwards SUZY K.	WRRM/Cincinnati, OH* PD: TJ Holland MD: Ted Morro No Adds	WXKC/Erie, PA PD: Ron Arten No Adds	KRTR/Honolulu, HI* POMD: Wayne Mana No Adds	WFMK/Lansing, MI* PD/MD: Chris Reynolds 1 KENNY LOGGINS ELTON JOHN	WOBM/Monmouth, NJ* PC: Steven Ardolina MG: Brian Moore 2 JOSH GROBAN 1 SARAH MCLACHLAN	KKLT/Phoenix, AZ* PD/MC: Joe Grey 12 SANTANA VALEX BAND 6 TRAIN	KSFUSalt Lake City, UT* ON: Alan Hague PD: Dain Craig APD/MD: Lance Ballance No Adds	PO: Bobby Rich APD/MD: Lestie Lois No Adds WLZW/Utica, NY	WSRS/Worcester, MA PD: Steve Peck ND: Tom Holt 1 SARAH MCLACHLAN
IBENAA DJ/Bakersfield, CA* Jon Cristi D: Kenn McCloud	WDOK/Cleveland, OH* PD: Scott Miller MD: Ted Kowałsko BANGLES	WIKY/Evansville, IN PD/MD: Mark Baker TARRALYN RAMSEY KEZA/Fayetteville, AR	KSSK/Honolulu, Hł* POMO: Pau Wilson JOSH GROBAN	KMZQ/Las Vegas, NV* OM/P0/MD: Cat Thomas No Adds	CLAY AIKEN KWAV/Monterey, CA* PD/MD: Bernie Moody BRUCE SUDANO	WLTJ/Pittsburgh, PA* PD/MD: Chuck Stavana SANTANA VALEX BAND SIEDAH	KQXT/San Antonio, TX* PO/MD: Ed Searborough No Adds KBAY/San Jose, CA*	OM: Tom Jacobsen PD/MD: Peter Naughton 12 Christina Aguilera 10 Enrolue Iglestas John Mayer	WARM/York, PA* PD: Kelly West MD: Rick Sten CLAY AIKEN
ids BE/Baton Rouge, LA* D: Jeff Jamigan WD: Michelle Southern	KKLI/Colorado Springs, CO * PO/MD: Joel Navarro 19 TARRALYN RAMSEY SUZY K BANGLES	OM: Tom Travis PD: Chip Arledge APD/MD: Dawn McCollough 2 PINK 2 JOSH GPOBAN	WAHR/Huntsville, AL* OM: Rob Harder PD: Lee Reynolds MD: Boary 0 Strien 10 DIDO BANGLES	KSNE/Las Vegas, NV* PD: Tom Chase MD: John Berry CHRISTINA AGUILERA	WALK/Nassau, NY* PD/MD: Rob Miller No Adds	ELTON JOHN WSHH/Pittsburgh, PA* PD/MD: Ron Antill BANGLES	DMPD: Jim Murphy APD/MD: Nike Dhilog 2 DIO KLSY/Seattle, WA* PD: Tony Coles MD: Data Thomas	*Monitored Rep	and the second sec
ELINE DION <b>JY/Biloxi, MS*</b> D/MC: Watter Brown HERYL CROW	WTCB/Columbia, SC* PD/MD: Brent Johnson BANGLES SARAH MCLACHLAN	WCRZ/Flint, MI* OM/PD: Jay Patrick APD/MD: George McIntyre MICHAEL MCDONALD	WRSA/Huntsville, AL* PD: John Malone APD/MD: Nate Cholevik No Adds	KOST/Los Angeles, CA* OM: Chachi Denes PD: Stella Schwartz Vic Adds	WKJY/Nassau, NY* PD: Bill Edwards MD: Jodi Vale No Adds	WHOM/Portland, ME DM/PD/MD: Tim Moore FLEETWOOD MAC	No Adds KRWM/Seattle, WA* PD: Tony Coles MD: Laura Dane	139 Total Repo	
<b>JJ/Birmingham, AL*</b> loug Hamand D: Tom Hanrahan Ids	WSNY/Columbus, OH* PD: Chuck Kinght DIDD	WAFY/Frederick, MD OM/PD: Rob Marmet MD: Marx Richards 11 DANIEL BEDINGFIELD 9 CLAY AIKEN 9 DIAMOND RIO	WTPI/Indianapolis, IN* PD: Gary Havens MD: Steve Cooper 3 3 DOORS DOWN	WPEZ/Macon, GA OM: Jeff Silvers PD/MD: Hank Brigmond No Adds	WLMG/New Orleans, LA* PD: Andy Holt APD/MD: Steve Suter No Adds	KKCW/Portland, OR* PD: Bill Minchler MD: Alan Lawson 13 Tim McGRAW 1 SHERYL CROW	No Adds KVKI/Shreveport, LA* OM: Gary McCoy PD/MD: Stephanie Huffman 6 JOSH GROBAN	17 Total Indicat	
<b>'SF/Birmingham, AL*</b> Jeff Tyson MD: Valerie Vining dds	KKBA/Corpus Christi, TX* OM: Ed Ocanas PD: Audrey Malkan BANGLES ELTON JOHN	9 DIAMUNO RIO KSOF/Fresno, CA* OM/PD: E. Curtis Johnson MD: Kristen Kelley 9. JOSH GROBAN	WYXB/Indianapolis, IN* OM/PD: David Edgar APD/MD: Jim Cerone No Adds	WMGN/Madison, WI* PD: Pat D'Neill MD: Amy Abbott CHRISTINA AGUILERA	WLTW/New York, NY* POD: Jim Ryan MD: Morgan Prue 9 FIVE FOR FIGHTING	WWLI/Providence, RI* PD: Tony Bristol APD/MD: Davey Morris HALL & OATES	BANGLES WNSN/South Bend, IN PD/ND: Jim Roberts No Adds	Did Not Report, WSWT/Peoria, I	

ENRIQUE IGLESIAS Hero (Interscope)	
Recurrents	- 291
SANTANA f/MICHELLE BRANCH The Game Of Love (Arista)	1079
VANESSA CARLTON A Thousand Miles (A&M/Interscope)	1051
PHIL COLLINS Can't Stop Loving You (Atlantic)	1035
ENRIQUE IGLESIAS Hero (Interscope)	1008
NORAH JONES Don't Know Why (Blue Note/Virgin)	1005
SHERYL CROW Soak Up The Sun (A&M/Interscope)	920
LONESTAR I'm Already There (BNA)	851
TRAIN Drops Of Jupiter (Tell Me) (Columbia)	760
KELLY CLARKSON A Moment Like This (RCA)	689
FAITH HILL Cry (Warner Bros.)	664
AVRIL LAVIGNE Complicated (Arista)	653
CALLING Wherever You Will Go (RCA)	604
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Songs ranked by total plays

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Indicator

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Most Added

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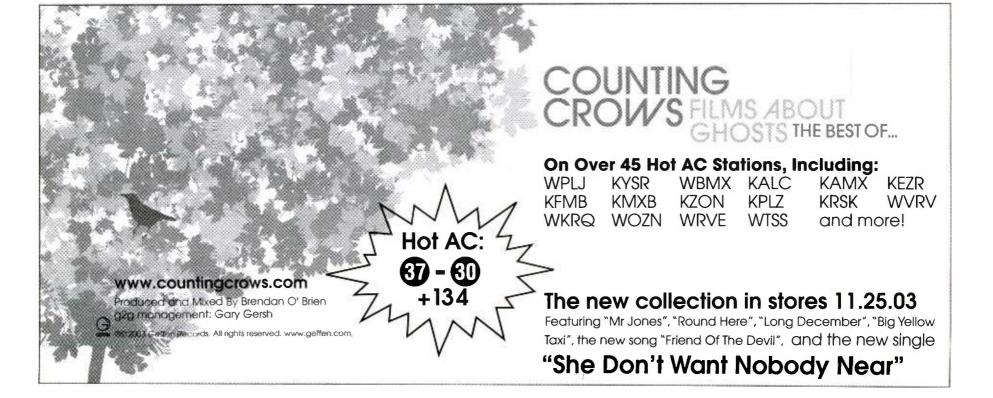
LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+ / - PLAYS	TOTAL AUDIENCE	WEEKS ON CHART	TOTAL STATIONS/	Most Added*
1	1	SANTANA f/ALEX BAND Why Don't You & I (Arista)	3988	-85	(00) 253123	23	93/0	www.rradds.com
2	2	<b>3 DOORS DOWN</b> Here Without You <i>(Republic/Universal)</i>	3515	+229	218704	15	90/1	ARTIST TITLE LABEL(S) ADD
3	ğ	MATCHBOX TWENTY Bright Lights (Atlantic)	3411	+250	219642	15	95/0	FIVE FOR FIGHTING 100 Years (Aware/Columbia) 16
4	4	DIDO White Flag <i>(Arista)</i>	3202	+120	219368	18	93/2	EVANESCENCE My Immortal (Wind-up) 16
5	5	MATCHBOX TWENTY Unwell (Atlantic)	2794	-100	199747	40	97/0	KELLY CLARKSON The Trouble With Love Is (RCA) 9
6	6	JOHN MAYER Bigger Than My Body (Aware/Columbia)	2783	-98	169738	14	94/0	HOWIE DAY Perfect Time Of Day (Epic) 7 JEWEL 2 Become 1 (Atlantic) 7
7	7	TRAIN Calling All Angels <i>(Columbia)</i>	2699	-121	174135	32	94/0	JACK JOHNSON Taylor (Jack Johnson Music/Universal) 6
10	8	SARAH MCLACHLAN Fallen (Arista)	2626	+241	156771	10	92/2	NO DOUBT It's My Life (Interscope) 5
11	ğ	SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	2515	+267	153382	8	92/1	MICHELLE BRANCH Breathe (Maverick/Warner Bros.) 5
8	10	LIVE Heaven (Radioactive/Geffen)	2497	-166	144725	27	84/0	SIMPLE PLAN Perfect (Lava) 5
9	11	LIZ PHAIR Why Can't I? <i>(Capitol)</i>	2338	-109	127768	26	86/0	
12	12	JASON MRAZ The Remedy (I Won't Worry) (Elektra/EEG)	2080	·92	138319	39	82/0	
15	13	BARENAKED LADIES Another Postcard (Chimps) (Reprise)	1924	+ 138	111258	10	83/3	
13	14	JOSH KELLEY Amazing (Hollywood)	1888	-103	109515	32	72/0	
14	15	UNCLE KRACKER f/DOBIE GRAY Drift Away (Lava)	1804	-43	111774	43	83/0	FEFE DOBSON
16	16	NICKELBACK Someday (Roadrunner/IDJMG)	1785	+184	95563	9	74/2	
17	Ď	NO DOUBT It's My Life <i>(Interscope)</i>	1731	+451	103459	4	79/5	"TAKE ME AWAY"
19	<b>B</b>	TRAIN When I Look To The Sky (Columbia)	1393	+247	72390	4	81/3	
18	()	MICHELLE BRANCH Breathe (Maverick/Warner Bros.)	1388	+197	64424	6	77/5	<b>IMPACTING HOT &amp; MODERN AC</b>
21	Ž	NELLY FURTADO Powerless (Say What You Want) (DreamWorks)	1316	+204	68115	5	68/4	NOVEMBER 24th
20	Ť	STAIND So Far Away (Flip/Elektra/EEG)	1142	+9	48738	14	50/1	Earty Adds:
22	Ž	SEAL Waiting For You (Warner Bros.)	1003	+81	58930	12	56/2	WKRQ/Cincinnati KMXB/Las Vegas
24	<u>ھ</u>	JASON MRAZ You And I Both (Elektra/EEG)	790	+84	39774	6	53/4	
23	24	VERTICAL HORIZON I'm Still Here (RCA)	680	-166	34261	16	46/0	THE ISLAND DEF JAM MUSIC GROUP A UNIVERSAL MUSIC COMPANY
26	25	HOWIE DAY Perfect Time Of Day (Epic)	650	+26	32233	8	42/7	
27	26	SALIVA Rest In Pieces (Island/IDJMG)	612	+ 34	36081	18	19/0	
25	27	SHANIA TWAIN Forever And For Always (Mercury/IDJMG)	572	·77	33287	13	30/0	
28	28	FOUNTAINS OF WAYNE Stacy's Mom (S-Curve/EMC)	559	·10	33298	18	37/0	Most
29	29	MERCYME   Can Only Imagine (INO/Curb)	542	+15	27045	17	22/1	Increased Plays
37	<b>3</b>	COUNTING CROWS She Don't Want Nobody Near (Geffen)	434	+134	13352	2	42/3	
39	3	DAVE MATTHEWS Save Me (RCA)	419	+126	23150	2	40/3	TOTAL PLAY
35	32	STACIE ORRICO (There's Gotta Be) More To Life (ForeFront/Virgin)	381	+ 54	22010	2	18/2	ARTIST TITLE LABEL(S) INCREAS NO DOUBT It's My Life (Interscope) +451
38	33	FUEL Falls On Me <i>(Epic)</i>	366	+69	11334	2	26/3	SHERYL CROW The First Cut Is The Deepest (A&M/Interscope) +267
30	34	ATARIS The Boys Of Summer (Columbia)	342	-81	15450	20	18/0	MATCHBOX TWENTY Bright Lights (Atlantic) +250
34	35	KATY ROSE Overdrive (V2)	339	-5	7471	7	13/0	TRAIN When I Look To The Sky (Columbia) +247
32	36	SUGAR RAY Is She Really Going Out With Him? (Atlantic)	337	-52	24888	20	12/0	SARAH MCLACHLAN Fallen (Arista) +241 3 DOORS DOWN Here Without You (Republic/Universal) +229
36	37	MEAT LOAF   Couldn't Have Said It Better (Sanctuary/SRG)	323	+10	9075	2	22/1	NELLY FURTADO Powerless (DreamWorks) +204
ebut>	38	CLAY AIKEN Invisible (RCA)	308	+134	25058	1	12/2	MICHELLE BRANCH Breathe (Maverick/Warner Bros.) + 197
33	39	GAVIN DEGRAW Follow Through (J)	269	-101	11918	19	27/0	FIVE FOR FIGHTING 100 Years (Aware/Columbia) + 188
Debut>	40	FIVE FOR FIGHTING 100 Years (Aware/Columbia)	266	+188	26730	1	24/16	NICKELBACK Someday (Roadrunner/IDJMG) + 184

98 Hot AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 11/2-11/8. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2003, The Arbitron Company). © 2003, R&R, Inc.

+241 rsal) +229 +204 + 197 s./ + 188 +184 Detailed station playlists for all R&R reporters are available on the web at

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America's Best Testing Hot AC Songs 12 + For The Week Ending 11/14/03

BT ALIVESTICAL	000 - 3000 v.					147.	14/
Artist Title (Label)	TW	LW	Familiarity	Burn	18-34	Women 18-24	Women 25-34
NICKELBACK Someday (Roadrunner/IDJMG)	4.16	4.09	86%	16%	4.26	4.29	4.17
3 DOORS DOWN Here Without You (Republic/Universal)	4.15	4.24	<b>96</b> %	26%	4.21	4.19	4.25
MATCHBOX TWENTY Bright Lights (Atlantic)	4.12	4.26	91%	16%	4.14	4.08	4.28
VERTICAL HORIZON I'm Still Here (RCA)	4.11	4.06	74%	11%	4.16	4.16	4.15
JASON MRAZ The Remedy (I Won't Worry) (Elektra/EEG)	4.06	4.08	97%	41%	4.09	4.15	3.92
SANTANA f/ALEX BAND Why Don't You & I (Arista)	4.04	4.20	95%	<b>30</b> %	4.08	4.07	4.10
MICHELLE BRANCH Breathe (Maverick/Warner Bros.)	4.04	4.12	88%	14%	3.94	4.05	3.67
JASON MRAZ You And I Both (Elektra/EEG)	4.03	4.08	<b>62%</b>	<b>9%</b>	4.09	4.29	3.29
JOSH KELLEY Amazing (Hollywood)	4.01	3.88	79%	21%	4.15	4.24	3.91
SARAH MCLACHLAN Fallen (Arista)	3.98	3.92	75%	12%	4.10	4.06	4.20
MATCHBOX TWENTY Unwell (Atlantic)	3.97	4.04	<b>99%</b>	<b>49%</b>	4.08	4.04	4.22
SALIVA Rest In Pieces (Island/IDJMG)	3.97	3.94	<b>68%</b>	15%	3.82	3.87	3.69
JOHN MAYER Bigger Than My Body (Aware/Columbia)	3.96	4.03	93%	<b>26</b> %	4.08	4.17	3.80
LIVE Heaven (Radioactive/Geffen)	3.92	3.96	<b>85</b> %	27%	3.96	3.95	4.00
TRAIN When I Look To The Sky (Columbia)	3.87	-	54%	<b>9%</b>	3.94	4.02	3.79
LIZ PHAIR Why Can't I? (Capitol)	3.85	3.88	94%	30%	3.90	3.88	3.97
HOWIE DAY Perfect Time Of Day (Epic)	3.83	3.91	<b>39</b> %	6%	4.04	4.05	4.00
STAIND So Far Away (Flip/Elektra/EEG)	3.80	3.86	83%	<b>25</b> %	3.85	3.94	3.61
ATARIS The Boys Of Summer (Columbia)	3.79	3.89	97%	40%	3.67	3.81	3.27
DIDO White Flag (Arista)	3.79	3.83	<b>87</b> %	<b>20</b> %	3.77	3.82	3.63
NO DOUBT It's My Life (Interscope)	3.68	3.73	<b>65</b> %	14%	3.82	3.96	3.48
SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	3.67	3.66	<b>76</b> %	16%	3.62	3.68	3.50
FOUNTAINS OF WAYNE Stacy's Mom (S-Curve/EMC)	3.62	3.69	97%	41%	3.33	3.33	3.32
TRAIN Calling All Angels (Columbia)	3.58	3.83	<b>99%</b>	<b>50</b> %	3.73	3.61	4.05
SEAL Waiting For You (Warner Bros.)	3.58	3.65	<b>52%</b>	13%	3.41	3.31	3.64
BARENAKED LADIES Another Postcard (Chimps) (Reprise)	3.45	3.53	<b>68%</b>	21%	3.57	3.62	3.43
NELLY FURTADO Powerless (Say What You Want) (DreamWorks)	3.40	3.36	<b>52%</b>	14%	3.44	3.57	3.05
UNCLE KRACKER f/DOBIE GRAY Drift Away (Lava)	3.29	3.33	<b>97%</b>	61%	3.33	3.24	3.58
SHANIA TWAIN Forever And For Always (Mercury/IDJMG)	3.24	3.26	81%	35%	3.32	3.22	3.61
STING Send Your Love (A&M/Interscope)	3.14	-	47%	17%	3.37	3.20	3.74

Total sample size is 402 respondents. **Total average favorability** estimates are based on a scale of 1-5. (1=dislike very much, 5 = like very much). **Total familiarity** represents the percentage of respondents who recognized the song. **Total burn** represents the number of respondents who said they are tired of hearing the song. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. **The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.** 

### New & Active

**BEN HARPER** Diamonds On The Inside (*Virgin*) Total Plays: 254, Total Stations: 24, Adds: 3

**SUGAR RAY** Chasin' You Around *(Atlantic)* Total Plays: 226, Total Stations: 16, Adds: 0

**BANGLES** Something That You Said (Koch) Total Plays: 213, Total Stations: 20, Adds: 1

**EVANESCENCE** My Immortal *(Wind-up)* Total Plays: 147, Total Stations: 21, Adds: 16

**COLDPLAY** Moses *(Capitol)* Total Plays: 119, Total Stations: 17, Adds: 3

**JACK JOHNSON** Taylor *(Jack Johnson Music/Universal)* Total Plays: **55**, Total Stations: 13, Adds: 6

Songs ranked by total plays

## Indicator

Most Added[®]

COLDPLAY Moses (Capitol)

FIVE FOR FIGHTING 100 Years (Aware/Columbia)

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WKDD/Aktron, OH* IM: Keith Kennedy	WCOD/Cape Cod, MA OM/PD. Gregg Cassiny MD: Cheryl Park	KKPN/Corpus Christi, TX* PD: Scott Holt	WOSM/Fayetteville, NC* PD/M0: Chris Chaos	KFME/Kansas City, MO* PD: Mike 0'Reilly	KSTP/Minneapolis, MN* OM: Marc Kalman	WJLQ/Pensacola, FL* PD: John Stuart	KOMB/Salt Lake City, UT* OM: Alan Hague	WHYN/Springfield, MA* OM/PD/MD; Pat McKay	KIZS/Tulsa, OK* PD/MD: Kim Gower
10 SHEAYL CROW	MD: Cheryl Park No Adds	MD: Marisa Garcia EVANESCENCE SIMPLE PLAN	COUNTING CROWS	MD: Elena Abalgas No Adds	PD: Leighton Peck APD/MD: Jill Roen 21 NO DOUBT	MD: Blake 1 NO DOUBT	PD: Mike Nelson APD/MD: Justin Riley 13 EVANESCENCE	APD: Matt Gregory HOWIE DAY	No Adds
<b>/RVE/Albany, NY*</b> D: Randy McCarlen PD: Kevin Rush	WMT/Cedar Rapids, IA	KELLY CLARKSON FIVE FOR FIGHTING	KALZ/Fresno, CA* PD: E. Curtis Johnson MD: Chris Blood	KMXB/Las Vegas, NV*	KHOP/Modesto, CA*	WMWX/Philadelphia, PA*	JEWEL SIMPLE PLAN FIVE FOR FIGHTING	KYKY/St. Louis, MO*	WRMF/W. Palm Beach, S PD: Russ Morley APD/MD: Amy Navarro
ID: Tred Huise Howie Day	PD/MD: JJ Cook 7 HOWIE DAY 6 NELLY FURTADO	KLTG/Corpus Christi, TX* DM/PD/MD: Berl Clark	No Adds	PD/MD: Charese Fruge 2 MICHELLE BRANCH FEFE DOBSON	OM: Richard Perry PD: Chase Murphy HOWIE DAY	DM/PD: Gerry DeFrancesco APO/MD: Joe Proke No Adds	KFMB/San Diego, CA*	PD: Smokey Rivers APD/MD: Greg Hewitt 2 FIVE FOR FIGHTING SEAL	APD/MD: Amy Navario No Adds
PEK/Albuquerque, NM* D: Tony Manero ID: Deeya McClurkin	5 STACIE ORRICO	EVANESCENCE JACK JOHNSON SIMPLE PLAN	WINK/Ft. Myers, FL* PD/MD: Bob Grissinger	WMXL/Lexington, KY*	r e M Five for fighting	KMXP/Phoenix, AZ*	DM/PD: Tracy Johnson MD: Jen Sewell 5 JACK JOHNSON	1	WRQX/Washington, DC*
1 FUEL BLACK LAB	WALC/Charleston, SC* PD: Brent McKay No Adds	KDMX/Dallas, TX* PD: Pat McMahon	APO: Bruce Cannon EVANESCENCE JOHN GREGORY	DM: Bany Fox PD/MD: Jill Famey No Adds	KOSO/Modesto, CA* PD: Max Miller MD: Dona Miller	PD: Ron Price MD: John Principale	OUTKAST	WVRV/St. Louis, MO* PD: Marty Linck MD: Jill Devine	DM/PD: Kenny King MD: Carol Parker 9 Nickelback
JEWEL CONTRACT		MD: Lisa Thomas 1 Five For Fighting	KELLY CLARKSON	KUR8/Little Rock, AR*	1 JACK JOHNSON	4 3 DOORS DOWN R E M	KMYI/San Diego, CA* PD: Duncan Paylon MD: Mel McKay	1 Five for Fighting	WWZZ/Washington, OC*
Mix Sylandia ge, Ak 10: Mozi Lennox 10: Monika Thomas 10 Adds	WCSO/Charleston, SC* DM/PC: John Anthony APD/MD: Richard Todd TRAIN	WDAQ/Danbury, CT PD: Bill Tratta MD: Scott McDonnell	WMEE/FL Wayne, IN* PD/MD: Chris Cage No Adds	PD: Randy Cain PD: Randy Cain MD: Becky Rogers 2 EVANESCENCE 5 BEN HARPER	WJLK/Monmouth, NJ* DM/PD: Lou Russo MD: Debbie Mazelta EVANESCENCE	WZPT/Pittsburgh, PA* PD: Keith Clark APD: Jonny Hartwell MD: Scott Alexander	No Adds	WWWM/Toledo, OH* OM: Tim Roberts PD: Steve Marshall MD: Jeff Wicker	PD: Mike Edwards MD: Sean Seilers Train Ruel Howe Day
VKSZ/Appleton, WI* COLDPLAY	NO: DOUBT	18 BARENAKED LADIES	WVTI/Grand Rapids, MI*	TRAIN DAVE MATTHEWS KELLY CLARKSON	KCDU/Monterey, CA* PD/MD: Mike Skot	No Adds	KIOI/San Francisco, CA* DM: Brian Thomas PD: Michael Martin	1 NO DOUBT	KFBZ/Wichita, KS*
MEAT LDAF KELLY CLARKSON	WLNW/Charlotte* PD: Neal Sharpe APD/MED: Derek James	WIMMX/Dayton, OH* PD: Jeff Stevens MD: Shaun Vincent COUNTING CROWS	DM: Doug Montgomery PD: John Patrick APD/MD: Ken Evans	KBIG/Los Angeles, CA* DM: Chachi Denes	EVANESCENCE FLEETWOOD MAC STAIND	WMGX/Portland, ME PD: Randi Kirshbaum	MD: James Baker 20 FIVE FOR FIGHTING	WKPK/Traverse City, MI PD: Rob Weaver	PD: Barry Mckay APD/MD: Sunny Wylde 17 NELLY FURTADO
VIXM/Atlantic City, NJ* D: Brad Carson	HOWIE DAY	KALC/Denver, CO*	No Ádds	PD: Jhani Kaye APO/MD: Robert Archer	DAVE MATTHEWS KELLY CLARKSON	APD/MD: Ethan Minton JEWEL WARREN ZEVON	KLLC/San Francisco, CA*	MD: Heather Leigh Coldplay Five for Fighting	BOB GUINEY EVANESCENCE COLDPLAY
AD: Glen Turner BANGLES JEWEL	WTMX/Chicago, IL* PD/MD: Mary Ellen Kachinske No Adds	PD: BJ Harris MD: Kevin Koske No Adds	WOZN/Greensboro, NC* PD: Michael Bryan	No Adds	WKZN/New Orleans, LA* OM/PD: John Roberts APD: Duncan James	KRSK/Portland, OR*	PD: John Peake MD: Derek Madden COLDPLAY JACK JOHNSON	KSZR/Tucson, AZ*	WXLO/Worcester, MA*
HOWIE DAY NELLY FURTADO		KIMN/Denver, CO*	MD: Eric Gray 5 EVANESCENCE SIMPLE PLAN	KYSR/Los Angeles, CA* PD: John Ivey APD/MD: Chris Patyk	MD: Stevie G 3 BARENAKED LADIES JASON MRAZ	PD: Dan Persigehi MB: Sheryt Stewart 3 COUNTING CROWS		DM: Herb Crowé PD: Chandler MD: Kate Burns	DM/PD: Jay Beau Jones No Adds
(AMX/Austin, TX* PD: Scooler Stevens ND: Clay Culver	WKRQ/Cincinnati, OH* DM/PD: Tommy Frank APD: Grover Collins	PD: Byron Harrell APD/MD: Michael Gifford 12 NO DOUBT	WIKZ/Hagerstown	JEWEL	WPLJ/New York, NY*	WSNE/Providence, RI*	KEZR/San Jose, CA* DM/PO: Jim Murphy APD/MD: Michael Martinez	4 DIDO 4 SARAH MCLACHLAN	WMXY/Youngstown, OH OM: Dan Rivers
1 FIVE FOR FIGHTING	MD: Brian Douglas 1 Ben Harper Evanescence	CHRISTINA AGUILERA	DM/PD: Rick Alexander MD: Jeff Roleman 16 CALLING	WXMA/Louisville, KY* PD: George Lindsey MD: Katrina Blair	DN: Tom Cuddy PD: Scott Shannon MD: Tony Mascaro	PD: Steve Peck MD: Gary Trust No Adds	1 EVANESCENCE 1 FIVE FOR FIGHTING JEWEL	KZPT/Tucson, AZ* PD: Carey Edwards MD: Lesfie Lois	DINE Dan Rivers PD: Sleve Granalo MD: Mark French 1 SARAH MCLACHLAN
ALL 17 Danersne IU, CA 10: E.J. Tyler IPD: Erik Fox 19 STACIE ORRICO	WVMX/Cincinnati, OH*	KSTZ/Des Moines, IA* PD: Jim Schaefer MD: Jimmy Wright No Adds	WNNK/Harrisburg, PA*	No Adds	No Adds		KRUZ/Santa Barbara, CA	MD: Lesfie Lois No Adds	MICHELLE BRANCH
SIMPLE PLAN KELLY CLARKSON EVANESCENCE	PD: Steve Bender MD: Storm Bennett 4 NICKELBACK		OM/PD: John D'Dea MD: Denny Logan JASON MRAZ	WMAD/Madison, WI* PD: Mike Ferris	WPTE/Norfolk, VA* PD: Steve McKay MD: Jason Goodman	WRFY/Reading, PA* PD/MD: Al Burke EVANESCENCE	SM: Sandy Lipowski PD: 8ill Michaels MD: Mandye Thomas No. Adds		
JEWEL	JASON MRAZ	WDVD/Detroit, MI* PD: Greg Ausham MD: Ann Detisi	FIVE FOR FIGHTING	MD: Laura Ford No Adds	BEN HARPER STACIE ORRICO FIVE FOR FIGHTING	EVANESCENCE FIVE FOR FIGHTING	NO ADOS		
AWMX/Baltimore, MD* DM: Josh Wedlock PD/MD: Steve Monz	WMVX/Cleveland, OH* PD: Dave Popovich MD: Jay Hudson No Adds	No Adds	WTIC/Hartford, CT* DM/PD: Sleve Salhany M0: Jeannine Jersey	WMBZ/Memphis, TN* DM: Jerry Dean	KYIS/Oklahoma City, OK* DM: Chris Baker	KLCA/Reno, NV* DM: Bill Schulz PO: Beej Bretz	KMHX/Santa Rosa, CA* PO: Mark Thomas	*Monitored Repo	orters
9 NELLY FURTADO 2 CLAY AIKEN SEAL	NU ADOS	WKMX/Dothan, AL DM/MD: Phil Thomas PD: John Houston	KELLY CLARKSON	PD/MD: Tony "Kramer" Brittan EVANESCENCE FIVE FOR FIGHTING	PD/MD: Ray Kalusa No Adds	MD: Connie Wray R.E.M SYRUPS	20 FIVE FOR FIGHTING EVANESCENCE JACK JOHNSON JEWEL	110 Total Report	ters
WBMX/Boston, MA* 10: Greg Strassell	WOAL/Cleveland, OH* PD: Alan Fee MD: Rebeca Wilde	15 MICHELLE BRANCH COUNTING CROWS COLDPLAY	KHMX/Houston, TX* PD: Buddy Scott APD/MO: Rick O'Bryan No Adds	WMC/Memphis, TN*	KSRZ/Omaha, NE* PD: Erik Johnson	WMXB/Richmond, VA*		99 Total Monito	red
PD: Greg Strassell IPD/MD: Mike Multaney No Adds	No Adds	KSII/EI Paso, TX*	no Adus	PD: Chris Taylor MD: Toni SL James 35 CLAY AIKEN	MD: Jerry Balletta DIDO	PD/MD: Tim Baldwin No Adds	WZAT/Savannah, GA FIVE FOR FIGHTING	11 Total Indicat	
NTSS/Buttalo, NY* 10: Sue G'Neil	KVUU/Colorado Springs, CD* PD/M0: AJ Carlisle	DM: Courtney Nelson PD/MD: Chris Elliot 1 KELLY CLARKSON	WENS/Indianapolis, IN* DM/PD: David Edgar APD: Bernie Eagan	KELLY CLARKSON	WOMX/Orlando, FL* PD: Jeff Cushman	WVOR/Rochester, NY*	KPLZ/Seattle, WA* PD: Kent Phillips		Playlist Frozen (1
D: Sue O'Neil ND: Rob Lucas 1 Michelle Branch Mercyme	B EVANESCENCE JACK JOHNSON FUEL	WNKI/Elmira, NY DM/PD: Scott Petibone	MD: Jim Cerone No Adds	WKTI/Milwaukee, W1* OM: Rick Beicher PD: Bob Walker 3 MICHELLE BRANCH	MD: Laura Francis HOWIE DAY BARENAKED LADIES	PD: Dave LeFrois MD: Joe Bonacci No Adds	APD: Kelly Minnis MO: Alisa Hashimoto No Adds	WNKI/Elmira-Co	
WEZF/Burlington* DM: Steve Comier PD: Gate Parmetee	WBNS/Columbus, OH*	17 NO DOUBT 14 OUTKAST 13 BABY BASH	WZPL/indianapolis, IN*	WMYX/Milwaukee, WI*	KBBY/Dxnard, CA* SM: Ernie Bingham			No Longer A Re	
DM: Sleve Contaier PD: Gale Pannelee NPD: Bob Cady MD: Jenwiler Foxx	OM: Dave Van Stone PD: Jeff Ballentine MD: Robin Cole	11 RADFORD 11 TRAPT 7 FOUNTAINS OF WAYNE	PD: Scott Sands APD: Kari Johli	OM: Brian Kelly PD: Tom Gierdrum APD/MD: Mark Richards	SM: Ernie Bingham ON: Marco Camacho PD: J. Love APD/MD: Darren McPeake	KZZO/Sacramento, CA* PD: Ed "Mister Ed" Lambert	KBED/Shreveport, LA* PD: Gary Robinson NELLY PURTADO	WSSR/Tampa, F	L

SMOOTH JAZZ

**R&R** November 14, 2003



## In Tune With The Music Business

**CAROL ARCHER** 

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A440 Music Group finds success outside of the box

hink about starting a record label in the dreary music economy of 2001. Sixty days before planes hit the Pentagon and the World Trade Center a small independent jazz label was founded in, of all places, Chicago. Not exactly the hub of the music industry. And yet two smooth jazz veterans in the broadcast and record industries took to heart the tale of David and Goliath, dug their experienced heels in and today have quite a story to tell.

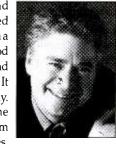
Kent Anderson and Suzi Le Clair founded A440 Music Group with a simple plan: Make good music, market it well, and the audience will come. It sounds too simple, really. Especially with all the tales of woe coming from the music, retail and, yes,

even radio, industries. **Kent** A Yet, just 2 1/2 years later, with 20 releases in the pipeline and quite a future ahead, A440 is still standing tall.

Perhaps the reason for its success is that the basic structure of the company clearly mirrors its founders' passions and expertise. Anderson, who runs A&R and sales for the company, has a music-industry background that stretches back over 30 years. It includes a degree in music, years of playing bass on the road with some of the greatest national touring orchestras and a career in music retail that led to his becoming head of sales at such labels as GRP, N2K and Virgin.

He is an artist's artist who is comfortable discussing everything from life on the road to mastering and shipping records to creating sales forecasts.

Le Clair, on the other hand, although claiming to be unable to read a single note of music after 10 years of lessons, has been in the music promotion and marketing industries for more than 20 years. At A440 she oversees the creative agency inside the label, which includes the company's marketing and corporate partnerships. Her experience in radio, marketing and sponsorship serves her well at this entrepreneurial label.



Kent Anderson one of smooth jazz's fa-

re- vorite veteran artists, Brian Bromfu- berg.

> In what many thought was a stretch for Bromberg, this versatile smooth jazz genius played his upright bass in solid straight-ahead jazz performances that received glowing accolades from some staunch anti-smooth jazz critics from around the world. This credibility with critics, A440 realized, should be an element of all its future releases.

Holding true to its mis-

sion of producing good

music, A440 has released

quite an interesting array

of projects. Its first record

was a perfect indication

of its risk-taking, out-of-

the-box A&R thinking.

Wood, released last year,

showcased the artistry of

Releases like onetime smooth jazz guitarist Henry Johnson's Organic, which came out last month and features the stunning sounds of special guest Nancy Wilson. Again, A440 goes out of the box, stretching the incredible talent of Johnson by placing him in a duet setting with Wilson. On top of that, the project was produced by Anderson live in a Chicago studio and recorded direct to tape.

#### **Big Chances, Small Label**

Small fish in big ponds have to be risk-takers, and that may explain A440's desire to build the careers of greatly talented but heretofore only regionally recognized artists such as Jackie Allen. Her *The Men in My Life* created an outstanding buzz in both the traditional jazz marketplace and the "Music of Your Life" format, and her rendition of "Come Fly With Me" can now be heard on some hip specialty smooth jazz shows after its debut in the "Rate-a-Record, Ratea-Wine" session at this year's R&R Convention.

The label also just released a record by Barbara Sfraga, a "voicist" from New York, that is one of the most eclectic jazz vocal releases in A440's short history. *Under the Moon* has received national press from straightahead critics who have openly and consistently tried to help this Big Apple artist gain broader recognition.

Next year the company will release a Brazilian jazz record that features the bossa nova sounds of vocalist Ma-chan, whose career has seen her onstage with the likes of Pink Floyd, Hiroshima and Sting. Again, A440 looked beyond the obvious to find this gem.



And, staying on top of industry trends, the company partnered with mixmaster Ernie Lake for its debut chill release, *Isola d'Amore*, which hit the streets of New York with a bang. Lake is now preparing for a national club tour.

While traditional, eclectic and Brazilian jazz and, now, chill all have a place on the A440 roster, smooth jazz remains a constant. *Along the Way* by Brian Hughes is the best album of his career, with legs that will bring it through next year. And Richard Smith's *Soulidified* proves that very cool music comes in very cool packages.

Then there's *The Bottom Line* by successful newcomer Michael Manson, the cover art for which was created by a young artist from Detroit



**IMPECCABLE** — EMI Manhattan Records' newest artist, singer-songwriter Keri Noble, is seen here singing an agreement with Grammy-winning producer and co-GM of Manhattan Records Arif Mardin (I) and Manhattan VP/co-GM Ian Ralfini. Noble's debut release is slated for March '04 release.

introduced to the label by that market's Smooth Jazz station, WVMW. The artist a rendition of a group of musicians performing and features a bass player jamming to his own smooth jazz.

#### **The Artful Touch**

Speaking of packaging, it is standard policy that all designers contracted by A440 spend time with the music before creating the cover art. The company's consistent packaging brands the label and matches the quality of the music on the disc inside. A440 *wants* the consumer to judge a book by its cover.

Add the consistent quality of A440's signature digi-pak packaging, and you see that the company is also taking a chance on packaging in order to be perceived as a major label with a lot of class.

Another constant on all A440 releases is an American Airlines logo on the backs of the packages. This represents the label's partnership with the airline. A440 gets tickets from American to use for touring artist and for website incentives to get people to sign up for its database.

In turn, American brands its product with the lifestyle of music lovers, gets exposure at music retailers, receives product for VIP events and has access to A440's roster of artists.

The American Airlines sponsorship also clearly represents A440's

unique marketing approach. The retail music industry is not what it used to be, so one new way to move product and expose our artists is via corporate programs. Just look at Sting's *Brand New Day*: The record had stalled on the charts until it was featured in the background of a televi-

sion spot featuring the singer lounging in the back of a Jaguar.

#### **Corporate Partnerships**

The A440 team is well aware that

their audience contains the consumers many corporations are looking for, and the partnership with American creates opportunities for both sides to win. The tag line on A440's savvy website states, "Utilize the power of music to help move your brand," and the company has put together some remarkable corporate partnerships with Saks Fifth Avenue, Jaguar of North America, BMW and others.

For example, later this month Michael Manson will perform with Steve Cole at a BMW rollout promotion for the new X3. The program includes a buy-in of CDs, a performance by the artists and dollars back to A440's bottom line for turnkey management of the program.

This is only one example of how this nontraditional label takes a nontraditional approach to increase product sales, get their artists paid corporate gigs and build a marketing partnership with one of the most successful car companies in the world. According to A440, in today's challenging music environment, that is the business of music.

As for the future, A440 will continue to take on new challenges and continue to be innovative in its music and its marketing. The next step is to take the label across the pond and out of the United States. With that in mind, A440 will have international distribution in place in the first quarter of

'04. It has also recently signed deals that will distribute its content to Apple iTunes, Napster, Pressplay and other legal download services. So, it seems the company's simple recipe make good music, market it well, and the audience will come — is cer-

Suzi Le Clair

tainly working. In fact, A440 Music Group has just been nominated to vote in 13 categories for next year's Grammy Awards.

Goliath may stand tall, but David looks mighty mighty.

## SMOOTH JAZZ TOP 30

	/ (C	November 14, 2003						
LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS	Most Added®
2	Û	DAVE KOZ Honey-Dipped (Capitol)	931	+ 52	120416	12	42/0	www.rrindicator.com
1	Ž	PRAFUL Sigh (Rendezvous/N-Coded)	891	+7	104235	18	42/0	ARTIST TITLE LABEL(S)
3	3	CANDY DULFER Finsbury Park, Cafe 67 (Eagle Rock)	816	-1	97463	23	40/0	KIM WATERS The Ride (Shanachie)
4	4	KENNY G. Malibu Dreams (Arista)	710	-1	86808	19	35/0	RICHARD ELLIOT SIY (GRP/VMG) DAVID BENOIT Watermelon Man (GRP/VMG)
5	5	MINDI ABAIR Flirt (GRP/VMG)	665	+ 3	73837	18	38/0	
9	Ğ	RICK BRAUN Green Tomatoes (Warner Bros.)	561	+60	65045	16	39/0	
8	Ŏ	CHRIS BOTTI Indian Summer (Columbia)	551	+ 38	60352	9	40/0	
7	8	DARYL HALL She's Gone (Rhythm & Groove/Liquid 8)	528	+ 14	49169	9	37/0	
6		PAUL JACKSON, JR. It's A Shame (Blue Note)	519	-61	44217	26	32/0	Most
10	0	JAZZMASTERS Puerto Banus (Trippin 'N' Rhythm)	475	+ 29	67694	14	39/2	Increased Plays
14	-	CHUCK LOEB eBop (Shanachie)	408	+ 8	50785	16	31/0	9 mmmm, «A chlade pump quanterer a check, menningerer - and hubble communities.
12		LUTHER VANDROSS Dance With My Father (J)	407	-1	59007	25	29/0	ARTIST TITLE LABEL(S)
13	B 🚯	JIMMY SOMMERS Take My Heart (Gemini/Higher Octave)	404	+ 1	53658	13	32/1	KIM WATERS The Ride (Shanachie)
15		NICK COLIONNE High Flyin' (3 Keys Music)	399	+ 20	47279	7	35/0	RICK BRAUN Green Tomatoes (Warner Bros.)
16	-	LEE RITENOUR Inner City Blues (GRP/VMG)	381	+16	38933	8	31/0	MICHAEL MCDONALD Ain't No Mountain High Enough /
17	-	STEVE COLE Everyday (Warner Bros.)	319	+17	41933	6	28/0	SEAL Touch (Warner Bros.)
19		SIMPLY RED Sunrise (simplyred.com)	289	+22	18895	14	22/2	DAVE KOZ Honey-Dipped (Capitol)
18	-	DAVID BENOIT Watermelon Man (GRP/VMG)	289	+18	32765	5	30/3	CHRIS BOTTI Indian Summer (Columbia)
21	<b>~</b>	SEAL Touch (Warner Bros.)	282	+56	17959	5	21/2	PAMELA WILLIAMS Afterglow (Shanachie) JAZZMASTERS Puerto Banus (Trippin 'N' Rhythm)
22		MICHAEL MCDONALD Ain't No Mountain High Enough (Motown)	276	+59	21740	3	23/2	MARION MEADOWS Treasures (Heads Up)
20	-	MARC ANTOINE Funky Picante (Rendezvous)	243	+ 17	18665	7	23/1	
24	· 20	PAMELA WILLIAMS Afterglow (Shanachie)	215	+ 33	17590	7	19/1	
23		STEVE OLIVER Positive Energy (Native Language)	175	-13	5534	12	16/0	
26	6 <b>29</b>	BRIAN CULBERTSON Serpentine Fire (Warner Bros.)	158	+ 3	12199	3	16/1	Most
25	5 25	GREGG KARUKAS Riverside Drive (N-Coded)	155	-12	20950	9	13/0	
Debu	t> <b>2</b> 6	KIM WATERS The Ride (Shanachie)	144	+ 84	22534	1	22/6	Played Recurrent
27	<u> </u>	KIRK WHALUM Do You Feel Me (Warner Bros.)	144	+ 25	7192	2	13/0	ARTIST TITLE LABEL(S)
30	Ā	BASS X Vonni <i>(Liquid 8)</i>	125	+19	4441	2	13/1	
Debu	_	RIPPINGTONS Bella Luna (Peak)	115	+9	3634	1	9/1	URBAN KNIGHTS Got To Give It Up (Narada)
_	- <b>3</b> D	HIROSHIMA Revelation (Heads Up International)	104	+ 5	8951	2	11/2	PAUL TAYLOR On The Move (Peak) DAVID SANBORN Comin' Home Baby (GRP/VMG)

42 Smooth Jazz reporters. Songs ranked by total plays for the airplay week of 11/2-11/8. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2003, The Arbitron Company). © 2003, R&R, Inc.

Songs ranked by total plays

#### New&Active

DOWN TO THE BONE Cellar Funk (Narada) Total Plays: 101, Total Stations: 13, Adds: 1 MARION MEADOWS Treasures (Heads Up) Total Plays: 95, Total Stations: 6, Adds: 2 RICHARD SMITH Sing A Song (A440) Total Plays: 91, Total Stations: 12, Adds: 2 SPYRO GYRA Cape Town Love (Heads Up International) Total Plays: 85, Total Stations: 10, Adds: 0 NAJEE Eye 2 Eye (N-Coded) Total Plays: 65, Total Stations: 9, Adds: 1 KEM Love Calls (Motown/Universal) Total Plays: 65, Total Stations: 4, Adds: 0 JEFF LORBER Under Wraps (Narada) Total Plays: 52, Total Stations: 5, Adds: 0 VOODOO VILLAGE Memphis Underground (40 West) Total Plays: 48, Total Stations: 6, Adds: 1 RICHARD ELLIOT Sly (GRP/VMG) Total Plays: 44, Total Stations: 8, Adds: 6 YULARA City Of Joy (Higher Octave) Total Plays: 44, Total Stations: 4, Adds: 0

TOTAL PLAY INCREASE +84 +60 h *(Motown)* + 59 +56 +52 +38 +33 +29 +27 ts TOTAL PLAYS 379 321 DAVID SANBORN Comin' Home Baby (GRP/VMG) 292 M. MCDONALD | Heard It Through ... (Motown/Universal) 264 JEFF LORBER Gigabyte (Narada) 225 178 BRIAN CULBERTSON Say What? (Warner Bros.) RICHARD ELLIOT Corner Pocket (GRP/VMG) 156 WALTER BEASLEY Precious Moments (N-Coded) 153 CHIELI MINUCCI Kickin' It Hard (Shanachie) 125 RONNY JORDAN At Last (N-Coded) 100 PHIL COLLINS Come With Me (Atlantic) 89 PIECES OF A DREAM Love's Silhouette (Heads Up) 82 64 SPYRO GYRA Getaway (Heads Up) 58 KIM WATERS Waterfall (Shanachie) STEVE OLIVER High Noon (Native Language) 47 EUGE GROOVE Rewind (Warner Bros.) 44 **Detailed station playlists for all R&R** 

reporters are available on the web at <u>www.radioandrecords.com</u>.

Reporter	<b>5</b>		- wit 20 .00 with a 4000 mm		500-201 in " in 160 200	2 405 COT 404097 1004 A
WZMR/Albany, NY DM: Michael Morgan PD: Kevin Callahan 20 SEA. I RICHARO ELLIOT 1 RICK DERRINGER 1 WILL DOWNING	WNWV/Cleveland, OH DM/PD/MD: Bernie Kimble To Special Fre Smichael McCounald Richael McCounald	WDRR/F1. Myers, FL PD: Fon "Jonama" Shepard MD: Randi Bachman 2 MARCH MERCOWS 2 KM WATERS	WCJZ/Madison, WI OM/PD: Mike Ferris APD: Sybit McGuire	WOCD/New York, NY OM: John Mullen PD/MD: Charley Connolly RICHARD ELLIDT	KSSJ/Sacramento, CA PD/MD: Lee Hansen APD: Ken Jones No Adds	WEIB/Springfield, MA PD: Carol Cutting MD: Jugnita Shavers 14 INFOSMITA 7 ROGER SAUSE 6 NURA 8 ERIVE WILLIAMS
KAJZ/Albuquerque, NM PD: Paul Lavoie APD/MD: Jett Young	WJZA/Columbus, OH PD/MD: Bill Harman	KHJZ/Houston, TX PD: Maxine Todd APD/MD: Greg Morgan 4 SIMPLY RED	WJZN/Memphis, TN PO/MD: Norm Miller HIROSHIMA RIPPINGTONS ALEX BUGNON	WJCD/Norfolk, VA OM/PD: Daisy Davis APD/MD: Larry Holiowell No Adds		MICHAEL BROWN UNORMAN BROWN IMPROMP RICHARD ELLIOT AGOUSTIC ALCHEMY
KNIK/Anchorage, AK OM/Disevoir KNIK/Anchorage, AK OM/PD: Aaron Wallender 14 MARION MEADOWS	KOAI/Dallas, TX DM/PD: Kurl Johnson MD: Mark Sanlord KIM WATERS	WYJZ/Indianapolis, iN OM/PD/MD: Carl Frye No Adds	WLVE/Miami, FL ON: Rob Roberts PD/MD: Rob McMillan Kon WATERS	WLOQ/Oriando, FL PD: Brian Morgan MD: Patricia James No Adds	KBZN/Saft Lake City, UT OW/POMD: Dan Jessop B-PHLCOLLINS KKSF/San Francisco, CA OM: Michael Martin PD/MD: Siteve Williams	WSSM/St. Louis, MD PD: David Mysra 4 VOD00 VillAGE WSJT/Tampa, FL PD: Ress Slock ND: Kathy Cartis SIMPLY Rets SIMPLY Rets SIMPLY Rets
WJZZ/Atłanta, GA PO/MD: Nick Francis No Adds	KJCD/Denver, CO PD/MD: Michael Fischer 9 MARC ANTOINE 6 MICHAEL MCDOMALD 6 RICHARD ELLIOT 5 RICHARD SWITH	KDAS/Las Vegas, NV PD/MD: Erik Foxx KIM WATERS	WJZI/Milwaukee, WI OM/PO: Steve Scott MD: Jeff Peterson No Adds	KYOT/Phoenix, AZ	No Adds	DAVD BENOIT KM WATERS WJZW/Washington, DC DM: Kenny King PD: Carl Anderson
KSMJ/Bakersfield, CA OM/PD/MD: Chris Townshend	ERIC MARIENTHAL NORAH JONES LUTHER VANDROSS	KSBR/Los Angeles, CA OM/PD: Terry Wedel MD: Susan Koshbay 1 ACOUSTIC ALLIFIEM 1 DOWN TO THE BONE	KRVR/Modesto, CA	PD: Shaun Holly APD/MD: Angle Handa RICHARD SMITH	KJZY/Santa Rosa, CA PD: Gordon Ziot APD/MD: Rob Singleton	PLU, Carl Anderson MC: Renee Depuy KIM WATERS
APD: Watt Kelly No Adds	WVMV/Detroit, MI OM/PD: Tom Sleeker MD: Sandy Kovach JAZZMASTERS	KTWV/Los Angeles, CA PD: Paul Goldstein APD/MD: Samartha Wiedmann 3 MicHate. McDONALD	OM/MD: Doug Wulff PD: Jim Bryan 2 MichaeL McConaLo 1 BRIAN CULBERTSON	KJZS/Reno, NV DM: Rob Brooks PD: Harry Reynolds APD/MD: Doug Thomas JAZZMASTERS BASS X	2 MCHARL BUBLE 2 MARG AN TOINE 2 SEAL	42 Total Reporters Did Not Report, Playlist Frozen (2):
WNUA/Chicago, IL OM: Bob Kaake PD/MD: Steve Stiles No Adds	KEZL/Fresno, CA OM: Scott Keith PD/MD: J. Weidenheimer No Adds	WELV/Macon, GA PD/MD: Rick Smith No Adds	Jones Smooth Jazz/Network PD/MD: Steve Hibbard 1 Richard ELLIOT 1 NAJEE 1 MARC ANTOINE	WJZV/Richmond, VA PD: Reid Snider Jimm' SOMMERS	KWJZ/Seattle, WA PD: Carol Handley MD: Dianna Rose 9 PAUL HARDCASTLE 9 ACOUSTIC ALCHEMY	WJJZ/Philadelphia, PA KIFM/San Diego, CA

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**CYNDEE MAXWELL** 





## PART TWO OF A TWO-PART SERIES

## **The Ideal Air Talent**

Traits for DJs to aspire to and bad habits for them to kick

ast week we began this discussion by comparing radio stations to automobiles, associating the music with the car body and the personalities with the engine. With the 2004 model year upon us and car dealer ads promising blowout deals on 2003 models, here are more tips from programmers on which types of air talent are in for the long haul and which could be told to hit the road.

WBUF/Buffalo PD John Paul says, "The dream personality would have mutual respect for the program director. He would be somebody who has a sense of humor - not necessarily wacky or crazy, but someone who

looks at life a little differently and who can easily relate his experiences to the audience.

"It would be someone who is not afraid to take criticism and is openminded, someone who works hard and is constantly show prepping, not just going online 15 minutes before the show and downloading stuff. The

dream talent is somebody who can show prep by looking at people and life's experiences."

On the other side of the coin, Paul says, "Some personalities are so creative that they're extremely unorganized. Typically, organized people aren't creative and creative people aren't organized, but you need to have some parameters around creativity to harness it and use it in the best way possible.

"Ego is also a big flaw. You can be confident without being cocky, because you have to have that confidence. A lot of times, however, radio people think they are mega-superstars, which they may well be in their markets. Because their ego gets in the way, they may end up doing their show for themselves or other radio people instead of doing it for their listener.

#### All Systems Go

Brent Alberts, Director/Operations for Citadel/Grand Rapids, including WKLQ, lists the traits of the perfect air personality: Preps for their show

- Provides topical content
- Is willing to go the extra mile for the team

 Always dresses nicely and wears the logo when representing the station • Knows the plan and focuses on delivering every day

• Plays the tease-and-please game well

- Works phones well
- Loves what he or she does and sounds like it on air

• Doesn't complain, but finds solutions to problems and challenges • Has a "Whatever it takes" attitude

• Has an ego, but knows how to use it and doesn't put it onto co-workers

Treats listeners and clients like royalty Shares information with staff

• Knows this is showbiz and uses smoke and mirrors to create compelling radio Alberts also cites the flaws that

- make a PD crazy: Entitlement attitude
- Negative attitude

• Faxing in their show (no prep) • Thinks a workday should be eight hours and no more

• Eats in the studio while on air

• Puts things off until the last minute Doesn't play the Arbitron game effectively (making appointments with listeners)

• Does not communicate with other staff members • Has to be told more than once to complete a task

#### **SUV Mentality**

Like them or not, SUVs own the road. WWWX & WXWX/Appleton, WI PD/MD Guy Dark describes his model jock, one

who owns the market: "The ideal jock is someone I don't have to baby-sit to get them to do the basics: fill out timecards, take transmitter readings, show up at remotes on time, etc.

**Paul Oslund** 

"It's someone who does show prep on his own, who doesn't just think about his own market but exposes himself to other markets by checking out stations' websites and listening to radio in other places when he's on vacation.

Rock

"It's someone who doesn't have a close-minded, small-market view of the world and wants to expose herself to new ideas, whether it's promotions, music, imaging or jock delivery anything having to do with the on-air sound.

"The ideal jock would not take aircheck criticism personally and would realize that we're just trying to better the station. Obviously, a good PD will offer both positive and negative input. A good personality will know how to walk the line without going over it. We want people with attitude and opinions to talk about pop culture, but at the same time they have to be respectful of the fact that we want to keep our FCC license and don't want to get sued."

#### **Bring Me To Life**

WAMX/Huntington, WV PD Paul Oslund says, "A good personality is someone who is good at bringing the product to life, who knows and is into the music. That will help you sell the product a lot more effectively than someone who dabbles in the music because they're not in the right format. The personality has to be into it in order to get the listener into it."

Oslund is tired of air-talent cliches. "I always look for someone who is able to come up with new ways to say the same old thing," he says. "If I ever hear another jock go into a commercial break by saying, 'Gonna pay some bills,' I'll rip my hair out. That makes me want to flip the station and not come back. I'm not a fan of cliches and

crutches; I always look for something more creative."

A natural delivery is important too. "I look for someone who sounds conversational on the air,' Oslund says. "It's one thing to have some notes, but don't make it sound like you're reading. It has to sound conversational like you're talking with

someone, not at them. Oslund concludes with a remind-

er that personalities are always on the iob. "You have to understand that you represent the station anytime you're in public, not just when you're on the air or at remotes or station functions," he says

## **Check**, **Please!**

**By Jeff Murphy** Media Consultant, DeMers Programming

Can you imagine a movie like Star Wars without a script? Did those Harry Potter books make it to stores without any editing? Ever hear of The Rolling Stones launching a world tour without rehearsing? Do you think The Sopranos cast nails it in one take?

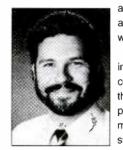
Of course not

Why not? Because the creative minds behind these entertainments want them to look great, sound great and come off just the way they envisioned them before they reach you, the audience.

Why, then, doesn't radio take a cue from the rest of the entertainment industry and make sure performers get it right before it goes out over the airways?

#### Voicetracking As A Tool For Good

Most programmers have some form of airchecking system in place for their airstaff. A good PD knows the importance of hearing how the announcers are presenting the station. The problem is, the PD almost



always hears the finished product after it has already been broadcast. If there is an issue with the performance, it's too late to correct it. How can this problem be avoided? Surprisingly, the answer is one of the oft-cited evils of consolidation - voicetracking. The very tool that companies have implemented to reduce programming payroll and tum talent into multitaskers can actually aid in making your station's airshifts sound better

Jeff Murphy

Consider the potential: Most PDs we know would consider weekend jocks among the usual suspects for tossing off poorly executed breaks. Talent with only

occasional shifts can easily get off course. Whatever the reasons, the part-time airstaff at many stations often comes under fire for "I can't believe I heard that" performances.

Sure, PDs can review airchecks and correct mistakes after the fact, but then the audience has already been subjected to a performance that you'd like to have back. What if, instead of reviewing shifts with jocks after their shows have aired, the enlightened PD pre-checked these shows? Obvious mistakes could be corrected on the spot, illconceived comments rerecorded immediately, and misinterpretations of the station's positioning eliminated.

Consider night jocks, and even midday announcers, who wear several hats in your building and already voicetrack their shows. If they're going to spend time in the production studio anyway, and if you're going to devote time to reviewing their work, why not check their presentations beforehand instead of reviewing them afterward?

#### **Immediate Feedback**

Think of the possibilities: You can't get a do-over for bad breaks that have already happened, but you can turn back time and modify the trivia question that was worded awkwardly. Or rerecord a specific break that would have otherwise lacked the sponsor mention. Or eliminate that mispronunciation of the name of the hot new band. Breaks with no call letters or those with improper image usage would, at least theoretically, never hit the air.

Your station might sound ... perfect. Too perfect. Which is why prechecking isn't a viable option for every element of the station - or for every jock on your roster. It would be out of the question for any listener-interaction-driven dayparts (mornings, most obviously) to prerecord their work to be screened by a PD before airing.

But pre-checking does give the PD a tool to help a developing talent get immediate feedback on his or her performance with less risk for the radio station. For every PD who's gone home at night furning after a frustrating aircheck experience or hearing a blown break, consider how many of those risks might be eliminated by pre-checking your talent.

Whether used as a tool for rehearsal or the prerecording of actual breaks to be used on the air, pre-checking can be a useful weapon to add to your programming arsenal.

Jeff Murphy can be reached at jeff@demersprogramming.com.

"If someone recognizes you when you're doing personal errands, you're representing the station. If they come up to you while you're in line at Kroeger and want to know why you don't play their song or they can't get through or whatever,

vou have to smile and put on the customer-service hat. That may be the only chance that person has to interact with anyone from the station, and the way you treat him or her will make an impact."

Personalities, start your engines.





## **ROCK TOP 30**

	19	• November 14, 2003						
LAST WEEK	THIS	ARTIST TITLE LABEL(S)	TOTAL PLAYS	PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS	
1	1	STAIND So Far Away <i>(Flip/Elektra/EEG)</i>	576	-16	34673	21	25/0	
3	2	AUDIOSLAVE Show Me How To Live (Interscope/Epic)	465	-1	25187	22	24/0	l
2	3	NICKELBACK Someday (Roadrunner/IDJMG)	462	-63	21760	15	22/0	ĺ
4	4	A PERFECT CIRCLE Weak And Powerless (Virgin)	448	+6	18478	14	23/0	ĺ
5	6	STONE TEMPLE PILOTS All in The Suit That You Wear (Atlantic)	424	+48	24248	4	24/0	
11	6	PUDDLE OF MUDD Away From Me (Geffen)	364	+73	14409	5	23/0	
7	0	GODSMACK Serenity (Republic/Universal)	325	+2	20149	20	20/0	
6	8	3 DOORS DOWN Here Without You (Republic/Universal)	324	-31	13975	14	16/0	
8	9	FUEL Falls On Me (Epic)	310	+5	13247	16	18/0	
14	0	TRAPT Still Frame (Warner Bros.)	281	+ 34	13600	15	18/0	ĺ
13	Ũ	LINKIN PARK Faint (Warner Bros.)	277	+12	21467	21	13/0	l
10	12	BLACK LABEL SOCIETY Stillborn (Spitfire)	276	-19	16157	33	16/0	
9	13	WHITE STRIPES Seven Nation Army (Third Man/V2)	257	-41	15227	14	17/0	ĺ
12	14	AUDIOSLAVE I Am The Highway (Interscope/Epic)	248	-17	10233	8	19/1	1.
26	6	NICKELBACK Figured You Out (Roadrunner/IDJMG)	229	+135	14397	2	20/0	ĺ
16	16	DISTURBED Liberate (Reprise)	228	+21	10806	20	14/0	ĺ
15	Ð	SEETHER Gasoline (Wind-up)	217	0	7727	11	18/0	ĺ
17	18	LINKIN PARK Numb (Warner Bros.)	213	+11	10270	6	18/1	
18	19	P.O.D. Will You (Atlantic)	199	+20	5807	6	18/0	
19	20	SEVENDUST Enemy (TVT)	177	+9	4878	10	13/0	
20	21	COLD Suffocate (Flip/Geffen/Interscope)	150	-2	6306	10	11/0	
25	2	THREE DAYS GRACE (I Hate) Everything About You (Jive)	146	+ 37	4019	5	11/0	ĺ
21	23	JET Are You Gonna Be My Girl <i>(Elektra/EEG)</i>	143	0	5184	10	15/1	
24	24	DEFAULT (Taking My) Life Away (TVT)	134	+ 16	5069	3	13/1	ĺ
22	25	SMILE EMPTY SOUL Bottom Of A Bottle (Lava)	126	-12	6019	20	9/0	
23	26	KID ROCK Feel Like Makin' Love (Top Dog/Atlantic)	118	-2	4365	4	10/0	l
Debut	-	OFFSPRING Hit That (Columbia)	114	+48	8307	1	9/2	ĺ
28	23	KORN Right Now <i>(Epic)</i>	106	+ 16	3071	2	10/0	
27	⊉	HOOBASTANK Out Of Control (Island/IDJMG)	105	+ 14	2873	2	11/1	
-	30	CHEVELLE Closure (Epic)	97	+30	3928	5	12/1	ĺ

26 Rock reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 11/2-11/8. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2003, The Arbitron Company). © 2003, R&R, Inc.

Songs ranked by total plays

#### New&Active

RED HOT CHILI PEPPERS Fortune Faded (Warner Bros.) Total Plays: 92, Total Stations: 13, Adds: 5 DARKNESS I Believe In A Thing Called Love (Must...Destroy/Atlantic) Total Plays: 66, Total Stations: 6, Adds: 1 STAIND How About You (Flip/Elektra/EEG) Total Plays: 65, Total Stations: 11, Adds: 3 ILL NINO How Can I Live (Roadrunner/IDJMG) Total Plays: 58, Total Stations: 6, Adds: 1 QUEENSRY CHE Losing Myself (Sanctuary/SRG) Total Plays: 44, Total Stations: 3, Adds: 0

#### Reporters

A 200 W 00 /	d wy						
KZRR/Albuquerque, NM* Okt 88 Mar P: Thil Manany Michael Brothers GODSMACK ELEMENT EIGHTY	WRQK/Canton, OH* Po: bea 0'bell MD: Kelly Cass 4 GOCSMC ACLU PEPPERS 0F5PPING	KLAQ/EI Paso, TX* OM/C: Canthoy Neticin APDMD: Glem Garza 1 GOOSMACK	KFZX/Odessa, TX POMIC Same Official 5 STAND 4 OREAM THEATER	WHEB/Portsmouth, NH* POMC: Mar James APD. Cafe "Doc" Carrell 1 HODRASTAMK 3 DOORS DOWN RED HOT CHILI PEPPERS	WXRX/Rockford, IL OK Kall Genaris FOMC. In Stein STANO NOCKLENCK KID POCK	KISW/Seattle, WA* PD: Dave Richards APD: Physe Castle No Adds:	WKLT/Traverse City, MI POMO: Tent Ray 1 EVAMESCENCE 1 DARIMESS
WZZO/Allentown, PA* P0. Robin Line WE: Kalle Mönger No Adds	WPXC/Cape Cod, MA OW Rundy Clarines PDMB: Sciences Toster PDMB: Sciences Toster COOSMACK	WPHD/Elmira, NY P0. George Harts MC: Staylon Stienner No Adds	KCLB/Palm Springs, CA OM Gary Onthanony APONID. Rick Sparts 2 AGENTS OF THE SUN	WHJY/Providence, RI* APD. Doog Palmieri Mo. Aata. Lawveli No. Adds	KRXQ/Sacramento, CA* MC:Pret Karain MC:Pret Martin MC:Pret MC:Pret		KMOD/Tulsa, OK* PDMO: Ros Hert STAINO
KLBJ/Austin, TX* OWPD.JefCand ML.Loris Lowe DARKIESS DEGAMTHEATER	WOKELBACK	WRCQ/Fayetteville, NC*	WRRX/Pensacola, FL* POME: Dee McClainock CHEAP TRICK	WBBB/Raleigh, NC*	19 GODSMACK		
KOOJ/Baton Rouge, LA*	WKLC/Charleston, WV POARD: Hiller Rappaport CHEAP TRICK	PC Mark Assen MC: A Head GODSMACK CHEAP TRICK	WWCT/Peoria, IL PD: Jamie Wardey MD: Debbie Flamier JONYY LANG	6 JET IGGY POP	KBER/Sait Lake City, UT* Off. Bree Joins PD: Rely Hammer 470AME: Heade Powers STAINO RED HOT CHALL PEPPERS	*Monitored Repo 38 Total Reporte	VERTICAL
APDAHD: Dave Michaels GODSIMICK BLUNH-162	WEBN/Cincinnati, OH* OM/PD Scotl Related MD: Reic Vaste	WRKR/Kalamazoo, MI Ork Nea Mackely POWIC: Jay Deacon	WMMR/Philadelphia, PA*	KCAL/Riverside, CA* PD: Stave Holfman APOMB: M.J. Madbows 1 LINKIN PARK LIMP REXIT	KSJO/San Jose. CA*	26 Total Monitor 12 Total Indicate	Se la
KIOC/Beaumont, TX* POMD: Nilline Davies No Adds	GODSMACK	PUMIC: Jay Geroon Chelap Trock Red Hot Chill Peppers	PD: Save Millionan APD/MD: Ken Zipolo No Adds		NGJU/Gall JUGC, CA PD: Bitm Transas WE/Zakk Tyler No Adds	Did Not Report, KWHL/Anchora WMZK/Wausau,	
WBUF/Buffalo, NY* P0: John Paul APMOR: Johnson RED HOT CHLU PEPPERS	KNCN/Corpus Christi, TX* ONPC: Predia Horvell APOMC: House Mondeen 2 STAIND 2 OFFSPHING GOOSMACK	WDHA/Morristown, NJ* Poww.terr 2 DEFANAT RLI NHYO	KDKB/Phoenix, AZ* PD: Xo bywadowa WD Long Part 1 Order Trick BOW JOYT	WROV/Roanoke, VA* P2: Anno Roberts M0: con reserve to the Antrenewers 1 con Professional Control of the Antrenewers 1 converse celevelue AUDIOSLAVE	KZOZ/San Luis Obispo, CA POME: Band Menood 1 NICKELBACK	ww.zk/wausau,	***

**ELEMENT EIGHTY** Broken Promises (Universal)

Total Plays: 41, Total Stations: 4, Adds: 1

GODSMACK Re-Align (Republic/Universal)

Total Plays: 34, Total Stations: 9, Adds: 8

Total Plays: 34, Total Stations: 4, Adds: 1

Total Plays: 33, Total Stations: 3, Adds: 0

Total Plays: 17, Total Stations: 3, Adds: 1

LIMP BIZKIT Behind Blue Eyes (Flip/Interscope)

IGGY POP Little Know It All (Virgin)

SKRAPE Stand Up (RCA)

STAIND How About You (Flip/Elektra/EEG)	3
CHEAP TRICK My Obsession (Big3)	3
OFFSPRING Hit That (Columbia)	2
Most	
Increased Plays	
	TOTAL
ARTIST TITLE LABEL(S)	PLAY
NICKELBACK Figured You Out (Roadrunner/IDJMG)	+13
PUDDLE OF MUDD Away From Me (Geffen)	+73
STONE TEMPLE PILOTS All In The Suit That You Wear (Atlant	ric) + <b>4</b> 1
OFFSPRING Hit That (Columbia)	+ 4
STAIND How About You (Flip/Elektra/EEG)	+4
<b>RED HOT CHILI PEPPERS</b> Fortune Faded (Warner Bros.)	+4
THREE DAYS GRACE (I Hate) Everything About You (Jive)	+3
TRAPT Headstrong (Warner Bros.)	+3
TRAPT Still Frame (Warner Bros.)	+34
CHEVELLE Closure (Epic)	+3

#### Most Played Recurrents

TOTAL PLAYS ARTIST TITLE LABEL(S) TRAPT Headstrong (Warner Bros.) 306 SHINEDOWN Fly From The Inside (Atlantic) 200 AUDIOSLAVE Like A Stone (Interscope/Epic) 188 SEETHER Fine Again (Wind-up) 168 FOO FIGHTERS All My Life (Roswell/RCA) 164 3 DOORS DOWN When I'm Gone (Republic/Universal) 149 FOO FIGHTERS Times Like These (Roswell/RCA) 141 MUDVAYNE Not Falling (Epic) 137 QUEENS OF THE STONE AGE No One Knows (Interscope) 125 CHEVELLE Send The Pain Below (Epic) 124

Detailed station playlists for all R&R reporters are available on the web at <u>www.radioandrecords.com</u>.



Most Added®

GODSMACK Re-Align (Republic/Universal)

**RED HOT CHILI PEPPERS** Fortune Faded (Warner Bros.)

www.rradds.com

ARTIST TITLE LABEL(S)

61

ADDS

8

5

## ACTIVE ROCK TOP 50

November 14, 2003

62

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205	202.000	🛯 🐘 November 14, 2003						
.AST VEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE	WEEKS ON CHART	TOTAL STATIONS/ ADDS	Most Added
1	0	A PERFECT CIRCLE Weak And Powerless (Virgin)	1966	+47	( ⁰⁰⁾ 101445	15	63/0	www.rradds.com
4	2	TRAPT Still Frame (Warner Bros.)	1798	+118	82762	22	62/0	www.madus.com
2	3	DISTURBED Liberate (Reprise)	1637	-175	83341	24	62/0	ARTIST TITLE LABEL(S)
	4	PUDDLE OF MUDD Away From Me (Geffen)	1587	+244	77579	5	63/1	GODSMACK Re-Align (Republic/Universal)
	5	STAIND So Far Away ( <i>Flip/Elektra/EEG</i> )	1557	-163	82637	22	61/0	AFI Silver And Cold (DreamWorks)
0	6	LINKIN PARK Numb (Warner Bros.)	1388	+219	69311	8	62/0	OFFSPRING Hit That <i>(Columbia)</i> STAIND How About You <i>(Flip/Elektra/EEG)</i>
5	7	LINKIN PARK Faint (Warner Bros.)	1286	-133	76144	27	57/0	<b>RED HOT CHILI PEPPERS</b> Fortune Faded (Warner Bros.)
2	8	SEETHER Gasoline (Wind-up)	1244	+103	51318	14	61/1	SMILE EMPTY SOUL Nowhere Kids (Lava)
3	ğ	SEVENDUST Enemy (TVT)	1207	+4	54393	13	60/0	DARKNESS   Believe In A Thing (MustDestroy/Atlant
5	Ū	STONE TEMPLE PILOTS All In The Suit That You Wear <i>(Atlantic)</i>	1201	+ 144	57326	4	59/0	
6	ŏ	P.O.D. Will You ( <i>Atlantic</i> )	1134	+109	45755	8	62/1	
8	Õ	THREE DAYS GRACE (I Hate) Everything About You ( <i>Jive</i> )	1121	+138	44775	25	58/1	
,	13	NICKELBACK Someday ( <i>Roadrunner</i> /IDJ <i>MG</i> )	1105	-209	52046	15	52/0	
9	Ũ	KORN Right Now (Epic)	1088	+129	41935	6	60/1	
)	15	GODSMACK Serenity ( <i>Republic/Universal</i> )	1041	-129	65336	22	53/0	
1	16	AUDIOSLAVE Show Me How To Live (Interscope/Epic)	1017	-133	60560	33	57/0	' '
			984	-133	38122	14	57/0 58/0	
7	17	COLD Suffocate (Flip/Geffen/Interscope)	947	-123	41926	26	49/0	
ļ	18	WHITE STRIPES Seven Nation Army (Third Man/V2)	909	+82	40802	20		Most
3	19	AUDIOSLAVE I Am The Highway (Interscope/Epic)	505 872	+oz -2	36504	10	50/1 59/0	Increased Plays
	20	CHEVELLE Closure (Epic)		-z +33	31065	10	59/0	w v
2	2	STATIC-X The Only (Warner Bros.)	867		23010		53/3	ARTIST TITLE LABEL(S)
1	22	HOOBASTANK Out Of Control (Island/IDJMG)	752	+52		5		
)	23	FUEL Falls On Me <i>(Epic)</i>	715	-238	43342	16	42/0	RED HOT CHILI PEPPERS Fortune Faded (Warner Bros.) OFFSPRING Hit That (Columbia)
5	2	OFFSPRING Hit That (Columbia)	705	+386	36411	2	58/7	NICKELBACK Figured You Out (Roadrunner/IDJMG)
j	25	LIMP BIZKIT Behind Blue Eyes (Flip/Interscope)	667	+124	31346	5	35/1	STAIND How About You (Flip/Elektra/EEG)
2	20	NICKELBACK Figured You Out (Roadrunner/IDJMG)	554	+329	24136	2	47/4	PUDDLE OF MUDD Away From Me (Geffen)
ut> -	2	<b>RED HOT CHILI PEPPERS</b> Fortune Faded (Warner Bros.)	548	+387	28446	1	49/6	LINKIN PARK Numb (Warner Bros.) STONE TEMPLE PILOTS All In The Suit That You Wear (Atlantic
7	28	ILL NINO How Can Live (Roadrunner/IDJMG)	462	-14	18382	15	42/2	THREE DAYS GRACE (1 Hate) Everything About You (Jive
3	29	DEFAULT (Taking My) Life Away <i>(TVT)</i>	456	+26	16733	5	32/0	KORN Right Now (Epic)
7	30	STAIND How About You (Flip/Elektra/EEG)	450	+257	17928	2	55/6	GODSMACK Re-Align (Republic/Universal)
9	31	JET Are You Gonna Be My Girl <i>(Elektra/EEG)</i>	448	+52	10685	11	37/1	
3	32	3 DOORS DOWN Here Without You (Republic/Universal)	442	-77	12822	15	26/0	
l	33	SHINEDOWN 45 (Atlantic)	392	+40	13080	5	40/4	
0	34	REVIS Seven (Epic)	389	-5	10868	7	39/1	
4	35	MEMENTO Saviour (Columbia)	341	+ 15	6553	5	29/0	
9	36	SMILE EMPTY SOUL Nowhere Kids (Lava)	306	+73	5099	2	39/5	
3	37	ROB ZOMBIE Two Lane Blacktop (Geffen)	298	-31	7095	5	28/0	
)	38	KID ROCK Feel Like Makin' Love (Top Dog/Atlantic)	279	+49	13601	4	26/1	DAost
6	39	KORN Did My Time (Immortal/Epic)	277	-36	14265	20	23/0	Most
7	40	FINGERELEVEN One Thing (Wind-up)	272	-5	6088	9	27/0	Played Recurrents
2	41	JANE'S ADDICTION TrueNature (Capitol)	269	-66	4610	7	35/1	ARTIST TITLE LABEL(S)
8	42	ADEMA Promises (Arista)	257	+ 22	5433	4	24/0	
5	43	ELEMENTEIGHTY Broken Promises (Universal)	235	+ 19	8368	6	26/3	SMILE EMPTY SOUL Bottom Of A Bottle (Lava) TRAPT Headstrong (Warner Bros.)
}	44	LACUNA COIL Heavens A Lie (Century Media)	216	-3	5829	8	20/1	SHINEDOWN Fly From The Inside (Atlantic)
3	45	40 BELOW SUMMER Self Medicate (Razor & Tie)	215	+21	3203	4	24/1	CHEVELLE Send The Pain Below (Epic)
9	46	SKRAPE Stand Up (RCA)	209	+25	3116	3	28/4	AUDIOSLAVE Like A Stone (Interscope/Epic)
I	47	V SHAPE MIND Monsters (Republic/Universal)	193	-37	4009	12	17/0	MUDVAYNE Not Falling <i>(Epic)</i> SEETHER Fine Again <i>(Wind-up)</i>
ļ	48	EVANESCENCE Going Under (Wind-up)	183	-36	9286	17	14/0	GODSMACK Straight Out Of Line (Republic/Universal)
-	49	MUSHROOMHEAD Sun Doesn't Rise (Republic/Universal)	174	+8	4104	10	19/1	LINKIN PARK Somewhere   Belong (Warner Bros.)
ut>	<b>5</b> 0	GODSMACK Re-Align (Republic/Universal)	157	+ 125	8495	1	46/44	FOO FIGHTERS All My Life (Roswell/RCA)

63 Active Rock reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 11/2-11/8. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Total Audience equals Average Quarter Hour Persons times number of plays (Citimes 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2003, The Arbitron Company). © 2003, R&R, Inc.

## Detailed station playlists for all R&R reporters are available on the web at

www.radioandrecords.com.





RateTheMusic.com

America's Best Testing Active Rock Songs 12 + For The Week Ending 11/14/03

Artist Title (Label)	TW	LW	Familiarity	Burn	Men 18-34	Men 18-24	Men 25-34
DISTURBED Liberate ( <i>Reprise</i> )	4.31	4.28	95%	22%	4.26	4.16	4.39
STATIC-X The Only (Warner Bros.)	4.28	4.21	71%	6%	4.28	4.29	4.27
SEVENDUST Enemy (TVT)	4.20	4.18	<b>78%</b>	7%	4.19	4.23	4.12
KORN Right Now (Epic)	4.18	4.11	77%	10%	4.05	3.95	4.19
THREE DAYS GRACE (I Hate) Everything About You (Jive)	4.16	4.21	90%	19%	4.07	4.27	3.78
A PERFECT CIRCLE Weak And Powerless (Virgin)	4.15	4.08	86%	18%	4.04	4.11	3.93
COLD Suffocate (Flip/Geffen/Interscope)	4.11	4.02	86%	15%	4.09	3.99	4.24
LINKIN PARK Numb (Warner Bros.)	4.10	4.13	95%	20%	4.01	3.99	4.04
STAIND So Far Away (Flip/Elektra/EEG)	4.09	4.07	98%	35%	3.99	3.89	4.11
TRAPT Still Frame (Warner Bros.)	4.08	4.01	93%	24%	4.01	4.03	3.98
GODSMACK Serenity (Republic/Universal)	4.07	4.03	95%	23%	3.82	3.59	4.11
LINKIN PARK Faint (Warner Bros.)	4.06	4.06	98%	35%	4.03	3.99	4.10
SMILE EMPTY SOUL Bottom Of A Bottle (Lava)	4.03	3.95	91%	28%	3.71	3.75	3.67
SEETHER Gasoline (Wind-up)	4.02	3.85	73%	12%	4.00	3.97	4.04
ILL NINO How Can I Live (Roadrunner/IDJMG)	3.98	3.95	<b>58%</b>	9%	4.02	4.23	3.73
HOOBASTANK Out Of Control (Island/IDJMG)	3.93	3.94	62%	10%	3.69	3.88	3.36
AUDIOSLAVE Show Me How To Live (Interscope/Epic)	3.88	3.78	95%	34%	3.92	3.78	4.12
FUEL Falls On Me (Epic)	3.86	3.76	87%	21%	3.58	3.67	3.45
CHEVELLE Closure (Epic)	3.82	3.83	80%	22%	3.78	3.78	3.78
NICKELBACK Someday (Roadrunner/IDJMG)	3.81	3.84	<b>96%</b>	32%	3.66	3.59	3.75
P.O.D. Will You (Atlantic)	3.80	3.75	79%	17%	3.69	3.78	3.56
REVIS Seven (Epic)	3.79	_	43%	6%	3.51	3.33	3.75
PUDDLE OF MUDD Away From Me (Geffen)	3.78	3.78	75%	16%	3.84	3.73	4.00
3 DOORS DOWN Here Without You (Republic/Universal)	3.76	3.65	91%	30%	3.62	3.50	3.79
DEFAULT Taking My Life Away (TVT)	3.75	-	47%	8%	3.68	3.62	3.74
AUDIOSLAVE I Am The Highway (Interscope/Epic)	3.71	3.62	79%	22%	3.68	3.54	3.88
LIMP BIZKIT Behind Blue Eyes (Flip/Interscope)	3.61	-	76%	16%	3.70	3.76	3.63
STONE TEMPLE PILOTS All In The Suit That You Wear (Atlantic)	3.53	-	51%	9%	3.52	3.63	3.39
WHITE STRIPES Seven Nation Army (Third Man/V2)	3.28	3.15	<b>96%</b>	52%	3.11	3.10	3.13
JANE'S ADDICTION True Nature (Capitol)	3.14	_	52%	17%	3.04	2.88	3.25

Total sample size is 445 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5 = like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.

#### Reporters

V <b>MD: Chili Walker</b> I GODSMACK BLINK 132 AFI	WRXR/Chattanooga, TN* PD: Boner MD: Dave Spain 10 GODSMACK 2 SMILE KMPTY SOUL 2 SMILE KMPTY SOUL 2 SMILE KMPTY SOUL	KNRQ/Eugene, OR DM: Russ Davidson PD: Chris Crowley APD/MD: Stu Allen 9 FOO HIGHTERS 6 3 DOORS DOWN	WTPT/Greenville, SC* PD: Mark Hendrix MD: Smack Taylor GODSMACK MUSHRODMHEAD	WJXQ/Lansing, MI* PD: Bob Olson 8 GODSMACK	WLZR/Milwaukee, WI* PD: Sean Elliott MD: Marilynn Mee 5 GODSMACK 1 ELEMENT EIGHTY	WIXO/Peoria, IL DM/PD/MD: Matt Bahan 5 GOOSMACK EVANESCENCE AFI	KIOZ/San Diego, CA* OM: Jim Richards PD/MO: Shauna Moran-Brown GODSMACK	WAQX/Syracuse, NY* OM: Tom Mitchell PD: Alexis APD/MD: Ryno AFI GOOSMACK
ZRK/Amarillo, TX /MO: Eric Slayter ODOSMACK NORR ACK KORN OPESPENG	1 NICKELBACK KROR/Chico, CA DM: Ron Woodward PD/MD: Dain Sandoval	OULETING OF THE STONE AGE     OFFENDING     OFFENDING     FOO FIGHTENS     TOO FIGHTENS     TOO FIGHTENS     OOOSMACK  WGBF/Evansville, IN	WQXA/Harrisburg, PA* PD: Claudine DeLorenzo MD: Nixon 1 SWITCHROOT 1 WHITE STIPPES	KOMP/Las Vegas, NV* PD: John Griffin MD: Big Marty 4 GOOSMAOX	KXXR/Minneapolis, MN* OM: Dave Hamilton PD: Wade Linder APD/MD: Pablo 19 605MACK	WYSP/Philadelphia, PA* OM/PD: Tim Sabean APD: Gil Edwards MO: Rich DeSisto 1 SETHER	KURQ/San Luis Obispo, CA OM: Keth Royer MD: Stephanie Bell GODSMACK LIMP BIZKIT	WWDG/Syracuse, NY* OM: Rich Lauber PD: Erin Bristol
WWX/Appleton, WI*	26 GOOSMACK 10 THREE DAYS GRACE DARKNESS WMMS/Cleveland, OH*	OM: Mike Sanders PD: Fatboy APD/MD: Slick Nick 2 RED HOT CHILI PEPPERS 1 GODSMACK SMALE EMPTY SOUL	GODSMACK NICKELBACK	WXZZ/Lexington, KY * PD/MD: Jerome Fischer I KORN SHIMEDOWN GODSMACK	KMRQ/Modesto, CA* SM: Gary Halladay	STANO HOOBASTANK KUPD/Phoenix, AZ*	KXFX/Santa Rosa, CA* PD/MC: Don Harrison 6 RED HOT CHILI PEPERS 6 OFFSPRING	APD/MD: Scorch GODSMACK STAIND NICKELBACK
SHINEDOWN GOOSMACK CHZ/Augusta, GA*	PD: Jim Trapp MO: Slats OFFSPRING	WWBN/Flint, MI* OM: Jay Patrick PD: Brian Beddow	PD: Michael Picozzi APD/MD: Mike Karotyi SWITCHFOOT GODSMACK ILL NINO DARKNESS	KIBZ/Lincoln, NE DM: Jim Sleel PD: E.J. Marshall	OM: Max Miller PD/MD: Jack Paper APD: Matt Fodey 2 SMILE DMPTY SOUL REVIS GODSMACK	P0: JJ Jeffries MO: Larry McFeelie 6 GODSMACK 2 SKRAPE 2 AFI AUDIOSLAVE	4 KID ROCK GODSMACK WRBR/South Bend, IN	WXTB/Tampa, FL* OM/PO: Brad Hardin APD/MD: Brian Medlin 7 3 DOORS DOWN
I: Keni Dunn K: Harley Drew VMD: Cleuck Williams Darkniss RED HOT CHILL PEPPERS GODSMACK	KILO/Colorado Springs, CO* DM: Rich Hawk PD/MD: Ross Ford APD: Matt Gentry 4 GOOSMACK	APD/MD: Tony LaBrie BUNK-182 RED HOT CHILI PEPPERS OFFSPRING	RED HOT CHILI PEPPERS	APD/MD: Sparky GODSMACK ADEMA RED HOT CHILI PEPPERS	WRAT/Monmouth, NJ* DM/PD: Carl Craft APD/MD: Robyn Lane	KUFO/Portland, OR * OM/PD: Dave Numme APO/MD: Dan Bozyk	OM/PD/MD: Ron Stryker RED HOT CHILL PEPPERS KHTTQ/Spokane, WA*	KRTQ/Tulsa, OK* PD/MD: Chris Kelly APD: Kelly Garrett
RAB/Bakersfield, CA* A: Don Gristi	WBZX/Columbus, OH* PD: Hal Fish APD/MD: Ronni Hunter	KRZR/Fresno, CA* OW/PD: E. Curtis Johnson APD: Don De La Cruz MD: Rick Roddam 11 GODSMACK	PD: Ryan Sean APD/MD: Fit Slash Evantscence GODSWACK	KDJE/Little Rock, AR* DM/PD: Ken Wall No Adds	WCLG/Moreantown, WV	7 HOOBASTANK 5 GOOSMACK KORB/Quad Cities, IA*	OM: Brew Michaels PD: Ken Richards MD: Barry Bennett AFI GODSMACK 5 FOOT THICK	SWITCH+00T OFFSPRING
/MD: Danny Spanks SKRAP: RFR/Bakersfield, CA*	KCCG/Corpus Christi, TX*	WBYR/Ft. Wayne, IN*	WAMX/Huntington PD/MD: Paul Oslund No Adds	WTFX/Louisville, KY* PO: Michael Lee	DM/PD: Jefi Miller MD: Dave Murdock GODSMACK	DM: Darren Pitra PD/MD: Dave Levora 2 gODSMACK 2 OFFSPRING	AGENTS OF THE SUN WQL2/Springfield, IL PD: Ray Lytie	KICT/Wichita, KS* DM: Ron Eric Taylor PD: 0.C. Carter MD: Rick Thomas 1 GODSMACK
A: Bob Lewis /MD: Alex Quigley 5 GODSMACK 5 STAINC	MD: Dave Ross No Adds	No Adds	WRTT/Huntsville, AL* DM: Rob Harder	MD: Frank Webb 12. COPING WIGNGRANCE 8. PUDDLE OF MUDD SMILE EMPTY SOUL DOPE	WKZQ/Myrtle Beach, SC PD: Brian Rickman APD/MD: Charley AFI GODSMACK IGGY POP	KDOT/Reno, NV* DM: Jim McClain PD/MO: Jave Patterson No Adds	MD: Smash 4 AFI WLZX/Springfield, MA*	WBSX/Wilkes Barre, PA PD: Chris Lloyd MD: Freddie
IYY/Baltimore, MD* I: Kerry Plackmeyer : Dave Hill D/MD: Rob Heckman GOOSMACK	KEGL/Dallas, TX* PD: Max Dugan APD: Chris Ryan MD: Cindy Scull No Adds	WRUF/Gainesville, FL* OM/PD: Harry Guscott APD: Brian Lee MD: Matt Irons 5 Jave SADUCTION 1 GOOSMACK	PD/MD: Jimbo Wood APD: Joe Kuner t DARKNESS AFI GODSMACK	KFMX/Lubbock, TX DM/PD/MD: Wes Nessmann 12 3 DORS DOWN 10 OFFSPRING 7 BURGEN BROTHERS	WNOR/Norfolk, VA* PD: Harvey Kojan APD/MD: Tim Parker	WNVE/Rochester, NY* PD: Erick Anderson MD: Nick DTucci	PD: Secky Pohotsky MD: Becky Pohotsky No Adds	2 AFI 2 SKRAPE 1 THRICE GODSMACK
CPR/Biloxi, MS* t. Jay Taylot : Seot Fox : Mitch Cry Adds	KBP//Denver, CD* PD: Bok Richards APD/MD: Willie B. 4 Of SPRING 1 SMLF EMPTY SOLL 1 SMLF EMPTY SOLL	WKLQ/Grand Rapids, MI* OM: Brent Alberts PD: Hunter Scott MD: Cristi Cantle 11 G005MACK ELEWHT GBHTY DARKIESS JACAMA CON	WRXW/Jackson, MS* PD: Brother Sam APD: Big Johnson MD: Brad Skevens 20 GODSWACK SMILE EMPTY SOUL P D D	6 NICKELBACK WJJO/Madison, WI* PD: Randy Hawke APD/MO: Blake Patton THRICE	3 EVARESCENCE NICKELBACK KATT/Okłahoma City, OK* OM/PD: Chris Baker ND: Jake Daniels 13 GODSIMACK E E JOHAT EGRTY	GODSMACK WKOZ/Saginaw, MI* PD: Jerry Tarrants APD/MD: Mason Lucas 1 GODSMACK 1 RED HOTCHUL PEPPERS	KZRQ/Springfield, MO PD: Adam Burnes APD/MD: George Spankmeister 10 SMILE EMPTY SOUL	KATS/Yakima, WA OM/PD/MD: Ron Harris 11 OFFSPRING 7 GODSMADK THREE DAYS GRACE
KGB/Binghamton, NY VPD: Jim Free D/MD: Tim Boland GOOSMACK LIMP 312XIT RED HOT CHILL PEPPERS	STRELDWN GOOSMACK KAZR/Des Moines, IA* MD: Jo Michaels I GOOSMACK JET	AFT WZOR/Green Bay, WI PO/MD: Roxanore GOOSMACK OFFSPRING	KQRC/Kansas City, MO* PD: Bob Edwards APD/MD: Con Jantzen 3 ILL NINO 2 GOOSMACK	WGIR/Manchester, NH PD: Valorie Knight MD: Jason "JR ⁴ Russell No Adds	KROC/Ornaha, NE* DM: Jim Steel PD: Tim Sheridan MD: Jon 'Animal' Terry 3 LiMP RK/T	BUINK-182 WZBH/Satisbury, MD DM/PD: Shawn Murphy APO/MDI: Miki Hunter 14 IILI NNIC	*Monitored Repo 83 Total Reporte	All
AAF/Boston, MA* : Keith Hastings : Mistress Carrie	WRIF/Detroit, MI* OM/PD: Doug Podell APD/MD: Mark Pennington	WXQR/Greenville, NC* PD: Brian Rickman MD: Matt Lee 8. SKRAPF	KLFX/Killeen, TX PD/MD: Bob Fonda 21 KORM 15 DREAM THEATER	KFRQ/McAllen, TX* PD: Alex Duran MD: Stacy Taylor	WTKX/Pensacola, FL* PD: Joel Sampson APD/MD: Mark The Shark	KISS/San Antonio, TX* DM: Virgil Thompson PD: Kevin Vargas MD: C. J. Cnz	63 Total Monitor	110

## New&Active

hill III I

BLINK-182 Feeling This *(Geffen)* Total Plays: 148, Total Stations: 14, Adds: 4

**DARKNESS** I Believe In A Thing Called Love *(Must...Destroy/Atlantic)* Total Plays: 112, Total Stations: 12, Adds: 5

**DOPE** I Am *(Recon/Artemis)* Total Plays: 86, Total Stations: 10, Adds: 2

**SWITCHFOOT** Meant To Live *(Red Ink/Columbia)* Total Plays: 84, Total Stations: 8, Adds: 3

IGGY POP Little Know It All (*Virgin*) Total Plays: 70, Total Stations: 7, Adds: 1

AFI Silver And Cold *(DreamWorks)* Total Plays: 20, Total Stations: 11, Adds: 9

#### Songs ranked by total plays

#### Indicator

Most Added[®]

GODSMACK Re-Align (A	Republic/Universal)
OFFSPRING Hit That /C	'olumbia)
RED HOT CHILI PEPPEF	RS Fortune Faded <i>(Warner Bros.)</i>
NICKELBACK Figured Yo	ou Out <i>(Roadrunner/IDJMG)</i>
AFI Silver And Cold (Drea	amWorks)
KORN Right Now (Epic)	
THREE DAYS GRACE (I	Hate) Everything About You (Jive)
LIMP BIZKIT Behind Blu	e Eyes <i>(Flip/Interscope)</i>
SMILE EMPTY SOUL N	owhere Kids <i>(Lava)</i>

#### 63







The artists who are working best for us right now are 3 Doors Down, Trapt, Nickelback and Cold. "Suffocate," in particular, is doing really well. When it comes to dayparting, I do have a night-only category, but only because I think nights should be a little more current, and it gives me a chance to warm up some records. But in general terms, if a song is not good

enough to play around the clock, then it's not worth playing at all. And I will occasionally play the songs in my night category during the day anyway, such as when I'm scheduling music and need to manipulate the log or rectify a violation or whatever. But I don't believe in dayparting

records because of texture issues. 
Currently I have Jet's "Are You" Gonna Be My Girl" in that night rotation because that song is a doubleedged sword. It sounds so different that you don't want to just fling it on everybody. But it's one of those that I'll occasionally put on during the day. The iPod commercial is helping it a lot. Now that it's playing every other commercial break on TV, it's getting more palatable. Because it's so different, you want to hold back a little. At the same time, because it's so different and sounds so cool, you want to throw it out there and see what happens. I love that song. It sounds really cool, and I feel better now that the Apple boys are playing it in super-heavy rotation on TV to make it more familiar. * Little Rock is a fairly conservative town, but at the same time it's the classic Bible Belt situation where out in public it's one thing, but you pull the shades down and it's another. This is a rock town. Our sister station, KMJX, has been the Rock station for 25 years, and they really set the table and showed Little Rock what it was all about to be a Rock station. Thanks to them there's room for KDJE and the Alternative station across the street, KLEC. . This is a Rock and Country town. But it's not just about the men. We have very good female numbers 18-34. I think part of the reason for that is that today's rock music is female-friendly - the songs are well written with very strong hooks and not so hard that they drive women away. Pop is a mess right now, so the females have come over to Rock, and I think that's good for us in the long run.

**Godsmack** reign in the Most Added column, with 43 Actives adding "Realign." Don't lose faith in **AFI**. A good song deserves its fair chance despite events behind the industry scenes. Nine stations agree and add "Silver and Cold" this week. The broom is out, and seven more stations are swept into the pile of **Offspring**'s "Hit That," **Red Hot Chili** 



Peppers' "Fortune Faded," Staind's "How About You" and Smile Empty Soul's "Nowhere Kids." Things you're loving: Red Hot Chili Peppers, Offspring, Nickelback, Staind, Puddle Of Mudd and Linkin Park — all with big spin increases. Over at Rock, Cheap Trick get a shot on "My Obsession." MAX PIX: THRICE "Stare at the Sun" (Is-Iand/IDJMG)

- Cyndee Maxwell, Active Rock/Rock Editor

## **Record Of The Week**

ARTIST: Five Foot Thick TITLE: *Blood Puddle* LABEL: Eclipse



A fixture on the Northwest metal scene since the late '90s, Spokane-based Five Foot Thick already boast an impressive resume, having shared stages with everyone from Slayer to P.O.D., not to mention selling a ton of their 2000 indie release, *Cir*-

*cles.* With *Blood Puddle*, however, the quintet proves that they're ready for that bigleague promotion. Now signed to Eclipse, the label that brought you Mushroomhead, Five Foot Thick deliver a substantial slab of metal with their new effort, somehow striking a middle ground between Slipknot and Limp Bizkit. And while Bryan Dilling's sandpaper vocals have a touch of hip-hop phrasing hidden beneath the rants, don't you dare call it rap rock. This is metal through and through (check out the hellstorm riffage of "Clarity"), and solid tracks like "Ducked Out" and "Bored" have earned these boys a No. 6 debut at R&R Rock Specialty. *Blood Puddle* delivers all the visceral vocals, crushing low end and sledgehammer rhythms the Ozzfest masses (i.e. your P1s) are thirsting for.





### ARTIST: Offspring LABEL: Columbia

By FRANK CORREIA / ROCK SPECIALTY EDITOR

H umor. It's a more dangerous line to walk than most people realize. On the one hand, your ribald sense of it could make you the hit of the party. On the other, that joke about the 12-inch pianist may cause a little trouble at the office. And let's not even touch those "pull my finger" jokes.

When it comes to humor in music, that same line between clever and stupid (thank you, Spinal Tap) exists. I mention all of this because humor is an inherent part of The Offspring. Debuting in 1989 with a self-titled album on indie label Nemesis/Cargo, the DIY punk outfit really broke through with 1994's aptly titled Smash, which went on to unheard-of success for an indie label. The tongue-incheek first single, "Come Out and Play (Keep 'Em Separated)," helped both band and label laugh all the way to the bank. Subsequent hits "Self Esteem" and "Gotta Get Away" not only helped the record eventually sell 11 million copies, they also sparked a massive bidding war that The Offpring chuckled at while staying true to Epitaph.

The success allowed Offspring frontman Dexter Holland and bassist Greg Kriesel to start Nitro Records, a Huntington Beach indie label that became home to SoCal stalwarts like The Vandals, AFI, Guttermouth and more. After much soul searching the group signed a major-label deal, and the singer who once wore a shirt saying "Corporate Rock Sucks" in a music



video found his band signed to Columbia Records. Funny? To some it was ironic; to others, notably punk purists and Epitaph loyalists, it was infuriating.

Well, you know the rest — basically, more hits. And more humor — 1998's "Pretty Fly (For a White Guy)" anyone? Of course, what would a new Offspring album be without the requisite comedy? While their seventh set is titled *Splinter*, the original idea was to call it *Chinese Democracy*, the title Axl Rose has planned for the album he's been carving in stone with a chisel for the past decade or so. "You snooze, you lose," quipped Holland. "Axl ripped off my braids, so I ripped off his album title."

For some reason they opted out of the plan, claiming that the title caused production to grind to a halt. That wasn't the only thing to change, as drummer Ron Welty amicably left the band after 15 years to pursue a new project. Speed bumps aside, the group continued on with A Perfect Circle's Josh Freese stepping in for studio duties and new drummer Atom Willard (Rocket From The Crypt, Alkaline Trio) coming in for touring duties. And the group is yukking it up again at radio with the excellent new single "Hit That," which bounces along with quirky keyboards, elastic basslines and horndog lyrics. No joke, The Offspring are back in a big way.

## Real TOP 20 SPECIALTY ARTISTS

- 1. **DEVILDRIVER** (*Roadrunner/IDJMG*) "I Could Care Less"
- 2. HATEBREED (Universal) "Another Day, Another Vendetta"
- 3. STATIC-X (Warner Bros.) "Destroy All"
- 4. SOIL (J) "Cross My Heart"
- 5. MUSHROOMHEAD (Universal) "Sun Doesn't Rise"
- 6. FIVE FOOT THICK (Eclipse) "Ducked Out"
- 7. TEXAS CHAINSAW MASSACRE (Bulletproof) "Immortally Insane"
- 8. CROWN (Metal Blade) "Face Of Destruction"
- 9. KORN (Immortal/Epic) "Right Now"
- 10. DIMMU BORGIR (Nuclear Blast) "Progenies Of The Great Apocalypse"
- 11. ILL NINO (Roadrunner/IDJMG) "How Can | Live"
- 12. 40 BELOW SUMMER (Razor & Tie) "Self-Medicate"
- 13. HEADBANGERS BALL (Roadrunner/IDJMG) "Fixation On The Darkness"
- 14. SEVENDUST (TVT) "Enemy
- 15. CANNAE (Prosthetic) "Symmetry Of Fear"
- 16. KING DIAMOND (Metal Blade) "Living Dead"
- 17. MORBID ANGEL (Earache) "Beneath The Hollow"
- 18. SNAPCASE (Victory) "Dress Rehearsal"
- 19. CURL UP AND DIE (Revelation) "If This Band Thing Doesn't Work ... "
- 20. MOONSPELL (Century Media) "A Walk On The Darkside" Ranked by total number of shows reporting artist.

a, Hock Specialty Editor

MAX TOLKOFF

ALTERNATIVE

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## **Feedbag** Loving all the Alternative love letters

A good letter is hard to find. Oh, there's plenty of mail flying around out there — some of it on actual paper, most of it in electronic vapor — but a finely crafted communiqué, containing numerous wellturned phrases and thoughtful thoughts, is rare nowadays. The advent of e-mail was supposed to open up vast new territories of human communication. It has, sort of, but it seems to be used more for sending the instant gibberish of brain farts across the 'Net than actual coherent content.

The culture of e-mail today is more about one- or two-sentence replies to the one or two sentences that were just received. Occasionally, a paragraph of carefully considered reason will come shooting out of a keyboard somewhere, but after 11 months on the job here at R&R World Headquarters, I ask, "Where the hell *are* they, dammit?" I mean, I'll take responses of any kind, just so I know you're still breathing.

For instance, I recently sent Lenny Dianna, PD of WEDG/Buffalo, three pages of deep analytical thought on classic programming philosophy that I wanted his commentary on. What I got in response to my e-mail was an e-mail from him that simply stated, "I hate you with the passion of 10,000 men." Oh, well.

I view the Alternative column as a forum for the open exchange of ideas and commentary. Too bad no one else does. Unless coerced. When I asked for feedback in anticipation of this week's column, most of the responses were in the "So once again you're looking for a way to get out of writing an actual column" vein. Hmm, you know me too well. However, over the course of the last few months I have managed to collect a few letters of substance. Thus, here are some recent rants, raves and general venting.

"Is there a correlation between a station's ratings and how close a programmer lives to the station?"

Mark Hamilton

On The Return Of The Card Box

G'day, Max. Just a note regarding Part One of your "Blaspheming Luddite" article (9/26). It's nice to know that some questioning, passionate, forward-thinking radio pros still revisit the wellspring to ask whether there are things we can reactivate from those more organic days when programming was more art and less science.

I currently oversee a bunch of national FM networks (CHR, Hot AC, Soft AC, a local evolving AOR/CHR hybrid). We do perceptual studies and auditorium music tests, run callout research and, yes, use RCS Selector. The stations all do better than OK (No. 1 with their respective target audiences and No. 1, No. 3 and No. 5 12+), but I still have deep-seated affection for the idea of a station where everybody understands the tastes of the target audience and the music vision, a station where even though the music programming is built on a framework of rotations and clocks, there is still room for on-air talent to make intelligent, clever, entertaining decisions about the order in which songs get played.

Let's face it, these days club jocks are becoming stars on the basis of the way they mix songs and build sets for their dance-floor audience. Did we lose sight of something vital over time? Anyway, Max, no conclusions, no punch line, just toying with the warm, comfortable feeling of the return of the card box.

— Keith Fowler GM/Programming

AMP Radio Networks Sdn Bhd Kuala Lumpur, Malaysia

You're a brave man, Max. Those of us who were jocks and PDs in the '70s remember the card box very well. I wonder how many of your readers are old enough to remember those pre-Selector days. If it is any comfort, this old PD agrees with your conclusions. I was a beta tester for RCS in 1979, when Selector ran on a Digital Equipment PDP-11. While the software is a whole lot better now than it was back then, I don't think radio stations sound any better as a result, and I also think that a lot more time is being wasted in scheduling. Keep up the good work. — Richard Harker

Harker Research

## "So this is what it's like to be on the wrong end of a buyout. I'm worried I might look like you if I don't get another job soon."

Matt Smith

I read with delight your memories of the card file and its predecessor, the lined grid taped to the album cover. Allow me to add some of my own memories.

At some stations, colored pens negated the need to add one's name or the time — just the date. Pens were color-coded to dayparts, and since no one would dream of repeating a song in the same daypart the following day, there was no need to note the specific hour. And then, of course, you never really had to worry about shuffling the music around a bit

The box was bound to fall on the floor, scattering cards everywhere. Hence, the helpful color-coded cards to correspond with categories — much easier to replace after a spill than looking at the category written in the corner.

I remember my first fledgling attempts at Selector. It was at KSJO/San Jose, and the beast was just being installed. Dwight Douglas was there to hold our hands through our first attempts at setting everything up and actually getting it to schedule. We had a Block Party Weekend coming up, and he diligently explained the concept of themes for scheduling special programming. After getting everything set clocks, coding, etc. — it scheduled The Rolling Stones' "Rocks Off" in every Stones block. We never got it to schedule that feature, and to this day I think nothing beats the human touch when scheduling a feature. —Patty Martin PD, WDRV/Chicago

#### On David 'Beno' Benveniste

All I have to say is rightfuckingon with the "Once and Future Punk" article (10/31). Seriously, someone with foresight in such a seemingly structured industry. I'm totally green, totally Jane Doe and at the bottom of the ladder in the music industry, and it is so goddamn refreshing to read about someone who is following true music, true fans and what I consider to be the real ethics of the music business.

As I've slowly been getting my mitts involved with music over the last year, too many jaded people have told me what a horrible business it is and that I was idealistic to believe that it truly can be done by open-eyed, forward-thinking respecters of music.

This article illustrated to me that not only can one survive in this industry using integrity, but you can create enough revenue to help the next great band and the next great band and so on. Right on to Beno, and to you, Max, for showing me that I can still take over the world.

— The Pirate Mollie, Mollie Moore-Goldstein

A great piece. Straight ahead, no fluff, specific. Not anywhere near the music I present (check out my websites), but still very applicable to my part of the forest, which is AA/Urban AC/Smooth Jazz. Hopefully, these areas will have Benos too. Keep it up. — Michael Jaworek The Birchmere/IOTA

#### On The Hot Fax, And General Venting

Your eight questions with WHFS/ Washington, DC PD Lisa Worden (11/4) was the most enlightening interview I have read for some time. You raised one of the biggest challenges facing programmers today: this whole "eating in the studio" debacle. If left unchecked, there is no doubt it could have a dramatic effect on the format.

Finally, you raised a question in that very same interview that has puzzled me (and probably many others, for that matter) for years: Is there a correlation between a station's ratings and how close a programmer lives to the station? Without doubt you have a groundbreaking study in the works.

— Regards, Prince Charles (a.k.a. Mark Hamilton)

Station Manager/PD, KNRK/Portland, OR

Dear Shitbag: So this is what it's like to be on the wrong end of a buyout. I'm worried I might look like you "You really do think R&R means Rest & Relaxation! C'mon, who really writes the column? It's Halloran, right?"

Jeff Appleton

if I don't get another job soon. Please advise. Was time off just a never-ending breakfast buffet, or can I work on my golf game and hope to one day be as good as Lev? On a positive note, I guess this means I can catch up on 20 years of missed *All My Children* episodes. Are Tad and Chandler still fighting? Greg and Jenny still a couple? Hmmmm, I'm liking this more and more.

— Matt Smith

DreamWorks Records

How stupid do you think we are, huh? OK, don't answer that. Letters to the editor? Once again you have come up with an idea designed to make you look unique and innovative, when in reality it is just another way for you to avoid coming up with an original idea for a column. Like you really care to hear from your readers.

My God, you have been at **R&R**, what, two or three months or so? You have written maybe one or two "original" columns. Friggin' every week is some guest columnist or some other compilation of "stars of the future" who end up writing it themselves. Why, you even had me write an "On the Record" piece while you were in New York City because you didn't want to call around trying to find someone.

I applaud you on your ability to appear to be doing something important while actually spending the time figuring out how to get your motorcycle out of the shop after seven months. You really do think **R&R** means Rest & Relaxation. C'mon, who really writes the column? It's Halloran, right?

Actually, now that I think about it, I should have had you write this letter to yourself but pretend it was from me. Then I could be an R&R Alternative Editor in training.

— Jeff Appleton

VP/Promotion, Razor & Tie Entertainment

What happened to your vow to destroy me in 30 days, err 60 days, make that 90 days? (I did keep granting you extensions, didn't I?) Anyway, I'm still here to remind you of the mess you left when you went away.

— Richard Sands, The Sands Report

## **ALTERNATIVE TOP 50**

ember 14. 2003

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18	8.10	November 14, 2003						
LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS	
3	0	LINKIN PARK Numb (Warner Bros.)	2582	+249	188931	11	76/1	www.rradds.com
1	2	STAIND So Far Away (Flip/Elektra/EEG)	2535	-104	187418	22	75/0	ARTIST TITLE LABEL(S) ADDS
5	3	BLINK-182 Feeling This <i>(Geffen)</i>	2404	+232	184947	6	80/0	GODSMACK Re Align (Republic/Universal) 15
4	4	TRAPT Still Frame (Warner Bros.)	2374	+83	150832	19	73/0	AFI Silver And Cold (DreamWorks) 14
2	5	A PERFECT CIRCLE Weak And Powerless (Virgin)	2351	-250	160629	15	79/0	RED HOT CHILI PEPPERS Fortune Faded (Warner Bros.) 11
6	6	THREE DAYS GRACE (I Hate) Everything About You ( <i>Jive</i> )	2293	+139	149724	22	71/0	EVANESCENCE My Immortal (Wind-up) 10 STAIND How About You (Flip/Elektra/EEG) 9
9	ŏ	PUDDLE OF MUDD Away From Me (Geffen)	1977	+104	134868	5	77/0	NICKELBACK Figured You Out (Roadrunner/IDJMG) 8
7	8	WHITE STRIPES The Hardest Button To Button (Third Man/V2)	1891	-28	129794	21	76/0	DARKNESS I Believe In A Thing Called Love (MustDestroy/Atlantic) 8
8	9	LINKIN PARK Faint (Warner Bros.)	1846	-67	160217	33	74/0	S.T.U.N. Annihilation Of The Generations (Geffen) 8
11	Ū	SWITCHFOOT Meant To Live ( <i>Red Ink/Columbia</i> )	1770	+129	98355	19	69/1	
12	Ŏ	JET Are You Gonna Be My Girl <i>(Elektra/EEG)</i>	1692	+88	120280	11	76/0	
10	12	NICKELBACK Someday (Roadrunner/IDJMG)	1649	-201	100826	15	57/0	
13	ß	P.O.D. Will You <i>(Atlantic)</i>	1615	+72	92993	8	73/0	
29	Ŏ	OFFSPRING Hit That (Columbia)	1530	+635	124175	2	82/2	
15	Ğ	STROKES 12:51 (RCA)	1422	+131	104728	10	65/3	
14	16	AUDIOSLAVE Show Me How To Live (Interscope/Epic)	1399	-85	123301	23	57/0	
17	Ð	HOOBASTANK Out Of Control (Island/IDJMG)	1390	+111	75047	5	68/1	
20	18	KORN Right Now (Epic)	1278	+ 185	87535	6	59/1	Most
18	Ð	WHITE STRIPES Seven Nation Army ( <i>Third Man/V2</i> )	1266	+ 37	109886	39	73/0	
22	2	STONE TEMPLE PILOTS All In The Suit That You Wear (Atlantic)	1175	+88	68411	4	64/2	Increased Plays
22	ð	AUDIOSLAVE I Am The Highway (Interscope/Epic)	1145	+116	73478	8	64/3	TOTAL PLAY
27	8	OUTKAST Hey Ya! (Arista)	1090	+162	116224	11	40/4	ARTIST TITLE LABEL(S) NCREASE RED HOT CHILI PEPPERS Fortune Faded (Warner Bros.) +671
44	8	RED HOT CHILI PEPPERS Fortune Faded (Warner Bros.)	1079	+671	86888	2	76/11	RED HOT CHILI PEPPERS Fortune Faded (Warner Bros.)       +671         OFFSPRING Hit That (Columbia)       +635
	24	COLD Suffocate (Flip/Geffen/Interscope)	1073	-12	41457	12	52/0	LINKIN PARK Numb (Warner Bros.) +249
21	24	CHEVELLE Closure (Epic)	1050	+91	56883	.2	60/3	BLINK-182 Feeling This (Geffen) +232
25	-	3 DOORS DOWN Here Without You <i>(Republic/Universal)</i>	879	-80	54248	15	34/0	STAIND How About You (Flip/Elektra/EEG) +207
26	26	DASHBOARD CONFESSIONAL Hands Down (Vagrant)	848	-155	64157	19	53/0	KORN Right Now ( <i>Epic</i> ) +185 NICKELBACK Figured You Out ( <i>Roadrunner/IDJMG</i> ) +181
24	27	-	772	-155	37092	11	48/0	OUTKAST Hey Ya! (Arista) +162
32	28	THURSDAY Signals Over The Air <i>(Island/IDJMG)</i>	767	+58	66628	4	53/3	RANCID Red Hot Moon (Helicat/Warner Bros.) +148
33	29	COLDPLAY Moses (Capitol)	758	-42	28449	12	40/0	THREE DAYS GRACE (I Hate) Everything About You (Jive)         +139
31	30	SEVENDUST Enemy (TVT)	745	-172	54893	16	37/0	
28	31	FUEL Falls On Me (Epic)	745	+55	25135	5	52/1	
35	32	ATARIS The Saddest Song (Columbia)	693	-168	29283	15	51/0	
30	33	YELLOWCARD Way Away (Capitol)	597	+7	25205	11	42/2	
37	34	STORY OF THE YEAR Until The Day I Die (Maverick/Reprise)	540	-1	20821	5	38/0	
39	35 66	SOMETHING CORPORATE Space (Drive-Thru/Geffen) DISTILLERS Drain The Blood (Sire/Reprise)	505	+ 103	29862	2	46/5	
45	-	JANE'S ADDICTION True Nature (Capitol)	496	-187	22098	6	41/0	
34	37 <b>33</b>	FOO FIGHTERS Darling Nikki (Roswell/RCA)	486	+85	63380	3	15/3	
46	39 39	<b>DEFAULT</b> (Taking My) Life Away <i>(TVT)</i>	459	+35	28455	3	29/5	Most
42 43	40	IGGY POP Little Know It All <i>(Virgin)</i>	452	+40	24379	3	34/2	Played Recurrents
50	4	<b>311</b> Beyond The Gray Sky <i>(Volcano)</i>	448	+95	25738	2	40/5	**~ .~ .~ *** TOTAL
	42	SMILE EMPTY SOUL Nowhere Kids (Lava)	442	+ 103	13776	- 1	43/4	ARTIST TITLE LABEL(S) PLAYS
Debut>	43	311 Creatures (For A While) <i>(Volcano)</i>	432	-131	25180	20	29/0	<b>TRAPT</b> Headstrong (Warner Bros.)1118
38 36	43 44	HOT HOT HEAT Talk To Me, Dance With Me (Sub Pop/Reprise)	432	-171	32254	10	25/0 35/0	EVANESCENCE Going Under (Wind-up)1072GODSMACK Serenity (Republic/Universal)1022
30 47	44 <b>4</b> 5	FINGER ELEVEN One Thing (Wind-up)	420	+19	19510	4	30/3	CHEVELLE Send The Pain Below <i>(Epic)</i> 980
	-	SEETHER Gasoline (Wind-up)	420	.72	15678	12	25/0	AUDIOSLAVE Like A Stone (Interscope/Epic)         930
41	46 47	ALIEN ANT FARM Glow (DreamWorks)	401	-98	13312		34/0	QUEENS OF THE STONE AGE No One Knows (Interscope) 841
40	47 <b>4</b> 8	ALIEN ANT FARM Glow (DreamWorks) AFI Silver And Cold (DreamWorks)	382	+129	32799	1	39/14	SMILE EMPTY SOUL Bottom Of A Bottle (Lava) 826
Debut>	49	STAIND How About You (Flip/Elektra/EEG)	362 364	+ 123	25755	1	42/9	FOO FIGHTERS All My Life (Roswell/RCA) 825 FOO FIGHTERS Times Like These (Roswell/RCA) 795
Debut>	<b>5</b> 0	NO DOUBT It's My Life <i>(Interscope)</i>	359	+60	45821	1	42/J 13/1	RED HOT CHILI PEPPERS Can't Stop (Warner Bros.)727
		rters. Monitored airplay data supplied by Mediabase Research, a division of Premier			· · · ·			]

82 Alternative reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 11/2-11/8. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 20 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2003, The Arbitron Company). © 2003, R&R, Inc.

727 Detailed station playlists for all R&R reporters are available on the web at

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www.radioandrecords.com.



Contact LISA LINARES at Ilinares@radioandrecords.com.or_310.788.1622.for_information.

## RR. ALTERNATIVE

PD of My Telephone

I took a recent survey of more than 30 people, and — frankly, Maxie you and I are the only schlemiels watching HBO's *Carnivale*. What is wrong with us? Or what is wrong with the rest of you? Creepy. Screw the city of Cleveland. They raped me for a \$125 speeding ticket on the way to the airport. Best TV show: *Nip*/



*Tuck.* Best mindless entertainment: *Charlie's Angels 2.* Biggest misses by radio: Motion City Soundtrack and Mando Diao. I think the next single should be "Paralyzed" (think Yardbirds) or "Mr. Moon" (think Animals). • Hey, other neat stuff I'm diggin' when I'm not listening to China's Kelly Chen is Indianapolis' Loretta (Benchmark Records). They were No. 1 on the EB O specialty chart last week • Atlantic's Apartment

U.N.C.L.E.S.A.F.R.O. specialty chart last week. Atlantic's Apartment 26 has a slam-dunk with "Give Me More." To My Surprise, an offshoot of Slipknot (although, musically, you wouldn't know it) on Roadrunner is killer, as is *Nebula* from Liquor & Poker. I heard a sneak peek of the new Orgy. Wow! Right time of the year to get spiritual with Spiritualized's "Lord Let It Rain on Me." Think Chomsky. Must go and pick a winner for dinner. Bye.

Goldklang rips another one out of the park, as Linkin Park go back to first class with "Numb" in the No. 1 seat. He parks Staind at No. 2 again. Bill Carroll from Elektra says, "Revenge is a dish best served cold!" Bill! Watch out! Trapt are sneaking up behind you at No. 4! ... It took Blink-182 no time at all to climb to No. 3. They'll probably stay



in the stratosphere for a while ... Three Days Grace hold on to No. 6, as the stations that just came on ramp up the spins ... Puddle Of Mudd are firmly in the top 10 at No. 7 ... Switchfoot round out the top 10 at No. 10, proving they have the staying power to go all the way, but they are hotly pursued by Jet, who stand at No. 11. The buzz is really starting to build with these guys, so be prepared for an end-of-the-year smash ... You really need to keep an eye on: OutKast (27-22), Default (42-39), Distillers (45-36) and Story Of The Year (37-34) ... New to the chart: Smile Empty Soul, AFI, Staind, No Doubt. Most Added: Godsmack, AFI, Red Hot Chili Peppers, Evanescence, Staind, Nickelback

— Max Tolkoff, Alternative Editor

## coming Up Right Up

#### ARTIST: S.T.U.N. LABEL: Geffen/Interscope

By FRANK CORREIA/ALTERNATIVE SPECIALTY EDITOR

I t could be a whole category unto itself in Rock & Roll Jeopardy:

I'll take Amped Acronyms for \$200. *R.A.T.M.* 

What is Rage Against The Machine? *Right!* 

\$400, please.

S.O.A.D. What is System of a Down?

Correct!

Let's go for \$600.

AFI.

Hmmm, I know this. What is A Fire Inside? OK, \$800.

ATDI.

Oh, um, wait ... At The ... I mean, what is At The Drive In?

You got it! Awesome, let's close it out. S.T.U.N. Huh?

Sorry, time's up.

First up, yes, S.T.U.N. is a band, and a damn good one at that. In fact, they're right at home with all of the aforementioned rockin' acronyms. The Los Angeles-based four-piece can effortlessly wrap their alt-punk energy around pop melodies, allowing the kids to slam and surf to politically charged lyrics. The name? It's short for Screaming Towards the Uprising of Nonconformity. I'll just let guitarist and songwriter Neil Spies explain that:

"Our music is a call for unity and awareness," he says. "When I grew up, every effort was used to force me to comply with the thought process that whoever was in authority was right — and that's rarely the truth. We're here to



prove that if you are brave enough to fight adversity for what you believe in, you will have your own message to send that will enlighten the world.

"We're not pushing opinions on anyone — everyone should question everything and make decisions for themselves. We feel that we have a responsibility though. When I was a kid, music saved and taught me you can't feel more alive than when you are part of revolution. When we talk to the kids, they really seem to be starving for a band to fight the play-itsafe, fabricated-passion state of the music industry right now. We are playing for them."

Whether or not you buy the mission statement is a moot point upon listening to Evolution of Energy, the perfectly titled Geffen/Interscope debut. When singer Christiane J repeats the line "We are just a moment away" in "Movement," it sounds more like a promise than a threat. The entire band sounds like a revolution as bass, guitar and drums collide in delirious distortion. Or check out the lead single, "Annihilation of the Generations," with its anthemic choruses and J's mantra of "desperation," which seems to point a painted fingernail at pop posers. Having shared stages with Jane's Addiction, Marilyn Manson and, currently, Chevelle, S.T.U.N. are also waking up the masses on Fuse's "Next Big Thing" and MTV2 & Rolling Stone Present: 10 Bands You Need to Know About. Alex, I'll take Breakthrough Acronyms for \$1,000, please.





	America's Best Testing Alternative Songs 12 + For The Week Ending 11/14/03						
Artist Title (Label)	TW	LW	Familiarity	Burn	Persons 18-34	Men 18-34	Women 18-34
LINKIN PARK Numb (Warner Bros.)	4.35	4.19	93%	15%	4.29	4.26	4.31
LINKIN PARK Faint (Warner Bros.)	4.24	4.10	98%	32%	4.23	4.24	4.22
YELLOWCARD Way Away (Capitol)	4.23	4.17	63%	7%	4.08	4.29	3.88
SWITCHFOOT Meant To Live (Red Ink/Columbia)	4.13	4.09	74%	14%	4.03	3.94	4.11
TRAPT Still Frame (Warner Bros.)	4.12	3.97	91%	21%	4.12	4.12	4.11
THREE DAYS GRACE (I Hate) Everything About You (Jive)	4.08	4.05	88%	16%	4.00	3.86	4.11
BLINK-182 Feeling This (Geffen)	4.01	3.85	75%	10%	3.86	4.02	3.72
HOOBASTANK Out Of Control (Island/IDJMG)	4.01	4.11	56%	6%	3.91	3.97	3.85
FUEL Falls On Me <i>(Epic)</i>	4.00	3.98	82%	14%	3.99	3.68	4.26
SEVENDUST Enemy (TVT)	3.95	3.78	53%	7%	3.93	3.90	3.96
DAS HBOARD CONFESSIONAL Hands Down (Vagrant)	3.93	3.98	78%	15%	3.80	3.77	3.83
COLD Suffocate (Flip/Geffen/Interscope)	3.92	3.90	72%	12%	3.83	3.76	3.89
STAIND So Far Away (Flip/Elektra/EEG)	3.91	3.95	97%	38%	3.84	3.69	3.96
CHEVELLE Closure (Epic)	3.88	3.82	72%	10%	3.89	3.77	4.00
NICKELBACK Someday (Roadrunner/IDJMG)	3.87	3.88	96%	31%	3.79	3.65	3.90
3 DOORS DOWN Here Without You (Republic/Universal)	3.86	3.99	92%	26%	3.84	3.61	4.02
EVANESCENCE Going Under (Wind-up)	3.83	3.75	98%	44%	3.90	3.78	3.99
P.O.D. Will You (Atlantic)	3.81	3.68	69%	11%	3.79	3.76	3.82
DISTURBED Liberate (Reprise)	3.80	3.61	80%	20%	3.82	3.88	3.76
A PERFECT CIRCLE Weak And Powerless (Virgin)	3.77	3.64	79%	21%	3.74	3.69	3.80
STONE TEMPLE PILOTS All In The Suit That You Wear (Atlantic,	3.62	_	44%	7%	3.66	3.67	3.65
PUDDLE OF MUDD Away From Me (Geffen)	3.61	3.57	67%	14%	3.58	3.55	3.62
AUDIOS LAVE Show Me How To Live (Interscope/Epic)	3.57	3.61	83%	30%	3.55	3.57	3.54
GODSMACK Serenity (Republic/Universal)	3.55	3.46	81%	25%	3.59	3.39	3.75
JET Are You Gonna Be My Girl (Elektra/EEG)	3.55	3.62	71%	17%	3.53	3.50	3.56
AUDIOSLAVE 1 Am The Highway (Interscope/Epic)	3.54	3.62	65%	15%	3.59	3.59	3.60
WHITE STRIPES Seven Nation Army (Third Man/V2)	3.34	3.39	94%	54%	3.42	3.36	3.47
STROKES 12:51 (RCA)	3.32	3.38	57%	16%	3.36	3.34	3.38
KORN Right Now (Epic)	3.27	3.25	62%	19%	3.37	3.39	3.36
WHITE STRIPES The Hardest Button (Third Man/V2)	3.10	3.13	72%	28%	3.03	2.98	3.08

Total sample size is 440 respondents. Total average tavorability estimates are based on a scale of 1-5. (1=dislike very much, 5 = like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.

**TOP 20 SPECIALTY ARTISTS** 1. COHEED & CAMBRIA (Equal Vision) "A Favor House Atlantic" 2. MISFITS (Misfits/Rykodisc) "Monster Mash" 3. DEATH CAB FOR CUTIE (Barsuk) "Sound Of Settling" 4. BELLE & SEBASTIAN (Sanctuary/SRG) "Step Into My Office, Baby" 5. LORETTA (Benchmark) "The Fire" 6. ANTI-FLAG (Fat Wreck Chords) "Turncoat" 7. RYAN ADAMS (Island/IDJMG) "So Alive" 8. STROKES (RCA) "12:51" 9. FEEDER (Universal) "Just The Way I'm Feeling" 10. THE DARKNESS (Atlantic) "I Believe In A Thing Called Love" 11. AZURE RAY (Saddle Creek) "The Drinks We Drank Last Night" 12. AFI (DreamWorks) "Silver & Cold" 13. YEAR OF THE RABBIT (Elektra/EEG) "Last Defense" 14. S.T.U.N. (Geffen) "Annihilation of the Generations" 15. PHANTOM PLANET (Daylight/Epic) "Big Brat" 16. A STATIC LULLABY (Ferret) "Lipgloss & Letdown" 17. FOO FIGHTERS (RCA) "Darling Nikki" 18. THRICE (Island/IDJMG) "Stare At The Sun" 19. IGGY POP (Virgin) "Little Know It All" 20. PINHEAD GUNPOWDER (Lookout) "Letter From An Old Friend" Ranked by total number of shows reporting artist.

### **Record Of The Week**

Fuck Mapquest and The Thomas Guide — this two-disc set is all you really need to find your way around Los Ange-

**ARTIST: Various** TITLE: The Fold Compilation LABEL: Credit



les. Since 1997, a small Eastside club called the Fold has been home to some of the best damn bands not only in L.A., but in the country. Now expanded to two venues - its original home, Silverlake Lounge, and the larger Derby - the Fold continues to bring the eclectic noise, especially with this brilliant set. Check out B.R.M.C.'s rare "Loaded Gun" or contributions from outof-towners like ... Trail Of Dead and The Polyphonic Spree. Previous Record of the Week honorees like Metric and The 88 are included here, and up 'n' comers like Rex Aquarium, Midnight Movie and The Warlocks are definitely worth a listen. Any naysayer who thinks good music is dead just needs to spend some time with these two discs. There's a reason the lighted sign above the Fold at Silverlake Lounge's tiny stage says "Salvation": You find it here.

- Frank Correia, Rock Specialty Editor



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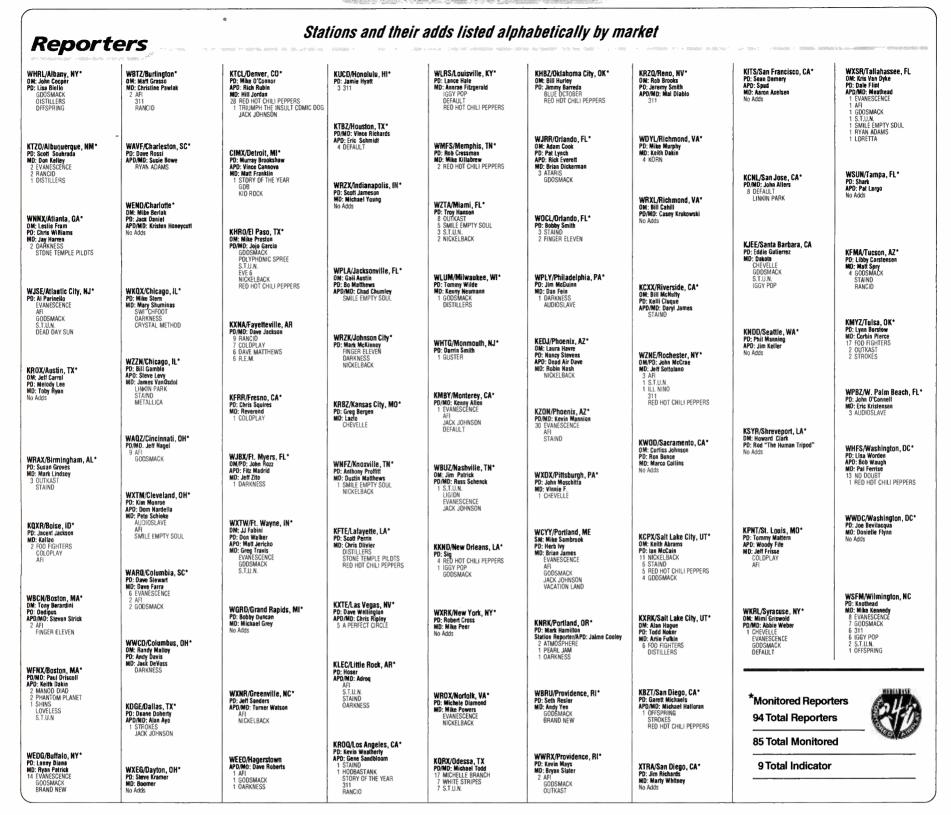
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## RR. ALTERNATIVE

November 14, 2003 R&R • 69



### New&Active

**DARKNESS** I Believe In A Thing Called Love *(Must...Destroy/Atlantic)* Total Plays: 340, Total Stations: 26, Adds: 8

NICKELBACK Figured You Out *(Roadrunner/IDJMG)* Total Plays: 318, Total Stations: 32, Adds: 8

RANCID Red Hot Moon (Hellcat/Warner Bros.) Total Plays: 310, Total Stations: 28, Adds: 4

LIMP BIZKIT Behind Blue Eyes (Flip/Interscope) Total Plays: 255, Total Stations: 10, Adds: 0

**EVE 6** At Least We're Dreaming *(RCA)* Total Plays: 240, Total Stations: 23, Adds: 1 **R.E.M.** Bad Day *(Warner Bros.)* Total Plays: 202, Total Stations: 11, Adds: 0

**EVANESCENCE** My Immortal *(Wind-up)* Total Plays: 177, Total Stations: 13, Adds: 10

TAKING BACK SUNDAY You're So Last Summer (Victory) Total Plays: 128, Total Stations: 12, Adds: 0

**JACK JOHNSON** Taylor (*Jack Johnson Music/Universal*) Total Plays: 117, Total Stations: 15, Adds: 4

**RYAN ADAMS** So Alive *(Lost Highway/IDJMG)* Total Plays: 113, Total Stations: 12, Adds: 1 S.T.U.N. Annihilation Of The Generations *(Geffen)* AFI Silver And Cold *(DreamWorks)* EVANESCENCE My Immortal *(Wind-up)* IGGY POP Little Know It All *(Virgin)* 

Indicator

GODSMACK Re-Align (Republic/Universal)

#### **Please Send Your Photos**

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**R&R** wants your best snapshots (color or black & white).

Please include the names and titles of all pictured and send them to:

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Email: mdavis@radioandrecords.com

Songs ranked by total plays

JOHN SCHOENBERGER jschoenberger@radioandrecords.com

70

#### PART ONE OF A TWO-PART SERIES

## **Big Ideas, Small Budget**

## Nuts-and-bolts ideas you can use

It's no secret that radio has to do more with less these days. During Triple A Summit 2003 in August, that subject was addressed at the "Big Ideas, Small Budget" session, where panelists explored and shared their ideas on ways to brand and market a station on a limited budget.

The session got down to the nuts and bolts of what you can do to improve your station's standing in the marketplace and was very informa-

tive — so much so that I think it's important to revisit what was said.

Media Positioning's Keith Cunningham served as moderator, and the panel consisted of KPIG/Monterey PD Laura Hopper; KFOG/San Francisco Marketing Director Jude Heller; Northeast

Broadcasting Director/ Programming Nicole Sandler; WMVY/Cape Cod, MA Station Manager Barbara Dacey; KBXR/Columbia. MO PD Lana Trezise: and WFPK/Louisville PD Dan Reed.

#### Some Successful Examples

Cunningham got right to the point of the session, saying, "Our goal in the next hour or so is to provide some good examples of strong promotional ideas that you can present on a relatively small budget. I'd like to start by asking some of the panelists to recount a successful promotion they have done on a limited budget."

Hopper responded first, telling the audience about KPIG's annual summer promotion called Win a Hog From The Pig. "It's one of our signature events for the summer," she said.

"When an opportunity arises, we simply have to come up with something that works for all involved."

Laura Hopper

"Basically, we give away a Harley-Davidson motorcycle. It's a salesbased promotion. We trade out most of the cost of the bike from Santa Cruz

Harley-Davidson, then we run a series of events that we call the Harley Road Show

"Various clients pay us to bring the entourage by their particular business it's a package deal, where they get spots and the remote. At each remote we Keith Cunningham give out four keys, and by

the end of the summer we have given away 107 keys. Finally, we line up the 107 people and see who has the key that starts the bike, and they win it. We make money with it. and it gives us an entire summer promotion for the station."

KBXR's summer promotion was also sales-driven. "We revived the classic office-party promotion,' Trezise explained. "We called it Midweek Stress Relief, and people had to tell us why they deserved an office party. It wasn't about music at all; it had everything to do with emotion. Missouri, like so many states, is going through a budget crisis, and probably a third of the business in Columbia has to do with the university here. When they're hurtin', we're all hurtin'.

"We invited people to tell stories about how their workplace is under a lot of duress right now, then we chose some to put on the air. We rewarded winners with a two-hour office party free food and drinks - provided by a sponsoring client each Thursday.

"Beyond the opportunity for people to let off some steam, it allowed the entire community to vent some of its frustration. It also allowed the station to become part of people's lives and afforded us some unique connections."

#### Happy Birthday

One of the best ways to come up with a special event is to tie in the station's birthday. That gives you a chance to highlight the unique musical position of the station by bringing in core artists to perform at a special concert and allows you to tout the station's longevity in the market.

Sandler decided to make WXRV

(The River)/Portsmouth, NH's eighth birthday serve Northeast Broadcasting's purpose on a number of levels. Because the station has a signal that covers three rated markets - Portsmouth and Manchester, NH and Boston — she wanted to do something that reinforced the station's presence in all three cities

"I realized that we had really been neglecting the two cities in New Hampshire and were concentrating most of The River's promotional efforts on Boston," she said. "Since we do so well ratingswise in New Hampshire, I wanted to do something that was a little more holistic.

**"The Midweek Office** Party allowed the station to become part of people's lives and afforded us some unique connections."

Lana Trezise

"We had our eighth birthday coming up, and we decided to do a River Birthday Party Tour to do something in all three markets that our signal covers. It took place over Labor Day weekend, and each night we had three different acts who are popular with our listeners. Thanks to the amazing support of the record labels, it turned out to be a minimal-cost promotion for us with a lot of punch on the air for the station.'

WMVY/Cape Cod recently celebrated its 20th year as a Triple A station. WMVY broadcasts from the island of Martha's Vineyard and has always leaned toward a singer-songwriter sound on the air.

Dacey said. "We celebrated our 20th this year with a birthday party in June featuring Dar Williams and Patty Larkin, two acts who are very popular with our listeners. It took place at a club called the Hot Tin Roof, which is a great local club that has a lot of history in the market.

"The only way to get tickets was via the air, the website or by invitation. By

doing that we created a big demand for the show. The whole evening had a great vibe and gave us a good feeling about how important our station is to our listeners.

"We definitely built our TSL the whole time we did the promotion, because people stayed tuned for the chance to win tickets. We also used a lot of archival material on the air leading up to the show to highlight the station's longevity and history in the market. Plus, we had sponsors and even made a little money."

#### **Added Benefits**

Before the final two panelists recounted their big summer promotions, Cunningham pointed out that there are many things a station can get from a promotion. Certainly, branding and top-of-mind recall for diarykeepers are of paramount importance, but there are also things that serve a station's needs on other levels.

Heller pointed out that a promotion KFOG recently wound up was geared toward building the station's online database. "We just wrapped up a yearlong promotion that we called E-Concerts," she said. "It was basically a series of private concerts we did for our listeners — big artists in small venues. We called it E-Concerts because we drove the promotion through our website.

"We had a great traditional database of listeners — physical addresses — but we were a little slim on their cyber-addresses. We sold the local paper, the San Francisco Chronicle, as the sponsor. The idea was to be able to build a direct-mail piece for every exciting concert we put on throughout the year.

"The money we got from the sponsor allowed us to do mailings via snail mail to our database of listeners to encourage them to go online and get registered, because you could only qualify to see the concerts via the website. It was a great way to convert many of

our listeners to site users." At WFPK, Reed did a Waterfront Wednesday summer concert series. Not only did it provide some cool shows for the station to be involved with, it also improved the station's relationship with the city of Louisville.

"This was our second year doing it," Reed said.

There's this city-driven organization called the Waterfront Development Corp. that is charged with coming up with ideas to promote the fact that the city is on the Ohio River and that there is a new park down there. They approached us about having a concert series once a month

"For us, it is a considerable moneymaker, because we sell underwriting and sponsorship for the event and the Waterfront Development Corp. pays for the production, the hotel expenses and food and drink. I go out and get the bands, with the help of the labels. We drew about 3,000 to each event.

"We talk it up big-time on the air and call it a summertime tradition. We have also gotten great press out of it, and it certainly helps with our relationship with the city fathers."

#### **Brainstorming**

Cunningham summed up by saying, "Here are some great examples of ideas that any station can get mileage out of with very little cost. In fact, many of them can become sales opportunities, and the station can actually end up making money from them, besides getting great promotional value.



Laura Hopper and Jude Heller

"But good ideas are not always that easy to come by, and each station may approach the process a little differently. Whether it's brainstorming sessions, taking a cue from the sales department, reacting to something the city wants to do or a suggestion from around the water cooler, this process is vitally important."

But how, exactly, do you come with these promotional ideas? There are as many ways as there are days in the week, but let's zero in on a few here. Hopper said that most of KPIG's ideas come up organically: "When an opportunity arises, we simply have to come up with something that works for all involved. Certainly, KPIG has a very distinctive image, and pretty much everything we do feeds off that image.

At the opposite end of the spectrum, Heller said that, aside from weekly meetings at the station, "We do brainstorming sessions twice a



**Nicole Sandler** 

then the next day we gather off-site somewhere. "For part of the session we analyze what happened with the focus group and

vear with the help of SBR

Creative, our consulting

partners. In June and No-

vember we all get togeth-

er and do a focus group

with some listeners, and

what we learned, and that acts as a springboard for us to talk about what we are going to do for the next six months. It's a catalyst to come up with ideas and think of ways to im-

plement them. "Those ideas will end up in my formal marketing plan, and because we were all involved, I really don't have to sell all the other departments on what we want to do. It's more about getting motivated to make them happen. Amazingly, 85%-90% of the ideas get done."

All the panelists agreed that great promotional and marketing ideas can come from anywhere. The key is to make sure the programming department maintains control of the process so the station's brand is not damaged. More on that next week, in Part Two.





## TRIPLE A TOP 30

	l –	• November 14, 2003						
LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS	M
1	1	R.E.M. Bad Day (Warner Bros.)	472	·28	25389	9	23/0	ww
3	2	JONNY LANG Red Light (A&M/Interscope)	467	+27	24691	11	23/0	ARTIST
6	3	SARAH MCLACHLAN Fallen (Arista)	446	+10	30617	9	19/1	EASTI Dave
5	4	BEN HARPER Diamonds On The Inside (Virgin)	427	·13	15909	15	25/0	GUST
4	5	JOHN MAYER Bigger Than My Body (Aware/Columbia)	418	·29	25269	14	19/0	STER
8	6	JASON MRAZ You And I Both (Elektra/EEG)	370	+38	14815	20	19/0	JACK
2	7	JACK JOHNSON Wasting Time (Jack Johnson Music/Universal)	369	-83	27031	19	20/0	
9	8	SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	365	+26	21499	8	23/1	
7	9	STING Send Your Love (A&M/Interscope)	344	-30	14597	12	20/0	
10	10	HOWIE DAY Perfect Time Of Day (Epic)	312	·1	12578	13	22/0	
13	Ű	COUNTING CROWS She Don't Want Nobody Near (Geffen)	309	+ 29	15567	3	23/1	
14	12	DAVE MATTHEWS Save Me (RCA)	279	+21	15610	4	22/2	N
12	13	LOS LONELY BOYS Heaven (Or)	264	·10	8644	15	20/1	In
11	14	WALLFLOWERS Closer To You (Interscope)	261	-40	10912	20	18/1	
17	15	JOE FIRSTMAN Breaking All The Ground (Atlantic)	249	+ 16	6738	8	18/1	ARTIS
19	16	COLDPLAY Moses (Capitol)	248	+ 35	12573	5	15/0	JACK
15	Ū	DIDO White Flag (Arista)	248	+11	16227	16	9/0	RED I
16	18	TRAIN When I Look To The Sky (Columbia)	232	•7	8830	10	19/0	JASO
21	19	LYLE LOVETT My Baby Don't Tolerate (Curb/Lost Highway)	222	+3	11799	8	13/0	GUST Ster
24	20	STEREOPHONICS Maybe Tomorrow (V2)	217	+ 35	10625	3	16/2	COLD
25	21	GUSTER Careful (Palm/Reprise)	215	+ 35	9158	2	21/2	COUN
18	22	BARENAKED LADIES Another Postcard (Chimps) (Reprise)	213	0	10758	9	16/0	JONN
23	23	VAN MORRISON Once In A Blue Moon (Blue Note/EMC)	199	+21	5751	7	17/0	SHER
20	24	DAMIEN RICE Volcano (Vector Recordings)	182	·29	10451	10	18/0	FIVE
22	25	PETE YORN Crystal Village (Columbia)	173	·24	12384	19	14/0	
28	26	THORNS Blue (Aware/Columbia)	169	+ 19	10287	3	15/0	
30	27	MAVERICKS   Want To Know (Sanctuary/SRG)	145	+8	4830	4	12/0	
[Debut]>	28	MATCHBOX TWENTY Bright Lights (Atlantic)	138	+20	10148	1	3/0	
-	29	LIVE Heaven (Radioactive/Geffen)	131	.7	8151	17	6/0	
-	30	<b>ROBERT RANDOLPH</b> Soul Refreshing (Warner Bros.)	130	+20	6630	3	8/0	N

25 Triple A reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 11/2-11/8. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2003, The Arbitron Company). © 2003, R&R, Inc.

## New & Active

RICKIE LEE JONES Second Chance (V2) Total Plays: 130, Total Stations: 11, Adds: 1 ZIGGY MARLEY Dragonfly (Private Music/AAL) Total Plays: 128, Total Stations: 14, Adds: 1 TRAVIS Re-Offender (Epic) Total Plays: 127, Total Stations: 10, Adds: 0 3 DOORS DOWN Here Without You (Republic/Universal) Total Plays: 125, Total Stations: 4, Adds: 0 THRILLS One Horse Town (Virgin) Total Plays: 123, Total Stations: 15, Adds: 1 JACK JOHNSON Taylor (Jack Johnson Music/Universal) Total Plays: 118, Total Stations: 15, Adds: 2 JOHN EDDIE If You're Here When I Get Back (Thrill Show) Total Plays: 114, Total Stations: 13, Adds: 0 RYAN ADAMS So Alive (Lost Highway//DJMG) Total Plays: 85, Total Stations: 8, Adds: 1 SEAL Waiting For You (Warner Bros.) Total Plays: 75, Total Stations: 6, Adds: 1 CRACKER Duty Free (iMusic) Total Plays: 72, Total Stations: 6, Adds: 0

Songs ranked by total plays



Fowered B

71

TOTAL

### Most Increased Plays

ARTIST TITLE LABEL(S)	PLAY
JACK JOHNSON Taylor (Jack Johnson Music/Universal)	+ 108
<b>RED HOT CHILI PEPPERS</b> Fortune Faded (Warner Bros.)	+40
JASON MRAZ You And   Both (Elektra/EEG)	+38
GUSTER Careful (Palm/Reprise)	+ 35
STEREOPHONICS Maybe Tomorrow (V2)	+ 35
COLDPLAY Moses (Capitol)	+ 35
COUNTING CROWS She Don't Want Nobody Near (Geffen)	+29
JONNY LANG Red Light (A&M/Interscope)	+27
SHERYL CROW The First Cut Is The Deepest (A&M/Interscop	e/ +26
FIVE FOR FIGHTING 100 Years (Aware/Columbia)	+23

### Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
COLDPLAY Clocks (Capitol)	183
MAROON 5 Harder To Breathe (Octone/J)	180
TRAIN Calling All Angels (Columbia)	171
NICKEL CREEK Smoothie Song (Sugar Hill)	163
GUSTER Amsterdam (Gonna Write You A Letter) (Palm/Reprise)	149
MATCHBOX TWENTY Unwell (Atlantic)	141
JASON MRAZ The Remedy (I Won't Worry) (Elektra/EEG)	140
TORI AMOS A Sorta Fairytale (Epic)	112
COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)	110
COLDPLAY The Scientist (Capitol)	110
Detailed station playlists for all R&R	

reporters are available on the web at www.radioandrecords.com.

## YOU AND I BOTH

AND THE FOLLOW-UP TO THE #1 AAA HIT "THE REMEDY (I WON'T WORRY)"

#### AAA BDS: 7*- 4* 354x +59 #1 Most Increased Airplay! AAA R&R: 8-6 370x +38 #3 Most Increased Airplay!

ę	Television:
	November 16 - American Music Awards - Presenter
	November 24 - Monday Night Football performance (halftime)
	November 27 - Thanksgiving Day: National Anthem at the
	Detroit Lions/Green Bay Packers Game
	December 19 - Late Late Show with Craig Kilborn
	December 20 - Austin City Limits
	December 31 - Dick Clark's Rockin' New Year's Eve performing "You And I Both" and "The Remedy"
	"You And I Both" tied for #1 Most Played last week with 23 plays
	PRODUCED BY JOHN ALAGIA
į	MANAGEMENT: BILL SILVA MANAGEMENT
	WWW.JASONMRAZ.COM WWW.ELEKTRA.COM 🞸

## TRIPLE A TOP 30 INDICATOR

**November 14, 2003** 

R&R'S EXCLUSIVE REPORTED OVERVIEW OF NATIONAL AIRPLAY

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+ / - PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS ADDS
2	0	JONNY LANG Red Light (A&M/Interscope)	396	+32	2004	10	21/0
1	2	R.E.M. Bad Day (Warner Bros.)	353	-18	1511	8	22/0
3	3	STING Send Your Love (A&M/Interscope)	343	·17	1658	12	19/0
6	4	SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	291	+32	1355	7	18/0
4	5	JOHN MAYER Bigger Than My Body (Aware/Columbia)	290	-68	1174	13	18/0
5	6	HOWIE DAY Perfect Time Of Day (Epic)	274	+3	1607	11	15/0
9	0	COLDPLAY Moses (Capitol)	264	+18	1443	4	19/0
10	8	SARAH MCLACHLAN Fallen (Arista)	260	+16	1010	6	14/1
16	9	DAVE MATTHEWS Save Me (RCA)	259	+50	1338	4	18/0
8	1	VAN MORRISON Once In A Blue Moon (Blue Note/EMC)	252	+4	885	7	20/0
24	Ũ	COUNTING CROWS She Don't Want Nobody Near (Geffen)	235	+82	952	2	18/2
14	12	LYLE LOVETT My Baby Don't Tolerate (Curb/Lost Highway)	230	+13	990	7	19/0
11	13	LOS LONELY BOYS Heaven (Or)	228	-1	1495	17	17/0
15	14	TRAIN When I Look To The Sky (Columbia)	221	+8	1169	8	13/0
12	15	NORTH MISSISSIPPI ALLSTARS Eyes (Tone-Cool/ATO)	220	.7	818	11	19/0
13	16	JASON MRAZ You And I Both (Elektra/EEG)	206	-16	1462	20	12/0
20	Ð	MAVERICKS   Want To Know (Sanctuary/SRG)	202	+ 33	839	9	20/2
7	18	BEN HARPER Diamonds On The Inside (Virgin)	199	-59	1348	15	13/0
18	19	BARENAKED LADIES Another Postcard (Chimps) (Reprise)	191	-2	800	7	13/0
19	20	ZIGGY MARLEY Dragonfly (Private Music/AAL)	189	+2	1050	6	16/0
17	21	WALLFLOWERS Closer To You (Interscope)	185	-18	1114	12	10/0
21	22	RYAN ADAMS So Alive (Lost Highway/IDJMG)	180	+19	756	3	16/0
28	23	GUSTER Careful (Palm/Reprise)	178	+ 39	835	2	16/1
23	24	<b>RICKIE LEE JONES</b> Second Chance (V2)	175	+20	646	5	16/0
26	25	JOE FIRSTMAN Breaking All The Ground (Atlantic)	163	+13	1071	4	11/2
25	26	SHELBY LYNNE Telephone (Capitol)	153	+1	584	10	14/0
-	2	EMMYLOU HARRIS Here I Am (Nonesuch)	141	+15	368	3	13/0
22	28	JACK JOHNSON Wasting Time (Jack Johnson Music/Universal)	139	-18	952	19	8/0
_	29	THRILLS One Horse Town (Virgin)	136	+16	597	2	15/0
_	30	JOSH ROUSE Come Back (Light Therapy) (Rykodisc)	136	+13	199	2	12/0

## Most Added® .

#### www.rrindicator.com

ARTIST TITLE LABEL(S) EASTMOUNTAINSOUTH Rain Come Down (DreamWorks) CRASH TEST DUMMIES Flying Feeling (Cha-Ching) LITTLE FEAT Night On The Town (Hot Tomato) FLEETWOOD MAC Steal Your Heart Away (Reprise) ADDS

5

3

3

3

TOTAL PLAY INCREASE

Most
Most Increased Plays
1000 W 1000 I 1000 I 1000 V 1000 V
ARTIST TITLE LABEL(S)

Annot the Bobeloy	
COUNTING CROWS She Don't Want Nobody Near (Geffen)	+82
JACK JOHNSON Taylor (Jack Johnson Music/Universal)	+81
DAVE MATTHEWS Save Me (RCA)	+50
TORI AMOS Mary (Atlantic)	+50
GUSTER Careful (Palm/Reprise)	+ 39
RED HOT CHILI PEPPERS Fortune Faded (Warner Bros.)	+34
MAVERICKS   Want To Know (Sanctuary/SRG)	+ 33
JONNY LANG Red Light (A&M/Interscope)	+32
SHERYL CROW The First Cut Is The Deepest (A&M/Interscop	<i>ie)</i> +32
NO DOUBT It's My Life (Interscope)	+30

25 Triple A reporters. Songs ranked by total plays for the airplay week of Sunday 11/2 - Saturday 11/8. © 2003 Radio & Records.

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WZEW/Mobile, AL* DM: Tim Camp PD: Brian Hart MD: Lee Ann Konik JACK JOHNSON

WBJB/Monmouth, NJ DM/PD: Tom Brennan APD: Leo Zaccari MD: Jeff Raspe BELLE & SEBASTIAN LITTLE FEAT

KPIG/Monterey, CA PD/MD: LauraEllen Hopper APD: Aileen MacNeary 7 BOTTLE ROCKETS 5 COWBOY JUNKIES

WRLT/Nashville, TN* DM/PD: David Hail APD/MD: Rev. Keith Coes 3 EASTMOUNTAINSOUTH SEAL

KCTY/Omaha, NE* DM: Brian Burns PD/MD: Ryan "Stash" Morton ZIGGY MARLEY EASTMOUNTAINSOUTH STEREOPHONICS

WXPN/Philadelphia, PA PD: Bruce Warren APD/MD: Helen Leicht 1 ShEusy LYNNE 1 JOHN MAYER 1 CASSANDRA WILSON

WYEP/Pittsburgh, PA PD: Rosemary Welsch MD: Mite Sauter Guster ANDRE LENNOX ADDRE CORVELL BADREL ON TRIAL LITTLE FRA LITTLE FRA BRITTA PHILLIPS & DEAN WAREHAM

KGSK/ALCON_CASE
 KGAC/Albuquerque, NM*
 Pro. In: Gordon
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 DAVE BUILGRUBER
 KGSK/Austin, TX*
 DM: Jeff Caroli
 PD: John Caroli
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WXRT/Chicago, IL* PD: Norm Winer APD: John Farneda 1 CATHY RICHARDSON RUFUS WAINWRIGHT

KBXR/Columbia, MD DM: Jack Lawson PD/MD: Lana Trezise No Adds

ve ubE/Columbus, OH OM: Tammy Ailen PD: Dan Mushalko MD: Maggie Brennan 9 MAVRICKS 3 CRASH TEST DUMMIES 3 MARIA MCKEE WDET/Detroit, MI PD: Judy Adams MD: Marin Bandyke 3 EASTMOUNTAINSOUTH WVOD/Elizabeth City, NC PD: Mat Cooper MD: Tad Abbey No Adds WNCW/Greenville, SC

100-1-3

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KBCD/Denver, CO* PD: Scott Arbough MD: Keefer 8 LOS LONELY BOYS 1 JACK JOHNSON

WNCW/Greenville, SC DM: Ellen Plirmann PD/MD: Kim Clark APD: Marin Anderson JOSS STONE CRASH TEST OLIMMIES ACSEEMA WILSON ROBERT BRADLEY DAN HICKS AND THE HOT LICKS SUN KIL MOCH AUTUMN DEFENSE

WTTS/Indianapolis, IN* PD: Brad Holtz MD: Todd Berryman 7 GUSTER 2 JOE FIRSTMAN

KTBG/Kansas City, MO PD: Jon Hart MD: Byron Johnson PELEWODD WAC PAUL MCCATNEY & ERIC CLAPTON KZPL/Kansas City, MO DM: Nick McCabe PD: Ted Edwards MD: Jason Justice No Adds

LAPTON HAPTON HOP, Chuck Singleton MD, Ritz Houston SARAN WCLACHAN PAUL WSTRBERO ACX JOHNSON WKOC/Noorloik, VA* PI: Paul Shugrue MD: Kristen Croot T2 LUCKY TOWN COUN BLACES

WDKI/Knoxville, TN* PD: Jim Ziegler MD: Aimee Baumer DAVE MATTHEWS WFPK/Louisville, KY DM: Brian Conn

WFPK/Louisville, KY DM: Brian Conn PD: Dan Reed APD/MD: Stacy Owen SUPER PURRY ANIMALS STEREOPHONICS JOSH RITTER JOSS STONE WILLE 8080

WMMM/Madison, Wi* PD: Tom Teuber MD: Gabby Parsons No Adds

WMPS/Memphis, TN* PD: Steve Richards MD: Alexandra Inzer No Adds 
 KTCZ/Minneapolis, MN*
 WCLZ/Portland, ME

 PD: Levren MacLeash
 PD: Herb Ivy

 APD/MD: Mike Wolf
 MD: Brian James

 I HYAN ADAMS
 WGLX/Portsmouth,

 WGVX/Minneapolis, MN*
 WXRV/Portsmouth,

 PD: Dave Hamilton
 PD: Nicole Sandier

 PD: Dave Har Collins
 NO Adds

WXRV/Portsmouth, NH* PD: Nicole Sandler MD: Dana Marshall No Adds WDST/Poughkeepsie, NY PD: Greg Gattine APD: Christine Martinez MD: Roger Maneli Stat MXVRICKS

SEAL MAVERICKS

KTHX/Reno, NV* DM: Rob Brooks PD: Harry Reynolds APD/MD: David Herold EASTMOUNTAINSOUTH WOCM/Salisbury, N

WOCM/Salisbury, MD PD: Jostua Clendaniel APD/MD: Debora Lee 14 ROBEY CROWELL 14 ROBERY CROW 14 BURTON GAAR 10 REETWOOD MAC 10 BOTTLE ROCKETS 10 BOTTLE ROCKETS 10 BOTTLE ROCKETS 10 ROKENY LOGGINS 7 RICKY WARVICK 7 COUNTING CROWS 7 RUSTY THOCK 9 BURY THOCK 9 BURY THOCK 9 BURY THOCK

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7 BEN HARPER KENZ/Salt Lake City, UT* DM/PD: Bruce Jones MD: Kari Bushman 6 GustRe

> KPRI/San Diego, CA* PD/MD: Dona Shaieb No Adds

KFOG/San Francisco, CA* PD: David Benson APD/MD: Haley Jones 7 VAN MORRISON

> *Monitored Reporters 50 Total Reporters

KOTR/San Luis Obispo, CA PD/MD: Drew Ross 4 FIEETWOOD MAC 4 EASTMOUNTAINSOUTH 4 LITILE FEAT 9 PAUL MCCATIVEY & ERIC CLAPTON 4 BOTLE ROCKETS

KTAO/Santa Fe, NM DM: Mitch Miller PD: Brad Hockmeyer MD: Paddy Mac 5 KATHLEN EDWARDS 5 JACK JOHNSON 5 EASTMOUNTAINSOUTH

KRSH/Santa Rosa, CA* DM/PD: Dean Kattari MD: Michelle Marques 2 EASTMOUNTAINSOUTH MARIA MCKEE FLEETWOOD MAC

WWVV/Savannah, GA DM/PD: Bob Neumann APD/MD: Gene Murrell 1 John EdDIE 1 LEONA NAESS

KMTT/Seattle, WA* PD: Chris Mays APD/MD: Shawn Stewart No Adds

WRNX/Springfield, MA* PD: Tom Davis APD: Donnie Moorhouse MD: Lesa Withanee 6 WALLFLOWERS FLEETWOOD MAC EASTMOUNTAINSOUTH

KCLC/St. Louis, MD DM: Mike Walf PD: Rich Reighard APD/MD: Srendan McGhee 32 TORI AMOS 30 NO DOUG ROWS 28 LEOVA NAESS 12 JOE PIRSTMAR 12 EMRIOR IGLESIAS

25 Total Monitored

25 Total Indicator Temporarily removed from panel. KINK/Portland, OR

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BELLE & SEBASTIAN If S JACK JOHNSON Taylor JOE FIRSTMAN Breaking RUSTY TRUCK Everytime THE WALLFOWERS Clos YO LA TENGO Today IS T	) All The Ground e ser To You
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R&R, c/o John Schoenberger:

10100 Santa Monica Blvd., 3rd Floor, Los Angeles, CA 90067 Email: jschoenberger@radioandrecords.com

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Polaris, the latest outing from North Mississippi Allstars, is the sound of a young band stretching their legs, flirting with more conventional pop formulas and attempting to do a very tricky thing: retain their roots while structuring their songs to be more catchy and – gasp — radio-friendly. 🔹 This is no easy transition from the long, bluesy

jams of their previous efforts, but the



Allstars succeed, largely due to the band's innate talent and obvious love of a good song. Luther and Cody Dickinson (sons of ace Memphis producer Jim Dickinson), bassist Chris Chew and newcomer Duwayne Burnside play together like they were born into this band. . "Eyes," the first single, caught us by surprise when we first heard it, but it sounds better with each listen. And I have a sneaking suspicion we'll being hearing more from tunes like "Meet Me in the City" and "Never

in All My Days" (a much more bluesy number). . North Mississippi Allstars played an in-store at our retail partner, Ear X-Tacy, here in Louisville last week, which we were going to broadcast live. They were running late, and we were freaking. They showed up five minutes before broadcast time, mumbled some apologies for being late, and sat down with their acoustic instruments to play five tunes that were stunning in their simplicity and inherent soul. 
 As if that wasn't enough, the members of NMS are very nice cats too.

**R.E.M.** hold the top slot on the moni-tored airplay chart for the sixth week, as Jonny Lang comes on strong at 2*, with Sarah McLachlan right behind him at 3* ... Jason Mraz moves up to 6*, and Sheryl Crow increases to 8*, with Counting Crows and Dave Matthews knocking on the top 10 door at 11* and 12*, respectively ... Gainers this week include Joe Firstman (17*-



15*), Coldplay (19*-16*), Lyle Lovett (21*-19*), Stereophonics (24*-20*), The Thorns (28*-26*) and The Mavericks (30*-27*) ... Matchbox Twenty debut, and Live and Robert Randolph re-debut ... On the Indicator airplay chart things have now settled in, with Lang going to 1* and Crow up to 4*. Howie Day is now 6*, Coldplay increase to 7*, McLachlan is up to 8*, Matthews comes into the top 10 at 9*, and Van Morrison is 10* ... Gainers include Counting Crows (24*-11*), Lovett (14*-12*), Train (15*-14*), The Mavericks (20*-17*), Guster (28*-23*) and Firstman (26*-25*) ... Emmylou Harris, The Thrills and Josh Rouse re-debut ... Keep an eye on Jack Johnson (big spin gains this week). Rickie Lee Jones, Seal, John Eddie, Cracker, Red Hot Chili Peppers and Colin Blades ... In the Most Added category, EastMountainSouth bring in the most total adds with 12 (No. 1 on both panels), while Fleetwood Mac, Little Feat, Maria McKee and Belle & Sebastian are off to good starts ... Eddie, Adams, Robert Earl Keen, Matthews, Johnson, The Thrills and Firstman close some important holes. — John Schoenberger, Triple A Editor



## **ARTIST: LOS LONELY BOYS** LABEL: Or MUSIC By JOHN SCHOENBERGER / TRIPLE A EDITOR

usic has always been in the blood of the Garza brothers — Henry, Jojo and Ringo - also known as Los Lonely Boys. Hailing from a small town in West Texas, the three siblings learned to play music at a very young age: Their father, Ringo Garza Sr., was a touring and recording artist in a family conjunto band for many years, and when he stepped out on his own as a solo artist, his sons were his backup band.

"We listened to our dad more than the radio," says Henry. "He was our biggest influence. We were into oldies like Richie Valens and Chuck Berry - none of that stuff that was being played on the radio. It was great when we were able to play with him, but we eventually needed to get out on our own.'

After spending some time in Nashville, the boys relocated to Austin and started to develop their own style, which incorporates influences ranging from rockabilly to country to blues to Latin to pop. Over time, they became one of the hottest young acts on the Texas and Southeast touring circuit. Critics began to flock to their shows, praising not only their accomplished musicianship, but also their flawless vocal harmonies.

"We know traditional Chicano, tropicale and other Latin music, and we can play it really well, but we wanted to play our own blend of that and other styles," Henry says. "At first it wasn't easy, because people would say, 'You don't sound like a Mexican band.' but we wanted to do something that was us, something new.'

As you listen to Los Lonely Boy's debut eponymous album, you hear a vast array

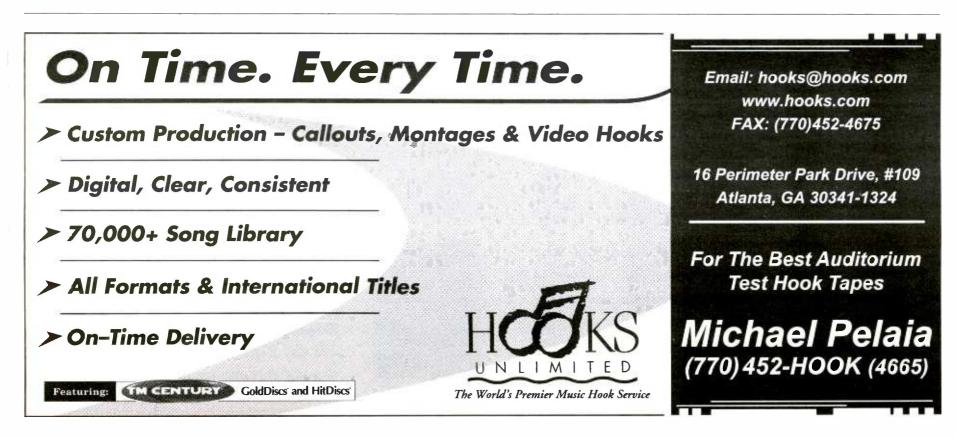


of influences, from Roy Orbison and The Beatles to Santana and many of the Texas blues masters, including Stevie Ray Vaughan. But rather than emulate those who came before them, the band has found a way to blend these influences into a refreshing and highly appealing sound. In addition, they blend both English and Spanish lyrics in many of their songs, giving them a universal appeal.

All 12 songs on Los Lonely Boys were written by the band, and the project was produced by veteran studio master John Porter. Whether they're gettin' pretty on tunes such as "Senorita," "Heaven" and "Velvet Sky," or stretchin' out on numbers like "Onda" and "Crazy Dream," these three young men have a talent for making compelling and accomplished music. Look for "Real Emotion" to be the next single sometime early next year. They have also recorded a special version of "Feliz Navidad," which will be on your desk soon. In addition, the band is currently on the road with Robert Randolph And The Family Band.

"It's kinda crazy - we're like the Mexican Beatles," says Henry. "I call it my 'music burrito' theory. What we've done is made our own tortilla, right, with the knowledge of all the greats that are out there. We've put them inside the tortilla, folded it up to make our own burrito, and we're sellin' it the world.'

Hmmm. It tastes good too!



## AMERICANA TOP 30 ALBUMS BY

• November 14, 2003

					-		
LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	THIS WEEK PLAYS	PLAYS	CUMLATIVE PLAYS		
1	1	RODNEY CROWELL Fate's Right Hand (Columbia)	761	-38	8356		
2	2	ROBERT EARL KEEN Farm Fresh Onions (Audium/Koch)	755	+39	4810		
3	3	LYLE LOVETT My Baby Don't Tolerate (Curb/Lost Highway)	751	+35	4814		
4	4	VARIOUS ARTISTS Just Because I'm A Woman (Sugar Hill	668	-10	3400		
5	5	MAVERICKS The Mavericks (Sanctuary/SRG)	653	-8	5056		
6	6	EMMYLOU HARRIS Stumble Into Grace (Nonesuch)	645	-14	4129		
7	7	CHRIS KNIGHT The Jealous Kind (Dualtone)	586	-5	5218		
8	8	C. TAYLOR & C. RODRIGUEZ The Trouble With (Lonestar)	583	+13	4443		
10	9	ADRIENNE YOUNG Plow To The End Of The Row (Addie Bell	<i>le)</i> 505	+15	4087		
14	0	SHELBY LYNNE Identity Crisis (Capitol)	482	+22	4844		
13	11	JOE ELY Streets Of Sin (Rounder)	459	-4	12241		
16	12	DARRELL SCOTT Theatre Of The Unheard (Full Light)	459	+30	4458		
12	13	JUNE CARTER CASH Wildwood Flower (Dualtone)	449	·29	5617		
17	14	VARIOUS ARTISTS Livin', Lovin', Losin' (Universal South)	430	+ 30	3082		
9	15	WAYNE HANCOCK Swing Time (Bloodshot)	427	-89	6989		
11	16	TIM O BRIEN Traveler (Sugar Hill)	426	.55	8438		
15	17	ALBERT LEE Heartbreak Hill (Sugar Hill)	419	·20	1783		
18	18	DWIGHT YOAKAM Population Me (Audium)	369	-21	10800		
19	19	CHIEFTAINS Further Down The Old Plank Road (Victor/AAL)	359	.9	26 <b>90</b>		
20	20	PATTY LOVELESS On Your Way Home (Epic)	358	-5	2084		
21	21	DEL MCCOURY BAND It's Just the Night (McCoury Music)	340	-11	4241		
24	22	JESSE DAYTON Tall Texas Tales (Stag)	329	+40	2252		
22	23	HOT CLUB OF COWTOWN Continental Stomp (Hightone)	326	+28	1073		
23	24	KATE CAMPBELL Twang On A Wire (Large River Music)	312	+18	3011		
25	25	MARTY STUART Country Music (Columbia)	293	+ 29	2883		
26	26	THAD COCKRELL Warmth & Beauty (Yep Roc)	284	+24	1527		
27	27	KARL SHIFLETT Worries On My Mind (Rebel)	276	+42	699		
Debut>	28	BOTTLE ROCKETS Blue Sky (Sanctuary/SRG)	274	+133	433		
29	29	MICHAEL RENO HARRELL Closer Home (Dancing Bear)	246	+19	1316		
Debut>	30	PAUL BURCH Fool For Love (Bloodshot)	242	+ 50	596		
The Amer radio	The Americana Airplay 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.						

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## Americana Spotlight

by John Schoenberger Artist: Hot Club Of Cowtown Label: Hightone



Formed in San Diego in 1996, Hot Club Of Cowtown has become one of the hottest performing acts in Austin, where they now reside. Comprising singer-violinist Elana Fremerman, singer-guitarist Whit Smith and bassist Jake Erwin, the trio is one of the leading acts in the Western swing revivalist/acoustic jazz movement. Between 1998 and 2002 they released four critically acclaimed studio albums and were soon a national touring sensation. It has often been said that to truly appreciate the band's talent, you need to see them perform. If you haven't seen them live, the next best thing would be to *hear* them play live, which you can now do with the release of the Lloyd Maines-produced *Continental Stomp*. The disc was

recorded live at the famous Continental Club in Austin earlier this year. In addition to 12 choice covers such as "Deed I Do," "Orange Blossom Special" and "Pennies From Heaven," there is also a studio recording of one of their most requested stage songs, "I Can't Believe You're in Love With Me." *No Depression* summed it up best when they wrote, "The trio is an impressive force, full of energy, with stunning musical chops and the ability to play jazz, folk and country with just the right amount of precision and heart."

## Americana News

There's a new Americana station you should add to your list: WALW/Walton, AL. The address is 531 Walnut Street, Moulton, AL 35650. Your contact is PD Angie Blankenship, who can be reached at 256-905-4400 or *cieradio@aol.com* ... John Hayes is now the PD of KCUV, the new Americana station in Denver ... WRVG/Georgetown, KY will no longer be programming Americana music ... *O Brother, Where Art Thou?* producer T Bone Burnett is at it again: This time around he's working on the soundtrack for the Civil War-era film *Cold Mountain*. Artists said to be involved include Ralph Stanley, Alison Krauss, Tim O'Brien, Tim Eriksen, Dirk Powell, Jack White, Elvis Costello, Sting and others. A special live show at New York's Lincoln Center is also in the works and could take place in mid-December. More details to follow ... Singer-songwriter Paul Brady was just awarded the 2003 Country Music Award by ASCAP in recognition of his song "The Long Goodbye," which was recorded by Brooks And Dunn ... On Monday, Nov. 3, Steve Earle guested on Bill O'Reilly's *The O'Reilly Factor*. Belatedly fulfilling a request to appear on the show from around the time Earle's *Jerusalem* was released, he held his own against the fast-talking, hard-nosed host. Earle is set to embark on his Tell Us the Truth tour soon with a number of guest artists ... Fred Eaglesmith is said to be working on a bluegrass-inspired album.

*Note:* If you have Americana news, please forward it to jschoenberger@radioandrecords.com.

## Most Added®

ARTIST TITLE LABEL(S)	ADDS
Bottle Rockets Blue Sky (Sanctuary/SRG)	12
Various Artists Beautiful: Tribute To Gordon Lightfoot (Borealis/Northern Blues)	7
Paul Burch Fool For Love (Bloodshot)	6
Ryan Adams Rock 'N Roll <i>(Lost Highway)</i>	6
Kerosene Brothers Choose Your Own Title (Audium/Koch)	5
Wanda Jackson Heart Trouble (CMH)	5
Van Morrison What's Wrong With This Picture? (Blue Note/EMC)	4

# "THE #1 MAY AMERICANS TRY TO GET RICH... FROM THE LOTTERY"-David Bach. Star of "Live Rich"

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**RICK WELKE** 





#### rwelke@radioandrecords.com

# It's All About **Having Fun**

Missouri CHR builds ratings by staying positive

When a Christian CHR station goes top 10 in a market, there's reason to celebrate. All of the varied ideas about what Christian CHR is and what it truly represents make local programmers' jobs even more difficult when discerning exactly what they should do to really impact their station's coverage area. One station that is having great success is KADI/Springfield, MO.

It all started back in June 1990. An a small Christian station somewhere Evangel University graduate had the vision to start up a contempo-

rary Christian radio station in the Springfield area. At that time the only Christian stations available were of the Southern Gospel variety. The market seemed to be ripe for a station with more of a Contemporary Christian sound.

"It became an instant

success," says PD Rod Kittleman. "The main key to the success that has followed us is presenting KADI simply as radio, not something that it isn't. I learned the ropes at mainstream radio and always felt that you could take the same kind of games, fun, personality and quality heard on mainstream formats and apply it to Christian radio.'

After landing in the top 10 in the spring '03 Arbitron in its target demo of women 18-34, KADI is set to continue to grow. One of the ways the station is winning is through its promotional efforts. "We are very visible," Kittleman says. "We sell lots of very interactive live broadcasts called Radio Parties.

"We have four vans and one giant mobile billboard truck. During the summer we can be on location up to six times a week. Everything we do, we try to make fun for the listener."

#### A God Thing

Like many in Christian radio today, Kittleman didn't get his start at and work his way up the ladder. He came over from mainstream radio.

> "I was PD at the legendary KWTO here in town, making good money and

having a blast," he says. "Then I got a call from the KADI GM. He knew I was a Christian and wanted to know if I would consider being their PD. Of course I said no way.

"Three weeks after I gave my final answer, KWTO fired me due to a change in the station's format, so I called KADI. The PD position had already been filled, but they hired me anyway, on a parttime basis. After only three months I became the full-time PD. I really believe God put me here."

His years of mainstream radio experience have helped Kittleman and the staff at KADI focus on the important things and not get wrapped up in some of the unimportant issues that tend to crop up. The morning show gets things going on the right track each and every day.

"We try to be the positive start to everyone's day," Kittleman says. "Not bog them down with heavy issues. We want to put smiles on people's faces, or at least touch them in some way that they can take to work or school with them.

"We try to be fun, lively and real. Trying to connect with as many people as we can is the goal. Making it as interactive with the listeners as possible is key, with lots of phone calls going on the air."

"I got a call from the KADI GM. He knew I was a Christian and wanted to know if I would consider being their PD. Of course I said no way."

Kittleman makes it perfectly clear what the station's target demo is and who is really in charge. The station's success comes from understanding where the listener is coming from and meeting them at some point along the way.

This particular target audience is where spiritual issues are being decided upon for life," he says. "A female between the ages of 18 and 34 is making big decisions about life in general, not just about her walk with God. Those around her also influence her in regard to the decisions

"This particular target audience is where spiritual issues are being decided upon for life. A female between the ages of 18 and 34 is making big decisions about life in general, not iust about her walk with God."

she makes each day. Friends, boyfriends, husbands and children all come into play.

"We all know that it's the woman who turns the neck of the head of household. From a business perspective, the woman also makes the buying decisions most of the time."

#### **Out Of The Box**

When it comes to thinking beyond the realm of mainline Christian radio, Kittleman is one of those PDs who challenges those around him to look past where they've been to where they need to go. Doing things because you've always done them that way isn't a good argument with him.



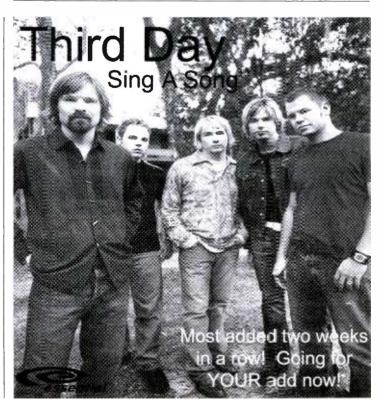
IT'S ALL LIVE! Nicole C. Mullen celebrates the release of her new project, Live in Cincinnati, Bringin' It Home, with hometown station WAKW/Cincinnati. The event took place at a mall where Mullen put on a free concert for 1,500 attendees. Seen here (I-r) are Mullen's mom. Mary Jane Coleman: Mullen: dad Napolean Coleman: and WAKW Station Manager Jerry Croucher.



LOST THAT BET Morning guys Chris Goodwin and Matt Mungle from KTPW (Power FM)/Dallas made an on-air wager on the Texas-Oklahoma football game recently. As you can see, Goodwin (I) won the bet and Mungle had to do a cheerleading routine outside of a mall. Couldn't you guys have found some suntan lotion and a longer skirt for the guy? Wowsers

When asked what guidance he could offer other smaller-market Christian CHRs out there. Kittleman quickly responds, "Be a leader. Be an innovator. Give your station some personality - what I like to call stationality. Be consistent, yet always be changing and on the move.

"Also, be as visible as you can. Do great promotions and have them be four things: fun to participate in, fun to listen to, fun for the sales and promotion departments to do, and something that will get people talking. Get that buzz going. It's just another tool to hook them."





**Rod Kittleman** 

**CHRISTIAN** 

Christian Retail, Radio & Records Newsweekly

The **JJJ Update** 

# Catching Up With Seventh Day Slumber

# The quartet's new project reflects their desire to provide inspiration, solutions

Though the four members of Seventh Day Slumber come from very different upbringings, ethnic backgrounds and even regions of the world — from Texas to Malaysia — their common love of rock music and passion for outreach have united the band with a mission. "We couldn't care less about being rock stars," lead singer Joseph Rojas told THE CCM UPDATE. "We see a lot of hurting people out there, and we just want to see lives changed."

The back story: Rojas and bassist Joshua Schwartz set the tone for the band after they met in Dallas in 1997. Rojas, a college student at Christ for the Nations Bible College, says he heard the buzz about then-15-yearold Schwartz's bass playing. After witnessing Schwartz firsthand, Rojas immediately asked him to start a band. Guitarist Jeremy Holderfield brother-in-law to Rojas — and drummer Juan "Rhino" Alvarez later completed the lineup.

**Recording:** The guys released their national debut, *Picking Up the Pieces*,

pain and suffering born out of the guys' own personal experience, Rojas says, but Seventh Day's goal has always been to offer solutions.

On the music business: Rojas says that the coolest thing about signing with Crowne Records was that it didn't fit the stereotype. "After we got on tour with Acquire The Fire, we had a lot of labels familiar with us," he says. "But at that time a lot of our friends were on major labels, and it wasn't working out for them. We decided we weren't going to sign a major-label deal, and we'd just wait. Seventh Day have logged more than 200 dates and have played nearly every night this fall.

The inspiration behind Picking Up the Pieces: Rojas explains, "I remember being 13 years old, thinking about taking a gun and putting it to my head. I was broken. I was the fat kid who never got picked for the sports teams. I didn't believe in God. My father had left me at a young age, and I just wanted to be accepted. Then I tried my first line of cocaine, as a teenager. I'd do it once a month. That turned into once a week, and then once a day. Before I knew it I had a \$400-a-day cocaine addiction and I was spending time in and out of jail.

"To make a long story short, at age 20 I decided that it was time to end my life, and I did as much cocaine as possible. My mother walked into my room unexpectedly, and I dropped to my knees and overdosed in front of her. She was crying out to God and praying for me, and in the ambulance I felt for the first time that God was real. I felt for the first time that I got picked.

"That's where a lot of the songs on *Picking Up the Pieces* came from, though all the bandmembers write. Jeremy wrote the title track. The day before he planned to move to Nashville, his father told him he was leaving his mother for another woman after 31 years of marriage. One thing



The **CCM** Update

Editor Lizza Connor

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**STORIES & SONGS LIVE** Mark Schultz stopped by the studio recently to hang out with Rick Burgess and Bill "Bubba" Bussey, the leading men of The Rick & Bubba Show, a family-oriented radio program syndicated in 23 markets and seven states throughout the Southeast. The trio discussed Mark's latest release, Stories & Songs. Posing here are (I-r) Burgess, Schultz and Bussey.



**SINGING FOR AFRICA** Gotee Records newcomer Sarah Kelly (I) was recently in the studio with tobyMac to record guest vocals on his version of U2's "Mysterious Ways." The song will be featured on the upcoming benefit project In the Name of Love: Artists United for Africa. The album features Christian artists' versions of U2's hits.

about our band is that we don't just point out the problems; we let the kids know that there's a solution, and, in our view, that's Jesus."

Making an impact: "The bottom line is," says Rojas, "we shake our heads and rock out and break guitars and all that up onstage, but if we get offstage and no one's life has been changed, we've done absolutely nothing. That's how we feel. Our band chooses not to smoke or drink or party. We're not pointing fingers or judging people, but we want our audience to know that you can still be cool without doing those things. We want to be positive role models."



Seventh Day Slumber are (I-r) Joshua Schwartz, Juan "Rhino" Alvarez, Joseph Rojas and Jeremy Holderfield.

on Crowne Records/American Dream earlier this year and garnered a No. 1 slot on **R&R's** Christian Rock chart with the song "I Know." *Matthew 25* and *Freedom From Human Regulation* were released on independent labels, one of which was started by Rojas, before the guys signed with Crowne. The band's modern rock collections contain songs that address "The people at Crowne saw the band play and said to us, 'Be who you want to be. Be who you are.' Their hearts were awesome. They picked up my label, American Dream, and my band. They said, 'We don't want to control you, we just want to be a helpmate.'"

**Touring:** Since hitting the road with Acquire The Fire this past spring,

The Wire: Nov. 14, 2003

• On Jan. 27, 2004, **Sparrow Records** will release *In the Name of Love: Artists United for Africa*, a benefit album featuring the Christian artist community performing U2's hits. Artists appearing on the project include Sixpence None The Richer, Jars Of Clay, Nichole Nordeman, Delirious, Audio Adrenaline, tobyMac, Tait, Chris Tomlin, Pillar, Grits and Sanctus Real.

U2 frontman Bono met with Christian artists and industry leaders in Nashville last year to share his heart and ask for their help in increasing awareness of the AIDS emergency in Africa. *In the Name of Love* is these artists' heartfelt tribute to U2 and a practical means to channel prayer and resources to the fight. A portion of the proceeds from album sales will go to assist in the AIDS crisis. The CD will be enhanced with excerpts from the books *Walk On: The Spiritual Journey of U2* by Steve Stockman and *The aWAKE Project: Uniting Against the African AIDS Crisis*. The first single, Sanctus Real's "Beautiful Day," was released to radio on Oct. 31.

• Tara Griggs-Magee is named Exec. VP/Gospel at Sony Urban Music, based in New York.

• Gospel powerhouse **CeCe Winans** will be releasing her first book, the inspirational *Throne Room*, with Integrity Publishers on Jan. 28, 2004. The book will follow up her *Throne Room* CD (PureSpring/INO/Epic), released in September.

## CHRISTIAN AC TOP 30

1	S.	November 14, 2003				
LAST WEEK	THIS	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+ / - PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	0	CASTING CROWNS If We Are The Body (Beach Street/Reunion)	1552	+55	13	58/0
2	2	NEWSBOYS You Are My King (Amazing Love) (Sparrow)	1465	-19	13	51/0
3	3	AVALON New Day (Sparrow)	1408	-28	15	54/1
5	4	BIG DADDY WEAVE Fields Of Grace (Fervent)	1357	+ 64	12	50/2
8	5	DARLENE ZSCHECH Pray (INO)	1307	+67	7	54/1
9	6	MARK SCHULTZ You Are A Child Of Mine (Word/Curb/Warner Bros.)	1290	+64	7	56/2
6	7	MICHAEL W. SMITH Signs (Reunion)	1259	+9	11	52/0
4	8	FFH Ready To Fly (Essential)	1244	·63	14	48/1
7	9	MERCYME Word Of God Speak (INO)	1200	-50	29	37/0
13	10	JODY MCBRAYER & JADYN MARIA Never Alone (Nunca Solo) (Sparrow)	903	+49	9	35/1
10	11	ACROSS THE SKY Found By You (Word/Curb/Warner Bros.)	888	-167	17	35/0
12	12	STACIE ORRICO (There's Gotta Be) More To Life (ForeFront/Virgin)	852	-66	15	35/0
11	13	ZOEGIRL You Get Me (Sparrow)	797	-170	19	32/1
15	14	R. ST. JAMES & C. TOMLIN Expressions Of Your Love (ForeFront/Sparrow)	760	+14	9	33/1
18	15	JARS OF CLAY Show You Love (Essential)	734	+82	5	35/1
17	16	TODD AGNEW This Fragile Breath (Ardent)	709	+20	15	25/0
20	17	STEVEN CURTIS CHAPMAN Moment Made For Worshipping (Sparrow)	680	+129	2	34/7
16	18	SONICFLOOD Cry Holy (INO)	626	-117	22	25/0
14	19	NEWSONG Life In My Day (Reunion)	618	-145	16	27/1
19	20	4HIM Fill The Earth (Word/Curb/Warner Bros.)	564	-3	8	25/0
23	21	VARIOUS ARTISTS The Gathering (Essential)	557	+41	6	25/3
22	22	NATALIE GRANT Deeper Life (Curb)	536	+ 15	4	27/1
26	23	ERIN O'DONNELL Wide Wide World (Inpop)	501	+47	5	23/1
21	24	THIRD DAY You Are So Good To Me (Essential)	488	-59	36	18/0
29	25	JOY WILLIAMS   Wonder (Reunion)	484	+81	4	22/1
25	26	JEREMY CAMP   Still Believe (BEC)	474	-1	34	17/0
[Debut>	27	THIRD DAY Sing A Song (Essential)	458	+ 163	1	29/9
24	28	CHRIS RICE Smile (Just Want To Be With You) (Rocketown)	443	-52	27	17/0
[Debut>	29	TAIT Lose This Life (ForeFront)	422	+59	1	19/2
Debut	30	JEREMY CAMP Right Here (BEC)	420	+58	1	20/2

63 AC reporters. Songs ranked by total plays for the airplay week of Sunday 11/2 - Saturday 11/8. © 2003 Radio & Records.

## New & Active

GEORGE ROWE Everlasting (Rocketown) Total Plays: 373, Total Stations: 18, Adds: 0 SCOTT KRIPPAYNE You Are Still God (Spring Hill) Total Plays: 373, Total Stations: 17, Adds: 1 DAVID CROWDER BAND 0 Praise Him (All This For A King) (Sixsteps/Sparrow) Total Plays: 361, Total Stations: 16, Adds: 3 WARREN BARFIELD Mistaken (Creative Trust Workshop) Total Plays: 359, Total Stations: 18, Adds: 1 SCOTT RIGGAN I Love You Lord (Spinning Plates) Total Plays: 281, Total Stations: 12, Adds: 0 JONATHAN PIERCE Still The Love Of My Life (Word/Curb) Total Plays: 251, Total Stations: 14, Adds: 1 CINDY DIANE Walk With Me (CityFarm) Total Plays: 248, Total Stations: 11, Adds: 0 AUDIO ADRENALINE Strong (ForeFront) Total Plays: 240, Total Stations: 11, Adds: 2 MATTHEW WEST More (Sparrow/Universal South) Total Plays: 238, Total Stations: 13, Adds: 3 NICHOLE NORDEMAN Even Then (Sparrow) Total Plays: 222, Total Stations: 11, Adds: 1

Songs ranked by total plays

#### Most Added[®] www.rrindicator.com ARTIST TITLE LABELIS. ADDS THIRD DAY Sing A Song (Essential) 9 S. CURTIS CHAPMAN Moment Made For Worshipping (Sparrow) 7 NATE SALLIE Whatever It Takes (Curb) 4 VARIOUS ARTISTS The Gathering (Essential) 3 DAVID CROWDER BAND 0 Praise Him., (Sixsteps/Sparrow) 3 MATTHEW WEST More (Sparrow/Universal South) 3 AMY GRANT Out In The Open (Word/Curb/Warner Bros.) 3 SARAH KELLY Take Me Away (Gotee) 3

## Most Increased Plays

ARTIST TITLE LABEL(S)	PLAY INCREASE
THIRD DAY Sing A Song (Essential)	+ 163
S. CURTIS CHAPMAN Moment Made For Worshipping (Sparrow	v/ +129
DAVID CROWDER BAND 0 Praise Him (Sixsteps/Sparrow)	+93
JARS OF CLAY Show You Love (Essential)	+82
JOY WILLIAMS   Wonder (Reunion)	+81
MATTHEW WEST More (Sparrow/Universal South)	+79
DARLENE ZSCHECH Pray (INO)	+67
NICHOLE NORDEMAN Even Then (Sparrow)	+67
M. SCHULTZ You Are A Child Of Mine (Word/Curb/Warner Bro	s./ +64
BIG DADDY WEAVE Fields Of Grace (Fervent)	+64

## Christian ACtivity

by Rick Welke

## **Slow-Mo Holiday Time**

With Christmas-tune time coming at many stations around the country, the chart takes on a different feel this week. The biggest mover is up a mere four positions — that being **Joy Williams** (29-25) — while several songs move up just a few parcels on the AC-chart conveyer belt.

That said, there are a few singles positioning themselves before the holiday break comes to the chart season. Those include **Jody McBrayer & Jadyn Maria**, who enter the top 10 this week (13-10, +49), **Jars Of Clay** (18-15, +82) and **Steven Curtis Chapman** (20-17, +129). **Third Day** complete the list with their expected debut this week, at No. 27 (+163). These songs should crawl up the chart over the next several weeks, making them good bets to still be around after the first of the year.

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78 CHRISTIAN

November 14, 2003

## CHR Top 30

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+ / - PLAYS	WEEKS ON CHART	TOTAL STATIONS	
1	0	STACIE ORRICO (There's Gotta Be) (ForeFront/Virgin)	1070	+19	17	26/0	
2	Õ.	NEWSBOYS You Are My King (Amazing Love) (Sparrow)	1021	+ 59	13	23/0	
3	3	SWITCHFOOT Gone (Sparrow)	904	·20	20	21/0	
4	4	ZOEGIRL You Get Me (Sparrow)	873	+4	19	23/0	
5	5	CASTING If We Are The Body (Beach Street/Reunion)	/ 858	+21	10	23/0	
6	6	FM STATIC Crazy Mary (Tooth & Nail)	698	·28	11	21/0	
8	7	JARS OF CLAY Show You Love (Essential)	<b>682</b>	+83	6	26/2	
9	8	BIG DADDY WEAVE Fields Of Grace (Fervent)	616	+21	8	19/0	l
7	9	NATE SALLIE All About You (Curb)	<b>598</b>	-8	15	19/0	
12	10	JOY WILLIAMS By Surprise (Reunion)	532	+ 22	5	19/0	L
10	11	MERCYME The Change Inside Of Me (INO)	530	-64	20	15/0	
11	12	TODD AGNEW This Fragile Breath (Ardent)	468	·52	25	13/0	
18	13	JEREMY CAMP Right Here (BEC)	446	+ 86	2	18/0	
16	14	TAIT Lose This Life (ForeFront)	422	+18	4	17/2	
15	15	BIG DISMAL Remember (1.0.U.) (Wind-up)	412	+ 1	18	10/0	
14	16	SEVEN PLACES Everything (BEC)	403	·26	24	12/0	
17	17	PAUL WRIGHT Your Love Never Changes (Gotee)	401	+ 33	5	14/0	
25	18	J. MCBRAYER & J. MARIA Never Alone (Sparrow)	364	+57	3	11/1	
19	19	JUMP 5 Why Do I Do (Sparrow)	363	+11	6	13/0	ł
20	20	MICHAEL W. SMITH Signs (Reunion)	343	.7	6	12/0	
13	21	SWIFT 'Til   Met You <i>(Flicker)</i>	340	-92	10	11/0	
Debut>	22	THIRD DAY Sing A Song (Essential)	337	+ 233	1	17/6	
22	23	JEREMY CAMP   Still Believe (BEC)	316	-4	28	7/0	
24	24	SHAUN GROVES See You (Rocketown)	306	-10	15	8/0	
23	25	BY THE TREE Far Away (Fervent)	304	-13	17	9/0	
21	26	EVERYDAY SUNDAY Hanging On (Flicker)	304	-29	27	8/0	
Debut>	27	SKILLET Savior (Ardent)	300	+ 54	1	9/1	
28	28	JONAH33 Faith Like That (Ardent)	293	+ 25	2	9/0	
27	29	DAKONA Richest Man (Maverick/Warner Bros.)	278	+5	2	9/0	
Debut	30	FFH Ready To Fly (Essential)	277	+63	1	10/0	

28 CHR reporters. Songs ranked by total plays for the airplay week of Sunday 11/2 - Saturday 11/8. © 2003 Radio & Records.

## New&Active

R. ST. JAMES & C.TOMLIN Expressions Of...(ForeFront/Sparrow) Total Plays: 245, Total Stations: 9, Adds: 0 KJ-52 Dear Slim Pt. 2 (*BEC/Uprok*) Total Plays: 239, Total Stations: 7, Adds: 0 DAVID CRDWDER BAND 0 Praise Him... (*Sixsteps/Sparrow*) Total Plays: 233, Total Stations: 12, Adds: 2 MERCYME Word Of God Speak (*INO*) Total Plays: 215, Total Stations: 6, Adds: 1 PLUMB Unnoticed (*Curb*) Total Plays: 213, Total Stations: 10, Adds: 0 AVALON New Day *(Sparrow)* Total Plays: 200, Total Stations: 6, Adds: 1 **TELECAST** The Way *(BEC)* Total Plays: 176, Total Stations: 7, Adds: 1 **MARK SCHULTZ** You Are A Child Of Mine *(Word/Curty/Warner Bros.)* Total Plays: 176, Total Stations: 7, Adds: 0 **PILLAR** Further From Myself *(Flicker)* Total Plays: 168, Total Stations: 9, Adds: 4 **MATTHEW WEST** More *(Sparrow/Universal South)* Total Plays: 168, Total Stations: 7, Adds: 2

## *ROCK TOP 30*

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	0	SKILLET Savior (Ardent)	496	+25	7	38/3
2	Ž	SUPERCHICK Me Against The World (Inpop)	462	<b>+8</b>	10	33(2
3	3	JONAH33 Faith Like That (Ardent)	432	·6	9	34/1
5	4	THOUSAND FOOT KRUTCH Phenomenon (Tooth & Nail)	400	-8	9	33/3
4	5	BIG DISMAL Reality (Wind-up)	398	-24	13	31/0
8	6	DAKONA Richest Man (Maverick/Warner Bros.)	346	1 <b>+ 1</b>	11	28/2
9	1	ANBERLIN Cadence (Tooth & Nail)	325	+3	8	26/0
6	8	FM STATIC Crazy Mary (Tooth & Nail)	315	-71	15	25/0
7	9	JEREMY CAMP Take My Life (BEC)	298	-58	15	26/2
14	10	P.O.D. Will You (Atlantic)	<b>290</b>	+ 20	6	<b>36</b> /3
15	0	BLEACH Get Up (Tooth & Nail)	277	+11	4	33/3
13	12	PLUMB Unnoticed (Curb)	272	-2	5	29/1
12	13	SLICK SHOES Now's The Time (SideOneDummy)	271	.9	8	26/1
18	14	SPOKEN Promise (Tooth & Nail)	248	-5	8	19/0
19	15	SWITCHFOOT Ammunition (Red Ink/Columbia)	246	+11	12	29/2
10	16	ROCK 'N' ROLL WORSHIP A Beautiful Glow (INO)	234	-68	12	32/1
17	17	KUTLESS Pride Away (BEC)	226	-33	9	21/1
2 <b>3</b>	18	NATE SALLIE All About You (Curb)	218	. 0	20	14/1
24	19	AUDIO ADRENALINE Worldwide: Two (ForeFront)	215	+8	15	24/0
21	20	GS MEGAPHONE Venom (Spindust)	213	9	3	21/1
30	21	DOWNHERE Breaking (Squint/Curb/Warner Bros.)	203	+46	2	21/7
11	22	RELIENT K Forward Motion (Gotee)	199	-88	17	20/0
22	23	T-BONE, M. TAIT & D. LEWIS Raised In Harlem (Meaux)	196	-22	14	20/0
26	24	HANGNAIL   Aspire (Tooth & Nail)	182	• * 4	10	17/0
16	25	STEREO MOTION Rise (Flicker)	181	-81	15	20/1
25	26	SKY HARBOR In Stereo (Inpop)	180	-14	19	17/1
27	27	NUMBER ONE GUN On And On (Salvage/Floodgate)	178	•5	6	16/2
20	28	EVERYDAY SUNDAY Lose It Again (Flicker)	172	-53	14	17/0
Debut>	29	MODERN DAY JOHN Emanate (Independent)	170	+ 14	1	12/0
29	30	RADIAL ANGEL Your Name (Squint/Curb/Warner Bros.)	165	i -1	11	12/1

42 Rock reporters. Songs ranked by total plays for the airplay week of Sunday 11/2 - Saturday 11/8. © 2003 Radio & Records.

### New&Active

 PILLAR Further From Myself /Flicker/

 Total Plays: 153, Total Stations: 17, Adds: 5

 TAIT Numb (ForeFront)

 Total Plays: 143, Total Stations: 21, Adds: 6

 CDDL HAND LUKE This Is Love (Floodgate)

 Total Plays: 119, Total Stations: 10, Adds: 1

 STRANGE CELEBRITY Rise (Squint/Curb/Warner Bros.)

 Total Plays: 118, Total Stations: 17, Adds: 3

 EAST WEST Seven (Floodgate)

 Total Plays: 118, Total Stations: 13, Adds: 4

KIDS IN THE WAY Hallelujah *(Flicker)* Total Plays: 104, Total Stations: 13, Adds: 4 **TAYLOR** Follow Me *(Rocketown)* Total Plays: 102, Total Stations: 12, Adds: 1 **TREE63** All Hands *(Inpop)* Total Plays: 101, Total Stations: 17, Adds: 2 **BARLDWGIRL** Harder Than The First Time *(Fervent)* Total Plays: 97, Total Stations: 11, Adds: 6 **TINMAN JONES** Say Goodbye *(Cross Driven)* Total Plays: 89, Total Stations: 9, Adds: 2



## CHRISTIAN



## INSPO TOP 20

n * \$	1948	8~ ////				
LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+ / - PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	WATERMARK There Is (Creative Trust Workshop)	388	٦.	10	20/0
2	2	SCOTT KRIPPAYNE You Are Still God (Spring Hill)	347	·19	11	19/0
4	3	4HIM Fill The Earth (Word/Curb/Warner Bros.)	346	+12	9	20/0
5	4	FFH Ready To Fly <i>(Essential)</i>	324	-2	8	19/1
3	5	CAEDMON'S CALL Hands Of The Potter (Essential)	310	-31	11	16/0
6	6	DARLENE ZSCHECH Pray (INO)	308	+5	7	20/1
9	7	JACI VELASQUEZ Jesus is (Word/Curb/Warner Bros.)	242	·20	14	12/1
11	8	M. SCHULTZ You Are (Word/Curb/Warner Bros.)	238	+11	4	17/0
10	9	VARIOUS ARTISTS The Gathering (Essential)	229	·13	6	14/1
7	10	TWILA PARIS God Of All (Sparrow)	222	-72	17	14/0
14	Ū	GEORGE ROWE Everlasting (Rocketown)	211	+ 18	3	18/2
8	12	JAMIE SLOCUM I Cannot Turn Away (Curb)	211	-56	16	11/0
12	13	RUSS LEE Satisfied In You (Discovery House)	196	-26	12	14/0
15	14	S. CURTIS CHAPMAN Moment Made (Sparrow)	187	+24	2	17/1
16	15	RIVER Glorious (Ingrace)	180	+17	5	15/2
13	16	SHANNON WEXELBERG In The Waiting (Doxology)	173	-23	8	13/1
18	Ū	MARTINS What Mercy Means (Spring Hill)	156	+14	3	13/0
17 -	18	CASTING If We Are The Body (Beach Street/Reunion)	155	+13	° 2	12/2
20	19	PHILLIPS, CRAIG & DEAN Hallelujah (Sparrow)	111	-26	19	8/0
Debut>	20	DEREK WEBB Take To The World (INO)	110	+6	- 1	8/0

21 Inspo reporters. Songs ranked by total plays for the airplay week of Sunday 11/2 - Saturday 11/8. © 2003 Radio & Records.

## Rhythmic Specialty Programming

TM CENTURY

RANK ARTIST TITLE LABEL(S)

- 1 KJ-52 Dear Slim Pt. 2 (BEC/Uprok)
- 2 T-BONE Still Preachin' (Flicker)
- 3 MARS ILL Breathe Slow (Gotee)
- 4 APT. CORE No Such Thing As Time (Rocketown)
- 5 STACIE ORRICO (There's Gotta Be) More To Life (ForeFront/Virgin)
- 6 LPG Never Did I (Uprok)
- 7 **PROPAGANDA** Move With Me (Uprok)
- 8 **TOBYMAC** Love is In The House (ForeFront)
- 9 **DJ MAJ** The Ringleader *(Gotee)*
- 10 SOULJAHZ Jubilee (Squint/Curb/Warner Bros.)

## CHR Most Added

ARTIST TITLE LABEL(S) THIRD DAY Sing A Song (Essential) PILLAR Further From Myself (Flicker) WARREN BARFIELD Mistaken (Creative Trust Workshop) DOWNHERE Breaking Me Down (Squint/Curb/Warner Bros.) BARLOWGIRL Harder Than The First Time (Fervent) SANCTUS REAL Beautiful Day (Sparrow)

## Rock Most Added

WWWV.Frinclicator.com ARTIST TITLE (ABEL(S) DOWNHERE Breaking Me Down (Squint/Curb/Warner Bros./ INSYDERZ Call To Arms (Floodgate) SANCTUS REAL Beautiful Day (Sparrow) TAIT Numb (ForeFront) BARLOWGIRL Harder Than The First Time (Fervent) KUTLESS Treason (BEC) PILLAR Further From Myself (Flicker) KIDS IN THE WAY Hallelujah (Flicker) EAST WEST Seven (Floodgate)

## Inspo Most Added

www.rrindicator.com	
ARTIST TITLE LABEL(S)	ADDS
POINT OF GRACE The Love Of Christ (Word/Curb/Warner Bros.)	5
AL DENSON W/ LISA BEVILL The Arms That Won't Let Go/Great Is Thy Faithfulness (Spring Hill)	4
CHARLES BILLINGSLEY Your Love For Me (Perpetual Entertainment)	3
GEORGE ROWE Everlasting (Rocketown)	2
RIVER Giorious (Ingrace)	2
CASTING CROWNS If We Are The Body (Beach Street/Reunion)	2
KRISTY STARLING Something More (Word/Curb/Warner Bros.)	2
SHAUN GROVES Twilight (Rocketown)	2
LARNELLE HARRIS Never Too Broken To Mend (Crowne)	2

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> Dr. Jack Jacob, Operations Manager/Music Director KJTY Topeka, KS, Joy 88 Radio

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~ Rod Kittleman, Program Director, KADI Springfield, MO

Amy Wilken, PraiseDisc Manager 972-406-6822 = awilken@tmcentury.com

ADDS

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ADDS

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**LATIN FORMATS** 

## **Mediabase 101: An Introduction To Monitored Radio**

Mediabase President Rich Meyer on monitoring Spanish-language stations

 ${f A}$  few weeks ago came the announcement that we had all been waiting for: Mediabase will monitor Spanish-language radio beginning in 2004. For the Latin radio and music industries, this means getting credible and reliable information from a company that has monitored most of R&R's English-language formats since June 1999.

For our reporters, it means that itored radio charts in 1987 and

many of them will no longer be sending in their top 20s. Instead, their stations will be carefully monitored to provide an accurate record of their programming. For other stations, it means moving to a new Latin Indicator chart, where they will continue to send in top 20

lists to report their programming. As we look forward to 2004, when the Latin community will see R&R's monitored charts for the first time, I wanted to present a preview of the company that will bring them this valuable information. To do so, I went to the best source, Mediabase President and Premier Radio Networks Executive VP Rich Meyer. This week he gives us an overall look at Mediabase, its relationship with R&R and the future of monitored Spanish-language radio.

R&R: In this community, many people don't know what Mediabase is and how it works. Can you give me an overview?

RM: Mediabase was founded in 1985 with the goal of becoming the first company to monitor radio stations on a mass level. Mediabase launched the first exclusively monlaunched the first trade publication of its kind in 1988, Monday Morning Replay. The magazine evolved into a weekly data disk in 1992, then reinvented itself again with the first website to feature monitored airplay, Mediabase 24/7, in the mid-′90s.

R&R: What is Mediabase's relationship with R&R?

RM: The Mediabase relationship with R&R is a match made in heaven. A few years ago it became clear to both companies that by coupling the tradition and the unmatched credibility of R&R with the integrity of Mediabase data we could take airplay monitoring and reporting to a whole new level. I believe we have done that, and we will continue to develop and advance the product for many years to come.

 $R\&R: \mathit{How} \ is \ \mathit{Mediabase} \ \mathit{different}$ from or more effective than other monitoring systems that currently exist?

RM: There are several monitoring systems in the world today. Most of the companies are computer-heavy and people-light. I believe in technology, and Mediabase is right on the cutting edge of the best technology in the world. I would assert,

"Mediabase is airplay intelligence. Mediabase is knowledge. Knowledge is power. Anyone using Mediabase will have a clear edge over a competitor that is not using it, regardless of which part of the industry they serve."

however, that to succeed in this business, you must absolutely, positively have a top-notch research staff to reconcile the audio and quality check the data. The data cannot be totally comprehensive and accurate without the human ear. There are simply too many variables, such as custom station mixes, artists in-studio, mix-show airplay and on and on. Computers can only take you so far. They are not people.

R&R: Are there fewer possibilities of mistakes with Mediabase than with other systems? If so, why?

"Mediabase is clearly different from the rest of the monitoring systems, because it was invented by a PD and designed in a way that radio programmers understand."

R&R: For all of the aforementioned reasons. Most of the other systems have either zero or a handful of people working to ensure the integrity of the data. Mediabase employs 175 full-time people. That's why the data is accurate, comprehensive and reliable. Mediabase also notes special programming features and other non-music programming.

R&R: What has been Mediabase's impact on radio, and how has it changed the way we view information?

**RM:** That's one of my favorite questions. When it was born, Mediabase had an immediate impact at radio. It was an overnight success, and I believe that happened because Mediabase thinks like programmers think. Anyone can throw a bunch of



TRUE LOVE OR JUST A CRUSH? KSSE/Los Angeles' La Regadera morning show producer El Diablito (r) got a big smooch from stylist to the stars Sammy when he stopped by the station recently.

stats up on a website. Mediabase is clearly different from the rest, because it was invented by a PD and designed in a way that radio programmers understand.

The data is deeper than that from any of the other systems and the analyses are much easier to digest. Historically speaking, Mediabase totally changed the way PDs and MDs approach their weekly music meeting. Now radio executives can slice and dice several million spins each week, making much more accurate strategic decisions. Having Mediabase at your radio station is a no-brainer. I couldn't imagine programming without it in this day and age.

R&R: Mediabase will now be monitoring Spanish-language radio. Why and how did you come to the conclusion that Spanish-language stations needed to be monitored by Mediabase?

R&R: Mediabase has always wanted to monitor Spanish-language stations and any number of other formats. The fact of the matter is that it takes 175 full-time employees to monitor the existing formats. It simply hasn't been economically feasible to expand our monitor base until now. New technologies will allow us to use our staff more efficiently, thereby allowing the much-anticipated expansion.

R&R: How will Mediabase decide which Spanish-language stations to monitor? What are the criteria?

**R&R:** The decision will be made based on radio-station ratings. I believe in doing it by the numbers. Politics should not and will not play a part. If a radio station is located in one of the top 140 markets and has the numbers to qualify, it will be monitored.

R&R: How will you deal with the language difference?

R&R: We will be hiring a staff of specialists, and we are looking now. If anyone is interested or knows someone who might be interested, I encourage them to contact me at rich@mediabase.com.

R&R: What are the advantages of monitored radio for Spanish-language radio and music?

R&R: The advantages will be-

"Politics should not and will not play a part in what we do. If a radio station is located in one of the top 140 markets and has the numbers to qualify, it will be monitored."

come crystal clear the very first day the executives view the information. Mediabase is airplay intelligence. Mediabase is knowledge. Knowledge is power. Anyone using Mediabase will have a clear edge over a competitor that is not using it, regardless of which part of the industry they serve. The beauty of it from a radio-station perspective is that the service is offered 100% on a barter basis. Mediabase takes a modest slice of radio-station inventory, and the radio station receives the product, updated 24/7.

R&R: Mediabase will also now monitor Canadian stations. Being that Spanish-language radio is growing so much and there is such an overlap of music and, in some instances, radio between the U.S and Mexico, will Mediabase consider monitoring that country at some point?

RM: It is certainly a possibility. With emerging technologies and the largest research staff in the industry, the sky is the limit.



jmadrigal@radioandrecords.com



## LATIN FORMATS



This Week In Spanish-Language Music

## See Them Live

#### November

- Miguel Mateos, Club New York, New York 14
- Andy Andy, Club La Hacienda, Union City, NJ 15
- 15 Andy Andy, El Vacilón Night Club, New York
- 15 Miguel Mateos, Concordia Theater, Cicero, IL
- 15 Víctimas Del Doctor Cerebro, Club La Disco, Sacramento
- 15 Hombres G, Congress Theater, Chicago
- 16 Platilina Mosh, Conga Room, Los Angeles
- Molotov, House of Blues, Chicago 16
- 16 Miguel Mateos, Charlie García, La Secta and Bersuit Vergarabat, Bayfront Park, Miami
- Huey Dunbar, DC Armory, Washington 16
- 16 Bersuit Vergarabat, Rock Festival, Miami
- 16 Victimas Del Doctor Cerebro, Confetti's, Reno, NV
- 17 Yerba Buena, SOB's, New York
- 18 Bersuit Vergarabat, Toronto, Canada
- 19 Bersuit Vergarabat, Boca Raton, FL
- Molotov, Canes, San Diego 19
- 19 Hombres G, Metropolis, Houston
- 20 Hombres G, Gramm, McAllen
- 20 Hombres G and Enanitos Verdes, Over the Border, San Diego
- 20 Bersuit Vergarabat, Chicago, IL
- Molotov, Rainbow Room, Los Angeles 21
- Miguel Mateos and Vivanativa, Anfiteatro Tito Puente, Puerto Rico 21



## Radio Y Música News

## Jay González PD, KTJK/Del Rio, TX

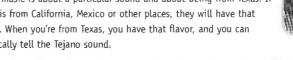
We're the baddest station in the world! Hahahaha! Seriously, we just had our Halloween celebration with a performance by Big Circo at a local club called Denim and Diamonds. We had a nice turnout. We're now preparing for our New Year's celebration, but we don't know who will perform yet.

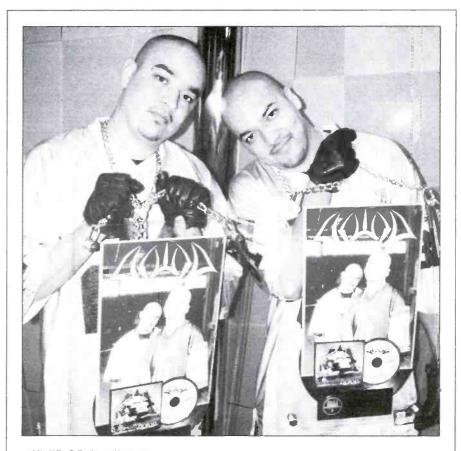
We really don't have any competition, because our station is pure Tejano, Other stations in the area play more Regional Mexican. We don't play music by artists like Bronco, Rieleros Del Norte, Tigres Del Norte, Tigrillos or that kind of stuff. Other stations do, but we try to stick with Jay Pérez, Kumbia Kings, Intocable and other Tejano bands.



Jav González

Tejano music is about a particular sound and about being from Texas. If an artist is from California. Mexico or other places, they will have that influence. When you're from Texas, you have that flavor, and you can automatically tell the Tejano sound.





**AKWID GO PLATINUM** AKWID were recently awarded a platinum record from the RIAA for selling more than 200,000 copies of their debut album, Proyecto AKWID. Seen here (I-r) are AKWID members Sergio and Francisco Gómez.

por la manana

Monday - Friday 5-10AM PST



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> Affiliation contact: Ana Salcido (212) 899-3227

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Moloto

Hombres G



## **CONTEMPORARY TOP 25**

THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS
1	CHAYANNE Un Siglo Sin Ti (Sony Discos)	142
2	LUIS MIGUEL Te Necesito (Warner M.L.)	139
3	SIN BANDERA Mientes Tan Bien (Sony Discos)	133
4	JUANES La Paga (Universal)	101
5	GLORIA ESTEFAN Hoy (Sony Discos)	99
6	MANA Te Llevaré Al Cielo (Warner M.L.)	98
7	ALEJANDRO SANZ No Es Lo Mismo (Warner M.L.)	92
8	RICKY MARTIN Asignatura Pendiente (Sony Discos)	79
9	DAVID BISBAL Quiero Perderme En Tu Querpo (Universal)	78
10	LUIS FONSI Quién Te Dijo Eso (Universal)	70
11	LA OREJA DE VAN GOGH Rosas (Sony Discos)	61
12	OBIE BERMUDEZ Antes (EMI Latin)	46
13	CRISTIAN No Hace Falta (BMG)	42
14	PEPE AGUILAR Yo La Amo (Univision)	41
15	TISUBY & GEORGINA Por Qué No (Líderes)	37
16	RICKY MARTIN Tal Vez (Sony Discos)	37
17	BEYONCE' f/SEAN PAUL Baby Boy (Columbia)	. 35
18	EDNITA NAZARIO Si No Me Amas (Sony Discos)	34
19	SORAYA Sólo Por Ti (EMI Latin)	32
20	JUAN GABRIEL Inocente De Ti (BMG)	30
21	ALEX UBAGO Sin Miedo A Nada (Warner M.L.)	30
22	JUANES & NELLY FURTADO Fotografía (Universal)	30
23	LA LEY Más Allá (Warner M.L.)	27
24	ALEXANDRE PIRES En El Silencio Negro De La Noche (BMG)	26
25	NATALIA LAFOURCADE Mírame Mírate (Sony Discos)	26
	Data is complied from the airplay week of November 2-8, and based on a point system. © 2003 Radio & Records.	

## **Going For Adds**

4 EN DO Pirata (Balboa) ALEJANDRO SANZ Regálame La Silla Donde Te Esperé (Warner M.L.) AREA 305 Hasta Que Me Olvide De Ti (Univision) AREA 305 Hasta Que Me Olvide De Ti (Univision) BENNY Llueve Luz (Warner M.L.) EMMANUEL Guajira (Universal) JOSE FELICIANO No Digas Nada (Universal) KABAH Florecitas (Warner M.L.) LOS DUEÑOS DEL SOL Pobre Rogón (Balboa) LOS MENDIVIL Suspenso Infernal (Balboa) RICARDO MONTANER La República De La Alegría (Warner M.L.) SERGIO DALMA Ya Lo Verás (Universal) SERGIO DALMA Ya Lo Verás (Universal) SERGIO MENDIVIL Jamás (Balboa) SORAYA Sin Explicación (EMI Latin) YAHIR Aguántatelas Corazón (Warner M.L.)

## **TROPICAL TOP 25**

THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS
1	GLORIA ESTEFAN Hoy (Sony Discos)	116
2	KEVIN CEBALLO Tú Volverás (Universal)	113
3	ELVIS MARTINEZ Así Te Amo (Premium)	111
4	LUIS MIGUEL Te Necesito (Warner M.L.)	88
5	JUANES La Paga (Universal)	76
6	INDIA Soy Mujer (Sony Discos)	74
7	CELIA CRUZ Ríe Y Llora (Sony Discos)	73
8	JERRY RIVERA Mi Libertad (BMG)	72
9	PAPI SANCHEZ Enamórame (Sony Discos)	70
10	OBIE BERMUDEZ Antes (EMI Latin)	67
11	ANDY ANDY Voy A Tener Que Olvidarte (Sony Discos)	66
12	TOROS BAND Loca Conmigo (Universal)	56
13	MARIO FELICIANO A Tu Manera No (NH)	55
14	LOS LONELY BOYS La Contestación (OR Music LLC)	53
15	GILBERTO S. ROSA Un Amor Para La Historia (Sony Discos)	53
16	NEGROS Me Cambiaste La Vida (Premium)	48
17	CHAYANNE Un Siglo Sin Ti (Sony Discos)	47
18	LUIS FONSI Quién Te Dijo Eso (Universal)	43
19	CRISTIAN No Hace Falta (BMG)	43
20	ISMAEL MIRANDA Amanecí En Tus Brazos (Universal)	43
21	JALSEN SANTANA Dónde (Baby Head)	42
22	MIA Convencida (Univision)	42
23	DAVID BISBAL Quiero Perderme En Tu Cuerpo (Universal)	40
24	AVENTURA Hermanita (Premium)	39
25	ANTHONY RIOS El Bolsillo Izquierdo (Premium)	38
	Data is complied from the airplay week of November 2-8, and based on a point system. © 2003 Radio & Records.	

## **Going For Adds**

AZUL AZUL Apretaito (Universal) CALIFORNIA SHOW Que No Se Acabe El Amor (Balboa) HUEY DUNBAR A Dónde Iré (Sony Discos) JOHNNY VENTURA Amoi Mio (MP) JUNIOR KLAN Mentirosa (Balboa) KAKOTEO MIX f/DJ NELSON & TRIBOL KLAN Mi Gente (Cutting) LOS RUIZ Era Como Yo (Univision) LOS TRI-O Cómo Fui A Enamorarme De Ti (Sony Discos) MAIA Se Me Acabó El Amor (Sony Discos) SALSA FEVER Razones (MP) TITO NIEVES w/CONJUNTO CLASICO Vecinita (Warner M.L.) TITO RUJAS Dímelo (MP) VICO-C f/EDDIE DEE & TEGO CALDERON El Bueno, El Malo Y El Feo (EMI Latin) VICO-C f/TONY TOUCH & D'MINGO Para Mi Barrio (EMI Latin)



Make the first single "Bien Bien" your next radio request



www.universalm

**IN STORES NOV** www.controlmachete.tv





November 14, 2003

## **REGIONAL MEXICAN TOP 25**

WEEK	ARTIST TITLE LABEL(S)	POINTS
1	MONTEZ DE DURANGO Lágrimas De Cristal (Disa)	445
2	CONJUNTO PRIMAVERA Ave Cautiva (Fonovisa)	417
3	HURACANES DEL NORTE Nomás Por Tu Culpa (Univision)	302
4	INTOCABLE Eso Duele (EMI Latin)	<b>299</b>
5	TIGRES DEL NORTE Cáusame La Muerte (Fonovisa)	291
6	MARCO A. SOLIS Más Que Tu Amigo <i>(Fonovisa)</i>	274
7	BRONCO "EL GIGANTE DE AMERICA" Estoy A Punto (Fonovisa)	25 <b>6</b>
8	BANDA EL RECODO Que Te Ruegue Quien Te Quiera (Fonovisa)	242
9	JOAN SEBASTIAN Sentimental (Balboa)	227
10	NINEL CONDE Callados (Universal)	175
11	CUISILLOS Corazón <i>(Balboa)</i>	142
12	MONTEZ DE DURANGO Hoy Empieza Mi Tristeza (Disa)	140
13	LA ONDA w/CONTROL Mi Cucu (EMI Latin)	118
14	ADOLFO URIAS Amor Bésame (Fonovisa)	115
15	PAQUITA LA DEL BARRIO Hombres Malvados (Balboa)	104
16	HERMANOS HIGUERA Soy Troquero (Sony Discos)	103
17	TRINY Y LA LEYENDA Dile (Universal)	95
18	PALOMO Te Metiste En Mi Cama (Disa)	93
19	ANA BARBARA Bandido (Fonovisa)	91
20	TEMERARIOS Te Regalo Mi Tristeza (Fonovisa)	85
21	JORGE LUIS CABRERA En Realidad (Disa)	77
22	CONTROL Me Quiero Casar (EMI Latin)	76
23	ARROLLADORA BANDA EL LIMON En Los Puritos Huesos (Disa)	70
24	ANGELES DE CHARLY Déjenme Si Estoy Llorando (Fonovisa)	69
25	KUMBIA KINGS f/OZOMATLI Mi Gente (EMI Latin)	68

Data is complied from the airplay week of November 2-8, and based on a point system. © 2003 Radio & Records.

## **Going For Adds**

GFOFACICS ADAN CUEN Vuelve Por Favor (Balboa) ALAZZAN Ella Es (Freddie) ATRAPADO Grande De Caderas (Freddie) CELSO PIÑA Oye Cantinero (Warner M.L.) COCODRILOS Mi Destino (EMI Latin) DON ABUSIVO Si No Te Hubieras Ido (Universal) GRUPO LABERINTO El Perdedor (Balboa) INTOCABLE Soy Un Novato (EMI Latin) JENNIFER PEÑA A Fuego Lento (Univsion) JUAN GABRIEL Inocente De Ti (BMG) LIMITE Entrégame Tu Amor (Universal) LOS ALACRANES MUSICALES Si Me Recuerdas (Univision) LOS CAPIROS Copa Tras Copa (BMG) LOS ORIGINALES DE SAN JUAN El Aguacatero Michoacano (EMI Latin) MATADOR El Arbolito (Universal) MERCEDES CASTRO Las Nubes (Balboa) PEPE AGUILAR A Pierna Suelta (Univision)

## Rock/Alternative

Ro	ock/Alternative	Record Pool				
тw	ARTIST Title Label(s)	TW	ARTIST Title Label(s)			
1	CONTROL MACHETE Bien, Bien (Universal)	1	MOSA PROJECT Dámelo (Latinflava)			
2	MANA Te Llevaré Al Cielo (Warner M.L.)	2	CELIA CRUZ Ríe Y Llora (Sony Discos)			
3	PLASTILINA MOSH Peligroso Pop (EMI Latin)	3	KEVIN CEBALLO Tú Volverás (Universal)			
4	LA LEY Más Allá (Warner M.L.)	4	ORQUESTA GUAYACAN Vas A Llorar (MP)			
5	PANTEON ROCOCO Tu Recuerdo Y Yo (BMG)	5	GLORIA ESTEFAN Hoy (Sony Discos)			
6	LOS TETAS Tómala <i>(Universal)</i>	6	EMMANUEL Guajira (Universal)			
7	JULIETA VENEGAS Andar Conmigo (BMG)	7	SEXAPPEL Meneando La Cola (J&N)			
8	CAFE TACUBA EO <i>(MCA)</i>	8	JUANES La Paga <i>(Universal)</i>			
9	CIRCO La Sospecha (Universal)	9	PEDRO JESUS Qué Se Te Olvidó (MP)			
10	KINKY Presidente (Nettwerk)	10	SHALIM Se Me Olvidó Tu Nombre (Crescent Moon)			
11	FASE Tania <i>(Universal)</i>	11	ANDY ANDY Voy A Tener Que Olvidarte (Sony Discos)			
12	NATALIA LAFOURCADE Mírame Mírate (Sony Discos)	12	JOSE ERNESTO Cositas Bonitas (MP)			
13	CAFE TACUBA Eres (MCA)	13	ELVIS MARTINEZ Así Te Amo (Premium)			
14	MOLOTOV Hit Me (Universal)	14	OLGA TAÑON Cuando Tú No Estás <i>(Warner M.L.)</i>			
15	PASTILLA Comezón (Antidoto)	15	FASE Tania <i>(Universal)</i>			
	Songs ranked by total number of points. 18 Rock/Alternative reporters.		Songs ranked by total number of points. 23 Record Pool reporters.			

## **TEJANO TOP 25**

to a sector to the

THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS
1	KUMBIA KINGS f/OZOMATLI Mi Gente (EMI Latin)	206
2	INTOCABLE Eso Duele (EMI Latin)	191
3	SOLIDO Contando Los Segundos (Freddie)	179
4	JAIME Y LOS CHAMACOS f/BOBBY PULIDO Conjunto No Morirá (Freddie)	173
5	FRIJOLES ROMANTICOS & BOBBY PULIDO Dónde Está Mi Raza (Universal)	138
6	ELIDA REYNA Te Voy A Olvidar <i>(Tejas)</i>	135
7	DUELO Desde Hoy (Univision)	134
8	MARCOS OROZCO Como Dos Adolescentes (Catalina)	119
9	LA ONDA w/CONTROL Mi Cucu (EMI Latin)	115
10	CONTROL Me Quiero Casar (EMI Latin)	96
11	JIMMY GONZALEZ & GRUPO MAZZ Te Llevo En Mi Alma (Freddie)	93
12	BIG CIRCO Una Vez Más (EMI Latin)	79
13	COSTUMBRE Cuanto Te Amo (Warner M.L.)	75
14	BIG CIRCO La Endiablada <i>(EMI Latin)</i>	69
15	IMAN Amor De Dos Caras (Univision)	60
16	RAMON AYALA Titere En Tus Manos (Freddie)	52
17	JENNIFER PEÑA A Fuego Lento (Univision)	51
18	BRONCO "EL GIGANTE DE AMERICA" Estoy A Punto (Fonovisa)	51
19	JAY PEREZ No Me Dejes (Sony Discos)	48
20	LA CONQUISTA La Chica Conquista <i>(Q-Zone)</i>	46
21	JIMMY GONZALEZ & GRUPO MAZZ Junto A Ti (Freddie)	41
22	DUELO Un Minuto Más <i>(Univision)</i>	36
23	INTOCABLE Soy Un Novato <i>(EMI Latin)</i>	32
24	HURACANES DEL NORTE Nomás Por Tu Culpa (Univision)	29
25	NINEL CONDE Callados (Universal)	25

Data is complied from the airplay week of November 2-8, and based on a point system. © 2003 Radio & Records.

## **Going For Adds**

ALAZZAN Ella Es (Freddie) ATM Nadie (Univision)

## Record Pool

## **OPPORTUNITIES**

#### NATIONAL



DRAKE JINGLE COLLECTOR, looking for: KAKC Tulsa & WHBQ Memphis (And Other RKO Stations). As Produced between 1966-72. EMIL8500@aol.com

#### SOUTH

CC TEXAS IS SEARCHING FOR CANDIDATES FOR AN UPCOMING SMALL MARKET PD GIG. MUST HAVE CHR, HOT AC AND ALTERNATIVE MUSIC KNOWLEDGE. ON AIR EXPERIENCE IS NECESSARY AS A SHIFT IS REQUIRED. IF YOU WANT TO LIVE IN A GREAT TOWN, WORK AT A HERITAGE STATION AND PROGRAM FOR THE BEST COMPANY IN AMERICA SEND TAPES AND RESUMES TO: KEN CHARLES, RVPP, 510 LOVETT, HOUSTON TX, 77006. EOE.



#### MARKETING/PROMOTIONS DIRECTOR

RADIO STATION Q101, CHICAGO'S ALTER-NATIVE, IS LOOKING FOR ITS NEXT GREAT MARKETING/PROMOTIONS DIRECTOR. CANDIDATES SHOULD HAVE A SUCCESS-FUL TRACK RECORDS AND A HISTORY OF CREATING GREAT BRANDING. THEY SHOULD ALSO BE PREPARED FOR LONG HOURS AND MANY CHALLENGES.

IF YOU HAVE THE WILL TO WIN, AND AL-WAYS GET THE JOB DONE NO MATTER WHAT THE OBSTACLES, YOU'RE THE PER-SON WE NEED. SEND RESUMES TO:

MIKE STERN PROGRAM DIRECTOR Q101 DEPT. A 230 MERCHANDISE MART PLAZA CHICAGO, IL 60654 NO PHONE CALLS PLEASE.

YOUR CONFIDENTIALITY IS ASSURED. EMMIS COMMUNICATIONS IS AN EQUAL OPPORTUNITY EMPLOYER. WOMEN AND MINORITIES ARE ENCOURAGED TO APPLY.

#### WEST

Hispanic Radio Station (XMOR-FM) in the 11th Largest Hispanic Market (San Diego), is looking for a Program Director that lives the lifestyle of a a cutting edge, high energy radio format and that understands a bicultural market of 18-34, creative and excellent motivator. 4 years minimum experience. Some promotional skills.

Reply to MEC Network Inc.1027, 10th. Ave, Ste. C, San Diego CA 92101. or jobs@morefm989.com Attn: MG

SOFTROCK KWAV 97FM MONTEREY HAS RARE OPENING FOR MORNING SHOW SIDEKICK. CAN YOU RELATE TO WOMEN 35+? UNDERSTAND FAMILY FRIENDLY VALUES AND HUMOR? COMMUNICATOR/ENTERTAINER WARM FRIENDLY AND GENUINE ON THE AIR AND OUT IN PUBLIC. SEND MP3, OR TAPE & RESUME TO: B. MOODY, KWAV97FM, 5 HARRIS CT #C, MONTEREY, CA 93940.

BMOODY@KWAV.COM 831-649-0969 EOE

Production Manager/Producer needed at Int'l radio production company in Burbank. High degree of responsibility. Excellent writing skills and previous radio exp. a must! Min. 3-4 years professional management & supervision required. Email resume/cover/ salary to jobs@radioexpress.com. EOE.

## POSITIONS SOUGHT

#### International

Experienced radio staff needed to instruct new media school in Swiss Alps. American curriculum, European students. Contact alpineklein@yahoo.com. (11/14)

**Mornings or Drive home host**. Looking for radio gig on west coast. Contact Greg James at j.krause@shaw.ca. (11/14)

### POSITIONS SOUGHT

Major Market Talk Show Host! For Conservative Style! Opinionated! Hot Topics! Advice Talker! Credentials & Experience Guarantee Success! RoyDackerman@ verizon.net (808) 239-2550. (11/14)

Female Pro w/ tons of on-air exp needs gig near San Diego. Oldies, CHR, Classic Rock , Even News!! Call ASAP. Amie (760) 744-4771. (11/14)

**20 year vet, 5 in Major market** (KVIL/ Dallas, KIMN/Denver) available now! Call for materials. 214-520-3348, John Walker. Jonywakr@aol.com. (11/14)

**Experienced, tight, bright and brief** talent available for full-time in Florida. No attitude about shift or format. Patrick: 386-860-9216 or http://hometown.aol.com/radioflorida. (11/14)

Male air personality with a voice you'll love as well as personality, energy and positive attitude. I'd love to be part of your radio family. Call Chris 905-878-9825. (11/14)

Ohio Valley, or weekends in the NY Suburbs. CHR/Hot AC/ALT. Brian Hunter 718-236-7505 or djbrianhunter@aol.com. (11/14)

**7 years Radio/TV** traffic experience seeking manager position in sports, radio, television in NY/NJ. BG at 201-222-8795. (11/14)

Hot new format available in automated syndication. 3DSJ Request & Dedication Radio. Listen: www.3DSJ.com. (813) 920-7102, billelliott@3DSJ.com. (11/14)

**Ex WHYT, WLLZ, WDFX, WCSX-FM**. 14 years of radio broadcasting experience! DJ/ Board Op, Promo team. djmartin88@ hotmail.com. (11/14)

Ten years on-air experience in Country and Classic Rock Formats. Great voice/production skills. Willing to move. Joe (231) 933-4195. (11/14)

**Female talent, energy that suits** morning drive to evenings quiet storm, distinctive voice, team player that loves to win call (313) 259-2070 Maxine. (11/14)

#### R&R Opportunities Free Advertising

Radio & Records provides free (20 words maximum) listings to radio stations ON A SPACE AVAILABLE BA-SIS in Opportunities. Free listings of the same length are also available to individuals seeking work in the in dustry under Positions Sought.

#### Deadline

To appear in the following week's issue, your ad must be received by **Thursday noon (PST)**, eight days prior to issue date. Free Opportunities listings should be typewritten or printed on 8 1/2" X 11" company/station letterhead and are accepted only by mail or fax: 310-203-8727. Only free positions sought ads are accepted by e-mail to *llinares@radioandrecords.com* Address all 20-word ads to R&R Free Opportunities, 10100 Santa Monica Blvd., Third Floor, Los Angeles, CA 90067.

#### R&R Opportunities Advertising

#### 1x 2x \$175/inch \$150/inch

Rates are per week (maximum 35 word per inch including heading). Includes generic border. If logo, custom border or larger heading are required, add 1/2 inch (\$60 for 1x, \$50 for 2x). In addition, all ads appear on R&R's website. (*www. radioandrecords.com*)

#### Blind Box: add \$50

The R&R address and your box number adds 12 words to your ad. Regular Opportunities rates apply to Blind Box ads, but a \$50 service charge is added for shipping and handling

#### Positions Sought: \$50/inch

Individuals seeking employment may run ads in the Positions Sought section at the special rate of \$50/inch.

#### **Payable In Advance**

Opportunities Advertising orders must be typewritten on company/station letterhead and accompanied by advance payment. Ads are accepted by fax: (310-203-8727) or mail. Visa, MC, AmEx or Discover card 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 following week's issue, your ad must be received by **Thursday noon (PDT)** eight days prior to issue date. Address all ads to:R&R Opportunities, 10100 Santa Monica Blvd., Third Floor, Los Angeles, CA 90067.

#### RADIO & RECORDS 10100 Santa Monica Blvd., Third Floor, Los Angeles, CA 90067

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## MARKETPLACE







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## CHR/POP

- LW TW
  - BEYONCE' f/SEAN PAUL Baby Boy (Columbia) 3 DOORS DOWN Here Without You (Republic/Universal)
  - 83 FOUNTAINS OF WAYNE Stacy's Mom (S-Curve/EMC)
  - SANTANA f/ALEX BAND Why Don't You & 1 (Arista)
- TRAPT Headstrong *(Warner Bros.)* BABY BASH Suga Suga *(Universal)* OUTKAST Hey Ya! *(Arista)* 6
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- MAROON 5 Harder To Breathe (Octone/J)
- NELLY f/P. DIDDY & MURPHY LEE Shake Ya... (Bad Boy/Universal) 5 STACIE ORRICO (There's Gotta Be) More To Life (ForeFront/Virgin)
- 00 13
- LIL' JON & THE EASTSIDE BOYZ Get Low (TVT) 11
- CHRISTINA AGUILERA f/LIL' KIM Can't Hold Us Down (RCA) BRITNEY SPEARS f/MADONNA Me Against The Music (Jive) 9 Ô
- 14 BLACK EYED PEAS Where Is The Love? (A&M/Interscope) 12
- NO DOUBT It's My Life (Interscope) SIMPLE PLAN Perfect (Lava) 17 Ð
- 19 MATCHBOX TWENTY Bright Lights (Atlantic)
- 16 LIZ PHAIR Why Can't !? (Capitol) 18
- 21
- NICKELBACK Someday (Roadrunner/IDJMG) HILARY DUFF So Yesterday (Buena Vista/Hollywood) 15
- 1 MICHELLE BRANCH Breathe (Maverick/Warner Bros.)
- 24 20 FABOLOUS f/TAMIA Into You (Desert Storm/Elektra/EEG) 22
- STAIND So Far Away (Flip/Elektra/EEG) 25
- 40 CHRISTINA AGUILERA The Voice Within (RCA)
- 28 BUBBA SPARXXX Deliverance (Beatclub/Interscope)
- CLAY AIKEN Invisible (RCA) 33
- LUDACRIS f/SHAWNNA Stand Up (Def Jam South/IDJMG) 32
- 30
- ð FEFE DOBSON Take Me Away (Island/IDJMG) CHINGY f/SNOOP DOGG & LUDACRIS Holidae In (DTP/Capitol) 37
- 30 JOHN MAYER Bigger Than My Body (Aware/Columbia) 22

**#1 MOST ADDED** KELLY CLARKSON The Trouble With Love is (RCA)

#### #1 MOST INCREASED PLAYS CHRISTINA AGUILERA The Voice Within (RCA)

**TOP 5 NEW & ACTIVE** 

LINKIN PARK Numb (Warner Bros.) WILLA FORD F/LADY MAY A Toast To Men (Lava/Atlantic) KILEY DEAN Who Will I Run To? (Beatchub GOOD CHARLOTTE Hold On (Epic) DASHBOARD CONFESSION AL Hands Down (Vagrant)

CHR/POP begins on Page 28.

## AC

- 1.W TW SHANIA TWAIN Forever And For Always (Mercury/IDJMG) 2 UNCLE KRACKER f/DOBIE GRAY Drift Away (Lava) 2 MATCHBOX TWENTY Unwell (Atlantic)
- TRAIN Calling All Angels (Columbia) 4 4
- MERCYME I Can Only Imagine (INO/Curb) 5
- COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)
- SIMPLY RED Sunrise (simplyred.com) 0 9
- LUTHER VANDROSS Dance With My Father (J)
- CELINE DION Have You Ever Been In Love (Epic)
- PHIL COLLINS Look Through My Eyes (Walt Disney/Hollywood) DANIEL BEDINGFIELD If You're Not The One (Island/IDJMG) 10 10
- 11
- JIM BRICKMAN Peace (Where The Heart Is) (AAL) CHRISTINA AGUILERA Beautiful (RCA) 14 Ø
- 13 13
- EAGLES Hole in The World (ERC) 12
- 6 JOSH GROBAN You Raise Me Up (143/Reprise) 15
- CELINE DION Stand By Your Side (Epic) 16
- CLAY AIKEN Invisible (RCA) 19
- **B** 19 18 SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)
- 20 **DIDO** White Flag (Arista)
- MICHAEL BOLTON When | Fail In Love (Passion Group) 17 21
- 2 TIM MCGRAW Tiny Dancer (Curb) SARAH MCLACHLAN Fallen (Arista) 23
- 27 MICHAEL MCDONALD Ain't No Mountain High Enough (Motown)
- ROD STEWART f/CHER Bewitched, Bothered And Bewildered (J)
- 24 26 24
- HALL & OATES Getaway Car (U-Watch) SEAL Waiting For You (Warner Bros.) 22 26
- 27 28
- KENNY LOGGINS With This Ring (All The Best) SANTANA f/ALEX BAND Why Don't You & I (Ariste) **3 3** 30
- 29 BURKE RONEY Let It All Come Down (R World/Ryko)
- MICHAEL BUBLE How Can You Mend A Broken... (143/Reprise) 25

#### **#1 MOST ADDED** ELTON JOHN The Heart Of Every Girl (Epic)

## **#1 MOST INCREASED PLAYS**

TRAIN Calling All Angels (Colu

#### **TOP 5 NEW & ACTIVE**

CHRISTINA AGUILERA The Voice Within *(RCA)* TARRALYN RAMSEY Up Against All Odds *(Casablanca)* SUZY K. Gabriel *(Vellum)* LES Something That You Said (Koch) ABENAA Song 4 U (Nkunim) BANGLES So

## CHR/RHYTHMIC

**Powered By** 

URBAN

LUDACRIS f/SHAWNNA Stand Up (Def Jam South/IDJMG) JAGGED EDGE Walked Outta Heaven (Columbia)

CHINGY f/SNOOP DOGG & LUDACRIS Holidae In (DTP/Capitol) ASHANTI Rain On Me (Murder Inc./IDJMG)

M. LEE f/J. DUPRI Wat Da Hook Gon Be (Fo' Reel/Universal)

MISSY ELLIOTT Pass That Dutch (Gold Mind/Elektra/EEG)

BAD BOY'S DA BAND Bad Boy This Bad Boy That (Bad Boy/Universal)

MARQUES HOUSTON f/JOE BUDDEN & PIED PIPER Clubbin' (T.U.G/EEG)

2PAC f/NOTORIOUS B.I.G. Runnin' (Dying To Live) (Amaru/Interscope)

OUTKAST The Way You Move (Arista)

R. KELLY Step in The Name Of Love (Jive)

G UNIT Stunt 101 (Interscope) JA RULE Clap Back (Murder Inc./IDJMG)

ALICIA KEYS You Don't Know My Name (J)

LIL' JON & THE EASTSIDE BOYZ Get Low (TVT)

MONICA Knock Knock (J)

GINUWINE Love You More (Epic)

R. KELLY Thoia Thoing (Jive)

JOE More & More (Jive)

NICK CANNON Gigolo (Jive)
 NELLY Iz U (Fo' Reel/Universal)

BEYONCE' Me, Myself And 1 (Columbia)

MUSIQ Forthenight (Def Soul/IDJMG)

KELIS Milkshake (Star Trak/Arista)

JAY-Z Change Clothes (Roc-A-Fella/IDJMG) 112 f/LUDACRIS Hot & Wet (Def Soul/IDJMG)

LOON f/MARIO WINANS Down For Me (Bad Boy/Universal)

**#1 MOST ADDED** 

JAY-Z Change Clothes (Roc-A-Fella/IDJMG

**#1 MOST INCREASED PLAYS** 

ALICIA KEYS You Don't Know My Name (J)

**TOP 5 NEW & ACTIVE** 

TWIST A Slow Jamz (Atlantic) K ANYE WEST Through The Wire (Roc-A-Fella/IDJMG)

YING YANG TWINS FILIL' JON & THE EASTSIDE BOYZ Salt Shaker (TVT) BRAVEHEARTS FILIL' JON Quick To Back Down (Columbia)

TEEDRA MOSES F/JADAKISS You'll Never Find (A Better Woman) (TVT)

URBAN begins on Page 39.

ROCK

AUDIOSLAVE Show Me How To Live (Interscope/Epic)

3 DOORS DOWN Here Without You (Republic/Universal)

WHITE STRIPES Seven Nation Army (Third Man/V2)

AUDIOSLAVE 1 Am The Highway (Interscope/Epic) NICKELBACK Figured You Out (Roadrunner/IDJMG)

THREE DAYS GRACE (I Hate) Everything About You (Jive)

**#1 MOST ADDED** 

**#1 MOST INCREASED PLAYS** 

**TOP 5 NEW & ACTIVE** 

RED HOT CHILI PEPPERS Fortune Faded (Warner Bros.) DARKNESS I Believe In A Thing Called Love (Must...Destroy/Atlantic) STAIND How About You (Flip/Elektra/EEG) ILL NINO How Can I Live (Roodnumer/IDJMG)

QUEENSRYCHE Losing Myself (Senctuary/SRG)

ROCK begins on Page 60

STONE TEMPLE PILOTS All In The Suit That You Wear (Atlantic)

STAIND So Far Away (Flip/Elektra/EEG)

NICKELBACK Someday (Roadrunner/IDJMG)

PUDDLE OF MUDD Away From Me (Geffen)

GODSMACK Serenity (Republic/Universal)

BLACK LABEL SOCIETY Stillborn (Spitfire)

TRAPT Still Frame (Warner Bros.) LINKIN PARK Faint (Warner Bros.)

DISTURBED Liberate (Reprise)

P.O.D. Will You (Atlantic)

SEVENDUST Enemy (TVT)

OFFSPRING Hit That (Columbia)

KORN Right Now (Epic)

CHEVELLE Closure (Epic)

SEETHER Gasoline (Wind-up) LINKIN PARK Numb (Warner Bros.)

COLD Suffocate (Flip/Geffen/Interscope)

JET Are You Gonna Be My Girl (Elektra/EEG) DEFAULT (Taking My) Life Away (TVT)

SMILE EMPTY SOUL Bottom Of A Bottle (Lava)

HOOBASTANK Out Of Control (Island/IDJMG)

**GODSMACK Re-Align** 

NICKELBACK Figured You Out

KID ROCK Feel Like Makin' Love (Top Dog/Atlantic)

FUEL Falls On Me (Epic)

A PERFECT CIRCLE Weak And Powerless (Virgin)

AVANT Read Your Mind (Geffen)

YOUNGBLOODZ f/LIL' JON Damn! (Arista)

BEYONCE' f/SEAN PAUL Baby Boy (Columbia)

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- LUDACRIS f/SHAWNNA Stand Up (Def Jam South/IDJMG) CHINGY f/SNOOP DOGG & LUDACRIS Holidae In (DTP/Capitol) 0
- 2
- BEYONCE' f/SEAN PAUL Baby Boy (Columbia, 2 3 4
  - YOUNGBLOODZ f/LIL' JON Damn! (Arista) 4
  - LIL' JON & THE EASTSIDE BOYZ Get Low (TVT)
  - Ó OUTKAST The Way You Move (Arista)
  - BABY BASH Suga Suga (Universal) ASHANTI Rain On Me (Murder Inc./IDJMG)
  - OUTKAST Hey Ya! (Arista)
- 15 M. LEE f/J. DUPRI Wat Da Hook Gon Be (Fo' Reel/Universal) 11
- ð 14 JAGGED EDGE Walked Outta Heaven (Columbia)
  - MISSY ELLIOTT Pass That Dutch (Gold Mind/Elektra/EEG) 12
  - YOUNG GUNZ Can't Stop, Won't Stop (Def Jam/IDJMG)
- 17 Ø KELIS Milkshake (Star Trak/Arista)
- CHINGY Bight Thurr (DTP/Canitol)
- 12 16 Õ 2PAC f/NOTORIOUS B.I.G. Runnin' (Dying To Live) (Amaru/Interscope) 13
  - NELLY f/P. DIDDY & MURPHY LEE Shake Ya... (Bad Boy/Universal)
  - G UNIT Stunt 101 *(Interscope)* R. KELLY Step In The Name Of Love *(Jive)*
- 22 21 20
- WYCLEF JEAN f/MISSY ELLIOTT Party To Damascus (J) 26 24
- 000000 JA RULE Clap Back (Murder Inc./IDJMG) NELLY Iz U (Fo' Reel/Universal)
- 25 112 f/LUDACRIS Hot & Wet (Def Soul/IDJMG) 23
- 50 CENT If I Can't (Shady/Aftermath/Interscope) JAY-Z Change Clothes (Roc-A-Fella/IDJMG) 43
- 32 MYA Fallen (A&M/Interscope)
- 213 Fly (Geffen)
- 27 WESTSIDE CONNECTION Ganosta Nations (Capitol) 33
- YING YANG TWINS Naggin' (TVT) 29
  - **2 3** BOW WOW f/JAGGED EDGE My Baby (Columbia)

**#1 MOST ADDED** 

JAY-Z Change Clothes (Roc-A-Fella/IDJMG)

**#1 MOST INCREASED PLAYS** 

**OUTKAST** Hey Ya! (Arista)

**TOP 5 NEW & ACTIVE** 

RYAN DUARTE You (Universal) EAMON F**k It (I Don't Want You Back) (Jive)

ALICIA KEYS You Don't Know My Name (J)

WARREN G Let's Go (It's A Movement) (MSC)

JS Love Angel (DreamWorks)

CHR/RHYTHMIC begins on Page 35.

HOT AC

SANTANA f/ALEX BAND Why Don't You & I (Arista)

JOHN MAYER Bigger Than My Body (Aware/Column

SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)

JASON MRAZ The Remedy (I Won't Worry) (Elektra/EEG)

BARENAKED LADIES Another Postcard (Chimps) (Reprise)

JOSH KELLEY Amazing (Hollywood) UNCLE KRACKER f/DOBIE GRAY Drift Away (Lava)

MICHELLE BRANCH Breathe (Maverick/Warner Bros.)

SHANIA TWAIN Forever And For Always (Mercury/IDJMG)

COUNTING CROWS She Don't Want Nobody Near (Geffen)

**#1 MOST ADDED** 

**#1 MOST INCREASED PLAYS** 

**TOP 5 NEW & ACTIVE** 

BEN HARPER Diamonds On The Inside (Virgin) SUGAR RAY Chasin' You Around (Atlantic) BANGLES Something That You Said (Koch) EVANESCENCE My Immortal (Wind-up)

COLDPLAY Moses (Capitol)

AC begins on Page 52.

NO DOUBT It's My Life (Inter-

FOUNTAINS OF WAYNE Stacy's Mom (S-Curve/EMC)

NELLY FURTADO Powerless (Say What You Want) (DreamWorks)

NICKELBACK Someday (Roadrunner/IDJMG)

TRAIN When I Look To The Sky (Columbia)

STAIND So Far Away (Flip/Elektra/EEG)

JASON MRAZ You And I Both (Elektra/EEG)

VERTICAL HORIZON I'm Still Here (BCA)

HOWIE DAY Perfect Time Of Day (Epic)

SALIVA Rest In Pieces (Island/IDJMG)

MERCYME I Can Only Imagine (INO/Curb)

FIVE FOR FIGHTING 100 Years (Awa

SEAL Waiting For You (Warner Bros.)

NO DOUBT It's My Life (Interscope)

MATCHBOX TWENTY Bright Lights (Atlantic)

MATCHBOX TWENTY Unwell (Atlantic)

TRAIN Calling All Angels (Columbia)

SARAH MCLACHLAN Fallen (Arista)

LIVE Heaven (Radioactive/Geffen)

LIZ PHAIR Why Can't I? (Capitol)

DIDO White Flag (Arista)

3 DOORS DOWN Here Without You (Republic/Universal)

# THE BACK PAGES. National Airplay Overview: November 14, 2003

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**SMOOTH JAZZ** 

KIRK WHALUM Do You Feel Me (Warner Bros.)

HIROSHIMA Revelation (Heads Up International)

KIM WATERS The

**#1 MOST ADDED** 

**#1 MOST INCREASED PLAYS** 

**TOP 5 NEW & ACTIVE** 

OOWN TO THE BONE Cellar Funk (Narada)

MARION MEADOWS Treasures (Heads Up)

RICHARD SMITH Sing A Song (A440) SPYRO GYRA Cape Town Love (Heads Up International)

NAJEE Eye 2 Eye (N-Coded)

Smooth Jazz begins on Page 58.

**TRIPLE A** 

R.E.M. Bad Day (Warner Bros.)

JONNY LANG Red Light (A&M/Interscope)

STING Send Your Love (A&M/Interscope)

HOWIE DAY Perfect Time Of Day (Epic)

WALLFLOWERS Closer To You (Interscope)

TRAIN When I Look To The Sky (Columbia)

STEREOPHONICS Maybe Tomorrow (V2)

DAMIEN RICE Volcano (Vector Recordings)

MAVERICKS | Want To Know (Sanctuary/SRG)

MATCHBOX TWENTY Bright Lights (Atlantic)

active/Geffen/

ROBERT RANDOLPH Soul Refreshing (Warner Bros.)

EASTMOUNTAINSOUTH Rain Come Down (Drea

**#1 MOST ADDED** 

**#1 MOST INCREASED PLAYS** 

**TOP 5 NEW & ACTIVE** 

RICKIE LEE JONES Second Chance (V2)

ZIGGY MARLEY Dragonfly (Private Music/AAL) TRAVIS Re-Offender (Epic)

THRILLS One Horse Town (Virgin)

TRIPLE A begins on Page 70.

hlic/Universal

PETE YORN Crystal Village (Columbia)

THORNS Blue (Aware/Columbia)

JACK JOHNSON Taylor (Jack Ju

3 OOORS OOWN Here Without You (Rej

LIVE Heaven (Radi

JOE FIRSTMAN Breaking All The Ground (Atlantic)

DAVE MATTHEWS Save Me (RCA)

LOS LONELY BOYS Heaven (Or)

COLDPLAY Moses (Canitol)

GUSTER Careful (Palm/Reprise)

DIDO White Flag (Arista)

SARAH MCLACHLAN Fallen (Arista) BEN HARPER Diamonds On The Inside (Virgin)

JOHN MAYER Bigger Than My Body (Aware/Colu

JASON MRAZ You And I Both (Elektra/EEG) JACK JOHNSON Wasting Time (Jack Johnson Music/Universal)

SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)

COUNTING CROWS She Don't Want Nobody Near (Geffen)

LYLE LOVETT My Baby Don't Tolerate (Curb/Lost Highway)

BARENAKED LADIES Another Postcard (Chimps) (Reprise)

VAN MORRISON Once In A Blue Moon (Blue Note/EMC)

KIM WATERS The Bide (Sh

BASS X Vonni (Liquid 8)

RIPPINGTONS Bella Luna (Peak)

## **URBAN AC**

- GERALD LEVERT U Got That Love (Call It A Night) (Elektra/EEG)
- R. KELLY Step in The Name Of Love (Jive) KEM Love Calls (Motown/Universal)

LW TW

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- 4 3
- LUTHER VANDROSS Dance With My Father (J)
- Ó DWELE Find A Way (Virgin) HEATHER HEADLEY | Wish | Wasn't (RCA) 6 5
- ARETHA FRANKLIN Wonderful (Arista)
- SMOKIE NORFUL | Need You Now (EMI Gospel)
- ANTHONY HAMILTON Comin' From Where I'm From (So So Def/Arista)
- 12 JOE More & More (Jive)
- 9 TAMIA Officially Missing You (Elektra/EEG)
- JAVIER Crazy (Capitol) WILL DOWNING A Million Ways (GRP/VMG) 10 12
- Ö 14
- 13 RHIAN BENSON Say How | Feel (DKG) 15
- 00 JAHEIM Backtight (Divine Mill/Warner Bros.) MICHAEL JACKSON One More Chance (Epic) 17
- C C 19 ASHANTI Rain On Me (Murder Inc./IDJMG)
- 16 CALVIN RICHAROSON Keep On Pushin' (Hollywood)
- 20 AVANT Read Your Mind (Geffen)
- 19 (1) (1) (1) 22 ERYKAH BAOU Back In The Day (Motown)
- 21 ISLEY BROTHERS f/RON ISLEY Busted (Dream Works)
- 24 ALICIA KEYS You Don't Know My Name (J)
- 18 FLOETRY Getting Late (DreamWorks) 23 24
- MUSIQ Forthenight (Def Soul/IDJMG) 29
- VIVIAN GREEN What Is Love? (Columbia) LUTHER VANDROSS Think About You (J) 25 26 23
- 25 27
- MANHATTANS Turn Out The Stars (Love-Lee) 26 28
- STEPHANIE MILLS Can't Let Him Go (J&M) EARTH, WINO & FIRE Hold Me (Kalimba) 27 29
- Ō 28 KEM Matter Of Time (Motown)

**#1 MOST ADDED** ALICIA KEYS

**#1 MOST INCREASED PLAYS** LUTHER VANDROSS Think About You (/

**TOP 5 NEW & ACTIVE** FREDOIE JACKSON Natural Thang (Martland) VAN HUNT Seconds Of Pleasure (Capitol) AL GREEN I Can't Stop (Blue Note/EMC) JAGGEO EOGE Walked Outta Heaven (Columbia) TONY RICH PROJECT Red Wine (Compendia)

URBAN begins on Page 39.

## ACTIVE ROCK

- LW A PERFECT CIRCLE Weak And Powerless (Virain) 1
- 8 TRAPT Still Frame (Warner Bros.)
- 2

TW

- OISTURBED Liberate (Reprise) PUDDLE OF MUDD Away From Me (Geffen) å 6
- STAIND So Far Away (Flip/Elektra/EEG)
- 6 LINKIN PARK Numb (Warner Bros.) LINKIN PARK Faint (Warner Bros.) 10
- 5
- 12 SEETHER Gasoline (Wind-up) 8
- SEVENDUST Enemy (TVT)
- 15 STONE TEMPLE PILOTS All in The Suit That You Wear (Atlantic)
- P.O.D. Will You (Atlantic) 16
- THREE DAYS GRACE (I Hate) Everything About You (Jive) 18
- NICKELBACK Someday (Roadrunner/IDJMG) 13 Ô 19 KORN Right Now (Epic)
- GODSMACK Serenity (Republic/Universal) 9 11 16 AUDIOSLAVE Show Me How To Live (Interscope/Epic)
- COLD Suffocate (Fkip/Geffen/Interscope) 17 17
- 14
- 18 WHITE STRIPES Seven Nation Army (Third Man/V2) 23 AUDIOSLAVE | Am The Highway (Interscope/Epic)
- 21 CHEVELLE Closure (Epic)
- 22 STATIC-X The Only (Warner Bros.)
- ä HOOBASTANK Out Of Control (Island/IDJMG)
- 24 20 FUEL Falls On Me (Epic)
- 35 OFFSPRING Hit That (Columbia)
- 24 25 26 27 25 LIMP BIZKIT Behind Blue Eyes (Flip/Interscope)
- 42 NICKELBACK Figured You Out (Roadrunner/IDJMG)
- RED HOT CHILI PEPPERS Fortune Faded (Warner Bros.) -27
- 28 29 30 ILL NINO How Can I Live (Roadrunner/IDJMG)
- DEFAULT (Taking My) Life Away (TVT) 28 47

#### STAIND How About You (Flip/Elektra/EEG)

#### **#1 MOST ADDED GODSMACK** Re-Ali

#### **#1 MOST INCREASED PLAYS RED HOT CHILI PEPPERS** Fortune Faded (Warne

#### TOP 5 NEW & ACTIVE

BLINK-182 Feeling This (Gef. DARKNESS | Believe In A Thing Called Love (Must...Destroy/Atlantic) DOPE 1 Am (Recon/Artemis) SWITCHFOOT Meant To Live (Red Ink/Columbia) IGGY POP Little Know it All (Virgin)

#### COUNTRY TW LW TW 8 TOBY KEITH | Love This Bar (Dream Works) 8 DAVE KOZ Honey-Dipped (Capitol) 2 RASCAL FLATTS | Melt (Lyric Street) PRAFUL Sigh (Rendezvous/N-Coded) KEITH URBAN Who Wouldn't Wanna Be Me (Canitol) 3 CANDY DULFER Finsbury Park, Cafe 67 (Eagle Rock) 3 PAT GREEN Wave On Wave (Republic/Universal South) 30000000000000 KENNY G. Malibu Dreams (Arista) 4 GEORGE STRAIT Cowboys Like Us (MCA) MINDI ABAIR Flirt (GRP/VMG) 5 5 6 7 8 MONTGOMERY GENTRY Hell Yeah (Columbia) 9 RICK BRAUN Green Tomatoes (Warner Bros.) KENNY CHESNEY There Goes My Life (BNA) CHRIS BOTTI Indian Summer (Columbial 8 CHRIS CAGLE Chicks Dig It (Capitol) DARYL HALL She's Gone (Rhythm & Groove/Liquid 8) BROOKS & DUNN You Can't Take The Honky Tonk ... (Arista) PAUL JACKSON, JR. It's A Shame (Blue Note) 6 Ď LONESTAR Walking In Memphis (BNA) 10 JAZZMASTERS Puerto Banus (Trippin 'N' Rhythm) RODNEY ATKINS Honesty (Write Me A List) (Curb) CHUCK LOEB eBop (Shanachie) 14 TRACY BYRD Drinkin' Bone (RCA) 12 LUTHER VANDROSS Dance With My Father (J) JIMMY SOMMERS Take My Heart... (Gemini/Higher Octave) NICK COLIONNE High Flyin' (3 Keys Music) 13 RUSHLOW | Can't Be Your Friend (Lyric Street) 13 80000000000 **REBA MCENTIRE** I'm Gonna Take That Mountain (MCA) 15 14 SHERRIE AUSTIN Streets Of Heaven (C4/BBR) LEE RITENOUR Inner City Blues (GRP/VMG) 0000000000 16 DIAMOND RID Wrinkles (Arista) JO OEE MESSINA | Wish (Curb) 17 STEVE COLE Everyday (Warner Bros.) SIMPLY REO Sunrise (simplyred.com) OAVIO BENOIT Watermelon Man (GRP/VMG) 19 SHANIA TWAIN She's Not Just A Pretty Face (Mercury) 18 TERRI CLARK I Wanna Do It All (Mercury) 21 SEAL Touch (Warner Bros.) MICHAEL MCOONALD Ain't No Mountain High Enough (Motown) **BRAD PAISI FY** Little Moments (Aristal 22 SCOTTY EMERICK | Can't Take You Anywhere (DreamWorks) 20 MARC ANTOINE Funky Picante (Rendezvous) TIM MCGRAW Watch The Wind Blow By (Curb) PAMELA WILLIAMS Afterglow (Shanachie) 24 300 JOSH TURNER Long Black Train (MCA) 23 STEVE OLIVER Positive Energy (Native Language) 23 24 JIMMY WAYNE I Love You This Much (DreamWorks) BRIAN CULBERTSON Serpentine Fire (Warner Bros.) 26 BLAKE SHELTON Playboys Of The Southwestern World (Warner Bros.) GREGG KARUKAS Riverside Drive (N-Coded) 25 8 8 8 8 9 8 25 SARA EVANS Perfect (RCA) KIM WATERS The Ride (Shanachie) **202323**

ALAN JACKSON Remember When (Arista) 33

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- 29 TRACE AOKINS Hot Mama (Capitol)
- 30 CRAIG MORGAN Every Friday Afternoon (BBR)
- JOE NICHOLS Cool To Be A Fool (Universal South) 32

#### **#1 MOST ADDED** MARTINA MC

DE In My D **#1 MOST INCREASED PLAYS** 

KENNY CHESNEY There Goes My Life (BNA)

#### **TOP 5 NEW & ACTIVE**

REBECCA LYNN HOW ARO I Need A Vacation (MCA) AMANOA WILKINSON Gone From Love Too Long (Universal South)

MARK WILLS That's A Woman (Mercury) L. MORGAN Do You Still Want To Buy Me That Drink (Frank) (Image/Quarterback)

SONYA ISAACS No Regrets, Yet (Lyric Street)

#### COUNTRY begins on Page 44.

## ALTERNATIVE

- Ô LINKIN PARK Numb (Warner Bros.) 3
- STAINO So Far Away (Flip/Elektra/EEG)
- 8 BLINK-182 Feeling This (Geffen) TRAPT Still Frame (Warner Bros.)
- A PERFECT CIRCLE Weak And Powerless (Virgin)
- 6
- THREE DAYS GRACE (I Hate) Everything About You (*Jive*/ PUDDLE OF MUDD Away From Me (*Geffen*)
- WHITE STRIPES The Hardest Button To Button (Third Man/V2)
- LINKIN PARK Faint (Warner Bros.) SWITCHFODT Meant To Live (Red Ink/Columbia)
- Ó 11 12
  - JET Are You Gonna Be My Girl (Elektra/EEG)
- 10 NICKELBACK Someday (Roadrunner/IDJMG) Ô P.O.D. Will You (Atlantic)
- 13 OFFSPRING Hit That (Colu 29
- **1015** 15 STROKES 12:51 (RCA)
- AUDIOSLAVE Show Me How To Live (Interscope/Epic) 14 16
  - HOOBASTANK Out Of Control (Island/IDJMG)

COLD Suffocate (Flip/Geffen/Interscope)

AUDIOSLAVE I Am The Highway (Interscope/Epic)

RED HOT CHILI PEPPERS Fortune Faded (Warner Bros.)

3 DOORS DOWN Here Without You (Republic/Universal)

DASHBOARD CONFESSIONAL Hands Down (Vagrant)

**#1 MOST ADDED** 

**#1 MOST INCREASED PLAYS** 

**TOP 5 NEW & ACTIVE** 

NICKELBACK Figured You Out (Roadrunner/IDJMG) RANCID Red Hot Moon (Hellcat/Warner Bros.)

LIMP BIZKIT Behind Blue Eyes (Flip/Interscope)

EVE 6 At Least We're Dreaming (RCA)

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THURSDAY Signals Over The Air (Island/IDJMG) COLDPLAY Moses (Capitol)

**RED HOT CHILI PEPPERS** Fortune Faded (War

DARKNESS | Believe In A Thing Called Love (Must...Destr

- KORN Right Now (Epic) WHITE STRIPES Seven Nation Army (Third Man/V2) 20 18 22 STONE TEMPLE PILOTS All In The Suit That You Wear (Atlantic)

OUTKAST Hey Ya! (Arista)

CHEVELLE Closure (Epic)

SEVENDUST Enemy (TVT)

**GODSMACK** Re-Ali



By Erica Farber



n Dec. 31 radio will lose one of its great broadcasters. Roy Shapiro is retiring. A 41-year veteran of, basically, one company, Viacom/ Infinity Broadcasting (formerly Group W Broadcasting), Shapiro is recognized as one of the leaders in the development of the News radio format.

Under his direct leadership for the last 20 years, KYW/Philadelphia has consistently set sales and ratings records, earning the distinction of being one of the most successful radio stations in the country.

Getting into the business: "It was quite by accident. I was an advertising and business major in college. I was looking for a job and went to an employment agency. They sent me to ABC Television. I was hired and worked there for 2 1/2 years. I got a call from Westinghouse, and I have been there for 41 years."

**On working in many different areas:** "Tve had involvement in just about every area. I often consider myself a misfit in this business. I ran our national sales organization, yet I've never sold a traditional spot in radio. My first job at a radio station was as GM. I don't know how many people's first job at a station is that of GM. In the old days it was quite common for you to make a lot of moves to promote your career. I only made one move, from New York to Philadelphia. I've done the advertising, the marketing, the promotion, the strategic planning and the research. It's been a great, great ride."

**On being considered a leader in the News format:** "I think I've been involved with News radio longer than any other individual. The only reason I say that is that I sat in on the very first meeting in which Donald H. McGannon said we were going to be all-news, all the time. Everyone, including myself, thought he was crazy. It's hard to imagine, if you go back 35 years ago, that somebody was saying we were going to have an all-news radio station when nothing like that existed before. We had no book to follow; we wrote it as we developed the product. Those were exciting days."

On being at the helm of KYW for almost 20 years: "I got here in November of 1984. It's been the best 20 years of my life, both personally and professionally. I love this radio station, Philadelphia, the people and the product. It's been fabulous. It's treated me well, and I hope I've treated it well."

**On his success:** "We have good people and good product. We've never lost focus. There's a tendency in any business that, after year after year of success, you start to lose focus on what your mission is. I dón't believe that I've ever allowed this station to lose focus on who we are and what we are as it relates to the listener."

On his station's community involvement:

"Community involvement and public service are just good business. They're part of your responsibility. We're atypically involved. If you saw the number of requests we get to help in our community, it's mind-boggling. When I first got here I was out 10 nights a week. In Philadelphia it's almost a ROY SHAPIRO

VP/GM, KYW (Newsradio 1060)/Philadelphia

requirement that you participate. I enjoyed participating and wouldn't have it any other way. Here's the beauty: Doing those kinds of things gives you access to every government official and business leader, so why wouldn't you, as a businessman, want to do them? It's a very important part of the job. The only problem is that you have to do it after 6 or 7pm after doing 10-12 hours a day. It's constant, but it's good."

Biggest challenge: "Competition. People think that, as a radio station, we have no competition. If you look at it from the outside, from the point of view of the consumer or listener, the competition has multiplied a million-fold, it seems. When we started in News radio the competition was a 15-minute local newscast at 6pm, a 15-minute national newscast at 6:15pm and another 15-minute local newscast at 11pm. Then you had the newspapers. Today, we have more television news competition before 7am than we did in total when we started News radio. As I've often said, it's a good thing we were stupid and didn't know any better what the competitive factors would be. Despite the ability of people to get information instantly with the Internet and increased television, News radio is as successful today as it was when we premiered it 35 years ago.

State of the industry: "From the standpoint of ownership, we've gone through a revolution rather than an evolution. The industry today is in a transition period where we're deciding on the best way to run and operate these radio stations in a single marketplace. I'm not sure we've got the correct structure or organization, whether it's cluster/not a cluster, compete/don't compete. Are we running our businesses the best way possible today? That's still a major issue."

**Dealing with change:** "I have a passion for this business. My son, my daughter and, now, even my son-inlaw are in this business. This is the greatest business in the world, second to none. You have a responsibility each and every day when you get up. How you cover the news affects lives every day. There are not a lot of jobs where you have that kind of influence or the responsibility to a community that we have at this station. What also makes this business great is that it is a very young business. When you get old like I am now, it's nice to be around young people. It's also a very profitable business, and it's always nice to be in a very profitable business. Given the choice between being rich or poor, I'd rather be rich."

State of business: "Not good. It's a tough year. The fourth quarter is, at best, going to be flat. Having said that, we're going to give the company a very healthy EBITDA, a healthy margin that Mel will appreciate. It's a very profitable business and a very profitable radio station. Before consolidation I think we were one of the top five stations in the country in profitability. We consider ourselves a sleeping giant. We don't get a lot of press here at KYW Newsradio. For years we used to be the highestranking station in terms of advertising volume outside of New York and Los Angeles."

Something about the station that might surprise our readers: "We do 48 half-hour newscasts a day. Everybody looks at us as a 24-hour News radio station, but it's really 48 half-hours. It's a merry-go-round of news, in that we never know when the listener gets on or off the merry-go-round. And 2am is every bit as important as 6:30am. You can't say to the listener, in effect, 'It's 2am. What did you expect from us?' Every half hour is very important to us."

Most influential individual: "I've been fortunate to have a number of them. I started at ABC Television very early on with Julie Bonathin and Fred Pierce. When I got to ABC there were only a couple hundred people. You got to see, meet and work with the bosses. When I got to Westinghouse it was Donald H. McGannon, and my direct boss was Jim Yurgen. Unfortunately, I never had much opportunity to work with Mel. We had some knock-'emdown shoving matches, which I enjoy. I enjoy him. Both of us being from New York, we have the same competitive drive. We used to go at each other when he was more involved with the individual stations. I've been blessed with great bosses."

**Career highlight:** "Helping to create News radio was one, but also what I did at Westinghouse when I was in research. There was a thing called the Prime Time Access Rule, or the Westinghouse Television Rule. Back then we did both radio and television. Westinghouse at that time opted to petition the FCC. The company thought the three networks had too much control over what the consumer saw every day or evening. We went to the FCC and told them it would be nice if they would limit the number of hours a station could carry network product to no more than three a night. We took on every network, every production company and every station in America and won."

**Career disappointment:** "Not a single thing. It's been terrific. I would have liked to experience working closer with Mel."

**Favorite radio format:** "Probably a little Rock, a little Sports Talk and a little general radio."

**Favorite television show:** "It was *The Untouchables* years ago; now it's *The Sopranos.*"

Favorite song: "'My Way'. All I ever asked my bosses is that they let me do it my way. If it's no good, fire my ass!" Favorite book: "Tuesdays With Morrie."

Favorite movie: "Any of the Godfathers."

**Favorite restaurant:** "If I gave you a favorite in Philadelphia, my buddies in the restaurant business would hang me. I always tell people that the best thing I do is lunch. I would give you the Four Seasons for breakfast. That way I won't upset any of my friends who own restaurants in town."

**Beverage of choice:** "Chopin vodka on the rocks." **Hobbies:** "I collect antique radios, I golf, and I'm big into sports."

E-mail address: "shapiro@kyw.com."

Advice for broadcasters: "Recapture the energy and enthusiasm of previous years. Because business is the way it is, I get concerned. Our creative juices aren't flowing, our energy is not what it used to be, and our enthusiasm is not where it was. Concentrating on sales and Wall Street is something I wish we wouldn't do as much, but do what's good for our business, and that will be good for Wall Street."

**On his retirement:** "This is all my own doing. They're calling my wife to get her to help change my mind. After 41 years I want to see what it's like to do nothing. There's KYW, but I also teach at Temple University two days a week. Whether I continue with Temple or being on boards of nonprofits, I don't know. The time seemed right. I spoke to Joel Hollander and Scott Herman and told them I would do whatever they need. They want me to continue doing some light lifting. We'll see what that is. My title from Joel is Chairman Emeritus."

What he will miss most: "I get nervous about not having people to see every day. I just had breakfast with someone who retired six months ago and decided to go back to work. He said, 'Make sure that at least once or twice a week you flip through your Rolodex and have breakfast or lunch with someone."

Advice for his successor: "Don't screw it up. It's too good. It's a great radio station."

## COMING NEXT WEEK

# 30 YEARS OF RADIO & RECORDS. A RETROSPECTIVE IN AUDIO & PRINT



# nick lachey "this i swear"

THE THEME SONG FROM THE HIT SHOW

WICK & JESSICA"

AIRING EVERY TUESDAY ON THE 10 SPOT

## **New This Week:**

WHTZ/New York KMXV/Kansas City KUDD/Salt Lake City WXSS/Milwaukee WKGS/Rochester WPXY/Rochester WFLY/Albany KHTT/Tulsa WHTS/Quad Cities

> Top 5 Callout: WKSE/Buffalo Top 10 Phones: KHKS/Dallas WWWQ/Atlanta

> > **IN-STORES NOW**

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