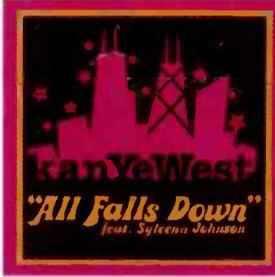


How The West Was One

Kanye West (Roc-A-Fella/IDJMG) scores Most Added honors at Urban this week with "All Falls Down," the second single from his album *The College Dropout*. The song also ties with D12 featuring Eminem for Most Added at CHR/Rhythmic.

**R&R Convention 2004 Set**

It's a chance to establish and solidify relationships, and R&R provides the forum! R&R Convention 2004 will be held June 24-26 at the Beverly Hilton Hotel in Beverly Hills, CA. Engaging speakers, dynamic entertainment and over 100 Industry Achievement Awards are on deck for this year's confab. Registration and convention details will soon appear at www.radioandrecords.com.



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IS RADIO LOSING ADULT APPEAL?

The latest TSL findings from the Media Audit are a real wakeup call. Read all about them in this week's Management/Marketing/Sales section. Also: Jason Jennings identifies 10 things of the world's top sales organizations; Charles Warner offers 10 things clients want from you and the tactics to negotiate a win-win solution; details of WHZZ/2100/New York's cool new online game featuring Romeo On The Radio; Irwin Pollack asks if sellers have what it takes to move up to a management position; Tim Moore's new book, *The Motivator*; and Jeffrey Hedquist's 60-Second Copywriter covering how to create opposing perspectives that can lead to humorous and effective results.

Pages 7-9

HOT STATS

This week's AC column reveals the current-percentage statistics of R&R's Hot AC reporting panel. Learn who plays the most current, recurrent and gold titles, as well as other pertinent information.

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R&R NUMBER ONES

CHR/POP

• BRITNEY SPEARS Toxic (Jive)

CHR/RHYTHMIC

• USHER I/LUDACRIS... Yeah (Arista)

URBAN

• USHER I/LUDACRIS... Yeah (Arista)

URBAN AC

• RUBEN STUDDARD Sorry 2004 (J)

COUNTRY

• TOBY KEITH American Soldier (DreamWorks)

AC

• JOSH GROBAN You Raise Me Up (143/Reprise)

HOT AC

• 3 DOORS DOWN Here Without You (Republic/Universal)

SMOOTH JAZZ

• KIM WATERS The Ride (Shanachie)

ROCK

• NICKELBACK Figured You Out (Roadrunner/IDJMG)

ACTIVE ROCK

• NICKELBACK Figured You Out (Roadrunner/IDJMG)

ALTERNATIVE

• INCUBUS Megalomaniac (Epic)

TRIPLE A

• NORAH JONES Sunrise (Blue Note/EMC)

CHRISTIAN AC

• MATTHEW WEST More (Universal South/EMI CMG)

CHRISTIAN CHR

• JEREMY CAMP Right Here (BEC)

CHRISTIAN ROCK

• FALLING UP Broken Heart (BEC)

CHRISTIAN INSPO

• CHRIS RICE Untitled Hymn... (Rocketown)

SPANISH CONTEMPORARY

• PAULINA RUBIO Te Quise Tanto (Universal)

TEJANO

• DJ KANE La Negra Tomasa (EMI Latin)

REGIONAL MEXICAN

• MARCO A. SOLIS Mas Que Tu Amigo (Fonovisa)

TROPICAL

• VICTOR MANUELLE Tengo Ganas (Sony Discos)



R&R Convention '04 Dates Set

R&R Convention 2004, the industry's premier gathering, will take place June 24-26 at Los Angeles' hotel of the stars, Merv Griffin's Beverly Hilton.

R&R Publisher/CEO

Erica Farber said, "The rapid changes taking shape in the radio and record industries prompt us to stage Convention 2004 this summer. Perhaps now more than ever we must face the challenge of change with relevant information and improved relationships. Our commitment to providing a forum to do that is stronger than ever."

This year's R&R Convention will assume a modified structure and format. Major evening events will occur on June 24 and June 25. On the convention's opening

day R&R will again present its legendary cocktail party poolside at the Beverly Hilton. On the evening of June 25 R&R will present its second annual Industry Achievement Awards show-

case, which honors excellence in the radio and record industries as voted by the readers of R&R. More than 100 awards will be given out during

the two-hour ceremony in the International Ballroom of the Beverly Hilton.

Previous R&R conventions have featured marquee speakers and panelists including former U.S. President Bill Clinton, former New York City Mayor Rudy Giuliani, rock icon Steven Tyler, champion boxer Oscar De La Hoya and Edgar Bronfman Jr. 2004 will mark

CONVENTION ▶ See Page 13



Ellis Named GM, Sony Urban Music

Lisa Ellis has been named to the newly created position of GM for Sony Urban Music. She will work closely with Sony Music U.S. President Don Jenner, to whom she will report, in overseeing the day-to-day operations of Sony Urban Music. She will also work with the company's U.S. labels and divisions, including the Columbia Records Group and Epic Records, on matters relating to urban music.

"Lisa Ellis is a natural leader," Jenner said. "I have known Lisa and worked closely with her in her various roles for nearly a decade, and she has always demonstrated a clear understanding of the marketplace, coming up with



Ellis

ELLIS ▶ See Page 15

Who's Next?

Four CHR/Pop up-and-comers

By Kevin Carter
R&R CHR/Pop Editor
kcarter@radioandrecords.com

For a busy programmer who is charged with having to feed the beast every week (translation: locate fabulous new music to add to the old stuff you're currently playing), it can often be a bit overwhelming to have to physically and mentally sift through that towering stack of CDs on your desk — all of which are hits, by the way. Add to that the constant stream of "Hey, buddy" promo calls that the average PD and MD receives during a given week, and the whole process can feel like one giant, impersonal blur.

This week, in what we hope will be the first in a se-

ries of articles, we decided to tighten the focus. Brace yourself for a science metaphor: Instead of looking at, say, the entire planet Mars through a telescope, we'll focus instead on just one cra-

ter, much like those overpriced and temperamental Mars rovers.

OK, what I'm saying is that in the following pages we have put a human face on four artists we have selected, all of whom arrived at CHR/Pop by distinctly varied paths.

Christina Milian is a talented hyphenate. A former

See Page 27



Indecency Debate Heats Up

Is Howard Stern the next target of the FCC?

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

WXRK/New York-based Howard Stern believes he may be the next Infinity host in the FCC's cross hairs, remarking on his show recently that sources within the FCC say the agency's Enforcement Bureau will soon launch new indecency action against him.

In fact, on March 5 Stern told listeners that he fears his show's days are numbered, despite its enduring popularity. "The majority of people in this country — seeing as I'm the No. 1 radio host in the country



Stern

INDECENCY ▶ See Page 6

Music-Shipment Decline Slows

By Frank Correia
R&R Music Editor
fcorreia@radioandrecords.com

With the release of the RIAA's 2003 year-end shipment numbers, it's apparent that the music industry's bleeding hasn't stopped, but it's certainly showing signs of slowing.

The report shows that the value of U.S. music shipments from record companies to retail outlets declined 4.3% in 2003, less than last year's 6.8% drop. Unit shipments declined 2.7%

in 2003, compared to a 7.8% drop in 2002, indicating a slower rate of decline.

"While the music industry continues to face serious challenges, we are pleased that trends appear to be going in a more positive direction," said RIAA Chairman/CEO Mitch Bainwol. "Record companies have taken a proactive approach to dealing with piracy, implementing educational efforts and enforcement programs

RIAA ▶ See Page 15

Entercom Taps Pasha As VP/Prog.

Veteran programmer Bill Pasha has been named to the newly created position of VP/Programming for Entercom, effective April 1. He most recently worked for Infinity as VP/Research & Audience Measurement, as well as VP/Programming for the company's Baltimore cluster.

"It looks like I'll be living on airplanes, but that's OK," Pasha told R&R. "One of the most exciting aspects of this job is the opportunity to contribute significantly and to help move some of the company's programming, marketing and research agendas forward."



Pasha

PASHA ▶ See Page 15

Denes To Program KBIG/Los Angeles

Dave "Chachi" Denes, who already serves as OM of Clear Channel's AC KOST and Hot AC KBIG in Los Angeles, has added PD duties at KBIG. The station has been without a PD since Clear Channel/Los Angeles Director/AC Programming Jhani Kaye stepped down from full-time involvement last year. With these new duties, the 28-year-old Denes will relinquish his duties at KOST and become one of the youngest first-time PDs in Los Angeles.

"Chachi has proven his programming skills time and again," Kaye said. "He has a terrific ear for the details of keeping our station focused, and he truly understands the vision of KBIG. Chachi has



Denes

DENES ▶ See Page 13

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McDonald Leads Infinity/Seattle

Walen rejoins Portland cluster; Mak adds duties

Dave McDonald has been named Sr. VP/Market Manager for Infinity's five Seattle properties: CHR/Pop KBKS, Country KMPS, Classic Alternative KRQI, Classic Country KYCW and Classic Rock KZOK.

A 30-year industry veteran who has spent close to 20 years in radio management in Portland, OR, McDonald most recently served as Sr. VP/Market Manager for Infinity's Portland station group and GM for KLTH, KUFO, KUPL-AM & FM & KVMX/Portland.

He succeeds Mark Walen, who returns to Portland for family reasons after being promoted to the Seattle post in early December 2003. Walen had previously been

GM of Active Rock KUFO and '80s KVMX, and he'll now serve as VP/GM not only of those stations, but also of Classic Country KUPL-AM and Country KUPL-FM. Walen will split Portland Market Manager duties with KINK/Portland VP/GM Stan Mak, who adds VP/GM responsibilities for AC KLTH. All three executives report to VP/Western Mid-Sized Markets Lisa Decker.

"It's very exciting to be joining the great group of stations and people that make up the Infinity/Seattle operation," McDonald said. "The Portland and Seattle Infinity operations have worked successfully together in various ways for some time, so we're confident the transitions will go well for all concerned."

Henry GM At Infinity/Dallas Trio

Infinity/Dallas Sr. VP/Director of Sales David Henry has added GM duties for the cluster's Oldies KLUV, Smooth Jazz KOAI and AC KVIL. Henry picks up management duties for the trio that were previously held by Market Manager Dave Siebert. Siebert remains Market Manager and will now focus his day-to-day management efforts on FM Talk KLLI/Dallas and Urban AC clustermate KRBV.

"This is something that I have always wanted," Henry told R&R.

"I'm very excited about this." He noted that the GM role — his first in radio — gives him the opportunity to work with the programming staff firsthand.

Henry started his career at KLUV in 1987 as an AE and became involved with KVIL in 1992. "I love Dallas, and it's great to stay here," he said. "It's not often that you can work with two stations that you can spend most of your career with. All of the stations are energized, and I'm really looking forward to working with them."

'990 Mainstreet' Debuts In Dallas

KMSR/Dallas launched on March 3 as a new Talk station that uses the moniker "990 Mainstreet." Backed by the Watch Ltd., a recently formed partnership of local investors, KMSR airs on the frequency that was home to Renaissance Radio's female-targeted Talk KCAF (The Cafe), which signed off less than one week after its 2002 debut.



Overton

Eleven-year market veteran Jerry Overton has been named GM of KMSR and will also oversee the station's programming. Overton spent the past year as both Sales Manager for West End Media and news anchor at Infinity's crosstown News KRLD. His Dallas radio resume also includes a stint as Sales

Manager at KAAM, as well as sales management and on-air positions with Prime Sports Radio Network.

"Mainstreet's daytime lineup of veteran Dallas hosts will be our strength," Overton told R&R. "With *Imus in the Morning* as a lead-in, Kevin McCarthy, David Gold and Chuck Cason — local guys with

name recognition and loyal audiences in the market — will give listeners an alternative for local talk all day long, from 9am-6pm."

Evenings lead off with Radio America's syndicated *Michael Reagan Show* (6-9pm). Overton confirmed that, for now, the station is carrying additional Radio America-provided

KMSR ▶ See Page 13

For The Record: As documented in last week's issue of R&R, there were layoffs at Warner Music Group following its acquisition by Edgar Bronfman Jr. and his investment group. Included among those exiting WB/Nashville were Sr. VP/Creative Janice Azrak, Sr. VP/A&R Paige Levy, and Leann Barron, assistant to label President Jim Ed Norman. Multiple independent and reliable sources on March 2 said Norman was also exiting, but R&R was notified by WB corporate on March 3 that he would remain as WMG/Nashville President. Similarly, in Los Angeles senior executive Jeff Ayeroff was reportedly out, when in fact he remains in place at Warner Bros. Records.

Analysis Of Fall 2003 Format Ratings Reveals Seismic Shift

CHR/Rhythmic tops CHR/Pop for first time ever

For the first time ever, the CHR/Rhythmic format's share has surpassed that of CHR/Pop in continuously measured markets, according to the latest Arbitron data. CHR/Rhythmic rose from a 5.7 in summer 2003

to a 5.8 in fall 2003, while CHR/Pop dropped from a 5.9 to a 5.4 and moved from a fourth-place tie to seventh. In fact, CHR/Pop was off an alarming 15.7% from

FORMATS ▶ See Page 15

Rank	Format	Fa '02	Wi '03	Sp '03	Su '03	Fa '03	Year-To-Year Change
1	News/Talk	13.9	14.3	14.2	13.7	14.2	+2.2%
2	AC	10.4	9.4	9.2	8.8	9.7	-6.7%
3	Country	8.2	8.6	8.6	8.8	8.8	+7.3%
4	Urban	5.6	5.7	5.9	6.1	5.9	+5.4%
5	CHR/Rhythmic	5.7	5.7	5.5	5.7	5.8	+1.8%
6	Classic Rock/Hits	5.7	5.6	5.8	5.9	5.7	N/C
7	CHR/Pop	6.4	6.1	6.2	5.9	5.4	-15.7%
8	Oldies	5.1	4.9	5.1	5.1	5.0	-2.0%
9	Alternative	5.0	5.0	4.9	4.9	4.7	-6.0%
10	Hot AC	4.3	4.5	4.6	4.8	4.3	N/C
11	Urban AC	3.2	3.6	3.7	4.0	3.9	+21.9%
12	Regional Mexican	3.4	3.3	3.4	3.2	3.3	-2.9%
13	Smooth Jazz	3.1	2.9	3.1	3.1	3.1	N/C
14	Religious	2.7	2.9	2.9	2.8	2.9	+7.4%
15	Sports	2.5	2.3	2.3	2.5	2.8	+12%
16	Spanish Cont.	2.6	2.4	2.3	2.4	2.5	-3.8%
17	Rock	2.4	2.3	2.2	2.2	2.0	-16.7%
18	Adult Standards	2.2	2.1	2.0	2.0	1.9	-13.6%
19	Tropical	1.2	1.4	1.5	1.5	1.9	+58.3%
20	Active Rock	1.8	1.7	1.8	1.9	1.8	N/C
21	Classical	1.5	1.5	1.4	1.3	1.4	-6.7%
22	Triple A	0.8	0.9	0.8	0.8	0.8	N/C

WRNR Welcomes Waugh As OM

Bob Waugh has been named OM of Empire Broadcasting's Triple A WRNR/Baltimore, effective March 22. A seasoned radio programmer, Waugh most recently spent 13 years at Infinity's WHFS/Washington in a variety of capacities, including MD and Asst. PD. He has also worked at Infinity's WXRK/New York and Jarad's WLIR/Nassau-Suffolk.

"I look forward to building on the WRNR brand as a radio station and as a musical destination for

both artists and listeners in the Baltimore-Washington, DC area," Waugh said. "WRNR's unique ability to champion over five decades of the best music ever made will continue to be the foundation of the station's approach."

Waugh replaces Jon Peterson, who has resigned to pursue other interests. The rest of the programming department remains intact, with Alex Cortright as PD and Damien Einstein as MD.

Matthews To Join WMMS As PD

Bo Matthews, PD of Clear Channel's CHR/Pop WFKS and Alternative WPLA in Jacksonville, will transfer in April to a similar post at the company's Rock WMMS (The Buzzard)/Cleveland. He will replace Jim Trapp, who is now PD of Classic Alternative KRQI/Seattle.



Matthews

Before spending a year in Jacksonville, Matthews was PD of CHR/Rhythmic WBTT and FM Talk WRLR in Ft. Myers. He started his radio career in 1995 at Rock WNCD in his hometown of Youngstown, OH.

"I wasn't looking for a gig, but I got one," Matthews said. "My goal has always been to get back to Cleveland, and once this gig became available, I had to go for it."

Clear Channel Regional VP/Pro-

gramming Kevin Metheny said, "We burned up the Sprint minutes and accumulated countless frequent-flier miles in pursuit of America's most innovative, fearless, unapologetic, relentless, exhibitionistic, samurai-warrior, rock-dog program director. We thought we found that qualification package in Bo Matthews. Then he submitted some simpering, mealy-mouthed quote for our press release kissing the rear ends of all the people in Jacksonville who are actually going to be delighted to see him ride off into the sunset."

"Well, at his going-away party he can tell [Clear Channel/Jacksonville Director/Programming] Gail Austin and [VP/Market Manager]

MATTHEWS ▶ See Page 13

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Panosh Named SVP/Marketing For Infinity

Peggy Panosh has been appointed Sr. VP/Marketing for Infinity Broadcasting, based in New York. She has been Sr. VP/Marketing & Communications for Westwood One for seven years and will begin her new duties on March 29.



Panosh

"Peggy is a highly skilled executive with a proven track record across local and national platforms," Infinity Exec. VP/Marketing David Goodman said. "Her experience, while stepped in radio, transcends to high-profile events including the Grammy Awards, the Super Bowl and the NCAA Men's Basketball Championships. Peggy will bring a unique perspective to the organization and will be an invaluable asset in developing one-of-a-kind marketing opportunities for our stations and advertisers."

Prior to working at Westwood One, Panosh spent seven years as Director/Marketing for Infinity's WXRK/New York and earlier spent three years at Catch a Rising Star Inc.

Q4, 2003 Earnings Season Closes

Beasley, Saga top forecasts; SBS falls short

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

As the Q4 2003 and year-end earnings reporting drew to a close last week, Beasley Broadcast Group and Saga Communications reported earnings that beat Wall Street forecasts, while Spanish Broadcasting System's Q4 profits missed expectations.

Saga's Q4 earnings per share of 21 cents handily beat the 17-cent estimate of Thomson First Call analysts, as net income improved from \$4.1 million (19 cents) a year ago to \$4.5 million in Q4 and net operating revenue increased 5%, to \$32.9 million.

Operating income grew 7%, to \$8.6 million, while station operating income improved 4%, to \$11.8 million. On a same-station basis, net operating revenue increased less than 1%, to \$30.5 million, but operating income increased 5%, to \$8.3 million, and station operating income increased 2%, to \$11.4 million.

For 2003, Saga's net income was flat at \$13.9 million (65 cents per share), including a \$1.2 million debt write-off, while net operating revenue increased 6%, to \$121.3 million. Operating income was down 1%, to \$28.6 million, while station operating income increased 1%, to \$42 million. On a same-station basis, 2003 net operating revenue was flat at \$111.2 million, while operating income decreased 2%, to \$27.7 million, and station operating income was flat at \$40.5 million.

Looking ahead, Saga expects Q1 pro forma net revenue to improve between 2% and 4% and predicts operating income will grow 3%-5%.

Beasley's Q4 2003 profit of 14 cents per share was 4 cents ahead of the 10-cent estimate of Thomson First Call analysts as net income improved from \$3.2 million (13 cents per share) a year ago to \$3.3 million in Q4. However, consolidated net revenue decreased 2%, to \$32.1 million, and operating income from continuing operations decreased 13%, to \$7.4 million. Station operating income declined 9%, to \$9.6 million.

For 2003, the company's net income rebounded from a \$3.7 million (15 cents) loss in 2002 to a profit of \$12.8 million (52 cents). Beasley's 2003 net income included a \$4.5 million gain on the sale of some investment securities, and 2002's net loss was impacted by a \$12.1 million noncash charge.

The company's 2003 consolidated net revenue was flat at \$114.5 million, while operating income from continuing operations declined 6%, to \$26.4 million, and station operating income slipped 4%, to \$35.5 million. For Q1, Beasley expects 1% growth in net revenue.

Spanish Broadcasting System's Q4 results fell well short of Street estimates. While Thomson First Call analysts had predicted the

company would break even, SBS on March 4 reported a Q4 loss of 12 cents per share as its net loss widened from \$2.1 million (3 cents) in Q4 2002 to \$7.7 million in Q4 '03.

SBS's bottom line was impacted by interest expenses tied to its \$125 million acquisition of KXOL/Los Angeles, along with increased expenses from a legal settlement. Despite the loss, SBS's Q4 net revenue improved 25%, to \$35.1 million, while station operating income improved 4%, to \$16.5 million.

For 2003, revenue was flat at \$135.3 million — but if 2002's \$6.4 million in noncash barter with AOL is excluded, pro forma net revenue improved 5%. 2003 station operating income grew 2%, to \$58.9 million, while SBS's net loss narrowed from \$89.8 million (72 cents) in 2002 to \$8.7 million (16 cents). 2002's net loss included a \$46.5 million one-time charge for an accounting change and higher income-tax expenses. Excluding those items, the company posted a year-end profit, although net income narrowed from \$6.6 million to \$2.7 million.

Looking ahead, SBS forecasts 2004 pro forma net revenue will be flat and predicts that station operating income will decline in the low-single-percentage range. During a March 4 conference call with analysts and investors, SBS CFO Joe Garcia attributed the lackluster forecast to weak ad pings for January.

EARNINGS See Page 6

Disney Foresees Another Comcast Bid After Eisner Vote

Mitchell takes Chairman role

By Adam Jacobson
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One week after Walt Disney Co. executives stripped longtime Chairman/CEO Michael Eisner of his Chairman duties, the company's day-to-day business was moving forward as usual. In fact, Disney President/COO Bob Iger on Tuesday told those in attendance at the Bear Stearns Media Conference in Palm Beach, FL that he sees a new, sweeter takeover offer from cable TV giant Comcast coming soon.

Iger said a renewed bid from Comcast is all but inevitable, but he also said Disney is doing fine as a content-only company, Forbes.com reported. Iger said a combination of Disney's and Comcast's businesses couldn't work but added that the deal isn't exactly a "slam dunk."

The latest development in the ongoing saga of Comcast's unsolicited takeover bid for Disney came on March 3, after stockholders representing 43% of the company's shares

withheld their votes of support for Eisner at Disney's annual shareholders' meeting. Interestingly, this year's meeting was held in Philadelphia — home to Comcast.

Disney's board of directors responded quickly, deciding just hours after the vote to split the Chairman and CEO posts. Board member George Mitchell was then unanimously elected Chairman. Mitchell represented Maine in the U.S. Senate for 14 years and worked

on peace agreements in Northern Ireland and the Middle East. Eisner retains the CEO role.

Whether the change of chairmen will placate stockholders isn't clear: Former board members Roy Disney and Stanley Gold have in the past criticized Mitchell for being too close to Eisner. Roy Disney and Gold led the stockholders' revolt that led to the vote of no confidence in Eisner, and the March 3 meeting featured the dissidents' plea to their fellow shareholders to withhold their support from Eisner.

As news of the vote spread around the world, Comcast took the opportunity to once again present Disney with its takeover offer. However, Comcast gave no sign that it intended to amend the offer, which Disney earlier rejected as too low.

BUSINESS BRIEFS

Analyst Bullish On Viacom

Though the Q4 and year-end 2003 earnings season just wrapped up, Merrill Lynch analyst Jessica Reif Cohen is already looking forward to Viacom's Q1 numbers. "We believe Viacom is on track to report robust Q1 results," Cohen said in a report issued Monday. She said the company is supported by the continued strength of its cable networks, its broad-based TV stations and its network performance, as well as sequential improvements in radio trends. Cohen predicts Infinity's Q1 radio revenue will grow to \$455 million and EBITDA will rise to \$204 million — 3% improvements for both — but she predicts 13% revenue growth for the company's TV unit and a 12% revenue gain at its cable networks. Still, she noted that Viacom's radio operations will benefit from easy comps in March and a better overall advertising environment compared to last year.

Arbitron Enhances RADAR With Mediaguide

Arbitron's RADAR network-radio ratings service on April 1 will begin using Mediaguide's broadcast-monitoring technology, which can verify whether radio commercials scheduled to air on RADAR-affiliated stations aired as indicated in the networks' commercial-clearance reports. Mediaguide monitors more than 2,300 local-market radio and television stations nationwide, and the company's technology provides real-time measurement and reporting of music performance and advertising execution. Arbitron said the Mediaguide technology will let it nearly double the sample of stations and almost triple the number of programming hours monitored by RADAR. Mediaguide's technology does not require any modification or encoding in advertising creative or any setup by stations or networks.

Will Canadians Have Three Satellite Radio Services?

CHUM Ltd., which owns a handful of Canadian radio, TV and Internet operations, is planning to launch a subscription radio service to rival XM Satellite Radio and Sirius, both of which have struck partnership deals with Canadian companies to expand into that country. According to the *Toronto Star*, CHUM is talking with wireless carriers about possible partnerships for its pay-as-you-go service, which it hopes will be carried via cellular towers and equipment. Unlike the satcasters' services, CHUM plans to send its signal from a digital audio transmitter across a network of repeaters. CHUM earlier approached both XM and Sirius about possible partnerships, but in both cases backed out before a deal could be made.

XM Lightens Debt Load

Thanks in part to the completion of its January equity offering, XM Satellite Radio has scrubbed \$135 million worth of debt from its balance sheet. XM used proceeds from the equity offering to pay off \$81.2 million in outstanding debt, then converted \$45.7 million worth of its 7.75% subordinated convertible notes into 3.7 million shares of its class A common stock. With the swap, all of XM's outstanding 7.75% subordinated convertible notes have been retired. Meanwhile, XM majority shareholder General Motors converted \$7.8 million worth of notes it held into 980,670 shares of XM class A common stock.

In other news, Audi will soon be offering both XM and Sirius to its automobile customers. Sirius is now offering three months of free service in Audi A4, S4 and A6 models, and the satcaster said this week that the service will be available in the 2005 Audi A8L, TT Coupe and TT Roadster as a factory- or dealer-installed option, beginning in June. Sirius is also readying a retrofit kit for 2004 A8L models. Meanwhile, XM will become available as a dealer- or factory-installed option in Audi's 2005 TT and A8 models, also beginning in June. XM is already available in A4, S4, A6 and all-road Quattro models and in 2004 A8s.

Also, Sirius has set its annual shareholders' meeting for May 25 at 10am at the Equitable Center in New York.

Continued On Page 13

R&R Stock Index

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

	Change Since				
	3/5/03	2/27/04	3/5/04	3/5/03	2/27/04-3/5/04
R&R Index	183.32	215.38	221.05	+21%	+3%
Dow Industrials	7,775.60	10,583.92	10,595.55	+36%	+0.1%
S&P 500	829.85	1,144.94	1,156.86	+39%	+1%

FINALLY!

DURAN DURAN ON THE BIG SCREEN

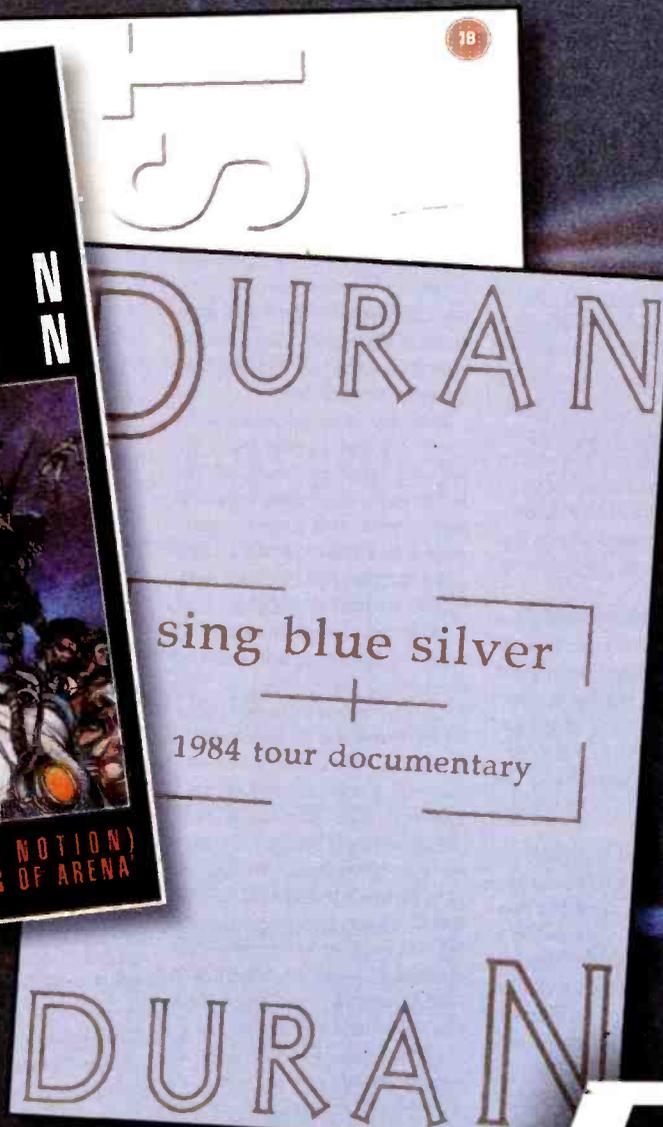
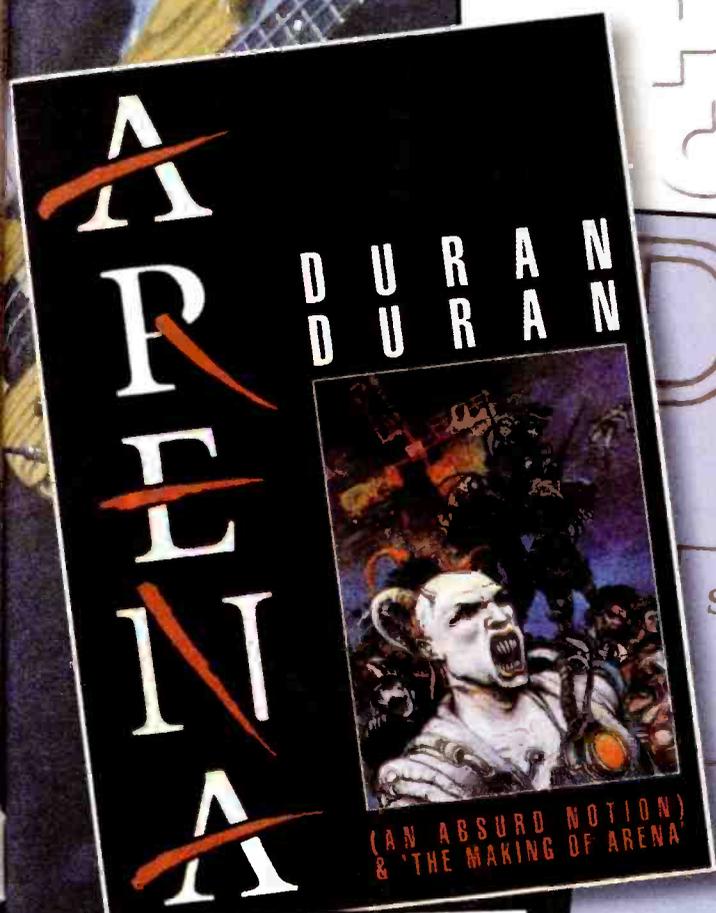
>> Catch the World Premiere of Duran Duran's much anticipated DVD, "The Arena" on April 26th. Finally, fans across the country will get what they've been begging for.

>> FOR YOUR STATION: 25 Duran Duran prize package giveaways which include 4 free tickets to the event, 3 DVD's, and 1 Duran Duran CD.

Promotional window: April 5 - April 26

One exclusive promotion is available in each of these markets:

- New York
- Los Angeles
- Chicago
- Philadelphia
- San Francisco
- Boston
- Dallas
- Washington D.C.
- Atlanta
- Detroit
- Houston
- Seattle
- Tampa
- Minneapolis
- Cleveland
- Phoenix
- Miami
- Denver
- Orlando
- Kansas City



For details call
Maria Parker

(310) 788-1604

R&R
MARKETING



Indecency

Continued from Page 1

— enjoy this,” he said. “But it seems the few religious whack jobs who are trying to get into our government like the Taliban through George W. Bush are ruling the country right now, and there is a cultural war going on.”

Stern also said he didn't think he'd be around to host a series of planned broadcasts from Las Vegas in May and discussed the possibility of holding a “Million Moron March” in which he would lead his listeners to Washington, DC to protest the rising tide of anti-indecency sentiment coming from both Congress and the FCC.

FCC spokesman David Fiske told R&R that, despite Stern's fears, the FCC has no immediate plans to take action against him. However, Fiske also noted that FCC Chairman Michael Powell said recently in a letter to Rep. John Dingell that the commission is putting the finishing touches on over two dozen indecency cases and that it expects final action on those cases in the next few months.

Fiske said that, again despite Stern's comments, the FCC is not on a mission to get him. “This is not a targeting of Howard Stern,” he said. “We are responding to listener complaints.”

Behind Stern's fears may be a recent FCC decision against another Infinity station and also a letter sent to Viacom COO Mel Karmazin by Sen. Sam Brownback.

On March 5 the FCC rejected Infinity's appeal of the \$27,500 fine that was imposed against WKRR/Detroit for broadcasts by hosts Deminski & Doyle that the commission ruled were indecent. While Infinity declined to comment, the ruling came just weeks after Infinity instituted a “zero tolerance” policy toward broadcast indecency, which Brownback questioned in a letter to Karmazin.

Specifically, Brownback questioned how seriously Infinity is taking its new policy after a Feb. 24 Stern broadcast during which, Brownback alleged, the host made racist comments. “In light of Infinity's reported new indecency policy and the supposed use of a substantial time delay, I do not understand how such a broadcast could be aired using an Infinity broadcast license,” Brownback wrote.

Indecency Tops Senate, House Agendas

Meanwhile, Brownback's bill that aims to drastically increase the fines the FCC can levy for broadcast indecency was approved by a Senate committee just days after a similar bill was OK'd by the House of Representatives. However, a slew of unrelated amendments threatens to prevent both bills from winning congressional approval.

On Tuesday the Senate Com-

merce Committee passed a bill that would increase the fines the FCC can impose for broadcast indecency and allow the agency to count each utterance or display of indecent material as a separate violation. While the House version of the bill — approved on March 3 — upped the maximum indecency fine to \$500,000, the Senate version adopted a tiered system that would set the maximum at \$275,000 for a first offense, \$375,000 for the second and \$500,000 for the third and any subsequent offenses.

The Senate bill also sets at \$3 million the maximum fines that can be imposed against a station for indecent material aired within any 24-hour period. Other amendments authorized the FCC to double the fines in certain aggravating circumstances, such as if the offending material is scripted or the audience size is “larger than usual.” The committee also approved by one vote a “three strikes” provision that would require the FCC to hold a license-revocation hearing for any station cited three times for broadcast indecency.

While Senate Commerce Committee Chairman John McCain and Brownback warned committee members that loading the bill with too many amendments might hurt its chances for passage by the full Senate, several members were nonetheless successful in amending the bill.

Notably, an amendment offered by Sen. Byron Dorgan to suspend enactment of the FCC's June 2003 media-ownership rules until the government's General Accounting Office can conduct a study on the relationship between ownership consolidation and broadcast indecency was passed, as was an amendment from Sen. Ernest Hollings that aims to curb violent programming on TV.

The Hollings amendment was passed over McCain's protests, although McCain himself introduced an amendment — which was voted down — that proposed to require cable systems to offer “a la carte” programming packages by which customers could select only the channels they want.

The House version — dubbed the “Broadcast Decency Enforcement Act of 2004” and sponsored by Rep. Fred Upton — was approved by a 49-1 vote and differed from the Senate version by requiring the FCC to complete investigations of indecency claims within 180 days. Several committee members also supported including a station's record of indecency compliance during consideration of license renewals.

An amendment introduced by Rep. Jan Schakowsky that would have limited the amount the FCC could fine an individual was voted down. While Schakowsky argued that the threat of a \$500,000 fine — the limit is the same for both stations and individuals — might stifle cre-

ativity among artists, Rep. Cliff Stearns countered that the FCC has always had but never exercised its authority to fine individuals and said the increase is only designed to make individuals more accountable. An amendment to the Senate version authorizing the FCC to fine nonlicensees up to \$500,000 was approved.

Too Much Consolidation 'Indecent'?

During markup of the House bill, Rep. Ed Markey took a shot at media-ownership consolidation by introducing and then immediately withdrawing a tongue-in-cheek amendment to include in the definition of “indecent” any company that owns three TV stations, eight radio stations, one newspaper and one cable system in a given market.

Markey has long held that ownership concentration could be contributing to what some see as an increasing tide of obscenity on the nation's airwaves, and he believes the FCC's new ownership rules will only make the situation worse. “It was just the worst decision by the FCC in history,” he said. “To allow one company to own everything in one town is dangerous, and it is wrong.”

Late Tuesday, Rep. Maurice Hinchey said he's planning to offer an amendment to the House bill that mirrors Dorgan's amendment to the Senate version in calling for a study on media consolidation and a suspension of the FCC's new media-ownership rules while a study on ownership consolidation is conducted.

However, since the House indecency bill has already been approved, Hinchey must ask the House Rules Committee to add his amendment. And since Dorgan's amendment was approved by only a slim margin, Hinchey's chances for success are hard to predict.

While it issued no immediate reaction to the Senate bill, the NAB condemned the House bill. “The NAB believes that voluntary industry initiatives are far preferable to government regulation when dealing with programming issues,” President/CEO Eddie Fritts said, noting that some broadcasters have already taken action to address growing concerns about content and that he expects his group's upcoming “Summit on Responsible Programming” — set for March 31 in Washington, DC — will yield “additional substantive results.”

Fritts added, “The NAB does not support the bill as written, but we hear the call of legislators and are committed to taking voluntary action to address this issue.”

Clear Channel Pays Up For Bubba

Clear Channel took a significant voluntary step of its own on March 4, when it submitted a \$755,000 check to the FCC to pay in full a fine levied against it for broadcasts

TRANSACTIONS AT A GLANCE

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

- WCSL-AM/Cherryville and WLON-AM/Lincolnton, NC \$500,000
- KCCS-AM/Salem, OR \$500,000
- KBKN-FM/Lamesa, TX \$108,000
- KYZZ-FM/San Angelo, TX \$450,000
- KLGD-FM/Stamford, TX \$550,000
- KWNX-AM/Taylor, TX \$950,000
- KGLD-AM/Tyler (Longview), TX \$160,000
- KRAR-FM/Brigham City (Salt Lake City), UT \$3.95 million
- KOVO-AM/Provo (Salt Lake City), UT \$1 million
- KDWW-FM/Diamondville and KMER-AM & KAOX-FM/Kemmerer, WY \$2 million

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

DEAL OF THE WEEK

• WNSA-FM/Wethersfield Township (Buffalo), NY

PRICE: \$9 million

TERMS: Asset sale for cash

BUYER: Entercom, headed by President/CEO David J. Field. Phone: 610-660-5610. It owns 104 other stations, including WBEN-AM, WGR-AM, WWKB-AM, WWWS-AM, WKSE-FM & WTSS-FM/Buffalo.

SELLER: Adelphia Communications, headed by VP Bob Koshinski. Phone: 716-626-1077

2004 DEALS TO DATE

Dollars to Date:

\$334,727,531

(Last Year: \$2,362,444,266)

Dollars This Quarter:

\$334,727,531

(Last Year: \$715,826,328)

Stations Traded This Year:

164

(Last Year: 903)

Stations Traded This Quarter:

164

(Last Year: 210)

made in 2001 by former WXTB/Tampa-based host Bubba The Love Sponge Clem. Clear Channel Radio CEO John Hogan said on Feb. 26 after testifying on indecency before a House subcommittee that his company was considering its options regarding payment in light of the possible legal ramifications, but the payment lends credence to Hogan's testimony that Clear Channel will “live with the consequences” of the penalties it faced over the broadcasts.

In a letter accompanying the hand-delivered payment, Clear Channel Exec. VP/Chief Legal Officer Andrew Levin wrote, “Clear Channel and its subsidiaries wish to assure the commission that they take very seriously their responsibilities as broadcasters.” He also outlined the company's recently launched “Responsible Broadcasting Initiative,” which holds all of its air talents partially liable for any indecency fines levied because of their actions.

Earnings

Continued from Page 4

Also during the call, SBS Chairman/CEO Raul Alarcon Jr. revealed that his company has a new eight-year contract with Interep and said SBS hopes to enjoy a surge in national advertising in the next year thanks to the newly forged agreement.

The deal includes a guaranteed level Interep must reach for SBS in 2004. “It is a guarantee for the entire year,” Alarcon said, “so to the extent that national sales are soft in Q1, we would expect that Interep would pick that up in the remaining three quarters.”

America's Spanish-language broadcasters are waiting for 2006, when Arbitron is set to start weight-

ing for Spanish-language listeners, but SBS Exec. VP/Programming Bill Tanner said during SBS's conference call that his company has found a flaw in the methods Arbitron is currently using.

“What we really see from the additional research that we do beyond Arbitron is that the ups and downs we all pay so much attention to in the monthly reports are really due to Arbitron's sampling more than they are to any particular audience shift,” Tanner said. “That means that for the rest of this year and the rest of next year, we'll have to settle for ratings that are inconsistent from month to month.” He added that the problem continues to plague all Spanish-language broadcasters.



JEFF GREEN, CRMC
jgreen@radioandrecords.com

Is Radio Losing Adult Appeal?

TSL erosion is most significant in younger women, older men

According to new findings from the Media Audit, the time adult men and women spend listening to radio has dropped by 20 minutes a day over the past five years. An analysis of more than 500,000 telephone interviews conducted with people 18 and older between 1999 and 2003 shows a stable trend of declines across every adult demographic.

Twenty minutes a day may not seem significant, but there are two factors that should cause radio managers some concern:

1. Twenty minutes a day adds up to a substantial two hours and 20 minutes a week.

2. The decline has been consistent and shows no sign of slowing.

The greatest losses in time spent listening were among younger women, with women 18-24 showing a decrease of 36 minutes, or 16%. Listening among women 25-34 dropped 27 minutes, or 13%, and women 55-64 listened 24 minutes less, a 13% dip.

Men 55-64 showed the most significant drop among male listeners, losing 27 minutes, a 16% decline. Among younger male cells, men 25-34 listened 11% less, and listening dropped 10% among men 18-24. Women and men 65-74 registered the smallest declines: 2% and 3%, respectively.

Decline In Radio Listening, 1999 To 2003

Demo	Minutes	% Decline
Women 18-24	36	16
Men 55-64	27	16
Women 25-34	27	13
Women 55-64	24	13
Men 25-34	23	11
Men 18-24	22	10
Men 75+	17	10
Men 35-44	17	8
Women 35-44	16	8
Men 44-54	15	8
Women 45-54	9	5
Women 75+	8	4
Men 65-74	4	3
Women 65-74	4	2
Average, men	20	10
Average, women	20	10

Listening Among Men

Eighteen- to 24-year-old and 25- to 34-year-old men have historically listened to radio for virtually the same amount of time, and that's generally been somewhat longer than the listening time for 35-44 men. But with the recent steady declines, all three demos now spend virtually the same amount of time with radio, slightly more than three hours a day.

It tends to be treated as axiomatic that the older men get, the less they listen to radio. But 55- to 64-year-old men showed a dramatic 18-minute drop in daily listening from 2002 to 2003, and now men in the 55-64 demo

listen to radio about the same amount of time as men over 75.

On a positive note, listening among men between 65 and 74 years old has held relatively steady over the past four years, while males 75+ have shown an uncharacteristic uptick in listening over the past two years.

Listening Among Women

Until the precipitous decline in listening by younger women in recent years, the 18-34 demo had traditionally spent the most time listening. But now 18- to 34-year-olds are listening to radio about the same amount of time as women 75+: a little over three hours a day. Women between 35 and 75 listen a little less than three hours a day.

Minutes Spent With Radio On Average Day, 1999-2003

Men	1999	2000	2001	2002	2003	% Decline
Average*	195	187	184	179	175	-10
18-24	211	204	204	192	189	-10
25-34	212	209	204	191	189	-11
35-44	203	193	197	192	186	-8
44-54	184	172	170	169	169	-8
55-64	174	170	165	165	147	-16
65-74	160	154	153	155	156	-3
75+	162	149	135	142	145	-10

Women	1999	2000	2001	2002	2003	% Decline
Average*	195	188	185	180	175	-10
18-24	221	216	207	198	185	-16
25-34	208	199	192	184	181	-13
35-44	191	188	185	179	175	-8
44-54	179	173	175	170	170	-5
55-64	180	167	169	167	156	-13
65-74	183	178	179	181	179	-2
75+	194	194	189	188	186	-4

*Averages do not indicate equal weighting among demo cells.

RAB Sets Women's Management Course

The RAB has set its fourth annual Women's Management Course for March 29 through April 1 at the RAB Training Academy in Dallas. Designed for new and soon-to-be sales managers and with an emphasis on the particular needs of women, the conference features sessions on general sales management skills and techniques. Other sessions include "Time Management: Creating a Balance," "The 'Generation' Gap," "Communicating Upward" and "Public Speaking and Presentation." For details, call the RAB at 800-232-3131.

Are You Ready To Move From Seller To Manager?

By Irwin Pollack



Irwin Pollack

Salespeople often want to move into management. The following questions may help you decide if this is a direction your career should take.

1. When you see another salesperson struggling, do you always help that person? Do you find ways to use the situation for your own benefit?
2. Are you contributing significantly to the growth of your station or stations? Do you believe your managers think so?
3. How do you handle stress? Can you really take the heat? Do you ever crack under pressure?
4. How willing are you to be *totally* accountable for end results, without placing blame or making excuses?
5. Can you do all of your required paperwork, properly, every time?
6. Do you sell your stations or stations as you were taught, or do you take liberties with your presentations?
7. Has the quality of your written presentations improved over time?
8. Have you been at every meeting and at work on time, every time, for the past month?
9. Are you 100% reliable? When you say you'll do something, do you do it? Do you get it done when you say you will?
10. Are you 100% conscientious when it comes to handling the station's resources?
11. Are you the kind of salesperson your LSM, GSM, director of sales or GM can turn to and count on for help when it's needed?

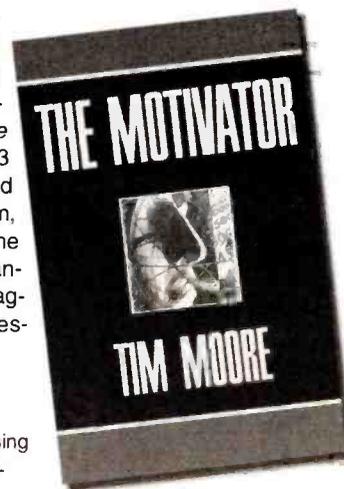
If you can answer yes to these questions, you show management-caliber skills and the kind of leadership qualities that can help you advance. If you answer no to any of them, get to work. Remember that a big key to being a successful manager is determining which weaknesses can kill your chances, then fixing them.

New England-based sales and management trainer Irwin Pollack provides hands-on, results-oriented seminars and in-house consulting on sales and management. He can be reached toll-free at 888-723-4650 or via www.irwinpollack.com

Everyone Needs A Motivator

A book short in length (131 pages), but long in wisdom, media management consultant Tim Moore's *The Motivator* shares 53 short lessons learned from the control room, the locker room and the war room. Every manager or aspiring manager can use these messages.

Tim's motivation paradigm is all about developing and sharpening skills in leadership, command, competition and emotional intelligence while using your head — and your heart. Several of the pieces in *The Motivator* have been published in this section of R&R, and now the whole inspiring collection is available for the first time, from Wasteland Press.



Ten Client Negotiating Strategies

If you know what they *really* want, you can close the deal

By Charles Warner

People have their own unique definitions of what makes a good deal. It is an individualized perception. Your task, before or during a negotiation, is to discover your customer's personal definition of a good deal, then see that they get it. Here's a list of 10 possible perceptions of what makes a deal a good one and how a seller can respond.

1. "I got a low price." The perception of a low price is always relative. Remember the classic advice "Never pay retail"? Some people will go to enormous lengths in time and effort to get what they perceive to be a lower price. Often such bargain hunters are called "bottom fishers." They will take risks on quality and pre-emptibility for the sake of price.

Tactic: Offer bottom fishers low-priced packages of less desirable, remnant or pre-emptible inventory. Keep a list of bargain hunters, and call them when you have last-minute, reduced-price inventory. These are often people who know the price of everything and the value of nothing, and they will thus buy hard-to-move inventory. Make sure you emphasize the bargain, low-priced nature of your offering. When you get the order, compliment the buyer on getting such a good bargain.

2. "I got something someone else wanted." The scarcity principle at work. Competition for scarce resources often makes something more desirable. Price, discounts and

With people who care more about results and ROI, it is vital that you control their expectations from the beginning. Always underpromise and overdeliver."

quality are not important; all that counts is that someone else wants it — especially if it's wanted by a hated competitor. Fear of loss and envy are involved.

Tactic: During negotiations, make sure people who have a tendency to be envious are aware that their competitors are interested or have made an offer. Be honest, but don't fail to communicate the information. When you make the sale, compliment the buyer for snatching it away from their competitors.

3. "I got high quality at a reasonable price." Many buyers are concerned with quality and service, and they don't mind paying for it. For example, many people pay much more for a Mercedes or a Lexus than for a Ford or Chevrolet because of their perception of quality.

Tactic: Create value from the beginning for these people, and continually say the word *quality*. When you reach agreement, compliment the buyer on having the excellent judgment to recognize quality.

4. "I got the last one." The scarcity principle at work again. Fear of loss of a scarce and valuable resource is involved.

Tactic: The limited-supply maneuver works well here. Be honest when you let buyers know that there is only one left (the one-of-a-kind or exclusivity element), and use the competition for it to create a sense of urgency. Price is never the issue for these buyers, so raise the price on the last one. When you close the deal, compliment the buyer on his or her ability to make a fast decision.

Continued on Page 9

Pros On The Move

• **Chuck Morgan**, a veteran programmer, is named GM of Univision Radio's Albuquerque cluster. He succeeds Jim Ray.

• **Karen Onstad**, an AE for Clear Channel's KFBK & KSTE/Sacramento and President of the Sacramento Chapter of the AWRT, receives the AWRT's BELL (Bringing Excellence to the Local Level) Award.

• **Belinda Parker** shifts from Asst. PD/MD for Citcomm's WMGL/Charleston, SC to the sales department for the company's Charleston cluster, which also includes WWWZ & WXTX. She will continue to oversee WXTX's programming.

• **Hal Rose** is named Sr. VP/Transactions & Legal Affairs at First Broadcasting.

• **Jacqui Rossinsky**, former President of rep firm D&R, joins Progress Media as VP/Sales. Also at Progress Media, **Reed Haggard** comes aboard as Director/Sales.

• **Laura Schooler** is named Assoc. Director/Marketing for PricewaterhouseCoopers' Entertainment & Media Practice, based in New York. She was most recently a PR consultant for Clear Channel Entertainment National Sales & Marketing.

• **Eric Stanger** is named Director/Affiliate Relations for ABC Radio Networks' *Sean Hannity Show*. He was formerly Asst. PD at WGST/Atlanta.

• **Jeff Stein** advances from GM of WNUE/Orlando to VP/Sales for parent company Mega Communications. He remains based in Orlando.

• **Adam Stupak** is named VP at Infinity Solutions and Beyond, concentrating on pharmaceutical sales opportunities for Infinity Broadcasting's 185 radio stations. Stupak brings to Infinity's in-house marketing solutions group 14 years of sales and management experience with Novo Nordisk,

Ares-Serono and Pharmacia & Upjohn.

• **Abbie Weber** shifts from PD/middays at WKRL/Syracuse to sales at the Alternative station.

• **David Wilson** joins Bridge Ratings as Sr. VP/Marketing. A 25-year Southern California marketing and advertising veteran, he is the founder and President of the Right Angle, a marketing and advertising agency, and will continue in that role.

• At Clear Channel Entertainment's domestic music division, the marketing structure is now under four regional Sr. VPs: **Melanie Davis** (West), **Brandon Lucas** (South), **Dave Clark** (Midwest) and **Jim Steen** (Northeast). Sr. VP/Field Services **Michelle St. John** moves to Los Angeles to centralize CCE's national marketing team there, joining Sr. VP/Artists Services **Angie Diehl** and VP/National Marketing **Jolene Pellant**.

Ten Traits Of The World's Best Sales Organizations

What are the characteristics of the most successful sales teams in the world? To find out, Jason Jennings Partners evaluated 135,000 publicly traded companies and 50,000 of the largest privately held companies. They were looking for companies that met two key criteria:

1. Double-digit revenue growth for 10 straight years. That criterion cut the list to 200 companies.

2. Double-digit increases in operating profit for 10 straight years. That reduced the list to fewer than 30 finalists.



Jason Jennings

Some of the top-performing sales organizations were:

- Apollo Group (University of Phoenix)
- Bed, Bath & Beyond
- Cabela's Sporting Goods
- Dot Foods (redistributors)
- Flying J Truck Stops
- Knight Transportation
- Koch Industries
- Mayo Clinic
- Medline Enterprises
- O'Reilly Auto Parts
- Petco
- SAS (software)
- Strayer University
- Wipro Infotech (based in India)

Best-selling author and company President Jason Jennings excluded from review certain fast-growing companies, such as those facing multiple class action lawsuits or those involved in highly controversial areas, such as lab testing on animals, discounted cigarettes, etc.

As you think about investing in the publicly traded companies on the list, check out some of the remarkable findings Jennings presented during the RAB2004 Sales, Management and Leadership Conference. The complete details of the study will be published in Jennings' next, as-yet-untitled Penguin Putnam book, to be released in January 2005.

All the companies that met Jennings Partners' criteria:

1. Invent new businesses or turn existing models upside down. They look for new ways to provide a service or efficiency.

2. Without exception, the CEOs spend most of their time — 60% to 70% — with customers, creating solutions. Their purpose in this is threefold: to build long-term

relationships, to motivate staff through proactive behavior and to position themselves to spot trends.

3. Ask to share in the savings they provide to clients through their services. They offer

different pricing models based on the value of the service to the customer. They don't just sell services outright, they license assets and products.

4. Stay very humble and below the radar. None of these CEOs wear suits and ties, opting instead for Dockers and polos. They don't drive foreign luxury cars.

5. Have a passion for what they do and see their careers as a higher calling. Dot Foods wanted to save local farms and small distribution business. That company also offers its employees free distance-learning college courses at the company offices.

6. Never react to the competition. In fact, they don't even care about it. Instead, they focus on their own plans.

7. Execute extraordinarily well. They believe that a mediocre plan executed well is better than a brilliant plan executed poorly.

8. Refuse to lose a good employee. They lavish their teams with praise and rewards. For example, SAS has a bakery day, a fruit day and a free Montessori school, and it spends \$75,000 a year on M&Ms. To cut down on sick days, the company brought in three full-time doctors and 15 nurse practitioners — all free to employees. These companies build communities of like-minded people who become super producers.

9. Regard themselves as long-term thinkers.

10. View variation as evil. They develop systems for everything they do. Once these systems are perfected, they stick with them religiously. Variations are regarded as dangerous and aren't tolerated.

Where Art Thou, Romeo?

Z100's new online attraction is all fun and games (and profits)

WHTZ (Z100)/New York has always been an innovative station, and now Z100 has done it again. The station has partnered with EGamingZone and Imagery Media to create the online game *Romeo on the Run*.

This free, fast-paced animated online adventure features the images and voices of Z100 evening personality Romeo On The Radio, producer Niko and phone op Carly. The game — thought to be the first ever to feature a radio personality — is not only fun for all demos, it's positively addictive. When you add in the lure of the monthly grand prize of \$500 and an on-air appearance for the top scorer, the whole package is almost irresistible.



Romeo On The Radio

to develop and debuted Dec. 29, 2003. Since then it's become EGamingZone's most popular game. More than 18,000 people have registered to play, and 90% have come back to play again. Romeo tells R&R, "We were given 100% creative control on the storyboards, which was great. It was kind of like writing a novel, deciding what the characters would do. The game is so real; everything is scaled perfectly. The graphics are incredible, and we couldn't have made a more local game for our market. With the cash prize and on-air station appearance, it's a really big deal for our demo. We think we're in the forefront of a hot trend right now. We get calls [about the game] every night and integrate them into our show."

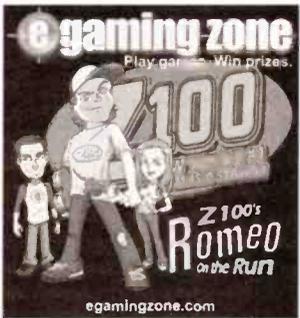
As for how the project came together, EGamingZone CEO Jonathan Smith says, "We were seeking the most innovative way to drive adults 18-24 to our [gaming] site. Z100's sales department proposed integrating a video game with Romeo and Niko, whose audience is driven by that demo. Imagery Media, which has created all the video games on our site, took the initiative to co-brand us with the 20 years of brand equity Z100 has built in the market.

"Romeo, Niko and Z100 have been great in getting EgamingZone media exposure and coverage beyond our on-air advertising time. Imagery Media did a great job of making a game that fans and the media alike respond well to."

Imagery Media Managing Partner Carmen Kennedy tells R&R that the company is interested in doing deals with more stations. "We're excited to develop online video games for other radio stations across the country," she says. "Whether it's Country, Rock, CHR/Rhythmic or whatever, Imagery Media wants to work with the top stations to make the hottest games."

"Station support is crucial, however, to getting the most out of your online game. The stations need to let fans know the game is there for them, because online video games are a guaranteed way to drive up your TSL and come."

Players log in at www.egamingzone.com (registration is required to play), then begin trying to help Romeo On The Radio get from his apartment to Central Park to meet his "Juliet." Niko and Carly help by giving him "Power Up-Hydro" to restore his health. Romeo then realizes he must run to get to the Z100 studios on



time, traveling from the Upper East Side to the Empire State Building. Points are scored by snatching bouquets of flowers and conquering subway bums, rats and other foes through several levels of increasing difficulty, even helping police capture a pickpocket along the way.

When he finally arrives at New York's tallest building, Romeo finds so many fans at the entrance that he can't get in, so he climbs and jumps up the side of the building. After his shows he runs to a Madison Square Garden concert and after-party, fighting enemies all the way.

EGamingZone placed a live-read ad schedule on Z100, and it's easy to imagine tremendous additional promotional and cross-marketing opportunities among www.z100.com, EGamingZone and Romeo's own www.romeoontheradio.com.

The game took about four months

60-Second Copywriter

Sharpen Your Point — And Counterpoint

By Jeffrey Hedquist

From the world of improvisational theater, here's a way to spice up your radio writing: Have one voice speak another language. This can be gibberish, actual foreign-language copy or (what may work best) a combination of another language with enough American expressions interspersed to emphasize the copy points in a humorous way. A second voice "translates" what the foreign voice is saying.

There are all kinds of variations you can use for the first voice: a child (especially if unintelligible), someone who is emotionally involved in promoting or denigrating the advertiser, or someone who is 180 degrees away from the target market.

Some examples:

- The voice of a competitor could be raving on about how unfair the advertiser is while the advertiser's spokesperson calmly explains the product's benefits to the customer.

- A stern mother could be lecturing about what a waste of time a video game, club, activity, amusement park or movie is while a kid explains why it's so cool.

- An ecstatic customer can barely contain herself while the voice of reason lists a customer benefit to match each explosive outburst.

- A techno geek lists in detailed acronym-speak the features of a computer system while the translator tells the audience what the features will do for them and how easy they are to use.

- A voice is distorted because it's underwater, inside a clothes dryer, in outer space, stuck in a traffic jam, lost in a cave, etc., while an announcer, away from the scene, explains what the voice is trying to tell us about the advertiser.

As you can see, the possibilities are endless. The contrasts can lead to some funny juxtapositions and an interesting spot that lends itself to repeated listening and, most important, results.

Jeffrey Hedquist has some interesting translations of the weird messages he gets on his answering machine at Hedquist Productions, P.O. Box 1475, Fairfield, IA 52556; 641-472-6708; fax: 641-472-7400; jeffrey@hedquist.com; or via www.hedquist.com.

10 Client Negotiating Strategies

Continued from Page 8

5. "I got a warranty or guarantee. There's a low risk of dissatisfaction." Some people with low self-confidence, who are risk-averse or, especially, those who fear making a mistake, feel much more comfortable if they get a guarantee or warranty. Impressions on interactive buys are typically guaranteed.

Tactic: Emphasize the safe, low-risk nature of the guarantee. Because guarantees are more important than price, these buyers will pay more for them. When you get agreement on a deal, compliment the buyer on being such a good, smart negotiator.

6. "I got a discount." To people who crave discounts, the actual price is not as important as the perception that they got a break. Goods on sale appeal to these people. They will buy more than they need because they cannot resist a 50% discount.

Tactic: Going into a negotiation, raise the price on your initial offer by 20%. Negotiate, and then, as a clincher close, offer a 20% discount. When you make the sale, compliment the buyer on being such a good negotiator and being able to get such a large discount.

7. "I got something else free thrown in." There are some people who love to get something for nothing. They will pass up a 50%-discount offer, feeling that it must be for

damaged or undesirable goods, but snap up an offer to "buy one and get one free." Same price, different frame.

Tactic: With people you have identified as liking something free thrown in — as with those who crave discounts — planning is the key. During negotiations, do not concede on price, even though you are willing to come down 15%. But, as a clincher close, say, "OK, if you'll give me my price, I'll give you 15% more inventory — a bonus of 15%." When you reach an agreement, compliment the buyer on getting something free.

8. "I got a win. I feel like I won something important to me." Many competitive buyers and negotiators care more about winning than anything else. In fact, they will not make a deal unless they feel like they have won.

Tactic: Good planning will do the trick. Use a red herring, such as an event promotion that the other side insists on. Say no repeatedly, then, as a clincher close, say, "OK, you win. I'll give you the promotion if you'll give me the order now, before I change my mind or my boss finds out and fires me." When you get the order, compliment these buyers on winning — and make sure you tell them they have won.

9. "I got good results from advertising." Many experienced advertisers view advertising as an investment, so it is not how much it costs that matters, but what their return on investment is. Interactive adver-

tising is especially good at showing ROI.

Tactic: With people who care more about results and ROI, it is vital that you control their expectations from the beginning. Always underpromise and overdeliver. By lowering these buyers' expectations from the start, you can help ensure results. When you make the sale, compliment such buyers on their sophisticated approach and deep understanding of the ultimate purpose of advertising. Reassure them that your primary objective as a salesperson is to get results for your customers.

10. "I got a good deal compared to other media." In today's media-saturated environment, buyers have a multitude of choices for placing advertising. If they select one over another or in combination with another medium, they typically want to feel that they got a good deal.

Tactic: When you are in a selling or negotiating situation in which other media are being considered, stress the benefits of your medium — not based solely on price, but based on a wide variety of factors. Compare the benefits of your medium to others. When you reach an agreement, compliment the buyer on his or her insight and professionalism.

This article is excerpted and adapted from the book Media Selling: Broadcast, Cable, Print & Interactive, by Charles Warner and Joseph Buchman (Blackwell Publishing).

Who's Listening To Online Radio?

RRadio Network says it knows, and it's willing to share

RRadio Network, which has spent the last few years asking webcast listeners questions about all manner of things, has just released the aggregated results of 22 of those surveys, conducted between April 1, 2002 and March 5, 2004. What RRadio found is that webcast listeners are affluent and tech-savvy, and, perhaps even more important, they're happy with and loyal to their favorite streaming stations.

RRadio is a network of online radio stations that aggregate their audiences for the purposes of ad sales, and the respondent pools for the surveys ranged from 500 to more than 2,000 listeners to RRadio stations. The network is currently made up of 46 online stations.

Who's Listening

Who are these online listeners? Most are still in the U.S., says RRadio: A full 63.1% of respondents to an April and May 2003 survey live and work in the U.S. Europe is next, with 17.6%, and the rest are scattered worldwide, with no other region showing more than 6.5%.

They're also affluent, with 42.6% in households with incomes of \$50,000 or more. A November 2002 survey broke it out further on the high end, showing 18.7% in house-

holds earning \$50,001-\$70,000, 10.8% at \$70,001 to \$90,000 and 13.5% with household income of \$90,000 or more.

They're well educated, too: In April and May 2002, 60.4% of respondents said they hold a college degree, and 20.2% said they have a postgraduate degree. They also vote, with 36% saying they vote Democratic, 30% voting Republican and a full 30.1% choosing Independent.

It's usually been taken for granted that most online listening takes place at work, but in a July 2003 survey 35.1% of respondents said they listen to webcasts only at work, and 34.1% listen both at work and at home. Meanwhile, a substantial 22.5% said they listen to streams only at home.

With better than two-thirds of lis-

teners doing at least some of their tuning in at work, it's a good thing most employers don't seem to mind. In a survey from February and March of this year 50.1% of respondents said their employers allow unlimited listening to 'Net radio, while 6.8% said they're permitted limited listening on the job. On the other hand, 12.9% said they have to sneak their webcast listening at work, while 25.7% said they can't listen to online radio at work at all.

Loyal Listeners

Wherever these people listen, they like what they're hearing. First, RRadio brands its surveys with the name of the station that respondents access the survey through. When it asked in August and September 2003, "How does *this* [the branded station] radio station rank in satisfying your expectations?" a remarkable 83.8% said the station satisfied their expectations 80% or more of the time.

Because they like the programming, these listeners are loyal: In September and October 2003, 52.1% said they stick with one online station all day long, while another 26% said they change stations just twice a day. Just the same, there's still a solid core — 20% — of channel surfers flipping stations three or more times a day. But they all spend a long time with online radio: 47.3% said they listen for three hours or more every time they tune it in.

In an earlier survey, taken in July 2003, RRadio asked "Over the past week, how many times did you listen to this radio station?" Forty-three percent said they tune in five to seven days each week.

What exactly is making these online listeners keep coming back? Asked "Why do you listen to Internet radio?" 33.1% chose "Broadcast radio doesn't play the music I want to hear." Another 27.6% chose "Internet radio is new and fresh," while 25.4% selected "Broadcast radio has too many commercials." Technical difficulties were an issue for 13.8%, who chose "Broadcast radio is weak in our building."

More New Music

One survey response that should be of particular interest (or concern) to broadcasters: In a survey in January through March of this year,

The iTunes Music Store Top 10

Apple's iTunes Music Store is the leading non-subscription digital-music service in the U.S., offering a catalog of more than 500,000 songs from all five major label groups and dozens of independents. Here's a snapshot of the top-selling downloads on Tuesday, March 9, 2004.

Top 10 Songs

1. MAROON 5 This Love
2. BRITNEY SPEARS Toxic
3. J-KWON Topsy (Radio Mix)
4. OUTKAST Hey Ya!
5. NICKELBACK Someday
6. GREEN DAY I Fought The Law (And The Law Won)
7. THE DARKNESS I Believe In A Thing Called Love
8. FIVE FOR FIGHTING 100 Years
9. OUTKAST I/SLEEPY BROWN The Way You Move
10. WHITE STRIPES Black Jack Davey

Top 10 Albums

1. NORAH JONES *Feels Like Home*
2. ZERO 7 *When It Falls*
3. MAROON 5 *Songs About Jane*
4. ERIC CLAPTON *Selections From Me & Mr. Johnson*
5. HOWARD SHORE *The Lord Of The Rings: Return Of The King*
6. TOM PETTY & THE HEARTBREAKERS *Greatest Hits*
7. JOSS STONE *The Soul Sessions*
8. JET *Get Born*
9. WHITE STRIPES *Elephant*
10. BLACK EYED PEAS *Elephunk*

Live365 is the largest Internet radio network, with thousands of stations in a wide variety of formats. Programmed by true music tastemakers from around the globe, Live365 offers an enthusiastic audience for established and up-and-coming artists alike. In a world of consolidated playlists, Live365 charts the tastes and preferences of today's most vibrant music community. Tracks with the most plays during the seven days ended March 4, 2004 are listed below.

Top Rock

JET Are You Gonna Be My Girl
311 Love Song
A PERFECT CIRCLE The Outsider
SWITCHFOOT Meant To Live
AUDIOSLAVE I Am The Highway

Top Country

CAROLYN DAWN JOHNSON Simple Life
SARA EVANS Perfect
TERRI CLARK I Wanna Do It All
SHEDAISY Passenger Seat
MARTINA MCBRIDE In My Daughter's Eyes



Travis Storch • 866-365-HITS

Top Blues

SUSAN TEDESCHI I Fell In Love
INDIGENOUS C'Mon Suzie
ROBERT RANDOLPH Shake Your Hips
T. BENOIT & J. THACKERY Whiskey Store
NICK DRAKE Know

68.7% of respondents said they are hearing about new music most often through Internet radio. Local radio was a distant second, at 17.6%, while 11.8% said they're hearing the most new music on outlaw peer-to-peers.

Historically, broadcast radio has been so dominant as a way to discover new music that there's effectively been nothing in second place. This is just one survey, but it shows that this core of heavy 'Net-radio users is looking elsewhere. And these users say they *love* new music: A full 70.1% said they'd be happier if their favorite online station played more new artists, and almost the same number said they want to hear music from unsigned bands.

Of course, broadcast-radio listeners are notorious for telling research-

ers they want more variety and more new music but leaving in droves when a station actually tries it. But these particularly upscale and computer-savvy listeners may genuinely have more tolerance for unfamiliarity (and less patience with short playlists).

Broadcast radio is still so powerful that it may not seem important to know exactly who's being lured away to webcasting and why, but when the time comes that broadcast radio has to make a serious effort to win back online listeners — and, with 'Net radio poised to go wireless, it will — these listeners' desires are going to have to be studied and considered. And if your station streams its signal or runs a side channel, the time to build those listeners' loyalty is now.

DIGITAL BITS

House Passes CARP-Reform Bill

The House of Representatives last week passed the Copyright Royalty and Distribution Reform Act, which, if it ultimately becomes law, would do away with the Copyright Arbitration Royalty Panel process used when rights owners and users of copyrighted works can't agree on a royalties structure. Instead, a full-time Copyright Royalty Judge would hear all such cases and would be required to complete the proceedings within 180 days. Additionally, the bill would eliminate the right to appeal royalties decisions to the Copyright Office, instead sending cases directly to the Circuit Court.

The move to reform royalties arbitration arose when a CARP in 2002 set webcasting royalty rates that caused an uproar in both the recording industry and with webcasters. The decision — which the CARP took 18 months to arrive at — left labels saying that the mandated rate was unfairly low and streamers saying that the rate was so high it would bankrupt the industry. Legislators eventually intervened to set a separate rate for smaller webcasters, and the dispute led to widespread calls for CARP reform.

WSM-AM/Nashville To Charge For Streams

As of March 15, heritage Country outlet WSM-AM/Nashville will charge broadband listeners \$6.50 a month or \$65 a year for its live broadcast stream and archived programming. Lower-quality dialup streams will remain available for free. The station cites the costs associated with streaming for the decision.

Music CHOICE

30 million homes
27,000 businesses

Available on digital cable and DirecTV
Damon Williams • 646-459-3300

HIT LIST

Seth Neiman

EMITTER White Trash Town
FRANKEE F.U.R.B.
J-KWON Topsy
LIZ PHAIR Extraordinary
JESSICA SIMPSON Take My Breath Away
JOSS STONE Fell In Love With A Boy
RUBEN STUODARO Sorry 2004
KANYE WEST Through The Wire

SOFT ROCK

Seth Neiman

NORAH JONES Sunrise
JOSH KELLEY Everybody Wants You
JOEY MCINTYRE L.A. Blue
LUTHER VANDROSS Buy Me A Rose

R&B & HIP-HOP

Damon Williams

ASHANTI I/BLACK CHILD Breakup 2 Makeup
BEYONCE I/LIL FLIP Naughty Girl
CAM'RON I/FREEKEY ZEEKEY Hey Lady
NOTORIOUS B.I.G.... Victory 2004
TIFFANY VILLAREAL Holla At Me

RAP

DJ Mecca

CAM'RON I/JR. WRITER Shake
EIGHTBALL & MJG Don't Make
GHOSTFACE KILLAH I/MISSY ELLIOTT Tush
LIL FLIP Bounce -
METHOD MAN I/BUSTA RHYMES What's Happenin'
MOBB DEEP Got It Twisted
NOTORIOUS B.I.G.... Victory 2004
SHAWNNA I/LUDACRIS Shake That S***
TRILLVILLE I/TWISTA Neva Eva

ALTERNATIVE

Adam Neiman

VON BONOIES C'mon C'mon

PROGRESSIVE

Liz Opoka

SARAH HARMER Almost
OAVE MATTHEWS Oh
SARAH McLACHLAN Stupid

AMERICANA

Liz Opoka

RODNEY CROWELL Preachin' To The Choir
GREENCARDS Movin' On
NORAH JONES Creepin' In
ROBIN WILLIAMS Leaving This Land

SMOOTH JAZZ

Gary Susalis

DAVID GARFIELD Giving Back



866-MVTUNES
21,000 movie theaters

WEST

1. JANET JACKSON Just A Little While
2. MAROON 5 This Love
3. MUSIQ Whoknows
4. LINDSEY LOHAN Drama Queen
5. LAMONT DOZIER I Hear A Symphony

MIDWEST

1. JANET JACKSON Just A Little While
2. NORAH JONES Sunrise
3. MAROON 5 This Love
4. SUPERLITIO Que Vo Hacer
5. MUSIQ Whoknows

SOUTHWEST

1. LINDSEY LOHAN Drama Queen
2. JANET JACKSON Just A Little While
3. MUSIQ Whoknows
4. MAROON 5 This Love
5. SEAL Love's Divine

NORTHEAST

1. LINDSEY LOHAN Drama Queen
2. MAROON 5 This Love
3. JANET JACKSON Just A Little While
4. SEAL Love's Divine
5. SUPERLITIO Que Vo Hacer

SOUTHEAST

1. JANET JACKSON Just A Little While
2. LINDSEY LOHAN Drama Queen
3. MAROON 5 This Love
4. SUPERLITIO Que Vo Hacer
5. SEAL Love's Divine

SIRIUS

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

Planet Dance

Swedish Egil

BT The Force Of Gravity (Tiesto Remix)
HYBRID Higher Than A Staircase (Twitch & Sweat Remix)
DUB PISTOLS Soul Shaking (DJ Touche Vocal Mix)
JUNIOR JACK I/ROBERT SMITH Da Hype
LAUTREC THINGS I/TERRY HALL Bustin' Loose...
HEAVY ROCK (I Just Want To Be A) Drummer...

The Pulse

Haneen Arafat

SARAH McLACHLAN Stupid
JOSH KELLEY Everybody Wants You
AVRIL LAVIGNE Don't Tell Me

U.S. 1

Kid Kelly

AVRIL LAVIGNE Don't Tell Me

OUTKAST

JESSICA SIMPSON Take My Breath Away
O12 I/EMINEM My Band
BLACK EYED PEAS Hey Mama

Hot Jamz

Geronimo

USHER Burn

Hip-Hop Nation

Geronimo

MOBB DEEP Got It Twisted
COMP Harder
YOUNG GUNZ I/CAM'RON Look In Your Eyes
PETEY PABLO I/YOUNG BUCK It's On
BUSTA RHYMES & TALIB KWELI Good Conversation

New Country

Al Skop

JOE DIFFIE Tougher Than Nails

The Beat

Howard Marcus

CHRISTINA MILIAN Dip It Low
ENRIQUE IGLESIAS Not In Love

Heart & Soul

B.J. Stone

PATTI LABELLE New Day

The Trend

Carol Arlia

ERIC CLAPTON If I Had Possession Over Judgment Day

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DMX Hospitality

Jeanne Destro

The hottest tracks at DMX Hospitality, which includes restaurants, bars, hotels and cruise ships, targeted at 25-54 adults.

JOHN MAYER Clarity
JOSH KELLEY Everybody Wants You
BEN HARPER Brown Eyed Blues
INDIGO GIRLS Perfect World
TRUMAN Morning Light
NELLY FURTAO Try
RYAN ADAMS This House Is Not For Sale
JESSICA SIMPSON With You
JANET JACKSON Just A Little While
HILARY OUFF Come Clean

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

CHR/POP

Jack Patterson

OUTKAST Roses
KIMBERLY LOCKE 8th World Wonder
3 DOORS DOWN Away From The Sun

CHR/RHYTHMIC

Mark Shands

USHER Burn
TWISTA Overnight Celebrity
O12 My Band
PETEY PABLO Freek-A-Leek

URBAN

Jack Patterson

FLAMBAY Hot Girl
KEYSHIA COLE Never
USHER Burn

ALTERNATIVE

Dave Sloan

DISTILLERS Beat Your Heart Out
JEM They

ROCK

Stephanie Mondello

EVANESCENCE Everybody's Fool

ADULT ALTERNATIVE

Stephanie Mondello

BUTTERFLY BOUCHER Another White Dash
1 GIANT LEAP My Culture
BLINK-182 I/ROBERT SMITH All Of This
JONNY LANG Give Me Up Again

ADULT CONTEMPORARY

Jason Schiff

MATCHBOX TWENTY Downfall
NELLY FURTAO Try
JESSICA SIMPSON Take My Breath Away
SARAH McLACHLAN Stupid
LIVE I/SHELBY LYNNE Run Away
311 Love Song

COUNTRY

Leanne Flask

CHRIS CAGLE I'd Be Lying
BROOKS & DUNN That's What She Gets For Loving Me
SHERRIE AUSTIN Drivin' Into The Sun
LONESTAR Let's Be Us Again

RAP/HIP-HOP

Mark Shands

OUTKAST Roses



Artist/Title	Total Plays
HILARY DUFF Come Clean	78
JESSE MCCARTNEY Beautiful Soul	74
CHEETAH GIRLS Cinderella	74
HILARY DUFF Why Not	73
HILARY DUFF So Yesterday	73
D-TENT BOYS Dig It	72
RON STOPPABLE & RUFUS Naked Mole Rap	70
HAMPTON Hampsterdance 2	70
CLAY AIKEN Invisible	64
RAVEN Superstition	39
LINDSAY LOHAN Drama Queen (That Girl)	34
LINDSAY LOHAN Ultimate	33
STEVIE BROCK Zip-A-Dee Doo-Dah	33
AVRIL LAVIGNE Sk8er Boi	33
STEVIE BROCK All For Love	32
AARON CARTER I Want Candy	32
SIMPLE PLAN Perfect	32
CHRISTINA CARLSON ROMANO Teacher's Pet	31
STACIE ORRICO (There's Gotta Be) More To Life	30
ALL-AMERICAN REJECTS Swing, Swing	30



Playlist for the week of March 2-8.

AoL Radio@Network

Ron Nenni 415-934-2790

Top Alternative

OFFSPRING (Can't Get My) Head Around You
AUDIOSLAVE What You Are
YEAH YEAH YEAHS Maps

Top Pop

Mark Hamilton

AVRIL LAVIGNE Don't Tell Me
BEN JELLEN Come On

Top Country

Lawrence Kay

LYLE LOVETT In My Own Mind
TRACY BYRD How'd I Wind Up In Jamaica

Top Jams

Davey D

E-40 I/LIL MO Thick-N-Thin
ASHANTI I/BLACK CHILD Break Up 2 Make Up
KANYE WEST Jesus Walks

Smooth Jazz

Stan Dunn

DAN SIEGEL In Your Eyes
JOYCE COOLING Expression
OAVE KOZ All I See Is You



Ken Moultrie • 800-426-9082

Alternative

Steve Young/Kristopher Jones

VON BONOIES C'mon C'mon
PUDDLE OF MUDD Heel Over Head

Active Rock

Steve Young/Kristopher Jones

SOIL Redefine

Heritage Rock

Steve Young/Kristopher Jones

AEROSMITH Baby, Please Don't Go

Hot AC

John Fowlkes

MATCHBOX TWENTY Downfall

CHR

Steve Young/Josh Hasler/John Fowlkes

JESSICA SIMPSON Take My Breath Away
J-KWON Topsy
D-12 I/EMINEM My Band

Rhythmic CHR

Steve Young/Josh Hasler/John Fowlkes

D-12 I/EMINEM My Band

Soft AC

Mike Bettelli/Teresa Cook

LUTHER VANDROSS Buy Me A Rose

Mainstream AC

Mike Bettelli/Teresa Cook

3 DOORS DOWN Here Without You

Delilah

Mike Bettelli

LUTHER VANDROSS Buy Me A Rose

The Dave Wingert Show

Mike Bettelli/Teresa Cook

3 DOORS DOWN Here Without You

Marie And Friends

Mike Bettelli/Teresa Cook

3 DOORS DOWN Here Without You

Mainstream Country

Ray Randall/Hank Aaron

BROOKS & DUNN That's What She Gets For Loving Me
LONESTAR Let's Be Us Again

New Country

Hank Aaron

BROOKS & DUNN That's What She Gets For Loving Me
LONESTAR Let's Be Us Again
SHANIA TWAIN It Only Hurts When I'm Breathing

Lia

Ken Moultrie/Hank Aaron

CAROLYN DAWN JOHNSON Simple Life

Danny Wright

Ray Randall/Hank Aaron

BROOKS & DUNN That's What She Gets For Loving Me
CLAY WALKER I Can't Sleep
LONESTAR Let's Be Us Again

24 HOUR FORMATS

Jon Holiday • 303-784-8700

Adult Hit Radio

Jon Holiday

BARENAKED LADIES Testing 1, 2, 3

Adult Contemporary

Rick Brady

SEAL Love's Divine
HOOTIE & THE BLOWFISH Goodbye Girl

Rock Classics

Adam Fenrich

LYNYRD SKYNYRD Dead Man Walkin'
AEROSMITH Baby Please Don't Go

U.S. Country

Penny Mitchell

GRETCHEN WILSON Redneck Woman
ANDY GRIGGS She Thinks She Needs Me

GREAT AMERICAN COUNTRY

Jim Murphy • 303-784-8700

CAROLYN DAWN JOHNSON Simple Life
KEVIN MONTGOMERY Another Long Walk



Charlie Cook • 661-294-9000

Adult Rock & Roll

Jeff Gonzer

AEROSMITH Baby, Please Don't Go
LYNYRD SKYNYRD Dead Man Walkin'

Soft AC

Andy Fuller

WYNONNA I Want To Know What Love Is

Mainstream Country

David Felker

TOBY KEITH Whiskey Girl

Hot Country

Jim Hays

CHELY WRIGHT Back Of The Bottom Drawer

Young & Verna

David Felker

TOBY KEITH Whiskey Girl
BIG & RICH Wild West Show



After Midnight

Sam Thompson

BROOKS & DUNN That's What She Gets For Loving Me
SHEAISIS Passenger Seat
CLAY WALKER I Can't Sleep



Country Today

John Glenn

DIAMOND RIO We All Fall Down

AC Active

Dave Hunter

HOOBASTANK The Reason

Alternative Now!

Chris Reeves • 402-952-7600

AUDIOSLAVE What You Are
EVANESCENCE Everybody's Fool
GODSMACK Running Blind



Jay Frank • 310-526-4247

Video

ASHANTI I/BLACKCHILD Breakup 2 Makeup
BIG TYMERS No Love (Beautiful Life)
CYPRESS HILL What's Your Number?
GOAPELE Closer
JAGGED EDGE What's It Like
JAY-Z Dirt Off Your Shoulder
REBA McENTIRE Somebody
SCOTTY EMERICK The Coast Is Clear
SOUTH Colours In Waves

MUSICSNIPPET.COM

Tony Lamptey • 866-552-9118

Hip-Hop

Univision Unveils RadioCadena Net

Univision Radio on Monday officially launched its new AM Spanish-language information network, **RadioCadena Univision**. The network includes 10 Univision O&Os and 13 affiliates. As R&R previously reported, former Radio Unica executive Adriana Grillet has been brought on to serve as VP/Operations, taking on programming and promotion responsibilities for the Univision Radio division.

The centerpiece of RadioCadena Univision is the *Dra. Isabel* program, which was formerly heard on the now-defunct Radio Unica Spanish-language News/Talk network. The show is hosted by psychologist, educator and domestic-violence specialist Dr. Isabel Gomez-Bassol and occupies the 1-4pm ET slot.

"Dr. Isabel's mission of helping others is remarkable," Univision Radio President/CEO Mac Tichenor Jr. said. "We are proud to welcome her to the Univision Radio family, and we are extremely honored that she

UNIVISION • See Page 15

Powers Surges At KMZQ/Las Vegas

After serving as interim PD since December 2003, Craig Powers has been officially named PD of Infinity AC KMZQ (Lite 100.5)/Las Vegas. Powers, who also hosts middays, replaces Cat Thomas, who had been overseeing KMZQ and clustermates KLUC & KMXB but decided in December to concentrate solely on KLUC.

Infinity/Las Vegas Market

Manager and KMZQ GM Tom Humm said, "Craig has an impressive background in the radio and music business, including over 20 years' experience in the Southern California market, programming and doing on-air work at KIIS-FM and KNX-FM in Los Angeles and KEZY-AM & FM/Anaheim, CA and serving as Group PD for stations in

POWERS • See Page 15

Mychaels OM At WOWI & WSVY

St. Louis radio veteran Eric Mychaels has been named OM of Clear Channel/Norfolk's Urban WOWI and Urban AC WSVY. Mychaels was most recently PD/afternoon host of co-owned Urban AC KMJM/St. Louis. He replaces WOWI & WSVY OM Daisy Davis, who exited earlier this year, and WSVY PD



Mychaels

Heart Attack, who exited in December.

"Eric is one of the many talented people who is a product of the St. Louis talent stable," Clear Channel VP/Urban Programming Doc Wynter said. "Most of us grew up under the tutelage of [KATZ & KMJM/St.

MYCHAELS • See Page 13

EXECUTIVE ACTION

Fearnow Adds Waitt Radio Regional VP Duties

Ken Fearnow, a 30-year broadcast veteran who serves as President of programming supplier Waitt Radio Networks, has added Regional VP responsibilities at parent Waitt Media's radio-station group, overseeing eight Omaha radio stations: Urban KBLR, Triple A KCTY, News/Talk KKAR, AC KLTQ, Country KOIL, Sports KOZN, CHR/Pop KQKQ and Radio Disney affiliate KYDZ. He'll also oversee Waitt's other radio stations, located in Sioux City, IA; Rochester, MN; and various small markets throughout the Midwest.

Fearnow reports to Waitt Media President Michael Delich, who said Fearnow's experience and leadership will be invaluable assets to Waitt Radio.

Fearnow joined Waitt in April 2002 to run its radio networks and before that served as VP/GM of Journal's Wichita cluster. From 1983-99 he was VP/GM of WOW-AM & FM/Omaha.

Mayo Returns To Radio As Sirius Format Mgr.

New York radio veteran Wayne Mayo has joined Sirius Satellite Radio as Format Manager. He will be responsible for programming two channels: Backspin (classic rap) and Soul Revue (R&B oldies/classic soul).

Mayo's radio experience includes a stint as Asst. PD for Clear Channel's Urban WWPB/New York and, prior to that, its R&B Oldies predecessor, WTJM. Mayo was also MD at Urban AC KISQ/San Francisco. He started his career at Emmis/New York, where he first worked at WQHT and later at Urban AC WRKS as MD.

Sirius Director/Urban Programming B.J. Stone said, "I have worked with Wayne in the past and think his knowledge and experience will be an asset to the R&B division."



Mayo

Mahanay Moves To Dot Comm Plus/Mobile Duo

Jim Mahanay has been named VP/Programming for Dot Comm Plus' Sports WNSP and Triple A WZEW in Mobile, effective March 15. He was most recently OM for Cumulus' stations in Mobile and Pensacola, FL.

Mahanay has worked in programming and on-air in Detroit, Denver, Oklahoma City and Mobile. He previously worked with Dot Comm Plus owners Ken Johnson and Tim Camp at their Capital Broadcasting studios, where together they launched Classic Rock WRKH (The Rocket)/Mobile and where Mahanay programmed the market's heritage Country WKSJ. WKSJ & WRKH are now owned by Clear Channel.

"It is time for us to get '92 ZEW' back to what the people of Mobile want us to be," Camp said. "We have found that when we listen to the people who love this radio station, it does well in the market. With Jim's many years of experience here, we are certain that we will get this station back on track very quickly."

King Named OM Of Clear Channel/Bakersfield

Steve King, who has programmed Barnstable's Rock WXMM (100.5 Max-FM)/Norfolk since it launched in December 2003, will become OM of Clear Channel's Bakersfield cluster on March 22. He'll oversee Sports KDFO-AM, Classic Rock KDFO-FM, News/Talk KGET, AC KKDJ, CHR/Rhythmic KKXX and Active Rock KRAB and serve as KKXX's PD. King replaces former cluster Director/Operations Don Cristi, who exited in February for a similar position in Tulsa.

"I'm looking forward to going," King told R&R. "I've loved every minute of working here for WXMM, but the opportunity in Bakersfield is one of a lifetime. [CC/Bakersfield VP/Market Manager] Jim Bell and Don Cristi have done nothing but build that cluster for success, and I just want to continue on that path."

King's prior positions include OM of KOHT & KRQQ/Tucson; OM of Clear Channel/Tallahassee, FL and PD of that cluster's WBWT, WTLY & WXSJ; and Director/Programming for Montgomery Broadcast Properties' WBAM & WQKS/Montgomery, AL.

Flinn Brings Pop Back To Memphis

Flinn Broadcasting this week flipped WMPS/Memphis to CHR/Pop as WHBQ, "Q107.5, The No. 1 Hit Music Station," bringing the format back to that frequency after a three-year hiatus. The station was Triple A until just two weeks ago, when it morphed to Classic Hits. PD Steve Williams remains in place, and Michael Newman of Radio Strategies is consulting the station.

In its last Pop incarnation, the station was WKSL (Kiss 107.5) under then-PD Chris Taylor, who is currently programming crosstown Infinity Hot AC WMC-FM. The WHBQ call letters were originally made famous in the 1970s, when Rick Dees hosted mornings at the station.

WHBQ is currently running jockless. "And we're playing all of the hits, not just some of them,"

WHBQ • See Page 13

Mort Crim

The power of positive radio

Mort Crim speaks to listeners with optimism, humor, wit, and insight. Never political or controversial, Mort is a winning broadcaster who can be heard on over 1,300 stations including major markets, such as Los Angeles, Philadelphia, Boston, Dallas, and Detroit.

"My friend Mort Crim refuses to be one of those prophets of gloom and doom. His message of hope carries power."

Charles Osgood, CBS News

Increase your listeners with Mort Crim and his daily inspiration of positive radio.

Mort Crim Programs

News You Care About - Live 7:30 AM (ET)

Second Thoughts - A 2-minute uplifting message from lives of everyday Americans

An American Spirit - A 90-second series profiling real Americans who make a difference every day.

Satellite Feeds: 8:30 AM (ET), 9:30 AM (ET), 10:30 AM (ET)

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Liberty
BROADCASTING
Passion. Insight. Listeners.

72 million households



Plays	Artist	Track
66	USHER	Yeah
64	MAROON 5	This Love
63	BRITNEY SPEARS	Toxic
62	G UNIT I/JOE	Wanna Get To Know You
61	CHINGY	One Call Away
55	BLINK-182	I Miss You
54	CASSIDY I/R. KELLY	Hotel
49	HILARY DUFF	Come Clean
46	TWISTA I/KANYE WEST...	Slow Jamz
42	MISSY ELLIOTT	I'm Really Hot
27	JOSS STONE	Fell In Love With A Boy
26	YEAH YEAH YEAHS	Maps
26	JAY-Z	Dirt Off Your Shoulder
25	KANYE WEST	Through The Wire
22	SWITCHFOOT	Meant To Live
21	SLEEPY BROWN I/OUTKAST I	Can't Wait
20	RUBEN STUDDARD	Sorry 2004
20	EAMON F*	k It (I Don't Want You Back)
20	J-KWON	Tipsy
20	NICKELBACK	Someday

Video playlist for the week of March 2-8.

David Cohn
General Manager



2

29	YEAH YEAH YEAHS	Maps
27	INCUBUS	Megalomaniac
27	USHER I/LUDACRIS & LIL JON	Yeah
24	KANYE WEST	Through The Wire
24	LOSTPROPHETS	Last Train Home
24	AFI	Silver And Cold
22	TWISTA I/KANYE WEST...	Slow Jamz
21	DIZZEE RASCAL	Fix Up, Look-Sharp
21	J-KWON	Tipsy
21	VINES	Ride
20	CASSIDY I/R. KELLY	Hotel
18	RZA	Grits
15	N. E. R. D.	She Wants To Move
15	TRILLVILLE	Neva Eva
15	JAY-Z	Dirt Off Your Shoulder
14	JOSS STONE	Fell In Love With A Boy
14	CHINGY	One Call Away
14	BLINK-182	I Miss You
14	YELLOWCARD	Ocean Avenue
14	TRAPT	Echo

Video playlist for the week of March 2-8.

75 million households

Paul Marszalek
VP/Music Programming



ADDS

HOOBASTANK	The Reason
ALICIA KEYS	If I Ain't Got You
POLYPHONIC SPREE	Light And Day
NELLY FURTADO	Try
KYLIE MINOGUE	Red Blooded Woman
GAVIN DEGRAW	I Don't Want To Be
EVERLAST	White Trash Beautiful

JET	Are You Gonna Be My Girl
EVANESCENCE	My Immortal
MAROON 5	This Love
OUTKAST I/SLEEPY BROWN	The Way You Move
THE DARKNESS I	Believe In A Thing Called Love
NORAH JONES	Sunrise
BRITNEY SPEARS	Toxic
JOSS STONE	Fell In Love With A Boy
USHER I/LUDACRIS & LIL JON	Yeah
BLACK EYED PEAS	Hey Mama
SHERYL CROW	The First Cut Is The Deepest (Live)
FIVE FOR FIGHTING	100 Years
HOOBASTANK	The Reason
ALICIA KEYS	If I Ain't Got You
KID ROCK	Cold And Empty
JOHN MAYER	Clarity
SARAH MCLACHLAN	Stupid
POLYPHONIC SPREE	Light And Day
BLINK-182	I Miss You
MELISSA ETHERIDGE	Breathe

Video playlist for the week of March 8-15.

Lori Parkerson
202-380-4425



20on20 (XM20)
Kane

AVRIL LAVIGNE Don't Tell Me

SQUIZZ (XM48)
Charlie Logan

SMILE EMPTY SOUL Silhouettes

U-POP (XM29)
Ted Kelly

AVRIL LAVIGNE Don't Tell Me

MUSE Time Is Running Out

BLAZIN SQUAD Here 4 One

PET SHOP BOYS Paris City Boy

THE LOFT (XM50)
Mike Marrone

JOHN GORKA Make Them Crazy

PETER HIMMELMAN The Deepest Part

PETER HIMMELMAN All Used Up

PETER HIMMELMAN Discipline Of Rain

STEVE POLTZ I Killed Walter Matthau

RAW (XM66)
Leo G.

PITCH BLACK Good Times

MASTER P Act A Fool

REAL JAZZ (XM70)
Maxx Myrick

RAY VEGA Sky!

WATERCOLORS (XM71)
Trinity

PAUL BROWN Wes' Coast Siving

PAUL BROWN Angel

PAUL BROWN Moment By Moment

PAUL BROWN My Funny Valentine

X COUNTRY (XM12)
Jessie Scott

SHELLEY KING Texas Style Zydeco

GRAHAM PARKER The Rest Is History

JAMIE HARTFORD BAND Hopin'

JUPITER COYOTE Falling

XM CAFÉ (XM45)
Bill Evans

DONOVAN FRANKENREITER Donovan Frankenreiter

ZERO 7 When It Falls

ERIC CLAPTON Me And Mr. Johnson

PAT MCGEE BAND Save Me

XMLM (XM42)
Ward Cleaver

UPHILL BATTLE Wreck Of Nerves

36 million households

Cindy Mahmoud,
VP/Music Programming
& Entertainment



VIDEO PLAYLIST

CHINGY	One Call Away
KANYE WEST	Through The Wire
CASSIDY I/R. KELLY	Hotel
RUBEN STUDDARD	Sorry 2004
LUDACRIS	Splash Waterfalls
OUTKAST I/SLEEPY BROWN	The Way You Move
BEYONCÉ	Me, Myself & I
YING YANG TWINS I/LIL JON...	Salt Shaker
JAY-Z	Dirt Off Your Shoulder
ALICIA KEYS	I Don't Know My Name

RAP CITY TOP 10

CHINGY	One Call Away
LUDACRIS	Splash Waterfalls
CASSIDY I/R. KELLY	Hotel
YING YANG TWINS I/LIL JON...	Salt Shaker
JUVENILE I/MANNIE FRESH	In My Life
KANYE WEST I/SYLEENA JOHNSON	All Falls Down
J-KWON	Tipsy
T.I.	Rubber Band Man
TWISTA I/KANYE WEST...	Slow Jamz
JAY-Z	Dirt Off Your Shoulder

Video playlist is frozen.

CMT
COUNTRY MUSIC TELEVISION

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

ADDS

CAROLYN DAWN JOHNSON Simple Life

TOP 20

Plays	Artist	Track	TW	LW
32	K. CHESNEY & U. KRACKER	When The Sun...	31	29
31	KEITH URBAN	You'll Think Of Me	31	34
31	ALAN JACKSON	Remember When	31	33
31	TOBY KEITH	American Soldier	31	32
31	BUDDY JEWELL	Sweet Southern Comfort	31	31
30	BRAD PAISLEY	Little Moments	30	28
29	JOSH TURNER	Long Black Train	29	33
28	GARY ALLAN	Songs About Rain	28	28
26	CLINT BLACK	Spend My Time	26	28
26	JIMMY WAYNE I	Love You This Much	26	28
25	MINDY SMITH	Jolene	25	26
24	MONTGOMERY GENTRY	If You Ever Stop...	24	27
22	JULIE ROBERTS	Break Down Here	22	22
22	JOE NICHOLS	Cool To Be A Fool	22	12
18	NORAH JONES	Sunrise	18	17
16	SHEDAISI	Passenger Seat	16	26
15	REBA MCGENTIRE	Somebody	15	0
13	SARA EVANS	Perfect	13	25
12	BRIAN MCCOMAS	You're In My Head	12	10
11	CLAY WALKER	I Can't Sleep	11	16

Airplay as monitored by Mediabase 24/7 between March 1-5.



Jim Murphy, VP/Programming
19 million households

ADDS

CAROLYN DAWN JOHNSON Simple Life
KEVIN MONTGOMERY Another Long Walk

TOP 20

KEITH URBAN	You'll Think Of Me
BRAD PAISLEY	Little Moments
JOSH TURNER	Long Black Train
SHANIA TWAIN	It Only Hurts When I'm Breathing
KENNY CHESNEY	There Goes My Life
TOBY KEITH	American Soldier
SARA EVANS	Perfect
GARY ALLAN	Songs About Rain
JOE NICHOLS	Cool To Be A Fool
ALAN JACKSON	Remember When
BUDDY JEWELL	Sweet Southern Comfort
CLAY WALKER	I Can't Sleep
SHEDAISI	Passenger Seat
BILLY CURRINGTON I	Got A Feelin'
MONTGOMERY GENTRY	If You Ever Stop Loving Me
DIERKS BENTLEY	My Last Name
EMERSON DRIVE	Last One Standing
KELLIE COFFEY	Texas Plates
SCOTTY EMERICK	The Coast Is Clear
A. KRAUSS w/J. TAYLOR	How's The World Treating You

Information current as of March 12.

POLLSTAR
CONCERT PULSE

Pos.	Artist	Avg. Gross (in 000s)
1	SIMON & GARFUNKEL	\$2,626.8
2	BETTE MIDLER	\$1,073.7
3	ROD STEWART	\$1,038.0
4	SHANIA TWAIN	\$1,032.2
5	AEROSMITH & KISS	\$939.5
6	GEORGE STRAIT	\$787.0
7	DAVE MATTHEWS & FRIENDS	\$747.6
8	DAVID BOWIE	\$533.3
9	TOBY KEITH	\$493.6
10	MANHHEIM STEAMROLLER	\$407.1
11	LINKIN PARK	\$400.1
12	SARAH BRIGHTMAN	\$391.2
13	AMY GRANT/VINCE GILL	\$311.1
14	KID ROCK	\$299.3
15	JOSH GROBAN	\$261.3

Among this week's new tours:

BLINK-182
BLUES TRAVELER
INCUBUS
JULIO IGLESIAS
P.D.O.

The CONCERT PULSE is courtesy of Pollstar, a publication of Promoters' On-Line Listings, 800-344-7383; California 209-271-7900.

TELEVISION

TOP TEN SHOWS

Total Audience
(105.5 million households)

March 1-7

Adults 18-49

1	American Idol (Tuesday)	1	American Idol (Tuesday)
2	Survivor: All-Stars	2	The Apprentice
3	CSI	3	Survivor: All-Stars
4	The Apprentice	4	American Idol (Wednesday)
5	CSI: Miami	(tie)	American Idol: Uncut
6	American Idol: Uncut	6	CSI
7	American Idol: Wednesday	7	Average Joe: Hawaii
8	Everybody Loves Raymond	(tie)	CSI: Miami
9	Without A Trace	(tie)	Friends
10	Two And A Half Men	10	Princess Diana: Secret Tape 1

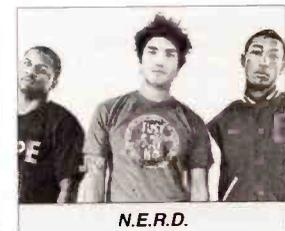
Source: Nielsen Media Research

COMING NEXT WEEK

Friday, 3/12

- Switchfoot, *The Tonight Show With Jay Leno* (NBC, check local listings for time).
- Cee-Lo, *Jimmy Kimmel Live* (ABC, check local listings for time).
- David Byrne, *Late Night With Conan O'Brien* (NBC, check local listings for time).
- Snoop Dogg, *Five For Fighting* and Robert Randolph & The Family Band, *Last Call With Carson Daly* (NBC, check local listings for time).

Saturday, 3/13



N.E.R.D.

- N.E.R.D., *Saturday Night Live* (NBC, 11:30pm ET/PT).

Monday, 3/15

- Keith Urban, *The Sharon Osbourne Show* (check local listings for time and channel).

- A Perfect Circle, *Jay Leno*.
- Brides Of Destruction, *Late Late Show With Craig Kilborn* (CBS, check local listings for time).
- Ice Cube and The Star Spangles, *Carson Daly*.

Tuesday, 3/16

- Switchfoot, *On-Air With Ryan Seacrest* (check local listings for time and channel).
- Twista, *Jay Leno*.
- Grant-Lee Phillips, *Jimmy Kimmel*.

- The Allman Brothers, *Conan O'Brien*.
- Butterfly Boucher, *Craig Kilborn*.

Wednesday, 3/17

- Jessica Simpson, *Jay Leno*.
- Dropkick Murphys, *Jimmy Kimmel*.
- The Vines, *Late Show With David Letterman* (CBS, check local listings for time).
- Evan & Jaron, *Craig Kilborn*.
- Sarah McLachlan, *Carson Daly*.

Thursday, 3/18

- Shelby Lynne, *Jay Leno*.
- The Living End, *Conan O'Brien*.
- Ambulance Ltd., *Carson Daly*.

— Julie Gidlow

FILMS

BOX OFFICE TOTALS

March 5-7

Title	Distributor	\$ Weekend	\$ To Date
1	<i>The Passion Of The Christ</i> (Newmarket)	\$53.24	\$213.88
2	<i>Starky & Hutch</i> (WB)*	\$28.10	\$28.10
3	<i>Hidalgo</i> (Buena Vista)*	\$18.82	\$18.82
4	<i>50 First Dates</i> (Sony)	\$7.63	\$99.34
5	<i>Twisted</i> (Paramount)	\$5.12	\$16.48
6	<i>Confessions Of A Teenage...</i> (Buena Vista)	\$4.04	\$21.80
7	<i>Lord Of The Rings: Return...</i> (New Line)	\$3.03	\$368.21
8	<i>Dirty Dancing: Havana Nights</i> (Lions Gate)	\$2.96	\$10.14
9	<i>Miracle</i> (Buena Vista)	\$2.54	\$59.82
10	<i>Monster</i> (Newmarket)	\$2.12	\$29.95

*First week in release. All figures in millions.

Source: ACNielsen EDI

NOW PLAYING: A correction to last week's listing of the *Starky & Hutch* soundtrack on TVT: The CD includes Brick's "Dazz," Johnny Cash's "Folsom Prison Blues," Bill Withers' "Use Me," Dan Finnerty's "Feel Like Makin Love," Jackson 5's "Dancing Machine," Leon Haywood's "I Want'a Do Something Freaky to You," Brigitte Romanek's "Love Will Keep Us Together" and Theodore Shapiro's "Two Dragons," among other tunes. Cuts by The Carpenters, Barry Manilow, Edwin Starr, Sammy Johns, Eric Clapton and Average White Band are not on the ST.

— Julie Gidlow



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A Perry Capital Corporation

RIAA

Continued from Page 1

that have dramatically increased awareness of the illegality of unauthorized file sharing while at the same time ensuring that their music is available on a wide array of legal online services.

"However, while legitimate online services continue to proliferate and evolve to meet consumer demands, this is truly a marketplace in its infancy. Continued enforcement efforts are needed in order to create a level playing field on which legitimate online music services can compete and thrive."

The RIAA's data suggests some stabilizing trends in the music industry. The group cites the fact that record companies are offering consumers more choices than ever when it comes to music and accessing music, such as satellite radio, webcasting streams, exclusive release deals, different pricing strategies, new formats and value-added CD/DVD combinations in retail outlets. Also noted was the industry's effort to raise awareness about illegal file trading and legal options for obtaining music online.

The report shows that newer music formats are proving popular. The music-video category showed significant growth, with all formats of music video increasing in value by

2003 Year-End Music Shipments

In millions of units

Format	2002	2003	%Change
CD	803.3	745.9	-7.1
CD Single	4.5	8.3	+85.5
Cassette	31.1	17.2	-44.7
Vinyl LP/EP	1.7	1.5	-11.5
Vinyl Single	4.4	3.8	-14.2
Music Video	14.7	19.9	+35.6
-DVD Audio	0.4	0.4	+0.8
Total Units	859.7	798.4	-7.2

Source: RIAA

38.7%. The music DVD format was a particular highlight, with a 56% increase in value and a 64% increase in unit shipments.

The findings also note that a strong fourth quarter helped offset a 10% decline in shipments to retail outlets in the first six months of 2003. Shipments to retail increased 5.5% during Q4 2003 alone, helping reduce the overall year-end decline to 2.7%. The 2.7% decline represents a 4.3% drop in suggested list dollar value compared to 2002.

CD unit shipments to retail markets decreased 3% in 2003. This decrease represents a 5.1% decline in suggested list dollar value in 2003. Meanwhile, shipments of CD singles improved

greatly, up 85.5% from 2002. In 2003, 8.3 million units were shipped; in 2002, 4.5 million were shipped. This represents a dollar-value increase of 84%, equaling \$35.9 million.

Total U.S. music shipments, including to direct and special markets, dropped 7.2%, from 859.7 million units in 2002 to 798.4 million units in 2003. In dollar value, this represents a 6% decrease. The three-year decline (2000-2003) of music unit shipments is 26%, resulting in a value decline over that time of 17.2%. For more details, visit www.riaa.com.

Pasha

Continued from Page 1

"I'm also excited about working closely with [Sr. VP/Programming] Pat Paxton, who is tremendously well respected in the industry, as well as David Field, who is a true forward-thinking, product-oriented CEO. This job is a perfect fit for me."

Paxton said, "Bill, like Entercom, is committed to nothing short of excellence. We are now poised not only to add valuable resources for our general and brand managers, but to maximize future growth opportunities. I'm thrilled to have one of America's brightest programming minds on our team."

Prior to coming to Infinity, Pasha was VP/Programming for Paxson Communications. He will remain based in the Baltimore area and will also continue to serve as National Programmer-At-Large for the Arbitron Radio Advisory Council.

— Kevin Carter

Powers

Continued from Page 12

Ontario, San Diego, Anaheim and San Bernardino, CA. Plus, he was Director/Promotion for MCG/Curb Records. We're excited about moving forward at Lite 100.5."

Powers said, "Lite 100.5 has been a legendary AC brand in Vegas for many years, and I'm looking forward to helping the team grow at a rate as fast as our population has grown here over the past few years."

Univision

Continued from Page 12

will now be heard on RadioCadena Univision, our new AM network."

An official list of stations comprising RadioCadena Univision was not available at press time.

Formats

Continued from Page 3

fall 2002. Arbitron began separating CHR/Pop and CHR/Rhythmic in spring 2000. At that time CHR/Pop had an 8.5-3.2 edge. Fourteen books later Rhythmic is the CHR leader.

News/Talk remained the overall dominant force and was up 2.2% from year-ago levels. R&R separates all-Sports from News- and Talk-formatted stations. News/Talk is still the only format in double digits. AC came in second and was up book-to-book but off from a year ago. While analysis has shown that holiday music helps the AC format, the format's overall share was clearly down from last year.

Country held steady from summer 2003 to fall 2003 but was up 7.3% from fall 2002. Country tied for its second-best book since fall 2000, when it had a 9.0 share. Tropical posted the strongest surge, roaring from a 1.2 a year ago to a 1.9. Los Angeles alone saw two Tropical stations sign on in 2003, while WSKQ-FM/New York continues to post huge results.

Urban AC continues to be a significant growth format. While it was off for the first time in nearly two years from summer 2003 to fall 2003, its year-to-year trend is stellar — a nearly 22% increase. And while there has been some concern over the Oldies format, the erosion of the last few years seems to have slowed. The format is off only a tenth of a share from last year after three years of consistent decreases.

Fall is not always favorable to the

Ellis

Continued from Page 1

forward-thinking initiatives that further the creative and commercial goals of our artists. She brings to this new position a superb track record."

Ellis said, "Over the years Sony Music has made major contributions to the growth and development of urban music, and it's a genuine honor to have been asked to help lead Sony Urban Music as we build on that long and impressive legacy. I look forward to working with Don Jenner and with the individual label teams as we continue to identify and nurture the very best new artists and bring our roster of established artists to new levels of success."

Most recently Ellis served as Sony Music's Sr. VP/Strategic Marketing & Music Licensing. Prior to that she was Columbia's Sr. VP/R&B, Rhythm-Crossover Promotion. From 2000-02 Ellis was Columbia's VP/National Promotion, West Coast and VP/Crossover Promotion. She joined Columbia in 1995 as Local Promotion Manager and was named National Director/Crossover Promotion in 1998.

— Frank Correia



What I Learned At TRS 2004

Comments and more photos from R&R's Talk Radio Seminar

Each year following R&R's Talk Radio Seminar I poll several attendees and ask, "What did you learn at TRS this year?"

No one can deny that industry gatherings provide a forum for social interaction, a place to catch up with old friends and make new ones. But we know that in the challenging times in which we all work, having a good time just isn't enough to pass muster with your CFO.

For the past nine years our commitment to attendees has been that coming to TRS is time and money well spent. Our hope is that you'll go home with renewed enthusiasm and confidence about News/Talk radio, more than a few actionable ideas for improving your station's ratings and revenues and ways to work better and smarter in your daily job.

This week's pages feature a few comments from attendees that are representative of many I have received, as well as some additional

photo moments from News/Talk radio's largest annual meeting.

Ken Kohl
Clear Channel/Northern California



Ken Kohl

First, I learned that it takes *two* trips to the dry cleaner to get the smoke smell out of my clothes after Premiere Radio Networks' Friday-night cigar smoker!

Although conservative talkers have, as a group, had problems with what some perceive as Peter Jennings' bias, I enjoyed his interview with Sen. John McCain a great deal. Where else but at the R&R Talk Radio Seminar are you going to get to be in the same room with a powerhouse like McCain and enjoy his honesty and

candor up close and personal? It was a great session.

This year's live-audience focus group was excellent—spirited and enthusiastic Talk listeners giving us an all-too-brief look inside their heads. I always take an idea or two away from both the focus-group session and the Arbitron presentation.

TRS has always brought out the best and the brightest, and this year was no exception. There are very few places on the planet where I feel more energized or more comfortable than the lobby at TRS each year. Congratulations on another great event.

Bob Shomper
WBAP/Dallas



Bob Shomper

I learned how reassuring it is to attend the R&R Talk Radio Seminar and come back home with the knowledge that we are all blessed to work in the most vibrant radio format there is.

I was impressed with Tony Snow's remarks. You can tell that he's a

Here's To The Winners!

R&R readers have spoken, and the winners of our 2004 News/Talk Industry Achievement Awards are in. This year's trophies were handed out during the annual awards luncheon at the recent R&R Talk Radio Seminar in Washington, DC, where legendary CBS News anchor and commentator Mike Wallace was honored with the 2004 R&R News/Talk Radio Lifetime Achievement Award. Congratulations to this year's winners and to all of the 2004 nominees.

Station of the Year

KFI/Los Angeles

General Manager of the Year

Tim McCarthy, WABC/New York

Programmer of the Year

Phil Boyce, WABC/New York

National Talk Host of the Year

Sean Hannity, ABC Radio Networks

Local Hosts of the Year

Curtis & Kuby, WABC/New York

Executive of the Year

Traug Keller, ABC Radio Networks

true radio guy. Every session I attended was very informative. I thought Bob Michaels and Larry Rosin's presentation of in-car listening was very insightful. I also hope that "The 10 Most Important People in Radio" session returns in 2005.

Above all else, I learned the most just by sharing ideas with some of the best programmers in the business. Thanks for TRS 2004, and you can bet that I'll see you next year.

Kipper McGee
WDBO/Orlando

Where do I start? It was all so good and so strong. Tony Snow, Matt Drudge, Mike Wallace and Sen. John McCain with Peter Jennings—wow!



Kipper McGee

As always, Walter Sabo's mantra "Don't just bend the rules, break 'em" speaks loudly to our format. Also, his reality check, "If you do good work, you get mediocre results; if you do extraordinary work, you *might* get good results," really sums up the challenge of our overcommunicated

world. Finally, I loved Walter's quote on the disadvantage of copying others: "Every time you make a xerox, it's worse than the original."

WTOP/Washington's Jim Farley had a bunch of great quotes, including my favorite: "If you're going to get your ass in a sling, make it for something you did, not something you didn't do." And who can't relate

Continued on Page 18

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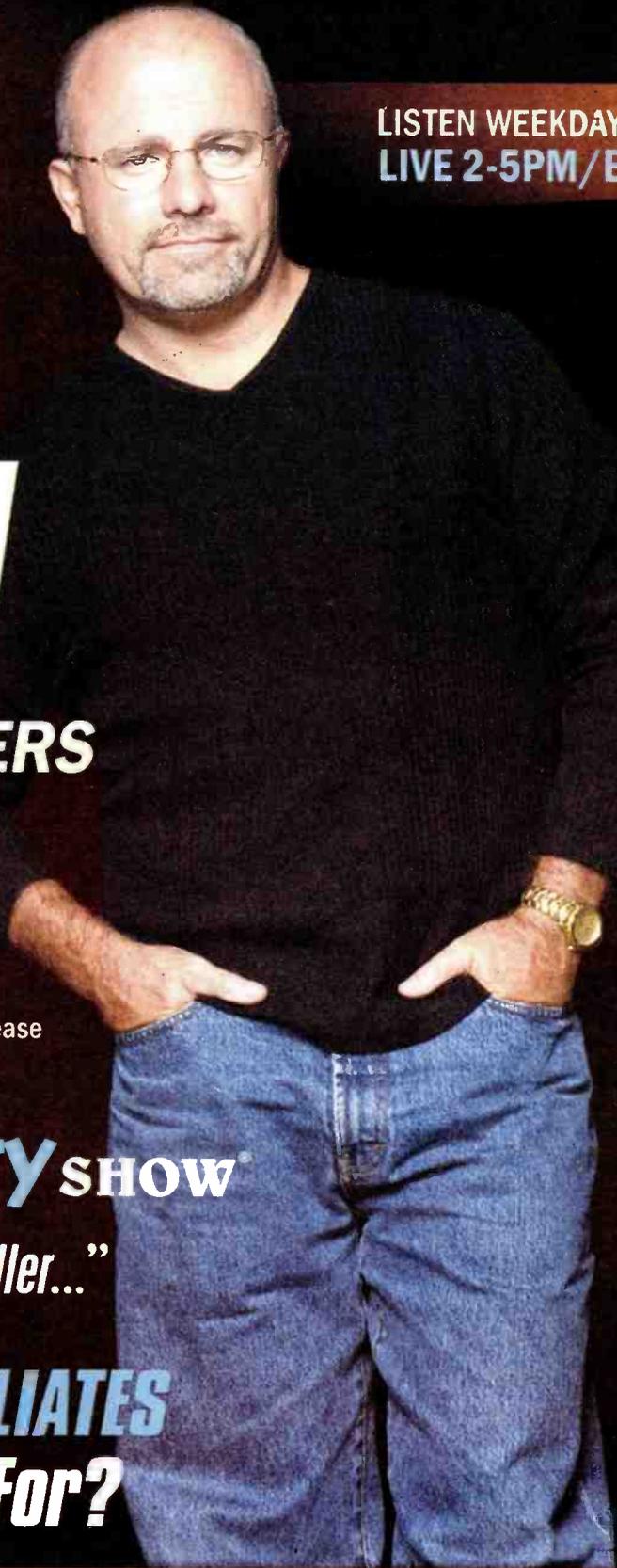
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	Before Sisters 12+ Share	with Sisters 12+ Share	% Growth 12+ Share	Before Sisters 25-54 Share	with Sisters 25-54 Share	% Growth 25-54 Share
WMAL Washington	3.6	5.2	44%	0.0	3.8	100%
KXL Portland OR	4.0	4.9	23%	0.6	1.0	67%
KNUU Las Vegas	0.2	0.7	250%	0.0	0.5	100%
KNZR Bakersfield	1.3	1.8	38%	0.0	2.8	100%

Source: Arbitron, Fall 2003, Metro, Program Exact Times, Persons 12+, Adults 25-54, Average Quarter-Hour Share compared to Arbitron survey before adding The Satellite Sisters.

RATINGS REVENUE & WOMEN

LISTEN WEEKDAYS
LIVE 2-5PM/ET



#1 WITH WOMEN LISTENERS

WTN Nashville 4.7 share

KEBC Oklahoma City 2.6 share

WTKG Grand Rapids 4.1 share

Arbitron Summer '03 vs. Fall '03. Women 25-54. AQH share increase

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What I Learned At TRS 2004

Continued from Page 16

to host and author David Bach's line — "Everything I wanted to do, I was told it wouldn't work" — since he succeeded in each subsequent endeavor? Also, as a Starbucks P1, I took his caution about the "latte factor" to heart.

Finally, I really enjoyed and appreciated the Arbitron-Edison study. There's no question that the times, they are a changin'. Congrats on not only another great TRS, but, in all my years of attending, simply the best one ever.

**Nate 'Doogie' Lundy
WOAI/San Antonio**

Once again, a great conference. I took away a number of ideas, but there are two that stood out.

The session called "What News/Talk Can Learn From Other Formats" was great. I think sometimes News/Talk stations get wrapped up in thinking that our for-



Nate Lundy

mat is so dramatically different from music radio and needs to be treated that way. The truth is that the fundamentals never change, regardless of format.

The second thing that stood out was the promotions and marketing seminar where we discussed some of our promotional items and giveaways. Moderator and Clear Channel/Houston Director/Programming Ken Charles said that one of his stations calls the prize pack exactly what it is: "The KPRC Cheesy Bag of Crap." A brilliant name — straight to the point!

and always well worth it. I attend the R&R Talk Radio Seminar each



Mike Fenley

**Mike Fenley
WSJS/Greensboro**

What did I learn at TRS? That is always an easy answer for me. I learned, as I always do, that investing in your own career is important

year as an annual investment in my own programming career and future. For the last eight years I've attended on my own dime.

While there is seldom one specific thing I can point to as the most important thing I learned, I always come away with a really good feeling about our industry and my radio station.

I enjoy chatting with people like [WINS/New York's] Mark Mason, [KNRC/Denver's] Doug Kellett and [CBS News Radio's] Harvey Nagler. TRS is not only about learning new things, but also about confirming the suspicions we all often have at our own stations. Also, the face-to-face connections with network people at TRS often help work out issues that you never quite get to on the telephone.

I always come back to WSJS inspired to work harder and take my station to the next level. I'll see you in Los Angeles in '05. Hey, is there a discount if I register now?



JUST HOP ON THE BUS, GUS! Attendees couldn't miss ABC News' Vote 2004 bus parked outside the TRS headquarters hotel in Washington, DC. Shown following a tour of the state-of-the-art radio and television studio on wheels are (l-r) ABC Radio Networks' Dave Kaufman, R&R's Al Peterson, and ABC News' Steve Jones, Nancy Ross and Merrilee Cox.



YEAH, BUT IT'S A REALLY GOOD BAR! Ironically, this pair of Los Angeles Talk radio veterans flew 3,000 miles just to have a drink together at TRS 2004. Mugging for the camera are (l-r) KABC's Erik Braverman and KLSX afternoon host and Westwood One syndicated personality Tom Leykis.



FINDING TALK RADIO'S RISING STARS Discussing where to find tomorrow's talents today are (l-r) WGY/Albany, NY's Andrew Wilkow; Talk Radio Network's Mark Masters; WHJJ/Providence's John DePetro; WABC's Mark Levin; N.S. Bienstock's George Hiltzik; ABC Radio's John McConnell; and (at the podium) WABC/New York's Phil Boyce.



EXCLUSIVE WHITE HOUSE BRIEFING White House Communications Director Dan Bartlett joined the roster of special guests who addressed attendees at the ninth annual R&R Talk Radio Seminar in Washington, DC.



CAN YOU FEEL THE LOVE? Proving that competition in the dog-eat-dog world of network Talk radio can actually be friendly at times are (l-r) Talk Radio Network's Laura Ingraham and Premiere Radio Networks' Glenn Beck.

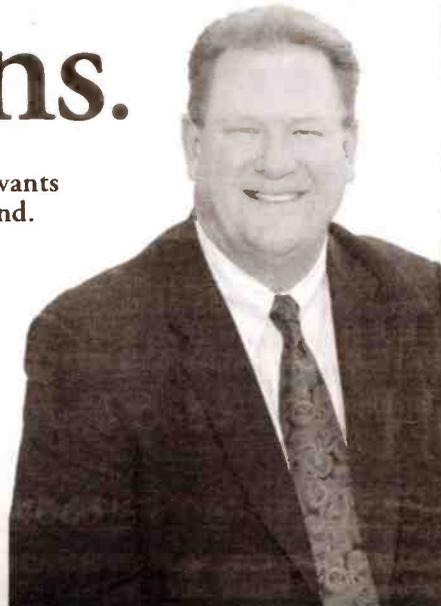
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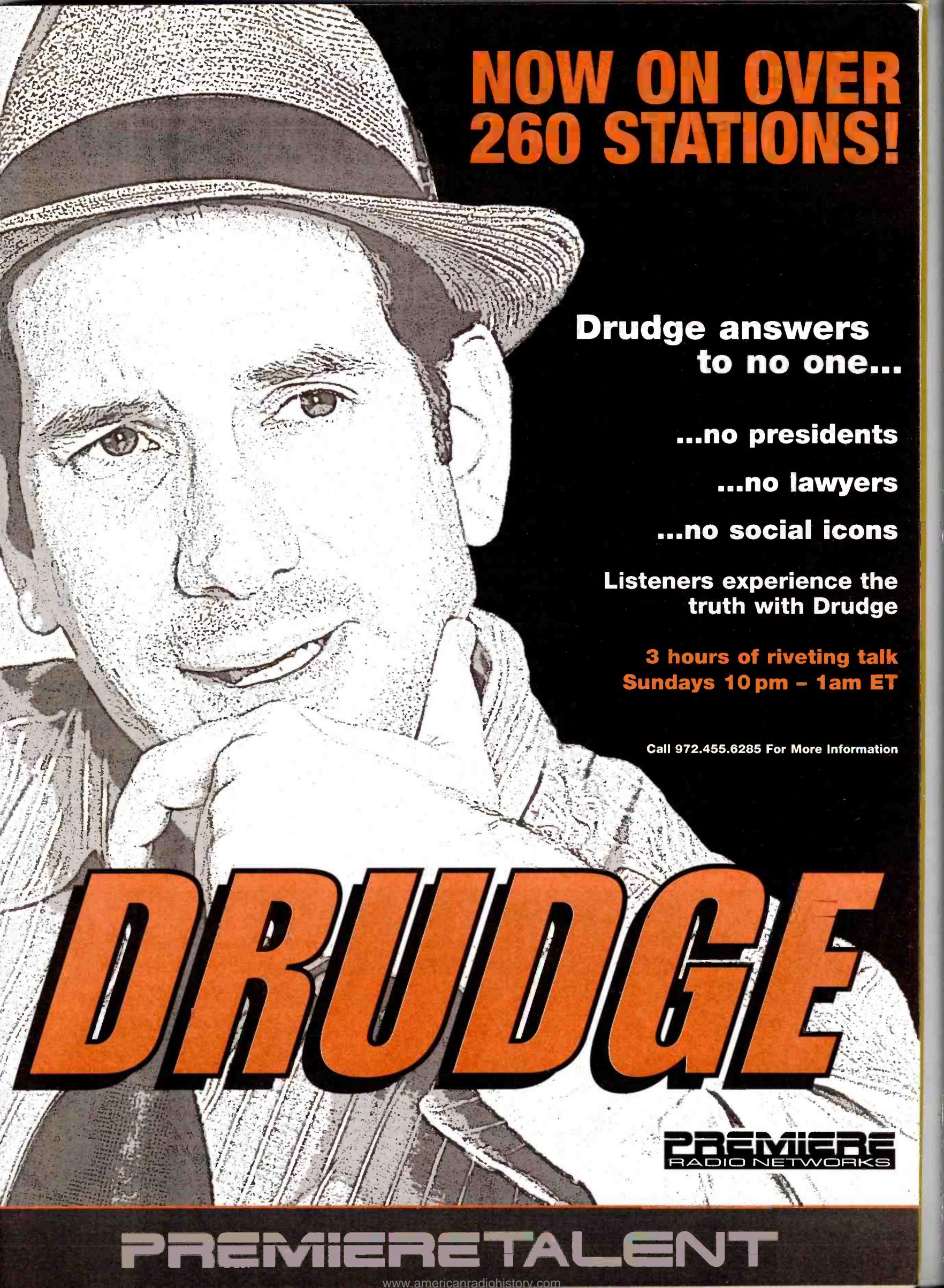
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Barbara Eden, Line 1, Sounds Pissed

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Proving that reality really does bite....

are, and b) you know that one of the female players is named **Neveen** — a.k.a. "Egypt-Egypt," the phone op/sidekick on KXJM (Jammin' 95.5)/Portland, OR's morning *Playhouse*. A month ago Neveen's planned hiatus from *The Playhouse*-to do *Eden* was set up as a walk-out. "Scooter and PK staged a fight with Neveen and made her cry, so she threw a tantrum and left," PD **Mark Adams** tells **ST**. *Eden* predictably features behind-the-scenes maneuvering, backstabbing, crappy production values and manufactured drama. "It's just like *The Playhouse*, except with palm trees!" Adams exclaims.

The Programming Dept.

- After two years as PD of Cox CHR/Rhythmic WBTS (95.5 *The Beat*)/Atlanta, PD **Sean Phillips** has left the building. For now, Cagle, PD of sister Urban WFOX, will oversee WBTS.

- Asst. PD/MD **Jon Anthony** exits Clear Channel Country WMZQ/Washington. No replacement has been named.

- Clear Channel CHR/Rhythmic KBOS (B95)/Fresno Asst. PD/morning host **Greg "G-Man" Hoffman** is upped to PD, replacing Pattie Moreno, who recently exited. Hoffman, an eight-year station vet, will continue to anchor the morning *Juice Crew* but will step down as PD of sister Sports/Talk combo KCBL & KCVL.

- PD **Chris Keyzer** exits Country WBEE/Rochester after just 15 months in the position.

- PD **Steve Marcus** exits Cox Hot AC WEZN (Star 99.9)/Bridgeport, CT. Interested replacement candidates should e-mail their stuff to Regional VP/GM Kim Guthrie at kim.guthrie@cox.com.

- WYOY/Jackson, MS afternoon jock **Johnny O** is upped to PD, while night jock **Nate West** is named Asst. PD/MD. To celebrate, Mississippi remained open until 8:30pm.

- After spending about 20 minutes in exotic Ft. Wayne, IN as PD of CHR/Rhythmic WJFX (Hot 107.9), **Tommy**

Frank exits. Promotions Director/night jock **Randy Alomar** is named acting PD.

- **Keith Scott** is named PD of Cumulus CHR/Pop WZYP/Huntsville, AL. He replaces Bill West, now PD of KLSY/Seattle. Most recently, Scott was Asst. PD/morning guy at sister WHHY/Montgomery, AL. Seconds later WZYP added **David Stripling** and former WBZZ/Pittsburgh morning co-host **Aimee Angil** to *The Mojo Morning Show*.

All... Mighty, Then....

Leave it to the motivated folks at Classic Rocker **WAOR/South Bend, IN** to find a way to tie in with the red-hot *The Passion of the Christ* to bring Christians and nondenominational classic rockers together on a local level



Thou art Caller 9!

— with their "Jesus Is Just Alright Weekend." PD **Kevin Redding** says, "Listeners call in at the sound of 'The Church Lady,' played by SNL alum Dana Carvey. Winners get tickets to see *Jesus Christ Superstar*, plus dinner for two at a local steakhouse." [Ed. note: The steakhouse is also famous for its loaves and fishes.] Here's Redding, posing with the famous "Touchdown Jesus" on the Notre Dame campus.

Formats You'll Flip Over

- On March 5 Clear Channel flipped WUMX/Charlottesville, VA from Hot AC to Smooth Jazz with new call letters **WCJZ**.

- Heritage Urban AC **WMCS-AM/Milwaukee** will flip to "Black" Talk on April 12, according to the *Milwaukee Journal Sentinel*. Syndicated diva **Wendy Williams** will be picked up for nights.

- NextMedia's **WTCF/Saginaw, MI** makes the move from CHR/Pop to gold-based Rhythmic as "Kool 100.5." Expect the station to take new calls WXQL, which sort of spells "Kool" — after 11 beers. The new PD is **Rob Ryan**, ex-Asst. PD of KKMJ/Colorado Springs and former MD of KKRZ/Portland, OR. Former PD Big Steve Duncan remains aboard as morning host.

- Clear Channel flips **KHYS/Abilene, TX** from CHR/Pop to Classic Rock as "The Eagle." In the smoke and confusion

RR Timeline

1 YEAR AGO

- **Mike Whited** to Sr. VP/Promotion at ARTISTdirect Records.
- **Dick Carlson** promoted to Sr. VP/Market Manager, Minneapolis for Infinity.
- **Jon Zellner** named VP/Programming, Infinity/Kansas City.



Jon Zellner

5 YEARS AGO

- **Jean Riggins** promoted to Executive VP/GM at Universal Records.
- The RAB contract of President/CEO **Gary Fries** is extended through 2006.
- **Steve Smith** joins Chancellor Media as Sr. VP/Programming.
- **Rick Torcasso** named President of the Research Group.



Jean Riggins

10 YEARS AGO

- The White House nominates **Rachelle Chong** to fill one of two vacancies on the FCC.
- Liberty Broadcasting acquires Beck-Ross Communications; President **Jim Champlin** joins Liberty as an Executive VP.
- **Diane Cridland** named PD of KDKA/Pittsburgh.



Rachelle Chong

15 YEARS AGO

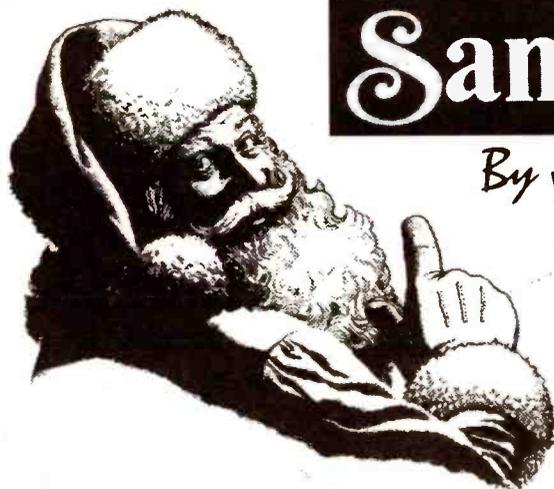
- RKO Radio President **Jerry Lyman** resigns to become President of Radio Ventures L.P.
- **Tony Martell** elevated to Sr. VP/GM at CBS Associated Labels.

20 YEARS AGO

- **Gene Hughes** named VP/Promotion at MCA/Nashville.
- **Michael Craven** appointed VP/GM of WMMR/Philadelphia.
- **Mark Bench** appointed VP/GM of WRFM/New York.
- **Gary Hoffman** named PD of WNAP/Indianapolis.

25 YEARS AGO

- **John Sebastian** named PD of KUPD & KKKQ-FM/Phoenix.



Santa Baby

By Joan Javits, Tony Springer & Phil Springer

Recorded by:

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

With thanks to all the Program Directors and Disk Jockeys who through the years have made **Santa Baby**

one of the world's best loved Christmas songs.

that followed, **Randy Jones**, longtime PD/morning dude at Rock clusterbuddy KEYJ, sauntered over to The Eagle as the new PD. KEYJ morning co-host **Frank Pain** is upped to PD at that station and is joined by former KHYS PD **Chaz McGuire** on the morning show.

• Before we leave Texas.... Active Rock KCCG/Corpus Christi, TX modifies its direction and changes calls to **KRPX**, "107.3 The X, Corpus Christi's Rock Alternative." PD **Scott Holt** says the station will remain Active Rock but has broadened its list to include some early '90s alternative titles. Morning host **Big Al Jones** segues to Classic Rock sister KPUS and is replaced on KRPX by the syndicated **Lex & Terry**. Midday dude **Brad Wells** and Asst. PD/MD/afternoon jock **Dimebag Dave Ross** remain in place, while **Kane** joins from WYUL/Malone, NY for nights. KRPX is now consulted by DeMers Programming Consultants.

As you know, 30-year WCMF/Rochester, NY personality "**Uncle Roger**" **McCall** was tragically killed last December while trying to prevent a robbery. To help honor McCall's memory, and to financially aid his wife and son, his longtime friend and colleague Scott Van Dusen of Sphere Sound Records will hold online auctions on eBay starting next week. Check out "Auctions for Unk" to bid on items like a bass signed by Tom Petersson of Cheap Trick, a Lakland Signature bass signed by Rolling Stone Darryl Jones and a concert poster signed by Todd Rundgren, among other cool items. For more details, go to www.spheresound.com.

Quick Hits

• Clear Channel/Shreveport, LA welcomes **Charlie Thomas** as Market Manager. Thomas comes from the same post at the CC cluster in exotic Mason City, IA. Later, mint juleps were served, and women fanned themselves on a hastily constructed veranda.

• KZHT/Salt Lake City inks **Jason Smith** as MD/creative services/afternoon guy. Smith, known and loved by millions as "**Kramer**," crosses the street from afternoons at Marathon's KUDD.

• Former WHTZ (Z100)/New York overnigher **Rich Davis** heads to Sirius for nights on Sirius Hits I. Z100 night jock Romeo's sidekick/producer **Niko** adds overnights to his already full to-do list.

• Urban AC WCFB/Orlando MD/midday jock **Joe Davis**

exits after six years and will return to his local law practice.

• Jefferson-Pilot Country KSON/San Diego assembles a new morning show, *Cliff & Company*, featuring **Cliff Dumas**, **Morgan Thomas** and (not that) **Bill Tanner**. Dumas escapes the cold of Calgary, Alberta, where he's doing mornings at a Smooth Jazz station. Thomas segues from WQDR/Raleigh, where she was half of the *Mike & Morgan* wakeup show, and Tanner comes from the morning co-host post at KBUL/Reno, NV.

• Like a Little League coach with A.D.D., PD Michele Williams shuffles the lineup at Greater Media Triple A **WBOS/Boston**: Exiting is longtime jock **David O'Leary**, who had been doing mornings. Midday goddess **Amy Brooks** moves to mornings, night host **Kristin Lessard** shifts to middays, and former morning co-host **George Knight** takes nights.

• Cumulus CHR/Pop KBEA/Quad Cities, IA-IL PD Jeff James fills his long-vacant night slot with **Greg Hunter**, who arrives from the same shift at sister KCDD/Abilene, TX.

• Cumulus Hot AC WJLQ/Pensacola, FL PD **John Stuart** segues from afternoons to wakeups as the "John" half of the new *Q Morning Crew With John and Wendi*. He replaces Trey Matthews, who exits.

• In what can only be some good news for these "indentured" times we live in, Rocker **WWCT/Peoria, IL** has picked up *Mancow's Morning Madhouse*. PD **Jamie Markley** moves to middays, replacing MD Debbie Hunter, who exits along with morning co-host Jason "Bones" Lee.

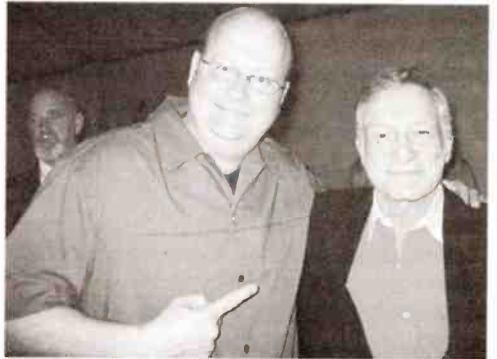
A Pat On The Back

• Greater Media AC WMJX (Magic 106.7)/Boston's long-running Sunday-morning show *Exceptional Women* scoops up two more Gracie Awards from *American Women* in Radio and Television. Co-hosts **Candy O'Terry** and **Gay Vernon** will receive their awards at the Gracies luncheon in New York on June 21. In addition, O'Terry will pick up the Individual Achievement Award for Best Program Host. *Exceptional Women* has been on Magic since 1993.

• Congrats to Emmis Country **KZLA/Los Angeles**, winner of the Country Radio Broadcasters' Humanitarian Award, presented annually to the Country radio station displaying the strongest efforts to improve the quality of life for the communities it serves.

• Congrats to Emmis/New York VP/Programming **Tracy Cloherty** and legendary New York air personality **Jim Kerr**,

ST Shot O' The Week



Proving that security is pretty crappy just about everywhere these days, IDJMG promo stud **Dave Bouchard** managed to slip in the side gate of the famed Playboy Mansion and grab this candid shot with Hef himself! Bouchard was later wrestled to the ground by alert bunnies, thoroughly oiled and tossed into the grotto.

who were among the recipients of New York's A.I.R. Awards. Kerr, now doing mornings at Clear Channel Classic Rock WAXQ (Q104.3), was presented with the Lifetime Achievement Award, while Cloherty picked up the well-deserved Broadcast Leadership Award.

Talk Topics

• Standup comic **Mark Maron** will join Progress Media's soon-to-launch progressive/liberal Talk network, Air America, as a morning co-host. Air America Exec. VP/Programming Dave Logan tells **R&R** that other morning co-hosts yet to be announced "have radio experience" and that the new network will have "radio and non-radio personalities on every show." Logan also told **R&R** that **Chuck D.** of Public Enemy fame will be a part of Air America's programming lineup.

• To find its newest talk show host, **KNRC-AM/Denver** has borrowed a page from pop culture: Does *American Talk Idol* sound vaguely familiar? Every Saturday night for the next two months, would-be talk-show hosts will get two hours of airtime to do their thing as KNRC listeners cast their votes via e-mail and the station's listener feedback line. The winner gets permanent custody of the 8-10pm slot on Saturdays.

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Grey Matters

Mix of *The Black Album* and *The White Album* sparks colorful debate

In November of 1968 The Beatles made music history with *The White Album*. In November 2003 Jay-Z presented *The Black Album*. Today the world changes forever, as Danger Mouse presents *The Grey Album*. So reads the Wexploitation label website, hyping the newest release from artist Brian Burton, known in the underground hip-hop world as Danger Mouse.

For many, this album has become a world-changing event. Taking the full vocal content from Jay-Z's acclaimed *Black Album* and laying it over beats and production spliced together from The Beatles' *White Album*, Danger Mouse created a remix that not only became the hottest item on file traders' lists, but one that mainstream media outlets like *Rolling Stone*, the *Boston Globe* and others dubbed an instant classic.

The only problem was, Danger Mouse never asked permission to use The Beatles' songs.

Grey Tuesday

When EMI rightfully sent cease-and-desist letters to Burton, who obliged, the whole issue blew up that much more. MTV has covered the story ad nauseam, articles have appeared everywhere from the *New York Times* to *Wired* about what *The Grey Album* means for copyright law, and the controversy has become a *cause célèbre* for online activist group Downhill Battle, which held a Grey Tuesday protest on Feb. 24.

During the protest roughly 170 websites hosted full copies of the album, in spite of the fact that many had received their own C&Ds from EMI, and other sites turned gray in solidarity. Grey Tuesday also received a fair amount of press coverage.

Now, before we get too far along, it's not like Yahoo! or Lycos had *The Grey Album* posted in protest. Most of the sites that participated in Grey Tuesday are low-rent at best, while others are competent underground websites.

As for Downhill Battle, the activist group started by Nicholas Reville and Holmes Wilson that seeks to undermine the RIAA's efforts to crack down on illegal downloading and wants to "break the monopoly" of major labels: Reville admitted that neither he nor Holmes has been involved in the music industry, nor do they have legal backgrounds.

But that doesn't mean they don't have a voice. And in an era in which major labels, the RIAA and "corporate" radio have been pelted with their fair share of bad PR, this little remix album by Danger Mouse could be dangerous indeed.

The Man Behind The Mouse

The gambit has certainly paid off for Burton. The Los Angeles-based producer and DJ is on the phone with me when a large UPS box arrives — from whom, he doesn't know. "It's not a cease-and-desist, is it?" he jokingly asks someone in the background. With all the hoopla surrounding Burton's genius remix, label deals have also been landing at his door. He confirms that he's been approached by several majors regarding his next project.

"It's not about the law or the rules, it's about making a piece of art."

Nicholas Reville

Burton, 26, spent his childhood in Atlanta and New York and developed a taste for both hip-hop and rock. Mainly a hip-hop-head by the time he moved to Athens to attend the University of Georgia, Burton rediscovered classic rock and began making his own music, mostly hip-hop instrumentals. He released a couple of indie records under the name Pelican City and started DJ'ing, which is when he also started blending genres.

After four or so mix CDs he moved to London on a whim and began doing straight hip-hop. He soon found a home with Lex Records, a subsidiary of Warped, and began working with Jemini. Their first record, *Ghetto Pop Life*, came out last year.

Meanwhile, an a cappella version of *The Black Album* was released by Jay-Z and his label, Roc-A-Fella, so DJs, as Jay-Z's engineer Young Guru told MTV.com, could "remix the hell out of it."

While listening to *The White Album*, the idea to mix *Black* and *White* came upon Burton. "I hear hip-hop in old music," he says. "It was a natural thing. I didn't even call it *The Grey Album* until I was finished with it. It was more of a

project for myself and for my friends, to see if I could pull it off."

Bedroom Bandit

After two weeks and 200 hours of work on a home PC, Burton had pulled it off. "I have this really big studio downstairs in my house, and I didn't even really use it until the final mix-down," he says. "All of the music was created upstairs in my bedroom on a small computer. It was a PC, a regular home computer, with no extras and just one program. I had my turntable sampling the Beatles stuff into the computer, and that was it."

From there, Burton made a bunch of CD-R copies and sent them to friends. But what had been just an experiment for himself and friends became a bigger thing when Burton pressed up a few thousand copies and sent them out as promos and to independent retailers.

"I'd done some independent releases and mix CDs," he says of his earlier projects. "I could put a couple of thousand of these things out there, and I knew that people would totally dig it. I have a regular career as a producer. I didn't really do it for the money. I just figured a lot of people would like it. I gave away more than half of them."

It didn't take long for the C&Ds to start arriving. "A big function of entertainment companies of all stripes — whether they're film companies, music companies, newspapers and magazines, news organizations or whatever — is to ensure that creative works or artistic works are being protected," says EMI's Jeanne Meyer.

"As a matter of course, when one of these companies observes any kind of unauthorized use of work, especially when someone hasn't asked permission or approached them at all, it's par for the course to send out a cease-and-desist letter. It happens all the time, as a matter of course. In this particular case, the DJ made unauthorized use of *The White Album*. When we became aware of it, we sent him a letter and asked him to stop."

A Rallying Point

For protesters, the clampdown has become a rallying point for demanding change in copyright laws. The current system, many claim, stifles creativity. "It's not about the law or the rules, it's about making a piece of art," says Reville, who believes that the system in place for cover songs is a good model for samples and such uses.

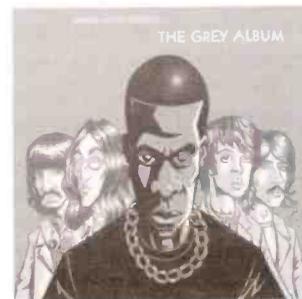
Once a song is released commercially, other acts are free to perform

"He should have gone to EMI first for a license before he released it. EMI has the right to stop him. It's not much of a gray area there. He can't do it without permission."

Don Passman

and record covers of the song as long as they pay the songwriter a royalty. Remixing and sampling, however, play by different rules, and there are no set licensing fees. Yes, there are plenty of Beatles covers out there. But sampling the Beatles hasn't been done since The Beastie Boys' 1989 album *Paul's Boutique*, made before the rules of sampling were clearly defined.

"He should have gone to EMI first for a license before he released it," says entertainment attorney and author Don Passman of Burton's *Grey Album*. "EMI has the right to stop him. It's not much of a gray area there. He can't do it without permission."



"There's never been a time that I thought all I could do was ask and get permission," says Burton. "When you're dealing with The Beatles, that's not the way it works. I don't think it would have been any different if I had gone to them ahead of time and asked them."

No Free Samples

Others say independent artists and producers don't have the money or resources to go through the proper channels to seek permission. While The Beatles may be a unique case, there is a system for obtaining clearance — a system Burton admits he didn't pursue.

"We authorize remixes and samples all the time," says Meyer. "Next month we've got *Blue Note Revisited* coming out, which is three DJs remixing Blue Note standards from Wayne Shorter, Grant Green and so on. The difference there is that they participated in what is a very well-established market and process for licensing. It's available to anybody. It involves asking permission, finding out what it takes and doing it if it's been approved. And if it's not been approved, you find something else to do.

"There's a well-established process for this. In this particular case, the DJ didn't participate in it. He never approached us to ask permission. No one's approached us about putting it out legitimately, either."

Passman puts it in harsher terms: "If people can freely use other people's work without consent in the interest of 'opening the gates of creativity,' how are people going to feel when

their song becomes an anthem for the Aryan Brotherhood?"

Could it all be as simple as EMI's just signing Burton and releasing *The Grey Album*, as many writers have suggested? "No, it isn't," says Passman. "First of all, EMI probably can't do it without The Beatles' consent. And The Beatles may not want their work used creatively that way. They certainly don't like it being done first and then being asked later."

And that's not even considering all the other parties involved when it comes to clearing Beatles catalog — not to mention Jay-Z's camp.

He Broke The Law; Who Won?

There's no question that Burton broke the law with his unauthorized use of *The White Album*, but the buzz surrounding *The Grey Album* certainly shouldn't be ignored, illegal or not.

"For better or worse, Grey Tuesday is a watershed moment," said Wexploitation CEO and Danger Mouse manager Jeff Anebi in a press release. "We are seeing the rapid speed of peer-to-peer come head-to-head with a rabid, worldwide consumer demand for forbidden fruit. The Internet makes it almost impossible to hold things back from the marketplace."

Just a week after Grey Tuesday, a pair of anonymous 23-year-olds going by the names Clair Chanel and Scary Sherman began disseminating the Jay-Z Construction Set (www.jayzconstructionset.com). It allows people to create their own *Black Album* remixes and compare them with several other remix albums already on the 'Net. Included in the kit: the a cappella *Black Album* vocals, hundreds of classic music samples, audio-editing software and nine CDs' worth of *Black Album* remixes, including *The Grey Album*.

As for his album being a rallying point for protesters, Burton has mixed feelings. "I guess in the back of my mind I knew this could bring up a lot of questions," he says. "I didn't really know the answers to them, and I still don't. I was hoping and figuring this thing would just be a music issue. I didn't really think about the copyright thing."

"I really hope people like the record itself and that it opens new ways of looking at hip-hop and rock and music. That's what I was really trying to do. I'm not trying to challenge a bunch of copyright laws. If it does change that, and it's in a positive way, then great. But I've got to move on and keep making music."

I'd love to hear your thoughts on the album and its implications for both music and the music industry. Feel free to e-mail your comments to fcorreia@radioandrecords.com.

THE INDUSTRY'S NO. 1 RETAIL CHART March 12, 2004

LW	TW	ARTIST	ALBUM	LABEL	POWERINDEX	CHANGE
1	1	NORAH JONES	Feels Like Home	Blue Note/EMC	194,990	-32%
15	2	JESSICA SIMPSON	In This Skin	Columbia	157,424	+203
4	3	EVANESCENCE	Fallen	Wind-up	115,751	-7%
3	4	KANYE WEST	College Dropout	Roc-A-Fella/IDJMG	103,430	-21%
5	5	KENNY CHESNEY	When The Sun Goes Down	BNA	86,491	-9%
6	6	OUTKAST	Speakerboxxx/The Love Below	Arista	78,920	-12%
11	7	SHERYL CROW	Very Best Of	A&M/Interscope	71,817	+8%
7	8	JOSH GROBAN	Closer	143/Reprise	69,470	-21%
9	9	EAMON	Eamon	Jive	64,294	-9%
2	10	YOUNG GUNZ	Tough Luv	Roc-A-Fella/IDJMG	63,642	-52%
10	11	MAROON 5	Songs About Jane	Octone/J	62,810	-10%
8	12	TWISTA	Kamikaze	Atlantic	58,016	-30%
-	13	CEE-LO	Cee-Lo Green...Is The Soul...	Arista	55,464	-
12	14	CHINGY	Jackpot	DTP/Capitol	52,109	-7%
16	15	NICKELBACK	Long Road	Roadrunner/IDJMG	50,723	-2%
17	16	BRITNEY SPEARS	In The Zone	Jive	49,979	-3%
23	17	JAY-Z	The Black Album	Roc-A-Fella/IDJMG	43,032	+4%
18	18	ALAN JACKSON	Greatest Hits Vol.2	Arista	41,475	-10%
-	19	VARIOUS	Tha Down Low	Razor & Tie	40,163	-
38	20	BLACK EYED PEAS	Elephunk	A&M/Interscope	40,126	+15%
19	21	G-UNIT	Beg For Mercy	G Unit/Interscope	38,843	-13%
-	22	CLINT BLACK	Spend My Time	Equity	36,829	-
20	23	INCUBUS	A Crow Left Of The Murder	Immortal/Epic	36,819	-17%
22	24	LUDACRIS	Chicken & Beer	Def Jam South/IDJMG	36,735	-13%
30	25	NO DOUBT	The Singles 1992-2003	Interscope	36,474	-7%
27	26	LINKIN PARK	Meteora	Warner Bros.	36,166	-12%
31	27	TOBY KEITH	Shock'n Y'all	DreamWorks	36,015	-7%
37	28	LOSTPROPHETS	Start Something	Columbia	34,644	-1%
29	29	ALICIA KEYS	The Diary Of Alicia Keys	J	34,453	-13%
24	30	BEYONCE	Dangerously In Love	Columbia	34,179	-17%
26	31	HARRY CONNICK	Only You	Columbia	33,972	-17%
36	32	DARKNESS	Permission To Land	Atlantic	33,906	-4%
40	33	HILARY DUFF	Metamorphosis	Buena Vista/Hollywood	33,340	-2%
41	34	BLINK 182	Blink 182	Geffen	33,217	0%
43	35	JET	Get Born	Elektra/EEG	32,685	+3%
34	36	NORAH JONES	Come Away With Me	Blue Note	31,887	-16%
28	37	PASSION OF THE CHRIST	Soundtrack	Integrity/Columbia	31,518	-22%
25	38	RUBEN STUDDARD	Soulful	J	31,017	-24%
39	39	VARIOUS	Now That's What I Call...VOL. 14	Columbia	30,567	-12%
-	40	SOUNDTRACK	Dirty Dancing: Havana Nights	J	29,751	-
13	41	TRILLVILLE/LIL' SCRAPPY	The King Of Crunk & Bme...	Reprise	29,208	-47%
42	42	JOSH TURNER	Long Black Train	MCA	29,176	-12%
49	43	FIVE FOR FIGHTING	The Battle For Everything	Aware/Columbia	28,773	+5%
33	44	MICHAEL MCDONALD	Motown	Motown	27,710	-27%
21	45	50 FIRST DATES	Soundtrack	Maverick	26,657	-37%
44	46	AVANT	Private Room	Geffen	25,945	-17%
46	47	SARAH MCLACHLAN	Afterglow	Arista	24,969	-14%
45	48	3 DOORS DOWN	Away From The Sun	Republic/Universal	24,410	-22%
50	49	HOOBASTANK	The Reason	Island/IDJMG	24,306	-9%
-	50	SOUNDTRACK	Cold Mountain	Columbia	23,153	-

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ON ALBUMS

Norah's Four-Play

There's no stopping her. You can only hope to contain her.

It's four and counting for Blue Note sensation Norah Jones, whose



Norah Jones

Feels Like Home logs its fourth consecutive week on the charts, with

195,000 in sales.

Columbia/CRG multimedia star Jessica Simpson is the runner-up, as the Chicken of the Sea aficionado climbs 15-2 (as in tuna) thanks to a repackaged version of her album



Jessica Simpson

In This Skin that includes a DVD and a hot new single, "Take My Breath Away." Her album is up a whopping 203% from the week before, with more than 157,000 in sales.

The top of the charts is pretty much the same, with Wind-up's Evanescence (No. 3), Roc-A-Fella/IDJMG's Kanye West (No. 4), BNA/RLG's Kenny Chesney (No. 5), Arista's OutKast (No. 6), A&M/Interscope's Sheryl Crow (No. 7), 143/Reprise's Josh Groban (No. 8), Jive's Eamon (No. 9) and Roc-A-Fella/IDJMG's Young Gunz (No. 10) rounding out the top tier — and the last giving Damon Dash's label two in the top 10.

Arista soul star Cee-Lo returns with his sophomore album as the highest-charting newcomer, at No. 13. Razor & Tie's urban compilation *Tha Down Low* bows at No. 19, continuing the indie label's hot streak after it debuted

with Kidz Bop 5 last week. Equity Music Group country veteran Clint Black bows at No. 22.



Black Eyed Peas

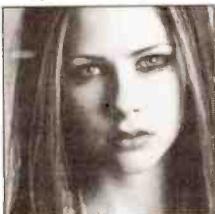
Also debuting are J's *Dirty Dancing: Havana Nights* (No. 40) soundtrack and Columbia's *Cold Mountain* ST (No. 50).

Aside from Simpson, the biggest gainers are A&M/Interscope's *Black Eyed Peas*, who go No. 38-20 with a 15% increase as new single "Hey Mama," begins to cross.



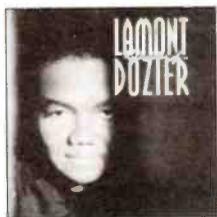
Avril Lavigne Returns

Nineteen-year-old skater girl Avril Lavigne returns to the spotlight as she presents "Don't Tell Me" to Pop, AC and Hot AC outlets. The song, produced by Butch Walker, is the lead single from the pop princess' forthcoming album *Under My Skin*, and by the looks of "Don't Tell Me," Lavigne has done some growing up since first appearing on the scene a few years ago. The cut deals with the topic of sex, with Lavigne boldly proclaiming in the hook, "Did you think I was gonna give it up to you this time?" Lavigne recently kicked off her Top Secret Mall Tour, a 21-city tour of major U.S. markets. The shows are being held in malls, with each event site announced just 48 hours prior to show time. The singer has a very busy schedule ahead, including performances at the Nickelodeon Kids' Choice Awards on April 3, *The Today Show* on May 21, *Late Show With David Letterman* on May 24, *Regis & Kelly* on May 25 and *The Ellen DeGeneres Show* on May 26. She has also been nominated for the Fan Choice award and the Music DVD of the Year award at the April 4 Juno Awards.



Avril Lavigne

He has 54 No. 1 songs — more than any other American songwriter. He was also one-third of the hit songwriting team Holland-Dozier-Holland, who were collectively responsible for many of Motown's hits in the '60s. Next week Lamont Dozier arrives at Urban AC radio with "I Hear a Symphony," the first track from his upcoming album *Reflections Of...* The CD features 12 of Dozier's compositions that went to No. 1 on the charts, including "(Love Is Like A) Heat Wave," "Baby Love," "How Sweet It Is (To Be Loved by You)," and "Stop! In the Name of Love." "It's all about timing," says Dozier, who was originally signed to Motown as an artist, songwriter and producer. "In these days of Botox, I decided to give these songs a facelift! I picked them because people would recognize them ... the songs they danced and romanced to." While visiting R&R's Los Angeles office last week, Dozier revealed that a majority of the songs he wrote that are instantly familiar to millions around the world are actually about one woman he fell in love with in his teenage years — and she never knew.



Lamont Dozier

Chely Wright returns to Country with "Back of the Bottom Drawer," a song she co-wrote with Liz Rose. "I was on a plane, and the title of the song just popped in my mind," says Wright. "Just as soon as I wrote it down, the first verse came pouring out." Though she had never written with Rose before, she called the songwriter and introduced herself. Rose initially didn't give Wright the time of day due to her own busy schedule as a writer. A few days later she called Wright back and explained that she didn't know Wright was serious and that her schedule was booked for the next two months. After some small talk, an undaunted Wright read the first verse of "Bottom Drawer" to Rose, and the two canceled their appointments for the next day and finished the song.

Next week Praful follows up his Smooth Jazz hit "Sigh" with "Let the Chips Fall." The German artist began his musical studies in 1987 with jazz sax and flute, but in the early '90s he went on to study all types of music, including Latin, Brazilian, African and Indian. In '97 he was introduced to trip-hop, dance and drum & bass, and his current album, *One Day Deep*, reflects his diverse roots.

Named after a character in the children's film *The Never Ending Story*, Atreyu infuse their music with the attitude of the story's warrior character. The five-piece band features two voices: that of singer-songwriter Alex Varkatzas, who supplies the aggressive vocals, and drummer Brandon Saller. They go for adds at Active Rock this week with "Lip Gloss and Black." Though the song does end with piano, don't think that it's on the wimpy side — the intense single builds up to the chanting of the words "Live, love, burn, die!" before segueing into an instrumental finish.



Chely Wright

R&R Going For Adds

Week Of 3/15/04

CHR/POP

AVRIL LAVIGNE Don't Tell Me (Arista)
FINGER ELEVEN One Thing (Wind-up)
TEITUR You're The Ocean (Cherry/Universal)

CHR/RHYTHMIC

8-BALL & MJG You Don't Want Drama (Bad Boy/Universal)
BEYONCÉ fLIL FLIP Naughty Girl (Columbia)
SLUM VILLAGE Selfish (Barak/Capitol)
TAMIA Questions (Elektra/EEG)

URBAN

8-BALL & MJG You Don't Want Drama (Bad Boy/Universal)
BEYONCÉ fLIL FLIP Naughty Girl (Columbia)
DIRTY LINGO Watch Out (Folk/Jamel)
SLUM VILLAGE Selfish (Barak/Capitol)

URBAN AC

LAMONT DOZIER I Hear A Symphony (Jamright/WEA)
TAMIA Questions (Elektra/EEG)
TEMPTATIONS Fifty Fifty Love (Motown/Universal)

COUNTRY

BLAKE SHELTON When Somebody Knows You That Well (Warner Bros.)
CHELY WRIGHT Back Of The Bottom Drawer (Vivaton)
GRETCHEN WILSON Redneck Woman (Epic)
HANK WILLIAMS JR. Why Can't We All Just Get A Long Neck? (Curb)
JIMMY WAYNE You Are (DreamWorks)

AC

AVRIL LAVIGNE Don't Tell Me (Arista)

HOT AC

AVRIL LAVIGNE Don't Tell Me (Arista)
FINGER ELEVEN One Thing (Wind-up)
INDIGO GIRLS Perfect World (Epic)
SOMETHING CORPORATE Ruthless (Geffen)
TEITUR You're The Ocean (Cherry/Universal)

SMOOTH JAZZ

ALEX BUGNON 108 Degrees (Narada)
CASSANDRA REED Color Of Love (Peak)
NESTOR TORRES Maybe Tonight (Heads Up Int'l)
NURA Rue Clarendon (Start Music)
PRAFUL Let The Chips Fall (Rendezvous/N-Coded)

ROCK

CLUTCH The Mob Goes Wild (DRT)
THORNLEY So Far So Good (Roadrunner/IDJMG)

ACTIVE ROCK

ATREYU Lip Gloss And Black (Victory)
CLUTCH The Mob Goes Wild (DRT)
THORNLEY So Far So Good (Roadrunner/IDJMG)

ALTERNATIVE

AUTOPILOT OFF What I Want (Island/IDJMG)
DISTILLERS Beat Your Heart Out (Sire/Reprise)
SUGARCULT Memory (Fearless/Artemis)
THORNLEY So Far So Good (Roadrunner/IDJMG)

TRIPLE A

DAVID BYRNE Tiny Apocalypse (Nonesuch)
DAVE MATTHEWS Oh (RCA)
GRATEFUL DEAD fBOB WEIR Man Smart Woman Smarter (Hybrid)
JEN FOSTER Used Black Cars (American Garage)
LYLE LOVETT In My Own Mind (Curb/Last Highway)
PETER SALETT With Anybody Else (Dusty Shoes Music)
SONDRE LERCHE Two Way Monologue (Astralwerks/EMC)
BUTCHIES Make Yr Life (Yep Roc)
VARIOUS ARTISTS Bridge To Havana (Pyramid)

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.

Stations and their adds listed alphabetically by market

Table listing radio stations across various markets (e.g., Albany, NY; Burlington, VT; Dayton, OH) with their respective programming and advertising details.

POWERED BY MEDIABASE. * Monitored Reporters 176 Total Reporters 126 Total Monitored 50 Total Indicator. Did Not Report, Playlist Frozen (6): KGOT/Anchorage, AK WBF/Albuquerque, GA WIFC/Wausau, WI WJMX/Florence, SC WMBG/Macon, GA WPPY/Peoria, IL

CHRISTINA

MILIAN

THE
NEW
SINGLE

Dip it Low

IMPACTING POP
APRIL 15th

GOING FOR ADDS AT RHYTHM NOW!

With 27 early believers including WBBM, WZMX, WWKX, KBFB, KPRR, KTBT, KXJM, KYWL, KDDB, XHTZ and many more...

UNBELIEVABLE first week as an AOL Breaker with a combined total of 442,811 streams of the audio and video... This is the BIGGEST first week debut for a Breaker Artist thus far, surpassing Avril Lavigne, 50 Cent, Michelle Branch, Josh Groban

FROM THE DEBUT ALBUM
IT'S ABOUT TIME
COMING MAY 2004

PRODUCED BY POLI PAUL. MIXED BY MANNY MARROQUIN.
MANAGEMENT: KENNETH CREAR AND JOHNNY WRIGHT FOR WRIGHT CREAR MANAGEMENT

AOL MUSIC BREAKER ARTIST

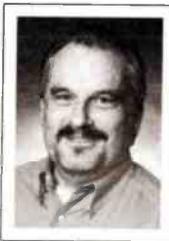
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Who's Next?

Continued from Page 1

child TV star with impeccable Disney credentials, she's now 22 and recently finished a very grown-up album for Island Def Jam. She's also a budding movie star, which you will hear about in just a few moments.

You already know about Phantom Planet. While they're not new artists by any stretch, their latest Epic release marks the band's first major push into CHR/Pop territory.

As for JoJo, this is the classic case of a young lady whom we're catching at the leading edge of what could turn out to be a long and successful career. Someday you might say that you remember when you first read about her here.

And we'll meet Ben Jelen, a talented singer-songwriter who cut his

industry teeth by working in a recording studio — while getting an honors degree in biology, of all things. We'll also be profiling Universal's Busted in an upcoming CHR/Pop column.

A disparate group of talents if taken individually, but together, united under the banner of CHR/Pop, a group that gives me and their respective labels reason to believe that our collective futures are indeed bright.

Christina Milian

Christina Milian has come a long way from the 13-year-old girl who looked so cute in that Disney Channel show *Movie Surfers* and her appearances on shows like *Charmed* and *Sister, Sister*. Suddenly, she's the hot young woman we saw in *Torque*; she's currently filming the *Get Shorty* sequel, *Be Cool*, with John Travolta; and she's also coming soon to a CD player near you.

Most people think of Milian as the sweet, innocent teenager who hit No. 1 on Radio Disney with two different songs or as the adorable host of MTV's *Wannabes*. You might also know that her self-titled debut album was huge in the U.K. and Japan. Suddenly, she's 22, mature, focused and ready to conquer America on several fronts, including music, with a new Island Def Jam album and single.

I tracked down the multitasking Milian in Minneapolis, where she

"My mom's looking out for me. She's been my inspiration, and a huge factor in helping me in my career and in my personal life."

Christina Milian

was doing a radio and retail tour before returning to the *Be Cool* set in Los Angeles. We laughed, we cried, we reminisced about that lovely afternoon when she visited the R&R offices to say hi and show us her hot new video. (The photo of the two of us is stuck to my refrigerator at home.)

Paint It Black

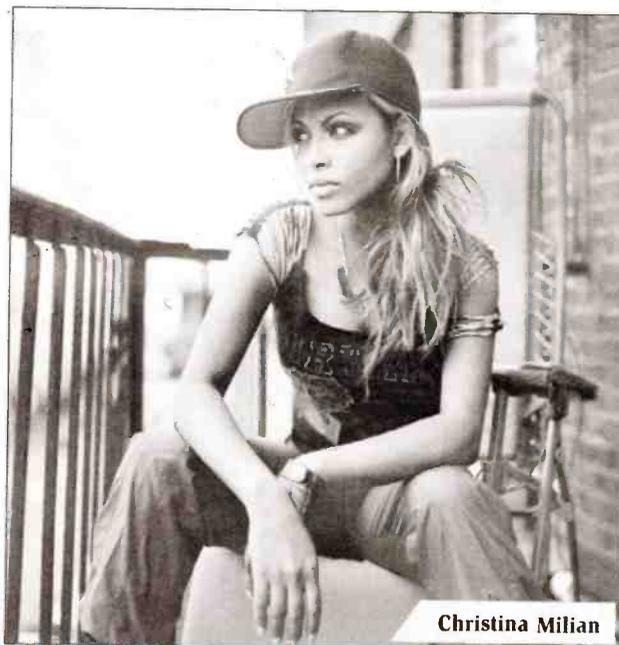
It's safe to say that Milian's image has taken a decided turn toward the tastefully mature. Her new single, "Dip It Low," showcases a rather, shall we say, feisty side of her. "Definitely, the video is more mature," she says, laughing.

"People tell me I've grown up, even though they'll always relate me back to 'AM to PM' back in the day. I had to find something that would take me away from that and get me some new fans but still keep the fans and the people who loved what I did then."

The video, directed by Matthew Ralston, depicts a scantily clad Milian, along with a fair number of equally enthusiastically gyrating young women, sliding around in black paint like a gaggle of human paintbrushes.

Milian says, "It's so crazy, because my mom told me, 'Back in the '60s they did this thing with body paint, and it was really big for women artists.' Matthew was telling me that a particular artist used to put paint on canvas and then press his body against the canvas and leave prints. They showed me some of the prints the guy did. I think he had a great idea."

I ask if it was a little uncomfortable for her to show us the video



Christina Milian

during her visit to R&R, especially since her mom was with her, but it turns out that her mom is more than down with the new Christina. "My mom picked out my wardrobe for the video," Milian says, laughing.

"At the end of the day, my mom's looking out for me. She's been my inspiration, and a huge factor in helping me in my career and in my personal life. She's a great person, and she'll always be a part of my life, no matter what I do.

"She knows how to make me look good, she knows what I like, and she knows that I'm a young woman as well, and not a little girl anymore. My mom realizes all that stuff, and she's been great. She's been part of the great ideas. My mom's cool."

A People Person

So our little girl's all grown up, but that doesn't mean that she's left everyone and everything from her past behind. "I'm still maintaining my Disney roots, and they still ask me to do stuff," Milian says.

"It's been great that I've been able to stay in that market even though I'm doing this record and it's totally different from Disney and Nickelodeon. They still want me to do some separate things, so I'll be able to keep those fans going. No matter what, I love kids. I like to relate to everyone. I'm just a people person."

This plays perfectly into Milian's current retail and radio tour, because

"Life is really going well, and I'm enjoying everything that I'm doing. It's been really nice. It's all that I've dreamed of. It's a dream come true, for sure."

Christina Milian

it means that she gets to meet a whole lot of people, including the workers at Target, whom she swears she's been dying to talk to.

"The crazy thing is that I've always wanted to go to Target to meet the retail people because their ads are so cool and I love the store," she says. "I'm such a geek! Later this week I'm going to New York, and I'm finally going to meet L.A. Reid."

A Dream Come True

In between all of that, Milian is shuttling back and forth to Los Angeles to film *Be Cool*, in which she appears in the pivotal role of singer Linda Moon, opposite John Travolta, Uma Thurman, Danny DeVito, Vince Vaughn and The Rock.

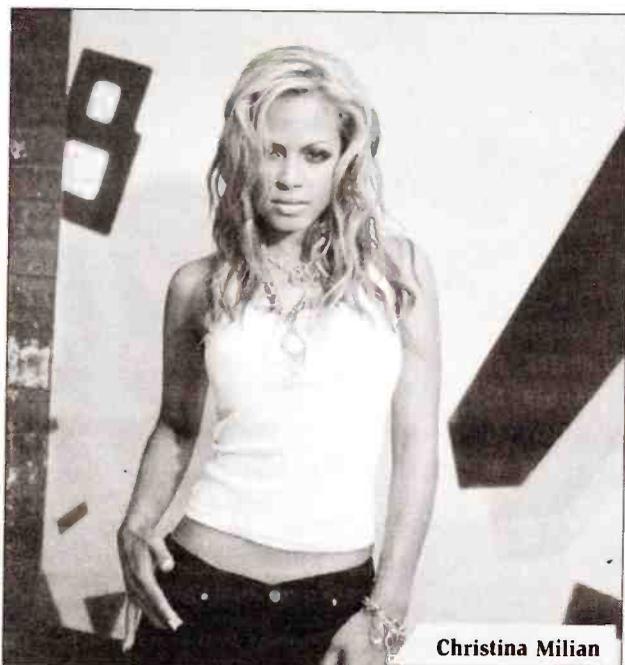
"I heard there were over 400 girls, including some really top, big, huge singers, who wanted the role, and I guess they wanted me, which is pretty cool," she says. "I'm finished filming in April, so I'm recording some songs for the movie right now and learning some choreography soon."

"Working with John Travolta is a dream come true. He's so sweet."

Continued on Page 28

"People tell me I've grown up, even though they'll always relate me back to 'AM to PM' back in the day."

Christina Milian



Christina Milian

"No matter what, I love kids. I like to relate to everyone. I'm just a people person."

Christina Milian

Who's Next?

Continued from Page 27

He's got such a big heart. He's so nice to everyone and gives everyone hugs and kisses. Everyone calls him J.T., but I haven't called him anything in particular. I'm always like, 'Hey!' and I give him a hug. I don't know what to call him."

The bottom line: Things are shining brightly for the multitalented Milian these days. "I can't complain," she says. "Life is really going well, and I'm enjoying everything that I'm doing. It's been really nice. It's all that I've dreamed of. It's a dream come true, for sure."

Phantom Planet

By KEITH BERMAN
ASSOCIATE RADIO EDITOR

I have committed crimes for Phantom Planet. Specifically, I have stolen for them. And it's totally their fault. If their latest single, "Big Brat," hadn't been so damn catchy and parked itself in my head for two weeks, I wouldn't have walked into R&R Alternative Editor Max Tolkoff's office under some lame pretext, like wanting to talk to him, and snagged Phantom Planet's CD right off his desk.

I had every intention of returning it — really. But then I listened to the whole disc, and it rocks in ways that made me cry inside a little every time I thought about returning it. (Max, if you're reading this, I'm sorry — kind of.)

Straight out of Los Angeles, the fivesome have been taking pop culture by storm by insinuating themselves into the minds of everyone who watches Fox's *The O.C.* Yes, that's Phantom Planet performing the theme song, "California," which is off their 2002 Epic release *The Guest* and is also featured on the soundtrack of the movie *Orange County*.

The other reason you may have heard of Phantom Planet is because of their dear departed drummer, Ja-

son Schwartzman, star of such films as *Rushmore* and *Slackers*. Schwartzman's not dead; he left the band last August to concentrate on his acting career. (In another added-value tie-in, Schwartzman's brother is lead singer of Rooney, who have performed on *The O.C.*)

Covering The Basics

Phantom Planet go way back. Their first album, *Phantom Planet Is Missing*, came out on Geffen in 1998. The band seemed to have temporarily attached themselves to Melissa Joan Hart, as they contributed a song to the *Sabrina the Teenage Witch* soundtrack and the album for her movie *Drive Me Crazy*.

1999 brought a second movie soundtrack appearance for the band: They scored a spot on the *Mumford* disc with a cover of The Coasters' "Yakety Yak." Speaking of cover songs, Phantom Planet also appeared on the *In Their Eyes: '90s Teen Bands Vs. '80s Teen Movies* disc with a version of Jackson Browne's "Somebody's Baby," which, aptly, also appeared on the soundtrack of 2001's *Not Another Teen Movie*.

"I was attacked by a fierce pack of wild dogs and fought back with two stones I nicknamed 'Stun' and 'Kill.'"

Alex Greenwald

You might recall that the band's album *The Guest* contained the song "Lonely Day," which got special attention from MTV2. The track turned up on the circa-2002 MTV2 *Handpicked Vol. 2* compilation disc,

as well as on the soundtrack to the TV show *Smallville*. That same year, "Winter Wonderland," from the band's 1999 independently released *Polaroid*, showed up as the leadoff track on the *Maybe This Christmas* compilation.

Interesting Tendencies

While pawing through their bios and background info, I was thrilled to find that I have something in common with these guys: They're all iPod and Apple fanatics like me. Regarding his iPod, drummer Jeff Conrad says, "How much better does it get? Everything I'd ever want to hear fits in my back pocket. Pinch me, I'm dreaming."

Guitarist-vocalist Jacques Brautbar is plowing through Ayn Rand's *The Fountainhead*, one of my all-time favorite books. Lead singer-guitarist Alex Greenwald listens to The KLF, a long-lost band whose cassette is buried somewhere in my apartment, and he owns a Powerbook just like me. If I were gay, I'd be in love with these guys by now.

Unfortunately, my heterosexual tendencies prevent me from developing a schoolgirl crush on the bandmembers, so I'll just have to fall in love with their music, which I already have.

And I ask you, how can you not love a band that has interesting adventures like the one guitarist Darren Robinson related to me: "Some large crazy man punched me in my stomach and mouth when I was in Philadelphia at a Wendy's near the Tower Records we played at, and he grabbed two of my friends, who are women, mind you. He also punched one of them in the face."

"He was arrested, and it took four cops to take him into custody. Fucking unbelievable. Talk about being in the wrong place at the wrong time — I'm glad none of us were stabbed or shot."

'Bomb-Ass' Sushi

According to the band, the harrowing six-week experience of recording their latest album took place in an Amish-built log cabin in Fredonia, NY. I'm willing to accept that on blind faith, as well as the info that Grammy-winning producer Dave Fridmann (Longwave, Flaming Lips) produced the disc and Spike Jonze co-directed the video for "Big Brat."

Greenwald recounts these nuggets of Pythonesque insanity that supposedly occurred during recording: "I was attacked by a fierce pack of wild dogs and fought back with two stones I nicknamed 'Stun' and 'Kill.' Hunters mistake the band for wild game. Shots are fired. No casualties."

"From that moment on, no one leaves the house without wearing safety orange. Band learns how to cook for one another. Many times over, band destroys kitchen; hunger ensues. Cabin fever kicks in after two weeks. Band goes mad."

The guys also recommended a

new sushi place: Brautbar and bassist Sam Farrar are both fans of Hirozen here in Los Angeles, which Brautbar describes as "bomb-ass." I'm assuming that's bomb-ass in a good way and not a make-you-sprint-for-the-bathroom way.

"Talk about being in the wrong place at the wrong time — I'm glad none of us were stabbed or shot."

Darren Robinson

Celebrity Quotage

While you can easily get glowing comments from their numerous run-of-the-mill fans — and even Greenwald himself, who said of the album, "I'd be caught dead listening to it" — celebrity Phantom Planet fans also abound.

Max Weinberg of the infamous Max Weinberg Seven (as featured on *Late Night With Conan O'Brien*) told O'Brien, "OK, you guys hear this? Now this is a *real* band." I assume he was talking about Phantom Planet at the time.

Elvis Costello said, "I put them on in the morning when I wake up," and he wasn't talking about his slippers. Even Bruce Springsteen said, "I've been enjoying Phantom Planet recently." Quite frankly, there's no way that I could make any stupid jokes here, given how blatant that remark is.

If Bruce's recommendation isn't good enough for you, you probably listen to The Starland Vocal Band. But if you're willing to take my word and the word of the Big Man From Jersey, play Phantom Planet today. You — and your listeners — will rejoice upon hearing them.

JoJo

By MIKE TRIAS
ASSOCIATE EDITOR

Teen sensation JoJo is taking to the airwaves with "Leave (Get Out)," her soulful debut BlackGround/Universal single that showcases a voice that's mature, strong and confident for someone of such a young age. I recently caught up with the rising star to ask her a few questions about her life and music.

A Budding Artist

JoJo began vocalizing early — at age 2 in her Foxboro, MA home, where she would sing along with nursery rhymes and even add riffs to make them jazzy. Her family has

been an integral part of her growth as an artist. Her mother used to sing in church, and her father sings as well. "I never sang at church though," said JoJo. "I just listened to my mom." In fact, her mother has assumed a managerial role for the starlet.

JoJo is now on a radio tour. I asked her how this and other aspects of her burgeoning career have affected her education. "I have a tutor on the road with me," she replied. "She's really awesome. She's really creative, and she brings fun lessons with her. So, being in the music industry doesn't affect it that much. I get a really good education even on the road."

JoJo was discovered when she auditioned for CBS's *Kids Say the Darndest Things on the Road in Boston*. She wowed the producers and won a spot on the show, where she then proceeded to amaze the audience, along with host Bill Cosby, with her rendition of Aretha Franklin's "Respect." From there, she was invited to perform on *The Oprah Winfrey Show*, and things really took off.

The little girl with the golden voice began performing on various shows and at events that ran the gamut from a Boston Celtics game to the Republican National Convention. When she appeared on *America's Most Talented Kids*, producer Vincent Herbert of Da Family Entertainment took notice and, through his company, landed her a deal at BlackGround Records.

Onstage Alter Ego

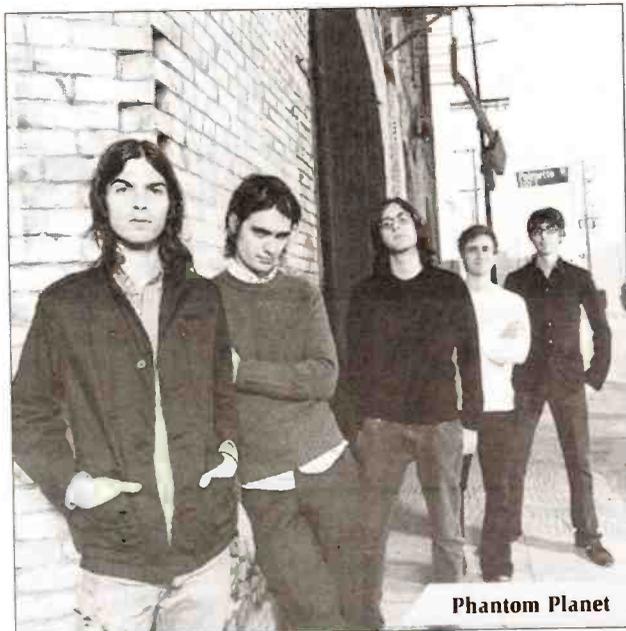
JoJo's favorite performance moment so far happened at a new-artist showcase in Los Angeles. "I didn't know until that morning that I was going to perform, so I only had a little time to prepare," she said. "I knew it was going to be a big deal because there were going to be celebrities there. I got there, and people like Brandy, Joe Jackson and LaToya Jackson were there."

"I performed, and everyone told me I did really well. I was really excited because Brandy came up to me and Chaka Khan talked to me and they said I did great. It was a really good feeling and a great experience."

Considering that JoJo is already a seasoned performance veteran, one would assume that she's comfortable onstage. That's sort of correct. "I always become shy onstage," she says. "It's almost like I have an alter ego — at least that's what people were telling me when I was shooting the video for 'Leave' and what they say when I'm onstage. They say it's like a new person comes out. So I guess I kind of leave myself and let someone else come on."

The video for "Leave" was shot in Los Angeles with director Eric White and should hit video outlets in the coming weeks. "That was really,

Continued on Page 30



Phantom Planet



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Mixed by Jack Joseph Puig
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Creative Executive: Guy Oseary
Management: Fearless Management



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Who's Next?

Continued from Page 28

really fun," JoJo says. "It was everything I expected and more. The video takes place in a school, and the camera acts as the boyfriend, so I'm kind of telling off the camera."

"They took shots of me by the lockers and outside the school. It's very creative, and Eric did a very good job with the colors and everything. He's worked on videos for Chingy, B2K and Ginuwine, so you know it will be really, really fly."

A Declaration Of Independence

The song "Leave (Get Out)" is hitting Pop radio as we speak, and it's already turning heads. "It's basically about declaring your independence," JoJo says. "It's telling your cheating boyfriend to get out of your life. I didn't write the single myself, but I did write three songs on the album."

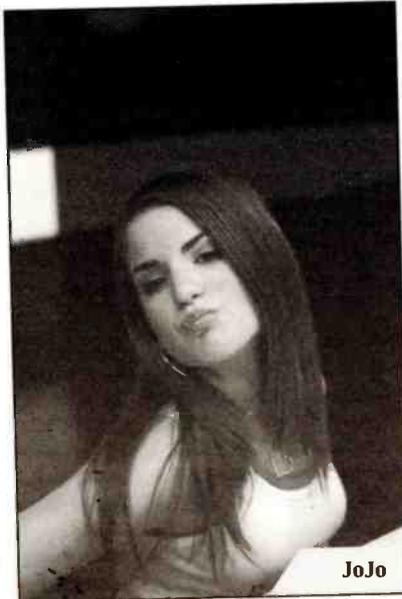
"Keep on Keepin' On" deals with everyday issues — I grew up kind of poor, so this song is about getting through it. 'Yes or No' is about wanting an answer from a guy: Where do we stand? Are we friends? Are we more than friends? What do you want? Do you want a relationship? It's asking him to make up his mind. 'Sunshine' is basically about really liking someone — when you see them, they just brighten up your day."

JoJo's self-titled debut album is slated to drop this May and features production by some of the industry's finest: Soulshock & Karlin, Vincent Herbert, Mike City, Brian Morgan, The Underdogs and songwriter Static.

"I'm really excited," says JoJo. "It definitely has an R&B influence, but I think everyone can relate to it and enjoy it, because it has other influences as well. It has a wide variety of songs, from 'Keep on Keepin' On' to party songs like 'City Lights' and 'Baby It's You.'"

A Busy Schedule

Asked about her plans for the fu-



JoJo

"I would love to write more, and maybe for other people as well. That would be great. Hopefully, on the next album, I'll be able to do more songwriting, and even producing."

JoJo

ture, JoJo says, "I would love to work with Missy Elliott. I think she's so incredible. I love that song 'I'm Really Hot.' Also, I would love to work with Kanye West. I was just listening to his album, and he's incredible as an artist and a producer."

"And I really like songwriting. I would love to write more, and maybe for other people as well. That would be great. Hopefully, on the next album, I'll be able to do more songwriting, and even producing."

JoJo has a busy schedule ahead: She's set to record a *You Hear It First* for MTV in New York and may do some co-hosting for the network's upcoming *Beach House*. Her radio tour continues, and she has a message for those who have already begun to take notice of her in the radio community: "Thank you for supporting 'Leave' and myself, and, to everyone I met with, thank you for taking the time to let us bother you a little bit."

Ben Jelen

I'll admit it: Ben Jelen is slightly better looking than I am. But that's OK; I'll give him that. After all, he's a hell of a lot younger and far more talented. Plus, he plays the piano, which I can't. And besides, this story is supposed to be about him anyway.

I first became aware of Jelen (pronounced "yell-in") after seeing him perform his heartfelt new Maverick single, "Come On," during an enthusiastically received *TRL* solo performance — just a guy, his emotions and a piano. Last month I was lucky enough to discover Jelen on my own as he performed "Come On" and several other songs from his debut album, *Give It All Away*, during an intimate industry showcase in Los Angeles.

Jelen is probably the first artist to perform on *TRL* who had an honors

degree in biology from Rutgers University in his back pocket — not your average rock-star career fallback position.

Cue The Flashback EFX

Every artist usually has some defining moment or memorable life experience that set them on the road to music as a career. Jelen is no different. "I started taking violin lessons when I was 9," he says. "At the age of 9, most kids have better things to do than to play violin."

Not to mention, I helpfully point out, that a guy getting caught playing violin in certain circles was guaranteed an ass-kicking. "Exactly," Jelen responds, laughing. "Luckily, I only had to practice for 15 minutes each day."

Born in Scotland, Jelen spent much of his childhood in Bristol, England. "Then when I was 11, the whole family moved to San Antonio," he says. Culture shock? You bet, especially after a taste of that legendary Lone Star state pride. "Our neighbors had a Texas-shaped swimming pool," he says. "It was really amazing. But being an 11-year old kid from England, it was pretty tough to fit in."

Jelen began writing songs while in high school, but it was his first steps in the hallways of a recording studio that really set the hook. "I did an internship at Battery Studios in London at the end of high school," he says. "I remember that the very

"I'm learning how to handle singing the same song again and again; I've never really had to deal with that before."

Ben Jelen

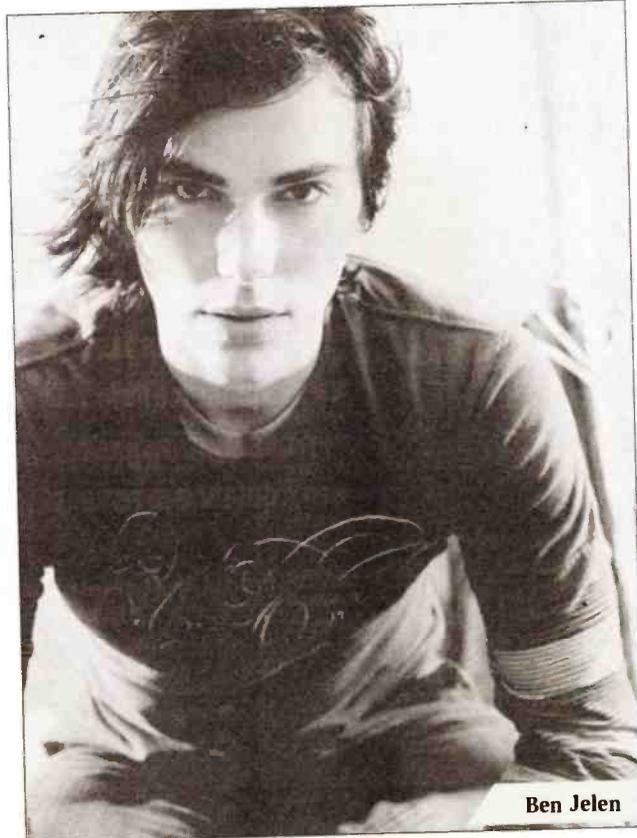
first time I walked into that studio I just *knew*.

"I got this gut feeling, and I always follow my gut feelings, because I don't get them very often. When I do, I tend to pay attention. I knew that this was the environment that I wanted to be in."

Smarter Than Us

"I always planned on giving music or studio work a shot, but I also wanted to go to school and have some kind of degree," Jelen continues, with a hint of an accent betraying his Scottish roots.

"I didn't want to study music though. I don't necessarily agree with the way they teach music. They don't always encourage individual creativity. I decided to study something like biology, where I felt I was really gaining from it."



Ben Jelen

Jelen got his degree, and even graduated early — the showoff. "I try hard with whatever I do," he says. "I even got my degree with honors, which was a little plus for me."

While jiggling test tubes by day, Jelen kept up his musical chops at night. He also scored a part-time job as a sound engineer in a recording studio. "You get to see so much of the business working in a place like that," he says.

"I wasn't making much money, but you get the perk of being able to have the studio to record your own stuff." Not to mention the steady stream of valuable contacts one can make by virtue of being employed at ground zero for the recording industry. "I met everyone," he says. "It's a great way to get a look into the business."

A Lucky Break

One night at a Jane's Addiction show Jelen met Joe Janus, CEO of New York-based Fearless Management. Janus signed on as Jelen's manager and scheduled a meeting with Maverick honcho Guy Oseary, who listened to Jelen's demo just once before signing him. "Maverick is a very artist-friendly label that had such a great vibe about them," says Jelen.

His debut single, "Come On" — the one he performed on *TRL* — was actually one of his original demo songs. "It was about a long-distance relationship I was in at the time," he says. "An England-America, ocean-dividing relationship and the intensities of that week you spend together and then the four weeks you spend away from each other and how it starts to get to you."

With "Come On" now appearing on a CD, along with a bunch of other personal songs, the promotional

"I don't necessarily agree with the way they teach music. They don't always encourage individual creativity."

Ben Jelen

machinery is in motion. In addition to his recent L.A. showcase, the Manhattan-based Jelen has hit the road, doing the dog-and-pony show that is part of any label's introduction of a burgeoning artist.

"It's very exciting, although it is a little grueling to have to wake up at three in the morning for these morning shows," Jelen says. "I'm also now learning how to handle singing the same song again and again; I've never really had to deal with that before."

Not to mention having to figure out how to invest real emotion into each performance, even if it means having to dig a little deeper each time. "It's really tough — there's only so much you can put into it," he says. "You have to find it each time you do it, otherwise it doesn't come out the same."

Noted mixer Jack Joseph Puig, who has worked with such artists as No Doubt, Beck and The Black Crowes, sums up Jelen's potential: "The music industry is full of a lot of mediocrity. I found Ben and his songs to be compelling and fresh. Ben Jelen is not an accident, and he will be with us for a while."

Have You Heard What "Heaven" Sounds Like???

LOS LONELY BOYS

"Heaven"



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– BJ HARRIS, PD & KOZMAN, MD, KALC DENVER

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LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS ADDS
2	1	BRITNEY SPEARS Toxic (Jive)	8525	+451	729444	10	125/0
1	2	JESSICA SIMPSON With You (Columbia)	8359	-96	712227	16	122/0
4	3	EVANESCENCE My Immortal (Wind-up)	7900	+376	650121	12	124/0
3	4	OUTKAST The Way You Move (Arista)	7144	-829	527121	16	122/0
7	5	USHER f/LUDACRIS & LIL' JON Yeah (Arista)	6940	+750	574223	7	115/0
5	6	LINKIN PARK Numb (Warner Bros.)	6637	-102	555930	15	118/0
6	7	NICKELBACK Someday (Roadrunner/IDJMG)	5822	-609	429580	23	124/0
10	8	MAROON 5 This Love (Octone/J)	5584	+894	435096	7	122/1
9	9	EAMON F**k It (I Don't Want You Back) (Jive)	5059	-123	380165	18	109/0
8	10	OUTKAST Hey Ya! (Arista)	4670	-550	377546	24	123/0
11	11	TWISTA f/KANYE WEST & JAMIE FOXX Slow Jamz (Atlantic)	4408	+46	304199	9	106/0
13	12	SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	4239	+238	295024	13	109/2
15	13	HILARY DUFF Come Clean (Buena Vista/Hollywood)	4065	+373	337472	8	118/0
21	14	CHINGY One Call Away (DTP/Capitol)	4035	+637	287548	5	109/2
14	15	FUEL Falls On Me (Epic)	3894	+113	222452	20	114/0
20	16	SARAH CONNOR Bounce (Epic)	3624	+220	224825	8	117/2
12	17	3 DOORS DOWN Here Without You (Republic/Universal)	3575	-511	256773	30	119/0
18	18	NICK CANNON Gigolo (Jive)	3398	-64	228342	10	104/0
19	19	JANET JACKSON Just A Little While (Virgin)	3397	-22	199975	5	116/0
16	20	BABY BASH Suga Suga (Universal)	3328	-322	249860	27	109/0
17	21	NO DOUBT It's My Life (Interscope)	2847	-654	202303	19	122/0
22	22	BEYONCÉ Me, Myself And I (Columbia)	2728	-594	175174	14	106/0
23	23	NELLY Work It (Remix) (Fo' Reel/Universal)	2562	+65	205935	6	51/0
26	24	JET Are You Gonna Be My Girl (Elektra/EEG)	2420	+451	130999	5	111/7
27	25	CASSIDY f/R. KELLY Hotel (J)	2308	+406	190401	6	86/7
25	26	LIMP BIZKIT Behind Blue Eyes (Flip/Interscope)	2070	-27	90034	11	79/0
32	27	BLACK EYED PEAS Hey Mama (A&M/Interscope)	1915	+221	117814	7	91/6
24	28	LUDACRIS f/SHAWNNA Stand Up (Def Jam South/IDJMG)	1818	-328	160121	20	104/0
30	29	KIMBERLEY LOCKE 8th World Wonder (Curb)	1808	+79	78587	6	93/4
34	30	J-KWON Topsy (So So Def/Arista)	1748	+378	113551	3	59/8
33	31	SWITCHFOOT Meant To Live (Red Ink/Columbia)	1685	+89	86039	9	90/5
36	32	3 DOORS DOWN Away From The Sun (Republic/Universal)	1570	+249	95665	3	78/7
29	33	MURPHY LEE f/JERMAINE DUPRI Wat Da Hook Gon Be (Fo' Reel/Universal)	1549	-182	102965	12	60/0
35	34	KANYE WEST Through The Wire (Roc-A-Fella/IDJMG)	1463	+121	113244	5	55/3
39	35	ENRIQUE IGLESIAS f/KELIS Not In Love (Interscope)	1374	+121	82160	4	76/2
28	36	GOOD CHARLOTTE Hold On (Epic)	1363	-534	81897	14	108/0
37	37	YING YANG TWINS f/LIL' JON & THE EASTSIDE BOYZ Salt Shaker (TVT)	1319	+1	61905	7	53/0
40	38	FEFE DOBSON Everything (Island/IDJMG)	1281	+87	43008	6	81/0
43	39	HOOBASTANK The Reason (Island/IDJMG)	1262	+401	58044	2	82/7
Debut	40	AVRIL LAVIGNE Don't Tell Me (Arista)	1184	+617	127221	1	86/41
Debut	41	FRANKEE F.U.R.B. (Independent)	1106	+817	145892	1	15/10
Debut	42	BLINK-182 I Miss You (Geffen)	1058	+473	82954	1	78/11
38	43	KELIS Milkshake (Star Trak/Arista)	1057	-231	60120	14	108/0
42	44	THREE DAYS GRACE (I Hate) Everything About You (Jive)	1014	+84	26603	3	83/8
46	45	DARKNESS I Believe In A Thing Called Love (Must...Destroy/Atlantic)	973	+169	37771	2	74/3
47	46	ROONEY I'm Shakin' (Geffen)	799	+4	52031	2	57/2
50	47	CLAY AIKEN The Way (RCA)	763	+61	32060	2	58/1
41	48	CHINGY f/SNOOP DOGG & LUDACRIS Holidae In (DTP/Capitol)	751	-236	38328	18	83/0
Debut	49	FIVE FOR FIGHTING 100 Years (Aware/Columbia)	747	+114	44593	1	54/5
Debut	50	JESSICA SIMPSON Take My Breath Away (Columbia)	732	+539	85351	1	90/58

Most Added®

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ARTIST TITLE LABEL(S)	ADDS
D12 f/EMINEM My Band (Shady/Interscope)	76
JESSICA SIMPSON Take My Breath Away (Columbia)	58
AVRIL LAVIGNE Don't Tell Me (Arista)	41
LIZ PHAIR Extraordinary (Capitol)	25
SIMPLE PLAN Don't Wanna Think About You (Warner Bros.)	12
BLINK-182 I Miss You (Geffen)	11
N.E.R.D. She Wants To Move (Virgin)	10
FRANKEE F.U.R.B. (Independent)	10
GAVIN DEGRAW I Don't Want To Be (J)	9

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MAROON 5 This Love (Octone/J)	+894
FRANKEE F.U.R.B. (Independent)	+817
USHER f/LUDACRIS & LIL' JON Yeah (Arista)	+750
CHINGY One Call Away (DTP/Capitol)	+637
AVRIL LAVIGNE Don't Tell Me (Arista)	+617
JESSICA SIMPSON Take My Breath Away (Columbia)	+539
BLINK-182 I Miss You (Geffen)	+473
BRITNEY SPEARS Toxic (Jive)	+451
JET Are You Gonna Be My Girl (Elektra/EEG)	+451
D12 f/EMINEM My Band (Shady/Interscope)	+450

Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
SIMPLE PLAN Perfect (Lava)	2580
TRAPT Headstrong (Warner Bros.)	2098
BEYONCÉ f/SEAN PAUL Baby Boy (Columbia)	1703
SANTANA f/ALEX PAUL Why Don't You & I (Arista)	1657
BLACK EYED PEAS Where Is The Love? (A&M/Interscope)	1563
50 CENT In Da Club (Shady/Aftermath/Interscope)	1550
MAROON 5 Harder To Breathe (Octone/J)	1538
DIDO White Flag (Arista)	1533
NELLY f/P. DIDDY & MURPHY LEE Shake Ya... (Bad Boy/Universal)	1475
LIL' JON & THE EASTSIDE BOYZ Get Low (TVT)	1398
BEYONCÉ f/JAY-Z Crazy In Love (Columbia)	1344
JUSTIN TIMBERLAKE Rock Your Body (Jive)	1242
CHRISTINA AGUILERA f/LIL' KIM Can't Hold Us Down (RCA)	1074
MATCHBOX TWENTY Bright Lights (Atlantic)	1071
MATCHBOX TWENTY Unwell (Atlantic)	991
LIZ PHAIR Why Can't I? (Capitol)	980
R. KELLY Ignition (Jive)	960
SEAN PAUL Get Busy (VP/Atlantic)	929
EVANESCENCE Bring Me To Life (Wind-up)	892
KELLY CLARKSON Miss Independent (RCA)	853
STAIN'D So Far Away (Flip/Elektra/EEG)	831
3 DOORS DOWN When I'm Gone (Republic/Universal)	706
STACIE ORRICO (There's Gotta Be) More To Life (ForeFront/Virgin)	703
JASON MRAZ The Remedy (I Won't Worry) (Elektra/EEG)	664
FABOLOUS f/TAMIA Into You (Desert Storm/Elektra/EEG)	622

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

126 CHR/Pop reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/29-3/6. 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 (© 2004, The Arbitron Company). © 2004, R&R, Inc.

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March 12, 2004

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
3	1	BRITNEY SPEARS Toxic (Jive)	2975	+113	69648	9	49/0
2	2	EVANESCENCE My Immortal (Wind-up)	2940	+70	68154	14	50/0
1	3	JESSICA SIMPSON With You (Columbia)	2936	-80	67932	15	50/0
4	4	LINKIN PARK Numb (Warner Bros.)	2787	-35	62533	16	49/0
5	5	OUTKAST The Way You Move (Arista)	2524	-156	56126	15	48/0
6	6	NICKELBACK Someday (Roadrunner/IDJMG)	2346	-186	50781	24	48/0
12	7	MAROON 5 This Love (Octone/J)	1970	+377	44620	8	47/1
9	8	USHER f/LUDACRIS & LIL' JON Yeah (Arista)	1930	+192	46971	7	46/0
8	9	EAMON F**k It (I Don't Want You Back) (Jive)	1870	+131	39538	14	42/0
10	10	SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	1774	+137	40118	20	47/1
11	11	HILARY DUFF Come Clean (Buena Vista/Hollywood)	1704	+94	41202	7	47/0
7	12	OUTKAST Hey Ya! (Arista)	1588	-357	34951	21	42/0
13	13	FUEL Falls On Me (Epic)	1547	+26	35425	15	41/0
15	14	TWISTA f/KANYE WEST & JAMIE FOXX Slow Jamz (Atlantic)	1463	+112	34177	9	44/1
19	15	SARAH CONNOR Bounce (Epic)	1455	+228	35233	6	46/1
17	16	JANET JACKSON Just A Little While (Virgin)	1387	+70	33066	5	46/0
16	17	3 DOORS DOWN Here Without You (Republic/Universal)	1228	-109	28271	31	35/0
14	18	NO DOUBT It's My Life (Interscope)	1089	-301	26432	19	32/0
18	19	BABY BASH Suga Suga (Universal)	1030	-201	22851	25	31/0
25	20	CHINGY One Call Away (DTP/Capitol)	971	+182	22593	5	38/0
20	21	LIMP BIZKIT Behind Blue Eyes (Flip/Interscope)	965	+7	21272	15	36/0
27	22	JET Are You Gonna Be My Girl (Elektra/EEG)	915	+218	21852	6	36/0
23	23	NICK CANNON Gigolo (Jive)	910	+13	21939	7	36/0
22	24	KIMBERLEY LOCKE 8th World Wonder (Curb)	897	-21	21667	8	41/1
26	25	BLACK EYED PEAS Hey Mama (A&M/Interscope)	772	+71	18216	8	40/2
28	26	3 DOORS DOWN Away From The Sun (Republic/Universal)	719	+111	17727	5	37/1
21	27	BEYONCE' Me, Myself And I (Columbia)	707	-221	16263	13	25/0
29	28	NELLY Work It (Remix) (Fo' Reel/Universal)	684	+86	14517	5	27/1
31	29	ENRIQUE IGLESIAS f/KELIS Not In Love (Interscope)	576	+31	14035	5	33/1
36	30	CASSIDY f/R. KELLY Hotel (J)	517	+138	13836	4	27/3
24	31	GOOD CHARLOTTE Hold On (Epic)	485	-366	9296	12	17/0
37	32	SWITCHFOOT Meant To Live (Red Ink/Columbia)	415	+50	8880	7	26/3
33	33	FEFE DOBSON Everything (Island/IDJMG)	413	+4	9575	6	25/0
44	34	HOOBASTANK The Reason (Island/IDJMG)	412	+148	10319	2	34/6
38	35	DARKNESS I Believe In A Thing Called Love (Must...Destroy/Atlantic)	374	+26	8827	4	29/3
39	36	MICHELLE BRANCH 'Til I Get Over You (Maverick/Warner Bros.)	352	+7	6992	3	23/0
35	37	KID ROCK Cold And Empty (Top Dog/Atlantic)	344	-44	7100	8	22/1
Debut	38	AVRIL LAVIGNE Don't Tell Me (Arista)	326	+265	7609	1	30/17
32	39	KELIS Milkshake (Star Trak/Arista)	316	-167	7181	13	17/0
42	40	THREE DAYS GRACE (I Hate) Everything About You (Jive)	313	+12	8071	3	20/0
50	41	J-KWON Tippy (So So Def/Arista)	301	+104	7196	2	18/2
43	42	ADELAYDA Not Tonight (Superkala)	290	-6	4873	4	15/1
Debut	43	KANYE WEST Through The Wire (Roc-A-Fella/IDJMG)	266	+77	6552	1	16/1
Debut	44	BLINK-182 I Miss You (Geffen)	239	+116	5073	1	20/5
Debut	45	TRAIN When I Look To The Sky (Columbia)	220	+24	6617	1	10/1
48	46	FIVE FOR FIGHTING 100 Years (Aware/Columbia)	220	+4	5668	3	16/1
46	47	YING YANG TWINS f/LIL' JON & THE EASTSIDE BOYZ Salt Shaker (TVT)	220	-14	5206	2	14/0
41	48	LUDACRIS f/SHAWNNA Stand Up (Def Jam South/IDJMG)	204	-114	5514	18	12/0
Debut	49	ROONEY I'm Shakin' (Geffen)	170	+30	3981	1	12/3
Debut	50	NELLY Work It (Fo' Reel/Universal)	166	-4	2809	1	6/0

50 CHR/Pop reporters. Songs ranked by total plays for the airplay week of Sunday 2/29 - Saturday 3/6.

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Most Added®

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ARTIST TITLE LABEL(S)	ADDS
D12 f/EMINEM My Band (Shady/Interscope)	27
AVRIL LAVIGNE Don't Tell Me (Arista)	17
JESSICA SIMPSON Take My Breath Away (Columbia)	17
HOOBASTANK The Reason (Island/IDJMG)	6
MELISSA ETHERIDGE Breathe (Island/IDJMG)	6
BURKE RONEY Sounds Of The Ocean (R World/Ryko)	6
BLINK-182 I Miss You (Geffen)	5
LIZ PHAIR Extraordinary (Capitol)	5
FRANKEE F.U.R.B. (Independent)	5
PLUMB Boys Don't Cry (Curb)	4
DARKNESS I Believe In A Thing Called Love (Must...Destroy/Atlantic)	3
CASSIDY f/R. KELLY Hotel (J)	3
SWITCHFOOT Meant To Live (Red Ink/Columbia)	3
SIMPLE PLAN Don't Wanna Think About You (Warner Bros.)	3
ROONEY I'm Shakin' (Geffen)	3
CHOMSKY 15 Minutes To Rock (Aezra)	3
M. WINANS f/P. DIDDY I Don't Wanna Know (Bad Boy/Universal)	3
USHER Burn (Arista)	3

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MAROON 5 This Love (Octone/J)	+377
AVRIL LAVIGNE Don't Tell Me (Arista)	+265
SARAH CONNOR Bounce (Epic)	+228
JET Are You Gonna Be My Girl (Elektra/EEG)	+218
USHER f/LUDACRIS & LIL' JON Yeah (Arista)	+192
CHINGY One Call Away (DTP/Capitol)	+182
HOOBASTANK The Reason (Island/IDJMG)	+148
CASSIDY f/R. KELLY Hotel (J)	+138
SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	+137
EAMON F**k It (I Don't Want You Back) (Jive)	+131
BLINK-182 I Miss You (Geffen)	+116
BRITNEY SPEARS Toxic (Jive)	+113
TWISTA f/KANYE WEST & JAMIE FOXX Slow Jamz (Atlantic)	+112
3 DOORS DOWN Away From The Sun (Republic/Universal)	+111
J-KWON Tippy (So So Def/Arista)	+104
D12 f/EMINEM My Band (Shady/Interscope)	+102
HILARY DUFF Come Clean (Buena Vista/Hollywood)	+94
JESSICA SIMPSON Take My Breath Away (Columbia)	+87
NELLY Work It (Remix) (Fo' Reel/Universal)	+86
OUTKAST Roses (Arista)	+84
KANYE WEST Through The Wire (Roc-A-Fella/IDJMG)	+77
PLUMB Boys Don't Cry (Curb)	+75
BLACK EYED PEAS Hey Mama (A&M/Interscope)	+71
EVANESCENCE My Immortal (Wind-up)	+70
JANET JACKSON Just A Little While (Virgin)	+70
FRANKEE F.U.R.B. (Independent)	+67
SIMPLE PLAN Don't Wanna Think About You (Warner Bros.)	+60
CHOMSKY 15 Minutes To Rock (Aezra)	+52
SWITCHFOOT Meant To Live (Red Ink/Columbia)	+50
USHER Burn (Arista)	+43

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March 12, 2004



America's Best Testing CHR/Pop Songs 12 +
For The Week Ending 3/12/04

Artist Title (Label)	TW	LW	Familiarity	Burn	Women 12-17	Women 18-24	Women 25-34
MAROON 5 This Love (Octone/J)	4.29	4.24	90%	12%	4.53	4.36	4.21
EVANESCENCE My Immortal (Wind-up)	4.18	4.15	97%	23%	4.15	4.32	4.18
LINKIN PARK Numb (Warner Bros.)	4.09	4.12	96%	24%	4.17	4.13	4.05
JESSICA SIMPSON With You (Columbia)	4.01	4.09	98%	35%	4.09	4.15	3.92
USHER f/LUDACRIS & LIL' JON Yeah (Arista)	4.00	4.00	89%	18%	3.90	4.10	4.17
BRITNEY SPEARS Toxic (Jive)	3.96	3.97	99%	27%	4.05	4.06	3.99
NICKELBACK Someday (Roadrunner/IDJMG)	3.95	3.98	97%	40%	3.98	3.89	4.02
3 DODDS DOWN Here Without You (Republic/Universal)	3.92	3.97	98%	47%	3.69	3.92	4.05
NELLY Work It (Remix) (Fo' Reel/Universal)	3.86	3.78	77%	18%	3.73	4.21	4.03
FUEL Falls On Me (Epic)	3.86	3.84	76%	17%	3.87	3.85	3.99
OUTKAST The Way You Move (Arista)	3.83	3.79	97%	44%	3.61	3.80	4.18
LIMP BIZKIT Behind Blue Eyes (Flip/Interscope)	3.82	3.83	72%	15%	3.81	3.82	3.91
GOOD CHARLOTTE Hold On (Epic)	3.80	3.89	90%	31%	4.00	3.76	3.67
OUTKAST Hey Ya! (Arista)	3.76	3.87	99%	60%	3.73	3.69	4.06
HILARY DUFF Come Clean (Buena Vista/Hollywood)	3.74	3.82	94%	25%	3.69	3.82	3.66
SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	3.72	3.68	95%	38%	3.59	3.75	3.88
SIMPLE PLAN Perfect (Lava)	3.71	3.89	98%	46%	3.93	3.60	3.71
DIDO White Flag (Arista)	3.67	3.66	87%	33%	3.36	3.83	3.85
SARAH CONNOR Bounce (Epic)	3.67	3.72	71%	16%	3.70	3.63	3.66
NO DOUBT It's My Life (Interscope)	3.58	3.61	98%	50%	3.27	3.49	3.80
EAMON F**k It (I Don't Want You Back) (Jive)	3.56	3.69	92%	38%	3.60	3.71	3.51
CHINGY One Call Away (DTP/Capitol)	3.43	-	71%	24%	3.37	3.65	3.54
BABY BASH Suga Suga (Universal)	3.42	3.44	94%	58%	3.43	3.38	3.61
LUDACRIS f/SHAWNNA Stand Up (Def Jam South/IDJMG)	3.36	3.46	94%	49%	3.53	3.32	3.76
JANET LEE Just A Little While (Virgin)	3.25	3.15	69%	21%	3.13	3.31	3.00
MURPHY LEE f/JERMAINE DUPRI Wat Da Hook Gon Be (Fo' Reel/Universal)	3.22	3.30	70%	33%	3.36	3.29	3.33
TWISTA f/KANYE WEST & JAMIE FOXX Slow Jamz (Atlantic)	3.21	3.37	83%	38%	3.18	3.26	3.24
KELIS Milkshake (Star Trak/Arista)	3.11	3.08	98%	61%	3.18	3.14	3.11
BEYONCÉ Me, Myself And I (Columbia)	3.07	3.29	92%	47%	3.09	2.97	3.19

Total sample size is 471 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.

New & Active

KATY ROSE Overdrive (V2)
Total Plays: 722, Total Stations: 48, Adds: 0

JENNIFER LOPEZ f/R. KELLY Baby I Love U (Epic)
Total Plays: 718, Total Stations: 28, Adds: 4

LUDACRIS Splash Waterfalls (Def Jam South/IDJMG)
Total Plays: 646, Total Stations: 24, Adds: 1

MICHELLE BRANCH 'Til I Get Over You (Maverick/Warner Bros.)
Total Plays: 619, Total Stations: 48, Adds: 0

TOBY LIGHTMAN Devils And Angels (Lava)
Total Plays: 594, Total Stations: 47, Adds: 3

JAY-Z Dirt Off Your Shoulder (Roc-A-Fella/IDJMG)
Total Plays: 530, Total Stations: 24, Adds: 3

OUTKAST Roses (Arista)
Total Plays: 460, Total Stations: 40, Adds: 6

D12 f/EMINEM My Band (Shady/Interscope)
Total Plays: 450, Total Stations: 77, Adds: 76

TRAIN When I Look To The Sky (Columbia)
Total Plays: 396, Total Stations: 12, Adds: 0

YELLOWCARD Ocean Avenue (Capitol)
Total Plays: 367, Total Stations: 46, Adds: 8

Songs ranked by total plays



FARID SAYS 'FK IT'** Jive's Eamon stopped by Citadel's KKMG (98.9 Magic FM)/Colorado Springs before rocking the locals with a great concert. Seen here are (l-r) writer-producer Milk Dee, Citadel/Colorado Springs OM Bobby Irwin, Jive rep JR, Eamon, Citadel CEO Farid Suleman and Magic PD Chad Rufer.

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MAROON-COLORED GLASSES Things are looking more than rosy for Octone/J group Maroon 5, whose debut album, *Songs About Jane*, was just certified platinum. The guys, who are currently on tour with John Mayer, were presented with their plaques after performing on Saturday Night Live. Seen here are Maroon 5 bandmembers (l-r) Adam Levine, Mickey Madden, Ryan Dusick, James Valentine and Jesse Carmichael.



DONTAY THOMPSON
dthompson@radioandrecords.com

The Gift Of Music Education

Red Star Sounds works to spread awareness and give back to the community

Have you heard of Red Star Sounds? The label is associated with the nonprofit Heineken Music Initiative and has put out the CD compilations *Red Star Sounds Vol. 1: Soul Searching*, *Red Star Sounds Vol. 2: B-Sides* and, its most recent release, *Red Star Sounds Presents Def Jamaica*.

Scott Hunter Smith, National Brand Manager for Heineken USA, started the Heineken Music Initiative. "The Heineken Music Initiative is the actual charity that is registered with the government," says Pitbull Entertainment's Eric Cohen, a consultant to the organization. "The project titles and record label that fall under the Heineken Music Initiative are Red Star Sounds."



Eric Cohen

Music Education

The Heineken Music Initiative's sole purpose is to give to the inner-city community through music education. Instead of doing it the conventional way, by writing checks to certain organizations, Smith decided that the Heineken Music Initiative would put out records and give the money it made from them to charity. Not having a wealth of knowledge about the music industry, Smith enlisted Cohen's help in overseeing and executing the Heineken Music Initiative's record projects.

Cohen got his start in the music industry by working as an intern for the David Patrick Entertainment management company. He later moved over to Atlantic Records to work for Jason Flom. "About a year in a half into that, I moved back over to the management company," Cohen says. "I was part of the management team for Maxwell on *Urban Hang Suite* and the *Unplugged* record."

After another four years in management Cohen left that profession to tackle a new, short-lived opportunity at ARTISTdirect. "After that pretty much fell apart I started a company with a number of people

from the East and West Coasts called Strong Hold Group," he says. "I was doing sponsorship and working with artists on their branding activities. I was one of the guys who put together one the first Microsoft Xbox deals with Linkin Park."

One of Cohen's colleagues at the Strong Hold Group introduced Cohen to Smith, who was in the early stages of establishing the Heineken Music Initiative. "Given my experience with the music business, I was able to help him put together what he needed," Cohen says.

The Right Mix

Having the right music on the compilations is one of the key elements that determines if Red Star Sounds will reach its goal of earning enough money to donate to various music-education charities. "It's a combination of the people A&R'ing the record and the artists," Cohen says.



"We mostly try to get brand-new songs. The first record was about 75%-80% brand-new songs; the second record was sort of a remix record; and the *Def Jamaica* record is all new songs, with the exception of a couple. We try to have the artist make something that is them — unique and cool."

Red Star Sounds incorporates both new and established artists on each of its compilations. "The one thing you have to understand about this is that on every record we must have a number of baby artists and unsigned artists," says Cohen. "These are people who wouldn't normally have the opportunity to get on a major record at this point in their careers. We're giving them an opportunity to be out there and be seen. That's one of the main purposes and focuses of music education: giving back to the community and helping artists in whatever way, shape or form we can."

Some of the charities Red Star Sounds supports include VH1's Save the Music, MusiCares and the Shawn Carter Foundation.

Unique Challenges

Red Star Sounds has faced some unique challenges in its quest to help. "Ultimately, we want people to know what Red Star Sounds is," Cohen says. "One of the biggest problems that we've had to date is that it's been very hard branding the name, because there's been confusion about the Heineken Music Initiative vs. Red Star Sounds."

"What we're trying to do now is make sure that everyone knows the Red Star Sounds name by putting it up front and making it a lot more prominent. When we do promotions it's about Red Star Sounds, not the Heineken Music Initiative."

Cohen points out that the Heineken Music Initiative is totally separate from Heineken USA. Although it's financed by Heineken USA, the nonprofit organization has its own board of directors.

Another obstacle Cohen has faced is getting the organization's partners to help educate radio about Red Star Sounds and its purpose. "Our record-company partners are focused on what they're supposed to be focused on — getting the records on the radio and into the stores — but they haven't been as successful at translating what we're doing for radio," he says.

"More than anything, we'd like people to look for our records, so that every time one of them comes out, everyone goes, 'OK, it's the next Red Star Sounds record.' They'll know it's going to be something cool, something unique."

"I talked to WPGC/Washington's Jay Stevens before the holidays about the 'Dude' single with Beenie Man. He was aware of the song and his mixers were really digging it, but it wasn't in rotation in any way shape or form, he had no clue that it was even off *Def Jamaica*, and he had no clue that *Def Jamaica* was a charity album."

"So there is an awareness issue there. The interesting thing about it is that when I do explain it, everyone says, 'Whoa, I wish I had known that before. It would have made a difference.'"

refinance the project. The more money we bring back in, the more we can localize the charities.

"There would be nothing better for us than to have a record that sells 400,000-500,000 copies. We'd take X amount of dollars, go into 10 cities and say, 'Here's \$10,000 for this particular local charity.'"

"For a local charity, that's probably quite a bit of money, especially if you're talking about music education in schools or setting up a music program for a community center. These are the sorts of things we're hoping we can do."

Teamwork

One way Cohen hopes to find local charities to support is by teaming up with local radio stations. He says, "Say a station in Boston says, 'We've got this music-education charity that we've been trying to do something with for a while. Is there a way we can work with you?'"

"We're trying to find ways to work with radio stations that fit in to what the charities are trying to do but also fit into the music-education strategy. It's impossible for us to know exactly what every market wants and what everybody is looking for. As we develop these relationships directly, we hope that a lot of these stations are going to reach out to us."

"Ultimately, I think Scott would really like to put out a number of records a year. More than anything, we'd like people to look for them, so that every time one of them comes out, everyone goes, 'OK, it's the next Red Star Sounds record.'"

"They'll know it's going to be something cool, something unique; they'll know it's a charity record, and we'll get the attention of the core audience and get the radio people to step up and blow it out from the beginning. That's the thing we're trying to do, something unique and special."

"We have to educate both radio and the artists that we're trying to do something positive for the community. Everyone talks about giving back to the community, and we are trying to do that."

"We have to educate both radio and the artists that we're trying to do something positive for the community. Everyone talks about giving back to the community, and we are trying to do that."

Local Charities

Some of the proceeds from Red Star Sounds projects are distributed to local charities throughout the country, and the label has big plans. "This year each of the regions for Heineken USA has been given \$10,000 to fund a local music-education charity, and through ASCAP we have a grant program for songwriters in five cities," Cohen says.

"Because we're a joint venture — and we actually bring assets and the charity pays for a good portion of the project — the ultimate goal is to have the money that comes back in

TALK BACK TO R&R!

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

Call me at 201-459-0750

or e-mail:

dthompson@radioandrecords.com

R&R CHR/RHYTHMIC TOP 50

March 12, 2004

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LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	USHER f/LUDACRIS & LIL' JON Yeah (Arista)	6652	+213	800315	10	83/0
2	2	J-KWON Topsy (So So Def/Arista)	6153	+114	615938	10	83/1
3	3	CHINGY One Call Away (DTP/Capitol)	6034	+132	686410	10	79/0
4	4	TWISTA f/KANYE WEST & JAMIE FOXX Slow Jamz (Atlantic)	4801	-716	585574	14	83/0
6	5	LUDACRIS Splash Waterfalls (Def Jam South/IDJMG)	4327	+311	453474	11	81/1
5	6	CASSIDY f/R. KELLY Hotel (J)	3923	-283	489548	19	77/0
8	7	JAY-Z Dirt Off Your Shoulder (Roc-A-Fella/IDJMG)	3761	+173	416481	10	77/0
7	8	YING YANG TWINS f/LIL' JON & THE EASTSIDE BOYZ Salt Shaker (TVT)	3729	-161	427560	16	76/0
10	9	MARIO WINANS f/P. DIDDY I Don't Wanna Know (Bad Boy/Universal)	3600	+632	402500	7	74/4
9	10	EAMON F**k It (I Don't Want You Back) (Jive)	3476	+121	308555	15	66/0
12	11	G UNIT f/JOE Wanna Get To Know You (Interscope)	2870	+214	324055	9	78/1
11	12	KANYE WEST Through The Wire (Roc-A-Fella/IDJMG)	2518	-444	315737	14	74/0
14	13	PETEY PABLO Freak-A-Leak (Jive)	2454	+79	219276	10	73/1
13	14	BEYONCE' Me, Myself And I (Columbia)	1952	-633	216007	17	62/0
15	15	NICK CANNON Gigolo (Jive)	1941	-427	229462	18	65/0
16	16	RUBEN STUODARO Sorry 2004 (J)	1931	-63	189864	10	62/0
37	17	USHER Burn (Arista)	1882	+1120	223438	2	76/11
17	18	OUTKAST The Way You Move (Arista)	1806	-188	233925	26	69/0
19	19	MISSY ELLIOTT I'm Really Hot (Gold Mind/Elektra/EEG)	1761	-88	159899	8	75/0
20	20	T.I. Rubber Band Man (Grand Hustle/Antastic)	1739	+82	158867	11	66/3
22	21	SLEEPY BROWN f/OUTKAST I Can't Wait (Interscope)	1598	-10	159274	7	64/0
25	22	JENNIFER LOPEZ f/R. KELLY Baby I Love U (Epic)	1538	+178	99965	4	44/2
24	23	BRITNEY SPEARS Toxic (Jive)	1470	+46	112271	6	34/0
33	24	OUTKAST Roses (Arista)	1457	+596	128268	3	64/4
23	25	YOUNG GUNZ No Better Love (Def Jam/IDJMG)	1439	+7	174521	8	55/0
21	26	WESTSIDE CONNECTION Gangsta Nations (Capitol)	1383	-248	150915	19	60/0
26	27	M. LEE f/J. PHA & S. BROWN Luv Me Baby (Fo' Reel/Universal)	1321	-8	102495	5	63/1
31	28	LIL' FLIP Game Over (Sucka Free/Loud/Columbia)	1292	+338	156285	5	51/4
38	29	TWISTA Overnight Celebrity (Atlantic)	1144	+399	106933	3	61/29
35	30	SEAN PAUL I'm Still In Love With You (VP/Atlantic)	1134	+337	216650	14	55/9
30	31	AVANT Read Your Mind (Geffen)	1096	+84	118180	17	42/1
27	32	JUVENILE f/MANNIE FRESH In My Life (Cash Money/Universal)	1019	-228	84822	11	41/0
32	33	TOO SHORT f/LIL' JON Shake That Monkey (Short/Jive)	902	-51	103532	19	39/0
	34	FRANKEE F.U.R.B. (Independent)	892	+788	101583	1	7/5
28	35	ALICIA KEYS You Don't Know My Name (J)	859	-319	165574	15	60/0
47	36	KANYE WEST f/SYLEENA JOHNSON All Falls Down (Roc-A-Fella/IDJMG)	759	+311	150566	2	69/66
	37	D12 f/EMINEM My Band (Shady/Interscope)	745	+745	89185	1	69/66
39	38	JAGGED EDGE What It's Like (Columbia)	737	+15	43373	4	45/3
29	39	RYAN DUARTE You (Universal)	713	-303	87726	15	32/0
40	40	TECH N9NE Here Comes Tecca Nina (M S C Music)	712	+46	24485	5	38/1
46	41	KELIS Trick Me (Star Trak/Arista)	685	+181	31530	2	43/0
42	42	BLACK EYED PEAS Hey Mama (A&M/Interscope)	682	+35	23733	6	32/3
36	43	BABY BASH Shorty Dooowop (Universal)	641	-130	68953	17	23/0
41	44	BEENIE MAN f/MS. THING Dude (Virgin)	612	-44	66276	6	36/0
44	45	KNOC-TURN'AL f/SNOOP DOGG The Way I Am (L.A. Confidential/Elektra/EEG)	553	-8	28171	6	39/0
48	46	NB RIDAZ f/GEMINI So Fly (Upstairs)	540	+98	27377	4	5/0
34	47	2PAC f/EMINEM One Day At A Time (Amaru/Interscope)	529	-331	65720	7	44/0
43	48	MASTER P Them Jeans (New No Limit/Koch)	482	-90	47081	8	31/1
45	49	TRILLVILLE Neva Eva (BME/Warner Bros.)	437	-119	45413	13	23/0
	50	ALICIA KEYS If I Ain't Got You (J)	436	+103	61135	1	38/30

Most Added*

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
K. WEST f/S. JOHNSON All Falls Down (Roc-A-Fella/IDJMG)	66
D12 f/EMINEM My Band (Shady/Interscope)	66
ALICIA KEYS If I Ain't Got You (J)	30
TWISTA Overnight Celebrity (Atlantic)	29
CHRISTINA MILIAN Dip It Low (Island/IDJMG)	18
JOE FIG UNIT Ride Wit U (Jive)	16
USHER Burn (Arista)	11
BEYONCE' f/LIL' FLIP Naughty Girl (Columbia)	10
SEAN PAUL I'm Still In Love With You (VP/Atlantic)	9
GUERRILLA BLACK Guerrilla Nasty (Virgin)	8

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
USHER Burn (Arista)	+1120
FRANKEE F.U.R.B. (Independent)	+788
D12 f/EMINEM My Band (Shady/Interscope)	+745
M. WINANS f/P. DIDDY I Don't Wanna Know (Bad Boy/Universal)	+632
OUTKAST Roses (Arista)	+596
TWISTA Overnight Celebrity (Atlantic)	+399
LIL' FLIP Game Over (Sucka Free/Loud/Columbia)	+338
SEAN PAUL I'm Still In Love With You (VP/Atlantic)	+337
LUDACRIS Splash Waterfalls (Def Jam South/IDJMG)	+311
K. WEST f/S. JOHNSON All Falls Down (Roc-A-Fella/IDJMG)	+311

New & Active

- BEYONCE' f/LIL' FLIP Naughty Girl (Columbia)
Total Plays: 420, Total Stations: 52, Adds: 10
- JOE FIG UNIT Ride Wit U (Jive)
Total Plays: 344, Total Stations: 28, Adds: 16
- YERBA BUENA Guajira (I Love U 2 Much) (J)
Total Plays: 342, Total Stations: 25, Adds: 1
- JANET JACKSON I Want You (Virgin)
Total Plays: 329, Total Stations: 10, Adds: 1
- DILATED PEOPLES f/KANYE WEST This Way (Capitol)
Total Plays: 314, Total Stations: 33, Adds: 3
- JOJO Leave (Get Out) (BlackGround/Universal)
Total Plays: 305, Total Stations: 25, Adds: 4
- DO OR DIE f/TWISTA & JOHNNY P. Do U? (Rap-A-Lot)
Total Plays: 293, Total Stations: 21, Adds: 3
- MR. VEGAS Pull Up (Delicious Vinyl/Geffen)
Total Plays: 292, Total Stations: 10, Adds: 1
- CYPRESS HILL What's Your Number? (Columbia)
Total Plays: 282, Total Stations: 21, Adds: 0
- DINA RAE And? (Motown/Universal)
Total Plays: 209, Total Stations: 25, Adds: 3

Songs ranked by total plays

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

86 CHR/Rhythmic reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/29-3/6. 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 (© 2004, The Arbitron Company). © 2004, R&R, Inc.



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March 12, 2004

RANK ARTIST TITLE LABEL

- 1 J-KWON Tippy (So So Def/Arista)
- 2 USHER f/LUDACRIS Yeah (Arista)
- 3 CHINGY One Call Away (DTP/Capitol)
- 4 YING YANG TWINS Salt Shaker (TVT)
- 5 CASSIDY f/R. KELLY Hotel (J)
- 6 JAY-Z Dirt Off Your Shoulder (Roc-A-Fella/IDJMG)
- 7 MARIO WINANS f/P. DIDDY I Don't Wanna Know (Universal)
- 8 PETEY PABLO Freak-A-Leek (Jive)
- 9 LUDACRIS Splash Waterfalls (Def Jam South/IDJMG)
- 10 TWISTA f/K. WEST & J. FOXX Slow Jamz (Atlantic)
- 11 LIL' FLIP Game Over (Sucka Free/Loud/Columbia)
- 12 SLEEPY BROWN f/OUTKAST I Can't Wait (Interscope)
- 13 G UNIT Wanna Get To Know You (Interscope)
- 14 MISSY ELLIOTT I'm Really Hot (Gold Mind/Elektra/EEG)
- 15 KANYE WEST f/S. JOHNSON All Falls Down (Roc-A-Fella/IDJMG)
- 16 T.I. Rubber Band Man (Grand Hustle/Atlantic)
- 17 YOUNG GUNZ No Better Love (Def Jam/IDJMG)
- 18 NICK CANNON Gigolo (Jive)
- 19 TRILLVILLE Neva Eva (BME/Warner Bros.)
- 20 OUTKAST Roses (Arista)
- 21 TWISTA Overnight Celebrity (Atlantic)
- 22 JUVENILE f/MANNIE FRESH In My Life (Cash Money/Universal)
- 23 BEYONCE' Me, Myself And I (Columbia)
- 24 TOO SHORT f/LIL' JON Shake That Monkey (Short/Jive)
- 25 MURPHY LEE f/P. DIDDY... Luv Me Baby (Fo' Reel/Universal)
- 26 MR. VEGAS Pull Up (Delicious Vinyl)
- 27 JOE f/G UNIT Ride Wit U (Jive)
- 28 EAMON F**k It (I Don't Want You Back) (Jive)
- 29 BEYONCE Naughty Girl (Columbia)
- 30 D12 My Band (Shady/Aftermath/Interscope)

Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/29-3/6 ©2004, R&R, Inc.

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PHAT MIX SIX

- KANYE WEST All Falls Down (Roc-A-Fella/IDJMG)
- OUTKAST Roses (Laface/Arista)
- CHRISTINA MILIAN Dip It Low (Def Soul/IDJMG)
- T.O.K. Gal You Lead (VP)
- TWISTA f/KANYE WEST Overnight Celebrity (Atlantic)
- YUNG WUN f/DMX, LIL FLIP & DAVID BANNER Tear It Up (A)

ON THE RECORD

This Week's Hottest Music Picks

Karen Wild

Asst. PD/MD, KUBE/Seattle

Lil Flip's "Game Over" (Sucka Free/Loud/Columbia): This is a song that seems to connect and react fast. In radio, that is a great thing.

Kanye West featuring Syleena Johnson's "All Falls Down" (Roc-A-Fella/IDJMG): This is the kind of song that will have anyone thinking they can sing along, and it's really saying something.

Usher's "Burn" (Arista): Wow, this is Usher at his best. Amazing melody, beautiful song.

Crash Kelly

PD, KSXY/Santa Rosa, CA

Usher's "Burn": This is a huge reactor. This will be his next 1 hit.

Beyoncé featuring Lil Flip's "Naughty Girl" (Columbia): Thank God it's not another ballad. This is a great song, and it's already pulling in female phones

E-40 featuring Lil Mo's "Thick and Thin" (Jive): I think this will be a national hit for E-40. He's representin' the Bay!

Kanye West featuring Syleena Johnson's "All Falls Down": You don't get any hotter than this guy.

DJ Manic

MD, KYWL/Spokane

Frankie's "F.U.R.B." (Independent): The phones won't stop.

Britney Spears' "Toxic" (Jive): Top five phones. Looks like it's on its way to being a power.

OutKast's "Roses" (Laface/Arista): Starting to get phones.

Eric Sean

PD, KWWV/San Luis Obispo, CA

Jojo's "Leave (Get Out)" (Black Ground/Universal): We're definitely on this one! If you're not adding this, you should leave (get out) of radio.

Usher's "Burn": A perfect followup to "Yeah." I want to hear this 50-11 times.

Mario Winans featuring P. Diddy's "I Don't Wanna Know" (Bad Boy/Universal): I don't wanna know if you're not playing this one, 'cuz it's a smash.

Lee L'Heureux

MD, WRED/Portland, ME

Mims' "I Did You Wrong" (PushPlay): A good record to keep an eye on from an unsigned artist. It's working very well for us with very solid phones. There has been a good response on this record in New England.

Nina Sky's "Move Your Body" (Independent): Another unsigned artist who is doing very well for us. This has the feel to be the next Lumidee record. She is singing over the Coolie Dance reggae riddim that is the same beat used by Mr. Vegas for "Pull Up" and Pitbull & Lil Jon for "Culo," among others.

Mobb Deep's "Got It Twisted" (Sony Music): On the mix-show front, the phones have been very strong off of early spins for this. While normally Mobb Deep may be a little hard for our audience, the fact that they used the '80s pop hit "She Blinded Me With Science" by Thomas Dolby for the beat has given it instant appeal.

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Follow up to the Smash Singles "Slo Jams" and "Through The Wire"



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Networking At Your Fingertips, Part Two

The annual Urban AC radio e-mail directory

Last week we brought you our Urban radio panel e-mail directory to help make your lives easier as you communicate with your peers. This week we provide you with the directory for the Urban AC panel. You never know when you may want to reach out for that next job, catch up with a former co-worker or exchange ideas with a fellow programmer. And for label reps, e-mail is the second-best way to remind a PD that you're Going for Adds this week.

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THE PREACHER'S SON IN ST. LOUIS Wyclef Jean is making the rounds at radio to promote his latest single, "Take Me As I Am," on J Records. He recently hit the Midwest, visiting KATZ-AM and KMJM-FM in St. Louis. Pictured here (l-r) are Clear Channel/St. Louis OM Chuck Atkins, Jean and J Records' Allan Cole.



THE STARS COME OUT AT MAJIC Hidden Beach R&B duo Kindred recently made an appearance at WMMJ (Majic 102.3) Washington with midday host Natalie Case to promote their new single, "Stars." Seen here (l-r) are Kindred's Aja Fatin and Aquil Diya and Case.

WSVY/Norfolk
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MD: Joe Davis
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WDAS/Philadelphia
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MD: Joe Gamble
joegamble@clearchannel.com

WFXC/Raleigh
PD: Cy Young
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MD: Jodi Berry
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WMMJ/Washington
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MD: Mike Chase
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LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	USHER f/LUDACRIS & LIL' JON Yeah (Arista)	3826	+187	549570	10	69/0
3	2	LUDACRIS Splash Waterfalls (Def Jam South/IDJMG)	3535	+264	510032	10	60/0
2	3	RUBEN STUDDARD Sorry 2004 (J)	3482	-20	503161	11	67/0
5	4	CHINGY One Call Away (DTP/Capitol)	3370	+268	441004	8	66/1
9	5	J-KWON Topsy (So So Def/Arista)	2896	+359	366547	8	63/0
7	6	JAY-Z Dirt Off Your Shoulder (Roc-A-Fella/IDJMG)	2889	+243	400845	10	67/0
4	7	TWISTA f/KANYE WEST & JAMIE FOXX Slow Jamz (Atlantic)	2872	-297	386427	15	66/0
8	8	CASSIDY f/R. KELLY Hotel (J)	2726	+132	413962	11	66/0
6	9	BEYONCE' Me, Myself And I (Columbia)	2451	-291	341647	18	57/0
10	10	YING YANG TWINS f/LIL' JON & THE EASTSIDE BOYZ Salt Shaker (TVT)	2170	-189	236202	15	56/0
12	11	T.I. Rubber Band Man (Grand Hustle/Arista)	2137	+61	240628	12	63/2
11	12	KANYE WEST Through The Wire (Roc-A-Fella/IDJMG)	1904	-309	291103	15	59/0
20	13	ALICIA KEYS If I Ain't Got You (J)	1837	+549	275964	4	65/3
13	14	YOUNG GUNZ No Better Love (Def Jam/IDJMG)	1833	+78	231226	9	60/0
15	15	SLEEPY BROWN f/OUTKAST I Can't Wait (Interscope)	1818	+113	191866	7	62/1
17	16	PETEY PABLO Freek-A-Leek (Jive)	1592	+135	154338	11	57/0
19	17	G UNIT f/JOE Wanna Get To Know You (Interscope)	1573	+249	179323	7	59/2
16	18	JUVENILE f/MANNIE FRESH In My Life (Cash Money/Universal)	1471	-226	143048	13	48/0
14	19	ALICIA KEYS You Don't Know My Name (J)	1422	-300	158323	18	67/0
24	20	AVANT Don't Take Your Love Away (Geffen)	1381	+213	169516	4	60/0
22	21	LIL' FLIP Game Over (Sucka Free/Loud/Columbia)	1321	+130	120062	5	53/3
26	22	SEAN PAUL I'm Still In Love With You (VP/Arista)	1205	+99	223882	6	51/6
25	23	MISSY ELLIOTT I'm Really Hot (Gold Mind/Elektra/EEG)	1172	+52	104844	8	56/0
32	24	MARIO WINANS f/P. DIDDY I Don't Wanna Know (Bad Boy/Universal)	1145	+487	176899	3	50/5
21	25	TRILLVILLE Neva Eva (BME/Warner Bros.)	1114	-117	95792	17	52/0
27	26	JAGGED EDGE What It's Like (Columbia)	1004	+58	109528	6	50/0
23	27	OUTKAST Hey Ya! (Arista)	975	-182	120764	14	45/0
28	28	TAMIA Questions (Elektra/EEG)	943	+38	87069	4	60/0
Debut	29	USHER Burn (Arista)	928	+650	125536	1	64/11
29	30	BEENIE MAN f/MS. THING Dude (Virgin)	871	+65	140511	6	42/0
41	31	JANET JACKSON I Want You (Virgin)	796	+316	95612	2	65/1
30	32	ATL Make It Up With Love (Noontime/Epic)	753	+54	64207	4	50/1
31	33	MUSIQ Whoknows (Def Soul/IDJMG)	723	+48	81114	5	54/0
44	34	KANYE WEST f/SYLEENA JOHNSON All Falls Down (Roc-A-Fella/IDJMG)	612	+193	110972	2	58/56
35	35	M. LEE f/J. PHA & S. BROWN Luv Me Baby (Fo' Reel/Universal)	534	-2	44805	4	33/0
39	36	JUVENILE Slow Motion (Cash Money/Universal)	530	+37	54379	4	1/0
47	37	TWISTA Overnight Celebrity (Atlantic)	509	+146	65715	2	1/0
36	38	KEYSHIA COLE Never (Geffen)	501	-31	36096	6	31/0
33	39	KELIS Milkshake (Star Trak/Arista)	500	-124	47814	20	46/0
34	40	MASTER P Them Jeans (New No Limit/Koch)	499	-132	30432	8	42/0
37	41	MEMPHIS BLEEK f/T.I. AND TRICK DADDY Round Here (Roc-A-Fella/IDJMG)	479	-52	43334	8	19/0
38	42	JACKI O Slow Down (Poe-Boy/Sobe/Warner Bros.)	473	-19	38436	3	41/1
42	43	JAY-Z Encore (Roc-A-Fella/IDJMG)	457	-11	126259	7	1/0
40	44	JAY-Z Change Clothes (Roc-A-Fella/IDJMG)	448	-7	51142	17	49/0
48	45	EAMON F *k It (I Don't Want You Back) (Jive)	389	+51	28092	2	14/0
43	46	WESTSIDE CONNECTION Gangsta Nations (Capitol)	383	-61	32480	12	23/0
Debut	47	OUTKAST Roses (Arista)	375	+257	43843	1	48/5
45	48	DWELE Hold On (Virgin)	373	+13	30567	2	37/0
Debut	49	NELLY Tip Drill (Fo' Reel/Universal)	303	+54	25968	1	0/0
46	50	LIL SCRAPPY Head Bussa (BME/Reprise)	301	-62	19213	5	31/0

Most Added

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
K. WEST f/S. JOHNSON All Falls Down (Roc-A-Fella/IDJMG)	56
JENNIFER LOPEZ f/R. KELLY Baby I Love U (Epic)	35
GUERRILLA BLACK Guerilla Nasty (Virgin)	27
JOE f/G UNIT Ride Wit U (Jive)	23
MONICA U Should've Known Better (J)	17
USHER Burn (Arista)	11
SEAN PAUL I'm Still In Love With You (VP/Arista)	6
CALVIN RICHARDSON Not Like This (Hollywood)	6
SMOOTH Zoom (T.U.G.)	6

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
USHER Burn (Arista)	+650
ALICIA KEYS If I Ain't Got You (J)	+549
M. WINANS f/P. DIDDY I Don't Wanna Know (Bad Boy/Universal)	+487
J-KWON Topsy (So So Def/Arista)	+359
JANET JACKSON I Want You (Virgin)	+316
CHINGY One Call Away (DTP/Capitol)	+268
LUDACRIS Splash Waterfalls (Def Jam South/IDJMG)	+264
OUTKAST Roses (Arista)	+257
G UNIT f/JOE Wanna Get To Know You (Interscope)	+249
JAY-Z Dirt Off Your Shoulder (Roc-A-Fella/IDJMG)	+243

New & Active

- CARL THOMAS** Make It Alright (Bad Boy/Universal)
Total Plays: 292, Total Stations: 42, Adds: 1
- BEYONCE' f/LIL' FLIP** Naughty Girl (Columbia)
Total Plays: 283, Total Stations: 49, Adds: 1
- NOTORIOUS B.I.G./P. DIDDY** Victory 2004 (Bad Boy/Universal)
Total Plays: 264, Total Stations: 29, Adds: 1
- JOE f/G UNIT** Ride Wit U (Jive)
Total Plays: 255, Total Stations: 24, Adds: 23
- DILATED PEOPLES f/KANYE WEST** This Way (Capitol)
Total Plays: 235, Total Stations: 20, Adds: 1
- PASTOR TROY** I'm Ridin' Big Yo (Universal)
Total Plays: 219, Total Stations: 18, Adds: 0
- JENNIFER LOPEZ f/R. KELLY** Baby I Love U (Epic)
Total Plays: 202, Total Stations: 36, Adds: 35
- MARQUES HOUSTON** Because Of You (T.U.G./EEG)
Total Plays: 197, Total Stations: 29, Adds: 1
- WYCLEF JEAN f/SHARISSA** Take Me As I Am (J)
Total Plays: 195, Total Stations: 22, Adds: 0
- KELIS** Trick Me (Star Trak/Arista)
Total Plays: 185, Total Stations: 20, Adds: 0

Songs ranked by total plays

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

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 2/29-3/6. 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 (© 2004, The Arbitron Company). © 2004, R&R, Inc.

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America's Best Testing Urban Songs 12 +
For The Week Ending 3/12/04

Artist Title (Label)	TW	LW	Familiarity	Burn	Persons 12-17	Persons 18-24	Persons 25-34
USHER f/LUDACRIS & LIL' JON Yeah (Arista)	4.47	4.42	98%	17%	4.42	4.50	4.15
CHINGY One Call Away (DTP/Capitol)	4.34	4.35	94%	13%	4.24	4.34	3.95
LUDACRIS Splash Waterfalls (Def Jam South/IDJMG)	4.20	4.14	90%	16%	4.13	4.15	4.06
J-KWON Tippy (So So Def/Arista)	4.15	4.15	80%	14%	3.97	4.03	3.82
JAY-Z Dirt Off Your Shoulder (Roc-A-Fella/IDJMG)	4.12	4.06	84%	17%	4.09	4.09	4.08
TWISTA f/KANYE WEST & JAMIE FOXX Slow Jamz (Atlantic)	4.11	4.19	97%	40%	4.07	4.02	4.20
G UNIT f/JOE Wanna Get To Know You (Interscope)	4.08	4.04	78%	12%	4.09	4.19	3.81
ALICIA KEYS If I Ain't Got You (J)	4.03	—	51%	7%	4.03	4.13	3.69
CASSIDY f/R. KELLY Hello (JJ)	4.01	3.98	94%	26%	3.96	4.04	3.69
KANYE WEST Through The Wire (Roc-A-Fella/IDJMG)	3.99	4.01	91%	31%	3.99	3.94	4.16
SEAN PAUL I'm Still In Love With You (VP/Atlantic)	3.99	3.85	84%	19%	3.91	4.12	3.26
OUTKAST The Way You Move (Arista)	3.98	4.02	99%	51%	4.03	4.03	4.03
YING YANG TWINS f/LIL' JON & THE EASTSIDE BOYZ Salt Shaker (TVT)	3.96	3.81	93%	28%	3.88	4.00	3.50
JAGGED EDGE What It's Like (Columbia)	3.96	3.76	45%	8%	3.95	4.05	3.66
AVANT Read Your Mind (Geffen)	3.92	3.81	78%	25%	3.94	4.06	3.57
YOUNG GUNZ No Better Love (Def Jam/IDJMG)	3.89	3.94	68%	13%	3.87	4.00	3.52
RUBEN STUDDARD Sorry 2004 (JJ)	3.87	3.82	94%	28%	3.91	3.96	3.76
PETEY PABLO Freak A Leek (Jive)	3.81	3.82	63%	14%	3.66	3.74	3.46
BEYONCÉ Me, Myself And I (Columbia)	3.80	3.77	97%	42%	3.76	3.85	3.44
MISSY ELLIOTT I'm Really Hot (Gold Mind/Elektra/EEG)	3.80	3.80	85%	18%	3.74	3.80	3.54
AVANT Don't Take Your Love Away (Geffen)	3.77	—	46%	9%	3.78	3.88	3.51
OUTKAST Hey Ya! (Arista)	3.74	3.77	99%	59%	3.78	3.81	3.70
SLEEPY BROWN f/OUTKAST I Can't Wait (Interscope)	3.72	3.76	69%	16%	3.74	3.76	3.67
ALICIA KEYS You Don't Know My Name (J)	3.70	3.64	96%	49%	3.80	3.86	3.62
T.I. Rubber Band Man (Grand Hustle/Atlantic)	3.57	3.42	71%	20%	3.40	3.38	3.43
TRILLVILLE Neva Eva (BME/Warner Bros.)	3.48	3.43	68%	22%	3.34	3.43	3.11
JUVENILE f/MANNIE FRESH In My Life (Cash Money/Universal)	3.47	3.48	76%	24%	3.33	3.33	3.34
MASTER P Them Jeans (New No Limit/Koch)	3.45	3.55	67%	20%	3.25	3.40	2.84

Total sample size is 454 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.

Indicator

Most Added

JOE FIG UNIT Ride Wit U (Jive)	
KANYE WEST f/SYLEENA JOHNSON All Falls Down (Roc-A-Fella/IDJMG)	
JENNIFER LOPEZ f/R. KELLY Baby I Love U (Epic)	
MONICA U Should've Known Better (JJ)	
Songs ranked by total plays	
Recurrents	
AVANT Read Your Mind (Geffen)	1123
OUTKAST The Way You Move (Arista)	1038
JAGGED EDGE Walked Outta Heaven (Columbia)	884
R. KELLY Step In The Name Of Love (Jive)	875
YOUNGBLOODZ f/LIL' JON Damn! (Arista)	843
LIL' JON & THE EASTSIDE BOYZ Get Low (TVT)	495
MURPHY LEE f/JERMAINE DUPRI Wat Da Hook Gon Be (Fo' Reel/Universal)	483
JOE More & More (Jive)	413
LUDACRIS f/SHAWNNA Stand Up (Def Jam South/IDJMG)	385
BEYONCÉ f/SEAN PAUL Baby Boy (Columbia)	383
YOUNG GUNZ Can't Stop, Won't Stop (Def Jam/IDJMG)	341
CHINGY Right Thurr (DTP/Capitol)	335
ASHANTI Rain On Me (Murder Inc./IDJMG)	333
50 CENT In Da Club (Shady/Aftermath/Interscope)	290
GINUWINE Love You More (Epic)	274
MONICA So Gone (JJ)	273
CHINGY f/SNOOP DOGG & LUDACRIS Holiday In (DTP/Capitol)	255

Reporters

WAJ/Aibany, NY* PD: Sugar Bear APD: Wonder Woman 8 GUERILLA BLACK 6 KANYE WEST/SYLEENA JOHNSON 3 JENNIFER LOPEZ/VR KELLY MONICA CALVIN RICHARDSON	WJZ/Biloxi, MS* PD: Rob Neal 13 KANYE WEST/SYLEENA JOHNSON 12 GUERILLA BLACK 6 JENNIFER LOPEZ/VR KELLY 1 JAKKI Q SMOOTH MARIO WINANS/PP: DIDDY MISTA NAKED (KANDI) ALI LIL' C	WHXT/Columbia, SC* PD: Chris Connors OM: Cheryl Davis APD: Bob Black MD: Shanti Mincio 13 KANYE WEST/SYLEENA JOHNSON 12 GUERILLA BLACK	WEUP/Huntsville, AL* PD: Steve Murry PD: Earl Harrison MD: Gary Daniels 3 G UNIT/JOE USHER OUTKAST	WGZB/Louisville, KY* PD: Mark Gunn MD: Gerald Harrison 3 G UNIT/JOE USHER OUTKAST	WWTJ/Richmond, VA* PD: Pamela Aniese JENNIFER LOPEZ/VR KELLY JOE FIG UNIT GUERILLA BLACK KANYE WEST/SYLEENA JOHNSON	WMW/Nashville, TN* PD: Pamela Aniese JENNIFER LOPEZ/VR KELLY JOE FIG UNIT GUERILLA BLACK KANYE WEST/SYLEENA JOHNSON	WBTJ/Richmond, VA* PD: Aaron Maxwell APD: Mike Street 13 KANYE WEST/SYLEENA JOHNSON 10 ALICIA KEYS 4 JOE FIG UNIT	WCDX/Richmond, VA* PD: Reggie Baker 4 KANYE WEST/SYLEENA JOHNSON 1 OUTKAST USHER	WDRK/Rochester, NY* PD: Andre Marcel APD: Jim Jordan MD: Tang Spence 15 KANYE WEST/SYLEENA JOHNSON 7 JENNIFER LOPEZ/VR KELLY JOE FIG UNIT DILATED PEOPLES f/KANYE WEST MONICA	KMLJ/Shreveport, LA* PD: John Long 14 JOE FIG UNIT 1 GUERILLA BLACK 1 CALVIN RICHARDSON 1 KANYE WEST/SYLEENA JOHNSON JENNIFER LOPEZ/VR KELLY	KATZ/St. Louis, MO* OM: Chuck Atkins PD: Dwight Stone 32 SEAN PAUL MONICA	WFWN/St. Louis, MO* PD: Craig Black No Adds	WTMP/Tampa, FL OM: Pops Muhammad APD: Big Money Ced No Adds	KJMM/Tulsa, OK* PD: Terry Monday APD: Aaron Bernard 20 KANYE WEST/SYLEENA JOHNSON CARL THOMAS KANYE WEST/SYLEENA JOHNSON	WEAS/Savannah, GA OM: John Thomas PD: Sam Nelson APD: Mike Cabrine 1 JOE FIG UNIT 1 CARL THOMAS 1 KANYE WEST/SYLEENA JOHNSON	KBTT/Shreveport, LA* 11 SEAN PAUL 1 ALICIA KEYS GUERILLA BLACK KANYE WEST/SYLEENA JOHNSON JENNIFER LOPEZ/VR KELLY	WKYS/Washington, DC* PD: Daryl Huckaby MD: Iran Waller 3 KANYE WEST/SYLEENA JOHNSON JENNIFER LOPEZ/VR KELLY	WJWS/Wilmington, DE* MD: Marquet Meade 5 G UNIT/JOE 5 SLEEPY BROWN/OUTKAST SMOOTH KANYE WEST/SYLEENA JOHNSON JENNIFER LOPEZ/VR KELLY				
KBCA/Alexandria, LA OM:PD: James Alexander MD: Derek Monette 2 DDA	WBOT/Boston, MA* PD: Lamar "180" Robinson 16 LIL' FLIP 6 KANYE WEST/SYLEENA JOHNSON 1 USHER	WFEX/Columbus, GA Sales Manager: Angea Verdeo OM: Cheryl Davis PD: Michael Saul 25 JENNIFER LOPEZ/VR KELLY 12 JOE FIG UNIT 7 KANYE WEST/SYLEENA JOHNSON	WJMI/Jackson, MS* PD: Stan Eranson APD: Alice Dixon 12 KANYE WEST/SYLEENA JOHNSON LIL' C JENNIFER LOPEZ/VR KELLY	WFBX/Macon, GA MD: Ralph Meachum 46 OUTKAST 46 J-KWON	WBBW/Macon, GA PD: Chris Williams 19 USHER 17 JENNIFER LOPEZ/VR KELLY 16 KANYE WEST/SYLEENA JOHNSON 13 JOE FIG UNIT 9 50	WUOE/New Orleans, LA* OM: Carla Boatner PD: Angela Watson 30 JENNIFER LOPEZ/VR KELLY 28 KANYE WEST/SYLEENA JOHNSON 5 JOE FIG UNIT MONICA	WBLN/New York, NY* PD: Verry Brown MD: Deonem Womack 20 JOE FIG UNIT 10 KANYE WEST/SYLEENA JOHNSON 6 MONICA	WWPR/New York, NY* PD: Michael Saunders PD: Mara Meisendorf 25 KANYE WEST/SYLEENA JOHNSON 23 CHINGY 18 JOE FIG UNIT	WOWI/Norfolk, VA* OM:PD: Eric Michaels 26 KANYE WEST/SYLEENA JOHNSON	WWRM/Miami, FL* OM: Rob Roberts PD: Dion Summers 13 SEAN PAUL 3 JOE FIG UNIT	WVIB/Miami, FL* OM: Rob Roberts PD: Dion Summers 13 SEAN PAUL 3 JOE FIG UNIT	WVSP/Delaware City, OK* PD: Terry Monday MD: Eddie Brasco 16 KANYE WEST/SYLEENA JOHNSON 1 GUERILLA BLACK 1 JENNIFER LOPEZ/VR KELLY SMOOTH	WVMA/Miami, FL* OM: Jim Mahany MD: Bailey Coleman 4 SEAN PAUL 3 JOE FIG UNIT 13 KANYE WEST/SYLEENA JOHNSON 1 USHER MONICA	WVBE/Milwaukee, WI* PD: Doc Love MD: Bailey Coleman 4 SEAN PAUL 3 JOE FIG UNIT 13 KANYE WEST/SYLEENA JOHNSON 1 USHER MONICA	WVMI/Miami, FL* OM: Jim Mahany MD: Bailey Coleman 4 SEAN PAUL 3 JOE FIG UNIT 13 KANYE WEST/SYLEENA JOHNSON 1 USHER MONICA	WVBL/Mobile, AL* OM: Jim Mahany MD: Myranda Reuben 2 GUERILLA BLACK MD: Cade-Lani Kimbrough CALVIN RICHARDSON MONICA JENNIFER LOPEZ/VR KELLY JOE FIG UNIT	WVMS/Montgomery, AL Sales Manager: Amessa Maddox OM:PD: Michael Long PD: Darryl Elliott 11 AVANT	WVMT/Montgomery, AL Sales Manager: Amessa Maddox OM:PD: Michael Long PD: Darryl Elliott 11 AVANT	WVNF/Nashville, TN* OM: Jim Mahany PD: Darrell Johnson MD: Rick Walker 19 KANYE WEST/SYLEENA JOHNSON JENNIFER LOPEZ/VR KELLY JOE FIG UNIT	WVPH/Philadelphia, PA* PD: The Milchem MD: Cade-Lani Kimbrough 19 KANYE WEST/SYLEENA JOHNSON 19 USHER 13 T.I. JANET JACKSON	WVNO/Pittsburgh, PA* OM:PD: George "Geo" Cook MD: Kade Wind 13 KANYE WEST/SYLEENA JOHNSON JENNIFER LOPEZ/VR KELLY GUERILLA BLACK	WVOK/Raleigh, NC* PD: Cy Young MD: Shawn Alexander 10 OUTKAST 1 KANYE WEST/SYLEENA JOHNSON USHER
WBWA/Baton Rouge, LA* MD: Kool DJ Suga Mike 5 JENNIFER LOPEZ/VR KELLY 5 KANYE WEST/SYLEENA JOHNSON 1 GUERILLA BLACK	WVCF/Chicago, IL* OM:PD: Eroy Smith APD:MD: Tiffany Green 18 BEYONCÉ LIL' FLIP KANYE WEST	WVWH/Gainesville, FL* PD: Scott Hinds APD: Terence Brown 4 JENNIFER LOPEZ/VR KELLY 2 KANYE WEST/SYLEENA JOHNSON MONICA GUERILLA BLACK	WVWR/Greenville, SC* OM: Tom Fields APD: Karen Blank MD: Doug Davis 33 SEAN PAUL 16 T.I.	WVWF/Cincinnati, OH* PD: Terr Thomas MD: Greg Williams 1 KANYE WEST/SYLEENA JOHNSON OUTKAST	WVWZ/Cleveland, OH* MD: Kim Johnson MD: Eddie Bauer USHER	WVWJ/Greenville, SC* OM: Tom Fields APD: Karen Blank MD: Doug Davis 33 SEAN PAUL 16 T.I.	WVWZ/Cleveland, OH* MD: Kim Johnson MD: Eddie Bauer USHER	WVWZ/Cleveland, OH* MD: Kim Johnson MD: Eddie Bauer USHER	WVWZ/Cleveland, OH* MD: Kim Johnson MD: Eddie Bauer USHER	WVWZ/Cleveland, OH* MD: Kim Johnson MD: Eddie Bauer USHER	WVWZ/Cleveland, OH* MD: Kim Johnson MD: Eddie Bauer USHER	WVWZ/Cleveland, OH* MD: Kim Johnson MD: Eddie Bauer USHER	WVWZ/Cleveland, OH* MD: Kim Johnson MD: Eddie Bauer USHER	WVWZ/Cleveland, OH* MD: Kim Johnson MD: Eddie Bauer USHER	WVWZ/Cleveland, OH* MD: Kim Johnson MD: Eddie Bauer USHER	WVWZ/Cleveland, OH* MD: Kim Johnson MD: Eddie Bauer USHER	WVWZ/Cleveland, OH* MD: Kim Johnson MD: Eddie Bauer USHER	WVWZ/Cleveland, OH* MD: Kim Johnson MD: Eddie Bauer USHER	WVWZ/Cleveland, OH* MD: Kim Johnson MD: Eddie Bauer USHER	WVWZ/Cleveland, OH* MD: Kim Johnson MD: Eddie Bauer USHER	WVWZ/Cleveland, OH* MD: Kim Johnson MD: Eddie Bauer USHER	

Monitored Reporters

80 Total Reporters
69 Total Monitored
11 Total Indicator



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Jonathan 'Big Jay Dee' Doncker
Mixer, *Hot Jamz*, Sirius Satellite Radio

R. Kelly's "Happy People" and "My Africa" (Jive): I received this song, along with Pied Piper's other exclusive, "My Africa," on MP3 several weeks ago. Both songs are circulating on mix tapes in the Midwest, and radio stations in Chicago and other key markets are playing them heavily. "Happy People" is in the same vein as the "Step in the Name of Love" remix (it could be called "Part Two"). ● **Guerilla Black's** "Guerilla Nasty" (Virgin): Another tight hip-hop track from Jazze Pha, whose production talents have given major hits to hip-hop and R&B stars like The Big Tymers, Field Mob, Bow Wow and Aaliyah. Close your eyes and listen to Guerilla Black — his flow has shades of Notorious B.I.G. all over it, but it works! Heat this one up on the mix show. ● **Case featuring Ghostface's** "Shoulda Known Betta" (Def Soul): From the *Johnson Family Vacation* soundtrack, coming March 30. It's a good midtempo comeback song for Case, and it was a smart move to have Ghostface, a.k.a. Toney Starks, on the track. The elements work well together. ● **Don Yute featuring The Ying Yang Twins' "Row da Boat"** (Slip-n-Slide/Capitol): The first single from new artist Yute, with the red-hot Ying Yang Twins. It's also the start of the Slip-n-Slide/Capitol marriage. It's reggae-meets-crunk-meets-Miami-bass music. Dirty South DJs will be on it real quick. Everybody else: Give it a shot.

Kim Johnson
OM, WENZ, WJMO & WZAK/Cleveland



We did something very special to celebrate Black History month. We produced in-house our own set of vignettes that highlighted the movers and shakers of Cleveland's black community — people such as attorneys, doctors, teachers and political leaders. ● We were very lucky to have our Congresswoman, Stephanie Tubbs Jones, take part as well. We had these prominent leaders speak about the influence of history's black heroes in their lives. Congresswoman Jones chose to talk about Barbara Jordan. Attorney Michael Nelson, who is the President of the Cleveland chapter of 100 Black Men, spoke about the freedom riders from our history. ● We then turned these into vignettes that aired throughout February. It was a wonderful series, and it really brought our history back home to Cleveland and personalized it for our listeners. ● Also during Black History Month, we had a special visit from our morning man, Russ Parr, and his entire crew. We had a live event where listeners could come down and meet Russ, Alfredas and our staff, and we had a live performance by Joe. They did the broadcast live from the Rock and Roll Hall of Fame.



STUDIO STATS

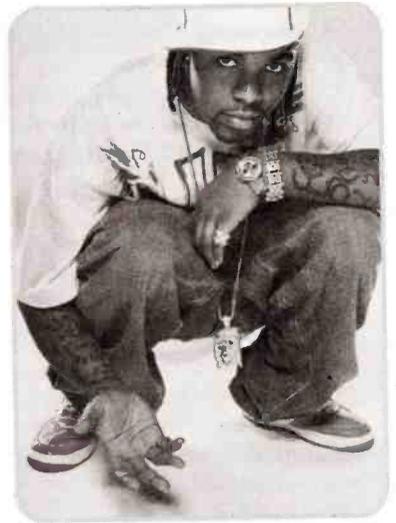
ARTIST: Lil Flip
LABEL: Sucka Free/Loud/Columbia
CURRENT PROJECT: *U Gotta Feel Me*
IN STORES: March 30
CURRENT SINGLE: "Game Over"
HOMETOWN: Houston

By **DANA HALL**/URBAN EDITOR

Personal Stats: Seven years ago Lil Flip was a 16-year-old rap phenomenon making the rounds in his hometown of Houston. He earned the name "Flip" for his "flip the script" style of rhyming. Actually, his first success in the art of rhyme was in the sixth grade, when he earned an A for an oral report he rhymed for the class. Raised by his grandmother, a churchgoing choir director, Flip says it was her work ethic that instilled in him a desire to succeed — and he did. Beyond being an artist, Flip's goal was to be a music businessman. He started Sucka Free Records with his partner and manager, Duane "Humpty Hump" Hobbs (Flip holds the title of CEO). Together they produced, promoted and distributed Flip's indie debut, *The Leprechaun*, in 2000, selling 150,000 albums in the process.

Sucka Free put out several other projects, including 10 volumes of Flip's own underground mixes, before hooking up with Columbia Records in 2002. Flip's first national hit from his next album, *Underground Legend*, was "Way We Ball." It took Houston's unique "screw" music style (a slowed-down remix of hip-hop records developed by Lil Flip's mentor, the late DJ Screw) to a new level. In the process the track put the Houston music scene on the map for the first time since the early '90s, when Rap-A-Lot Records' Scarface, The Ghetto Boys and H-Town were national hits.

The Album: Flips returns on *U Gotta*



Feel Me, bringing several guest performances by major names. Ludacris performs on "Bring da Pain," while Cam' Ron joins Flip on two tracks, "Ain't No Nigga" and "All I Know." Coinciding with the release of *U Gotta Feel Me* will be the debut of Flip's fruit-flavored drink, Lucky Nites, a pineapple spiked drink to be sold in green bottles — of course!

Past Successes: Lil Flip has been a featured artist on songs by David Banner, Three 6 Mafia, O.G. Ron O. and Criminal Manne. Currently, he's heard on the single "Screwed Up" from Ludacris' project *Chicken-n-Bear* and on labelmate Beyoncé's new single, "Naughty Girl." He also appeared in the 2001 straight-to-video flick *Ace Town Mob*, which featured Houston's Lil Troy.

Discography: *The Leprechaun* (2000); *Underground Legend* (2002); *7-1-3 and the Underground Legend: Remixed* (2003); *U Gotta Feel Me* (2004).

See him/hear him: On BET's *Rap City* March 8 and on the NFL Street and NBA Live 2004 games for Playstation 2.

Urban AC Reporters

Stations and their adds listed alphabetically by market

WWIN/Baltimore, MD*
PD: Tim Watts
APD/MD: Keith Fisher
NO ADDS

WLXC/Columbia, SC*
PD: Doug Williams
NO ADDS

WFLM/Pt. Pierce, FL*
OM/PD/MD: Mike James
NO ADDS

KNEK/Lafayette, LA*
PD/MD: John Kimmi
CALVIN RICHARDSON

WMCN/Milwaukee, WI
Sales Manager: Penelope Stewart
OM: Steve Scott
PD/AP/MD: Tyrone Jackson
3 TRINA BROUSSARD

WVKL/Norfolk, VA*
OM: Dick Lamb
PD/MD: Don London
NO ADDS

WLW/Savannah, GA
OM: Brad Kelly
PD/MD: Gary Young
APD: Jewel Carter
10 WBLE SOUL
10 WMLB SOUL
TAMIA

WIMX/Toledo, OH*
PD: Rocky Love
MD: Brandi Browne
NO ADDS

KQXL/Baton Rouge, LA*
OM: Jeff Jamigan
PD/MD: Mya Vernon
NO ADDS

WWDM/Columbia, SC*
PD: Mike Love
MD: Lori Mack
NO ADDS

WQMG/Greensboro, NC*
PD/MD: AC Stone
ALICIA KEYS
EN VOGUE

KJLH/Los Angeles, CA*
PD/MD: Audrae Russell
NO ADDS

WDLT/Mobile, AL*
OM: Jim Mahan
PD: Steve Crumblin
MD: Kathy Barlow
NO ADDS

WCFB/O Orlando, FL*
PD: Steve Holbrook
NO ADDS

WHRW/Washington, DC*
PD/MD: Dave Dickinson
3 SPOKES

WBHK/Birmingham, AL*
OM/MD: Jay Dixon
APD/MD: Darryl Johnson
3 ALICIA KEYS

WAGH/Columbus, GA
OM: Brian Waters
PD/APD: Queen Rasheeda
MD: Edward Lewis
AMEL LARREUX

KMJQ/Houston, TX*
PD: Tom Calococi
MD: Sam Choice
NO ADDS

WRBW/Macon, GA
PD/MD: Chris Williams
5 BAR-KAYS

WQQN/Nashville, TN*
PD/MD: Derrick Corbett
3 MUSIC

WDAS/Philadelphia, PA*
OM: Thes Mitchell
PD: Joe Tamboro
APD/MD: Jo Garnie
5 TEENA MARIE

KMMJ/St. Louis, MO*
OM/MD: Chuck Atkins
MD: Taylor J
NO ADDS

WMMJ/Washington, DC*
PD: Kathy Brown
MD: Mike Chase
7 KIMBERLY THE FAMILY SOUL
MUSIC

WMGL/Charleston, SC*
OM/MD: Terry Base
APD/MD: Belinda Parker
SPOKES

WRNB/Dayton, OH*
OM/MD: J.D. Kunes
JANET JACKSON

WTLC/Indianapolis, IN*
PD: Brian Wallace
APD/MD: Garth Adams
6 TEENA MARIE
MUSIC

KJMS/Memphis, TN*
PD: Nate Bell
APD/MD: Eileen Collier
NO ADDS

WYBC/New Haven, CT*
OM: Wayne Schmidt
PD: Juan Castillo
APD: Angela Malerba
TRINA BROUSSARD

WFXC/Raleigh, NC*
PD: Cy Young
APD/MD: Jodi Berry
NO ADDS

WYLD/New Orleans, LA*
OM: Carla Boatner
PD: AJ Appleberry
PATTI LABELLE

WBAA/Charlotte*
PD/MD: Terri Avery
MONICA
CALVIN RICHARDSON

WMXD/Detroit, MI*
OM: KJ Holiday
PD: Jamillah Muhammad
APD: Onel Stevens
MD: Sheila Little
1 SILK

WIOJ/Jackson, MS*
OM/MD: Stan Branson
NO ADDS

WHOT/Miami, FL*
PD: Derrick Brown
APD/MD: Karen Vaughn
NO ADDS

WYLD/New Orleans, LA*
OM: John Mullen
PD: Tony Beasley
MD: Julie Gustines
11 CIVELI
10 JAVIERM RUADEMISS

WKJS/Richmond, VA*
OM/MD: Kevin Gardner
NO ADDS

WVBE/Roanoke, VA*
PD/MD: Walt Ford
NO ADDS

WZAK/Cleveland, OH*
OM/MD: Kim Johnson
MD: Bobby Ruth
TEENA MARIE

WZZZ/Flint, MI*
PD: Grey Love
MD: Trey Michaels
TEENA MARIE

KNJK/Kansas City, MO*
PD: Grey Love
MD: Trey Michaels
TEENA MARIE

WJMR/Milwaukee, WI*
PD: Lauri Jones
6 ALICIA KEYS

POWERED BY
MEDIABASE

*Monitored Reporters

46 Total Reporters

42 Total Monitored

4 Total Indicator

R&R URBAN AC TOP 30

March 12, 2004

POWERED BY
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
	1	RUBEN STUDDARD Sorry 2004 (J)	1266	+35	150253	11	42/0
3	2	LUTHER VANDROSS Think About You (J)	1141	+141	140330	16	42/0
4	3	BEYONCE' Me, Myself And I (Columbia)	998	+51	122549	7	37/0
2	4	ALICIA KEYS You Don't Know My Name (J)	939	-122	109990	18	42/0
5	5	AVANT Read Your Mind (Geffen)	851	-85	96014	21	40/0
9	6	OUTKAST The Way You Move (Arista)	730	+79	124838	13	10/0
6	7	JOE More & More (Jive)	717	-20	93224	21	40/0
8	8	BABYFACE The Loneliness (Arista)	702	+43	69203	8	38/0
12	9	KEM Love Calls (Motown/Universal)	695	+92	83905	57	32/0
10	10	GERALD LEVERT Wear It Out (Elektra/EEG)	686	+37	64881	7	40/0
7	11	R. KELLY Step In The Name Of Love (Jive)	627	-48	85237	43	21/0
11	12	WILL DOWNING A Million Ways (GRP/VMG)	601	-28	46291	23	36/0
13	13	SMOKIE NORFUL I Need You Now (EMI Gospel)	533	-32	63806	47	30/0
14	14	SILK Side Show (Liquid 8)	437	-7	30730	12	30/1
23	15	ALICIA KEYS If I Ain't Got You (J)	431	+171	74209	2	33/3
15	16	JAGGED EDGE Walked Outta Heaven (Columbia)	398	-36	41549	15	20/0
20	17	TEENA MARIE Still In Love (Cash Money/Universal)	381	+95	46444	3	35/5
18	18	VAN HUNT Seconds Of Pleasure (Capitol)	357	+1	27782	15	29/0
22	19	ANTHONY HAMILTON Charlene (So So Def/Arista)	319	+58	21413	4	24/0
17	20	ERYKAH BADU Back In The Day (Motown)	314	-52	22168	19	25/0
19	21	JAVIER Beautiful U R (Capitol)	301	-28	15679	10	27/0
24	22	DWELE Hold On (Virgin)	258	+17	33521	3	25/1
Debut	23	JANET JACKSON I Want You (Virgin)	245	+187	24888	1	31/1
26	24	MUSIQ Whoknows (Def Soul/IDJMG)	245	+51	24617	3	17/3
25	25	HIL ST. SOUL Pieces (Shanachie)	232	+21	16062	5	17/0
27	26	KINDRED THE FAMILY SOUL Stars (Hidden Beach)	227	+35	26258	12	15/1
21	27	MUSIQ Forthenight (Def Soul/IDJMG)	219	-58	24257	17	21/0
30	28	EN VOGUE Ooh Boy (33rd Street/Funky Girl)	167	+25	13615	2	20/1
29	29	KEM Matter Of Time (Motown)	137	-6	17278	17	9/0
Debut	30	GOAPELE Closer (Columbia)	131	+11	8855	1	14/0

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 2/29-3/6. 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 (© 2004, The Arbitron Company). © 2004, R&R, Inc.

New & Active

RHIAN BENSON Stealing My Peace Of Mind (DKG)
Total Plays: 130, Total Stations: 18, Adds: 0

MONTELL JORDAN Bottom Line (Koch)
Total Plays: 118, Total Stations: 12, Adds: 0

JESSE POWELL Did You Cry (Liquid 8)
Total Plays: 69, Total Stations: 12, Adds: 0

CALVIN RICHARDSON Not Like This (Hollywood)
Total Plays: 64, Total Stations: 16, Adds: 2

SPOOKS Don't Be Afraid (Koch)
Total Plays: 62, Total Stations: 8, Adds: 3

O'JAYS I Know What You're Doing (Philly International/Right Stuff)
Total Plays: 58, Total Stations: 7, Adds: 1

CREA U Lied (Aezra)
Total Plays: 52, Total Stations: 10, Adds: 0

Songs ranked by total plays

Most Added

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
TEENA MARIE Still In Love (Cash Money/Universal)	5
ALICIA KEYS If I Ain't Got You (J)	3
MUSIQ Whoknows (Def Soul/IDJMG)	3
SPOOKS Don't Be Afraid (Koch)	3
MONICA U Should've Known Better (J)	3
CALVIN RICHARDSON Not Like This (Hollywood)	2
TRINA BROUSSARD Losing My Mind (Motown/Universal)	2

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
JANET JACKSON I Want You (Virgin)	+187
ALICIA KEYS If I Ain't Got You (J)	+171
LUTHER VANDROSS Think About You (J)	+141
TRINA BROUSSARD Losing My Mind (Motown/Universal)	+111
TEENA MARIE Still In Love (Cash Money/Universal)	+95
KEM Love Calls (Motown/Universal)	+92
OUTKAST The Way You Move (Arista)	+79
LUTHER VANDROSS Dance With My Father (J)	+62
ANTHONY HAMILTON Charlene (So So Def/Arista)	+58

Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
LUTHER VANDROSS Dance With My Father (J)	379
GERALD LEVERT U Got That Love (Call It A Night) (Elektra/EEG)	376
ARETHA FRANKLIN Wonderful (Arista)	356
HEATHER HEADLEY I Wish I Wasn't (RCA)	346
JAHEIM Put That Woman First (Divine Mill/Warner Bros.)	283
TAMIA Officially Missing You (Elektra/EEG)	249
KINDRED Far Away (Epic)	238
FLOETRY Say Yes (DreamWorks/Interscope)	205
DWELE Find A Way (Virgin)	203
YOLANDA ADAMS The Battle Is The Lords (Verity)	167

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

WHERE URBAN AC ADDS & SPINS HAPPEN

The Jesus Garber Company (323)469-1504



CRS-35 In Pictures

Radio visits Nashville for panels, music and more

By Chuck Aly

The Country Radio Seminar is the first, and probably most important, of three major industry events held in Music City each year. And while CMA Awards week and Fan Fair are certainly key, Nashville's record labels use the CRS to build critical momentum at radio. This year was no exception, as artists new and established showcased their talents while executives gently nudged their broadcast cohorts to open the window to more new music. A more definitive recap will be featured next week, but until then here's a look at some of the seminar's highlights.



WHERE CREDIT IS DUE The annual Country Disc Jockey Hall of Fame induction dinner is now the front door to CRS, and this year's event, sponsored by RLG, honored Jaybird Drennan, Bob Duchesne, Cousin Jerry King, Uncle Don Rhea and Dr. Bruce Nelson. Former MCA Chairman Bruce Hinton was honored with the President's Award. Alabama received the Career Achievement Award and were paid musical tribute by Lonestar and Jeff Bates. Pictured afterward are (l-r, top row) Nelson, Duchesne, Lonestar's Michael Britt and Dean Sams, Alabama's Jeff Cook, Lonestar's Keech Rainwater, Alabama's Mark Herndon, KFKF/Kansas City's Dale Carter, Rhea, Hinton, the CRB's Ed Salamon, (bottom row) Alabama's Teddy Gentry, Lonestar's Richie McDonald, RLG's Joe Galante, Charlie Monk, King and Drennan.



PLAY US A SONG The seminar kicked off Wednesday night with the Super Faces Show, co-sponsored by ACM, Coors Light and United Stations Radio Networks. Rascal Flatts performed, earning their biggest applause with "Radio Man," an adaptation of Billy Joel's "Piano Man." Pictured backstage are (l-r) Rascal Flatts' Gary LeVox, United Stations' Rob Pierce, Rascal Flatts' Jay DeMarcus, United Stations' Andy Denmark, the CRB's Ed Salamon, Rascal Flatts' Joe Don Rooney, Launch Radio Networks' Dan Brassem and CRB President Charlie Cook.



ALL IN THE FAMILY Capitol introduced the new family trio The Jenkins during its Friday lunch showcase. Keith Urban headlined the show, turning in the most rousing performance of all the official seminar events. Pictured backstage after the show are (l-r) Capitol's Fletcher Foster, Urban, Kacie Jenkins, Capitol's Mike Dungan, Nancy Jenkins, CRB President Charlie Cook, Brodie Jenkins and Capitol's Bill Catino and Bill Kennedy.



NEW FACES Craig Morgan, Dierks Bentley, Jimmy Wayne, Buddy Jewell and Pat Green performed in that order at the CRS-35-closing New Faces Show, sponsored by R&R. Bentley, Jewell and Green all received gold-sales-certification plaques while onstage. Pictured backstage after the festivities are (l-r) R&R's Lon Helton, Morgan, Bentley, R&R's Chuck Aly, incoming CRB President R.J. Curtis, Jewell, Green, Wayne and R&R's Kevin McCabe and Erica Farber.



GIVING BACK Artist and radio humanitarian awards were presented during the CRS's opening ceremonies. Last year's Artist Humanitarian Award winners Lonestar presented this year's honor to a very surprised Brad Paisley. Radio Humanitarian Awards were bestowed for outstanding community-service work on KZLA/Los Angeles (Large Market); WQMX/Akron (Medium Market); and KGEE/Midland, TX (Small Market). Pictured are (l-r) Lonestar's Michael Britt, Radio Ink's Lois Ann Chooljian, Lonestar's Dean Sams, Paisley, KZLA's R.J. Curtis, WQMX's Thomas Mandell, KGEE's Boomer Kingston and Lonestar's Richie McDonald and Keech Rainwater.



UNIVERSALLY PRAISED UMG Nashville sponsored Thursday's lunch and performance, which featured newcomers Jedd Hughes and Julie Roberts, along with Vince Gill and Lee Ann Womack. Pictured are (l-r) Mercury's John Ettinger, the CMA's Ed Benson, UMG's Luke Lewis, Hughes, Roberts, Gill, UMG's Michael Powers, MCA's Royce Risser and CRB President Charlie Cook.



EASY-OPEN PACKAGE The first full day of CRS-35 opened with Clint Black offering insights into his music and his business partnership with the new label Equity Records in an interview session with R&R's Lon Helton. Pictured afterward are (l-r) CRB Executive Director Ed Salamon; Nashville Mayor Bill Purcell; BBR artist Sherrie Austin, who opened the ceremonies with the national anthem; Black; CRB President and Westwood One VP/Programming Charlie Cook; and Helton.



CHUCK ALY
caly@radioandrecords.com

PART THREE OF A FOUR-PART SERIES

Passing Grades

Programming decisions and the numbers behind them

In the third part of R&R's examination of Country's gender gap — carried over from last week's CRS special — we draw closer to the core issue of declining airplay for female artists. Being stewards of valuable radio properties, programmers don't make music decisions arbitrarily. Here's a look at the process that has resulted in fewer spins for the fairer sex.

John Hart, whose Bullseye Marketing Research provides callout data to radio stations and record labels, says the numbers are pretty clear. "Passion scores on female artists are fairly low, with a few exceptions," he says. "You see, very few female acts explode at callout. What you are seeing now are younger male artists who do extremely well.



John Hart

"We are just not seeing a Kellie Coffey, for instance, break through. What we are seeing in research are really soft passion scores. Men are not attracted to any of the female acts, and female artists don't do well with female listeners either. Martina McBride goes back and forth. She's strong with men on the current single and is by far the strongest female artist in research."

Drivetime Spins

New female artists like Coffey face particular challenges. "They don't get solid spin distribution in drivetime," Hart says. "More and more it's becoming an absolute necessity that you penetrate morning drive pretty heavily to score at callout. That's where the bulk of the listening is taking place.

"Most of the new females aren't cracking that daypart, so they're not

driving the callout. Kellie Coffey's morning spin distribution is in the toilet. The song tests well, but it's just not good enough."

KXKC/Lafayette, LA PD Renee Revett says, "It's not a new issue for us. The first time it hit me in the face was at an annual library auditorium test five or six years ago. We were down into the 30s in terms of highest-ranking songs before we got to a female artist. And

at that time you had Shania Twain selling like crazy. It was like, 'If it's not our listeners, who's buying all these albums?'

"Our curiosity was piqued by this, so we looked at the number of women we had on the air and did an overlay of how well we fared in Arbitron. What we found was a frightening trend that the more women got on the air, the more our numbers went down. We were floored. The more occupancy they had on our playlist, the less dominance we had in the market."

The upshot of that research for KXKC? "You have to be extremely careful about the women you put on the radio," Revett says.

Folk Wisdom

WQIK & WROO/Jacksonville OM Gail Austin says she's heard much folk wisdom over the years regarding women artists. "There used to be rules," she says. "Women don't like to listen to women DJs, and you can't put two female artists back to back."

"So, if the strongest record is a Martina McBride current, and that record happens to bump up against a great Shania Twain record, are you telling me that all the chicks go, 'Uh,

"Passion scores on female artists are fairly low, with a few exceptions. You see very few female acts explode at callout."

John Hart

I'm not listening anymore'? I don't know. I'd like to see that study."

Austin isn't overly concerned with keeping an eye on the male-to-female ratio on her playlist. "I worry more about playing what my audience tells me their favorite records are and keeping my vulnerability low," she says. "The more of their favorites I can play, the more TSL I'm going to get.



Renee Revett

"If I have four females back to back, it might get my attention. But I also don't program three like-sounding songs in a row, such as three songs that lean pop or traditional. We are trying to create a

balance in the sound while playing the listeners' favorite records. There are flags, but they're not necessarily based on gender.

"Out of 600 gold songs I've tested, not one female tested in the top 10 in my region. Faith Hill's 'Breathe' just missed. But there are plenty of women in the top 20 — Faith, Reba McEntire, Lee Ann Womack — and they're all highly recognized songs. You could maybe draw better conclusions by looking at the songs themselves."

Predominantly Male

KSON/San Diego PD John Dimick has seen a compelling shift in his research. "Audience tastes changed quickly, and I'm not sure why," he says. "In 1998 and 1999 we couldn't get an Alan Jackson or Brooks & Dunn song to test to save our lives, and we couldn't stop Faith Hill and Shania Twain. They'd get

"So if the strongest record is a Martina McBride current, and that record happens to bump up against a great Shania Twain record, are you telling me that all the chicks go, 'Uh, I'm not listening anymore?'"

Gail Austin

into heavy, and they'd stay there forever. Now I can't get Alan Jackson, Dierks Bentley, Tracy Byrd, Kenny Chesney and Toby Keith out of my head.

"You would never say that Alan Jackson isn't a star artist, but in 1998, 1999 and the first part of 2000, it really was hard for any of his songs to test. It depends what people are in the mood for."

Dimick, like Austin, discounts gender as a major factor in deciding what goes on-air. "What we need and what we have are hits," he says. "We process things way too much. Male, female, bands, soloists, duet, up-tempo, midtempo, down-tempo — we know for the long-term health of the listenership that they want that variety. But for an individual listener, all they want to hear is their favorite song."

With so many current country singles by male artists, it's possible to forget that there are other ways that female artists can get in the mix. "We think currents are the only songs people hear, and it's only about half of our playlist," Dimick says. He admits, however, that even with recurrences figured in, "The artist situation on our station is predominately male at the moment."

Vicious Cycle

WDXB/Birmingham PD Tom Hanrahan targets an audience with no preference for gender. "We may end up being 60% female, but an even split is our goal," he says. "And on the playlist, outside of

Shania Twain and Martina McBride, it's been a tough go. There also seems to have been a hesitation to play Faith Hill after she kind of went pop.

"Reba McEntire is coming back to the format, which is good. And Lee Ann Womack is good for the format. Sara Evans is carrying a great torch. But the bottom line is, we spend the money to ask our listeners what they want to hear, and that's what we give them. I have never gone back to a music log and said, 'Oops, there's not a female, and we have to play one.' What we play had better match what our listeners tell us they want, or we're wasting our money."

Which leaves record labels in the familiar but uncomfortable position of being at odds with research. UMG/Nashville VP/Promotion & Marketing Michael



John Dimick



Michael Powers

Powers points to future concerns that research may not take into account. "When you look at recurrences, not one female tests in the top 30," he says. As radio becomes increasingly recurrent-oriented and the top 10-testing recurrences are all the same three guys — Toby Keith, Alan Jackson and Kenny Chesney — it's going to be even harder to get female voices into the format.

"Will Terri Clark, Martina McBride and Sara Evans even make it to recurrent? Probably not. So you have very few currents and fewer recurrences. What does that do to your gold? We haven't felt the full effect of this yet.

"Maybe when you can't get a Reba McEntire, a Shania Twain, a Sara Evans or a Dixie Chicks to test, it's time to put down the research and decide you need some things on your station anyway. If we don't generate recurrences on these female acts, we'll be jacking up older and older records. That takes the excitement and sex appeal off the currents."

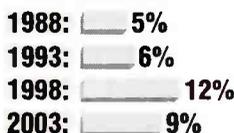
What about how labels approach radio and develop their rosters in this male-artist-dominated environment? We'll cover that in the final article in this series.

"We were down into the 30s in terms of highest-ranking songs before we got to a female artist."

Renee Revett

Female Producers

Here are the percentages of singles credited to female producers on R&R's year-end country singles chart.



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS	± POINTS	TOTAL PLAYS	± PLAYS	TOT. AUD. (00)	± AUD. (00)	WEEKS ON	TOTAL ADDS
1	1	TOBY KEITH American Soldier (DreamWorks)	13482	-578	4307	-215	408248	-17599	16	112/0
2	2	TIM MCGRAW Watch The Wind Blow By (Curb)	13387	306	4412	+209	385428	1610	19	112/0
3	3	BRAD PAISLEY Little Moments (Arista)	13210	502	4279	+73	391899	19862	25	111/0
4	4	MARTINA MCBRIDE In My Daughter's Eyes (RCA)	10969	-129	3490	-34	323135	2915	16	109/0
8	5	KENNY CHESNEY f/JUNCLE KRACKER When The Sun Goes Down (BNA)	10768	1168	3228	+329	323960	38047	7	112/1
5	6	TRACE ADKINS Hot Mama (Capitol)	10423	57	3457	+71	294633	3717	24	109/0
6	7	JIMMY WAYNE I Love You This Much (DreamWorks)	10210	-1	3405	+19	287649	-817	28	112/0
7	8	SARA EVANS Perfect (RCA)	10186	347	3320	+166	286646	11373	25	112/0
9	9	KEITH URBAN You'll Think Of Me (Capitol)	9868	389	3072	+104	295756	19297	12	112/0
11	10	BUDDY JEWELL Sweet Southern Comfort (Columbia)	9142	535	3114	+177	263713	16526	19	111/0
12	11	RASCAL FLATTS Mayberry (Lyric Street)	8873	634	2776	+195	258687	22112	10	110/0
13	12	JOSH TURNER Long Black Train (MCA)	7449	-102	2479	-90	212302	-571	38	109/0
14	13	GARY ALLAN Songs About Rain (MCA)	7120	170	2311	+72	187805	1151	16	108/0
15	14	CLINT BLACK Spend My Time (Equity Music Group)	6969	331	2236	+93	187401	6591	19	109/0
19	15	JOHN MICHAEL MONTGOMERY Letters From Home (Warner Bros.)	6936	1320	2194	+452	192968	37419	8	106/2
16	16	GEORGE STRAIT Desperately (MCA)	6620	594	2139	+198	175694	20896	9	104/3
17	17	BLUE COUNTY Good Little Girls (Asylum/Curb)	6248	336	2053	+92	166589	12310	20	102/0
21	18	TRACY LAWRENCE Paint Me A Birmingham (DreamWorks)	5754	543	1877	+206	155327	13155	18	95/3
18	19	JOE NICHOLS Cool To Be A Fool (Universal South)	5740	-48	1880	-3	149309	658	25	107/0
22	20	DIERKS BENTLEY My Last Name (Capitol)	5481	440	1781	+117	144891	12427	19	102/0
20	21	CAROLYN DAWN JOHNSON Simple Life (Arista)	5338	87	1719	+38	138891	-700	14	104/1
25	22	MONTGOMERY GENTRY If You Ever Stop Loving Me (Columbia)	4234	786	1381	+245	110372	21370	6	105/1
28	23	BROOKS & DUNN That's What She Gets For Loving Me (Arista)	3968	992	1208	+275	122817	31397	6	91/7
23	24	BIG & RICH Wild West Show (Warner Bros.)	3920	226	1207	+73	93557	5741	10	87/0
24	25	BRIAN MCCOMAS You're In My Head (Lyric Street)	3865	268	1189	+21	100916	10465	20	85/0
26	26	SHEDAISY Passenger Seat (Lyric Street)	3854	505	1216	+118	97951	17092	7	92/2
27	27	CLAY WALKER I Can't Sleep (RCA)	3442	389	1097	+106	82579	11879	12	92/4
29	28	REBA MCENTIRE Somebody (MCA)	3331	604	1072	+192	83789	9680	9	82/3
Breaker	29	LONESTAR Let's Be Us Again (BNA)	2964	910	776	+292	88370	23550	3	74/10
31	30	DAVID LEE MURPHY Loco (Audium)	2909	342	929	+128	70970	9343	9	78/6
30	31	PAT GREEN Guy Like Me (Republic/Universal South)	2392	-211	682	-105	60971	-3378	17	59/3
33	32	SHANIA TWAIN It Only Hurts When I'm Breathing (Mercury)	2125	-237	634	+64	62803	7286	5	61/5
35	33	EMERSON DRIVE Last One Standing (DreamWorks)	2057	193	660	+75	45441	2545	8	71/2
34	34	BILLY CURRINGTON I Got A Feelin' (Mercury)	1993	85	596	+26	45524	1465	8	58/0
Breaker	35	JEFF BATES I Wanna Make You Cry (RCA)	1616	311	595	+121	37678	6750	8	67/3
38	36	WYONNNA f/NAOMI JUDD Flies On The Butter... (Asylum/Curb)	1559	301	500	+106	45907	7436	9	49/1
44	37	GRETCHEN WILSON Redneck Woman (Epic)	1241	619	313	+138	35710	14357	2	20/17
41	38	LEE ANN WOMACK The Wrong Girl (MCA)	1221	290	372	+102	28041	7576	4	46/5
40	39	JOE DIFFIE Tougher Than Nails (BBR/C4)	1018	77	397	+35	21987	-1548	5	46/4
42	40	AMY DALLEY Men Don't Change (Curb)	983	276	350	+93	19664	5610	5	42/2
48	41	BILLY DEAN Thank God I'm A Country Boy (View2)	821	264	278	+90	20741	6770	3	27/2
43	42	CHRIS CAGLE I'd Be Lying (Capitol)	752	111	299	+37	15289	1519	5	48/2
-	43	ANDY GRIGGS She Thinks She Needs Me (RCA)	697	285	284	+123	16090	6956	2	48/7
47	44	CROSS CANADIAN RAGWEED Sick And Tired (Universal South)	649	109	202	+53	14978	127	2	18/4
49	45	RACHEL PROCTOR Me And Emily (BNA)	631	132	139	+35	23698	5540	2	9/8
Debut	46	JULIE ROBERTS Break Down Here (Mercury)	608	264	236	+93	13331	4271	1	37/5
Debut	47	JOSH GRACIN I Want To Live (Lyric Street)	541	203	156	+62	16993	4800	1	6/3
50	48	GEORGE STRAIT Honk If You Honky Tonk (MCA)	524	134	77	+22	18018	5079	11	3/0
Debut	49	SHERRIE AUSTIN Drivin' Into The Sun (BBR/C4)	441	302	155	+103	4967	2492	1	22/3
45	50	DIAMOND RIO We All Fall Down (Arista)	439	-133	190	-36	9289	-2840	6	33/0

Most Added*

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ARTIST TITLE LABEL(S)	ADDS
GRETCHEN WILSON Redneck Woman (Epic)	17
LONESTAR Let's Be Us Again (BNA)	10
VINCE GILL In These Last Few Days (MCA)	10
RACHEL PROCTOR Me And Emily (BNA)	8
BROOKS & DUNN That's What She Gets For Loving Me (Arista)	7
ANDY GRIGGS She Thinks She Needs Me (RCA)	7
DAVID LEE MURPHY Loco (Audium)	6
SHANIA TWAIN It Only Hurts When I'm Breathing (Mercury)	5
LEE ANN WOMACK The Wrong Girl (MCA)	5
JULIE ROBERTS Break Down Here (Mercury)	5

Most Increased Points

ARTIST TITLE LABEL(S)	TOTAL POINT INCREASE
J. MICHAEL MONTGOMERY Letters From Home (Warner Bros.)	+1320
K. CHESNEY f/JUNCLE KRACKER When The Sun Goes Down (BNA)	+1168
BROOKS & DUNN That's What She Gets For Loving Me (Arista)	+992
LONESTAR Let's Be Us Again (BNA)	+910
MONTGOMERY GENTRY If You Ever Stop Loving Me (Columbia)	+786
RASCAL FLATTS Mayberry (Lyric Street)	+634
GRETCHEN WILSON Redneck Woman (Epic)	+619
REBA MCENTIRE Somebody (MCA)	+604
GEORGE STRAIT Desperately (MCA)	+594
TRACY LAWRENCE Paint Me A Birmingham (DreamWorks)	+543

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
J. MICHAEL MONTGOMERY Letters From Home (Warner Bros.)	+452
K. CHESNEY f/JUNCLE KRACKER When The Sun Goes Down (BNA)	+329
LONESTAR Let's Be Us Again (BNA)	+292
BROOKS & DUNN That's What She Gets For Loving Me (Arista)	+275
MONTGOMERY GENTRY If You Ever Stop Loving Me (Columbia)	+245
TIM MCGRAW Watch The Wind Blow By (Curb)	+209
TRACY LAWRENCE Paint Me A Birmingham (DreamWorks)	+206
GEORGE STRAIT Desperately (MCA)	+198
RASCAL FLATTS Mayberry (Lyric Street)	+195
REBA MCENTIRE Somebody (MCA)	+192

Breakers

LONESTAR
Let's Be Us Again (BNA)
10 Adds • Moves 32-29

JEFF BATES
I Wanna Make You Cry (RCA)
3 Adds • Moves 37-35

Songs ranked by total plays

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

112 Country reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total points for the airplay week of 2/29-3/6. Bullets appear on songs gaining points and/or plays or remaining flat from previous week. If two songs are tied in total points, the song with the larger increase in points is placed first. Songs below No. 1 and down in points and plays for three consecutive weeks are moved to recurrent. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Points lists the songs with the greatest week-to-week increases in total points. Station Weight = AQH Persons + (Market rank X 10) divided by 4180. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from the Arbitron Company (© 2004, The Arbitron Company). © 2004, R&R, Inc.



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March 12, 2004

R&R'S EXCLUSIVE REPORTED OVERVIEW OF NATIONAL AIRPLAY

LAST WEEK	THIS WEEK	ARTIST	TITLE	LABEL(S)	TOTAL POINTS	WEEKS ON CHART	TOTAL PLAYS	WEEKS ON CHART	TOT. A.D. (00)	WEEKS ON CHART	TOTAL A.D.S.		
3	1	TIM MCGRAW	Watch The Wind Blow By	(Curb)	5523	108	4054	+65	124072	2646	19	109/0	
5	2	JIMMY WAYNE	I Love You This Much	(DreamWorks)	5300	-17	3882	-14	116543	-250	28	108/0	
1	3	TOBY KEITH	American Soldier	(DreamWorks)	5236	-269	3795	-221	117190	-4449	15	107/0	
4	4	MARTINA MCBRIDE	In My Daughter's Eyes	(RCA)	5116	-213	3723	-191	114195	-3021	16	110/0	
2	5	BRAD PAISLEY	Little Moments	(Arista)	5030	-407	3653	-312	111545	-9193	26	105/1	
6	6	TRACE ADKINS	Hot Mama	(Capitol)	4970	67	3625	+69	111157	1985	25	107/0	
7	7	SARA EVANS	Perfect	(RCA)	4834	48	3551	+20	106893	2678	24	107/0	
8	8	BUDDY JEWELL	Sweet Southern Comfort	(Columbia)	4635	105	3408	+120	100981	2078	20	109/1	
9	9	KEITH URBAN	You'll Think Of Me	(Capitol)	4401	131	3271	+91	96163	3433	13	111/0	
12	10	KENNY CHESNEY	Uncle Kracker	When The Sun Goes Down	(BNA)	4270	387	3216	+295	93269	8289	7	109/0
11	11	RASCAL FLATTS	Mayberry	(Lyric Street)	4181	272	3099	+217	91848	5616	10	111/0	
13	12	GARY ALLAN	Songs About Rain	(MCA)	3793	46	2819	+50	83365	1619	16	110/0	
15	13	GEORGE STRAIT	Desperately	(MCA)	3460	253	2560	+179	75949	6377	9	108/0	
14	14	JOSH TURNER	Long Black Train	(MCA)	3329	-90	2432	-91	70868	-1849	34	97/0	
18	15	JOHN MICHAEL MONTGOMERY	Letters From Home	(Warner Bros.)	3268	391	2423	+303	71800	8885	8	106/3	
10	16	TERRI CLARK	I Wanna Do It All	(Mercury)	3202	-1046	2338	-730	70404	-23498	27	95/0	
17	17	CLINT BLACK	Spend My Time	(Equity Music Group)	3002	-13	2178	-23	67996	816	19	97/0	
22	18	TRACY LAWRENCE	Paint Me A Birmingham	(DreamWorks)	2804	353	2050	+269	61740	7830	19	92/5	
20	19	CAROLYN DAWN JOHNSON	Simple Life	(Arista)	2781	102	2095	+82	61272	2503	14	103/1	
19	20	BLUE COUNTY	Good Little Girls	(Asylum/Curb)	2751	15	2036	+25	62182	-39	21	89/0	
16	21	JOE NICHOLS	Cool To Be A Fool	(Universal South)	2741	-321	2060	-243	58543	-6279	25	96/1	
21	22	DIERKS BENTLEY	My Last Name	(Capitol)	2523	2	1936	+12	54636	167	19	100/2	
23	23	BROOKS & DUNN	That's What She Gets For Loving Me	(Arista)	2142	182	1585	+133	45870	3725	6	98/4	
25	24	REBA MCENTIRE	Somebody	(MCA)	2112	170	1556	+111	46476	4354	10	84/1	
28	25	MONTGOMERY GENTRY	If You Ever Stop Loving Me	(Columbia)	2108	433	1560	+320	46732	10109	6	96/11	
24	26	BIG & RICH	Wild West Show	(Warner Bros.)	1948	-7	1434	+18	42402	771	10	88/3	
26	27	BRIAN MCCOMAS	You're In My Head	(Lyric Street)	1825	34	1376	+37	40320	803	23	80/2	
27	28	CLAY WALKER	I Can't Sleep	(RCA)	1762	85	1273	+63	38419	1721	13	74/2	
30	29	SHEDAISY	Passenger Seat	(Lyric Street)	1576	211	1174	+164	34542	4999	6	82/3	
29	30	PAT GREEN	Guy Like Me	(Republic/Universal South)	1473	54	1168	+46	30942	1359	10	74/2	
31	31	DAVID LEE MURPHY	Loco	(Audium)	1440	83	1077	+73	31259	2190	9	72/3	
36	32	SHANIA TWAIN	It Only Hurts When I'm Breathing	(Mercury)	1155	282	888	+215	25654	6057	5	64/4	
32	33	EMERSON DRIVE	Last One Standing	(DreamWorks)	1148	30	864	+14	24497	812	9	70/2	
39	34	LONESTAR	Let's Be Us Again	(BNA)	1100	408	834	+289	24761	8913	3	73/19	
33	35	BILLY CURRINGTON	I Got A Feelin'	(Mercury)	968	6	790	+1	20010	-21	9	64/3	
37	36	WYONONNA	Naomi Juod	Flies On The Butter...	(Asylum/Curb)	882	53	692	+20	18643	1432	8	53/1
38	37	JOE DUFFIE	Tougher Than Nails	(BBR/C4)	822	118	565	+91	17434	2660	5	50/5	
40	38	LEE ANN WOMACK	The Wrong Girl	(MCA)	798	170	601	+118	17620	3683	4	54/9	
41	39	JEFF BATES	I Wanna Make You Cry	(RCA)	673	47	537	+50	14009	1197	9	49/5	
42	40	CHRIS CAGLE	I'd Be Lying	(Capitol)	670	110	543	+72	13282	2163	5	49/3	
34	41	PATTY LOVELESS	On Your Way Home	(Epic)	569	-350	458	-271	12205	-8146	17	53/0	
35	42	KELLIE COFFEY	Texas Plates	(BNA)	510	-479	394	-303	12125	-8744	22	51/0	
45	43	AMY DALLEY	Men Don't Change	(Curb)	487	75	332	+56	11240	1750	5	29/3	
44	44	DIAMOND RIO	We All Fall Down	(Arista)	426	-11	327	-6	8689	0	8	27/1	
43	45	LEANN RIMES	This Love	(Asylum/Curb)	421	-137	279	-124	9523	-2408	12	42/0	
47	46	BILLY DEAN	Thank God I'm A Country Boy	(View2)	287	37	223	+13	6907	1361	3	18/3	
50	47	JULIE ROBERTS	Break Down Here	(Mercury)	271	132	240	+113	5445	3143	2	27/9	
Debut	48	ANDY GRIGGS	She Thinks She Needs Me	(RCA)	259	151	206	+112	5360	3201	1	27/9	
Debut	49	SHERRIE AUSTIN	Drivin' Into The Sun	(BBR/C4)	215	101	173	+68	4624	2384	1	21/7	
46	50	RHONDA VINCENT	If Heartaches Had Wings	(Rounder)	206	-51	163	-45	4602	-808	9	15/0	

112 Country reporters. Songs ranked by total plays for the airplay week of Sunday 2/29 - Saturday 3/6.
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Most Added

www.rindicator.com

ARTIST	TITLE	LABEL(S)	A.O.S.
LONESTAR	Let's Be Us Again	(BNA)	19
MONTGOMERY GENTRY	If You Ever Stop Loving Me	(Columbia)	11
GRETCHEN WILSON	Redneck Woman	(Epic)	10
LEE ANN WOMACK	The Wrong Girl	(MCA)	9
JULIE ROBERTS	Break Down Here	(Mercury)	9
ANDY GRIGGS	She Thinks She Needs Me	(RCA)	9
SHERRIE AUSTIN	Drivin' Into The Sun	(BBR/C4)	7
CHELY WRIGHT	Back Of The Bottom Drawer	(Vivaton)	7
B. SHELTON	When Somebody Knows You That Well	(Warner Bros.)	6

Most Increased Points

ARTIST	TITLE	LABEL(S)	TOTAL POINT INCREASE	
MONTGOMERY GENTRY	If You Ever Stop Loving Me	(Columbia)	+433	
LONESTAR	Let's Be Us Again	(BNA)	+405	
J. MICHAEL MONTGOMERY	Letters From Home	(Warner Bros.)	+391	
K. CHESNEY	Uncle Kracker	When The Sun Goes Down	(BNA)	+387
TRACY LAWRENCE	Paint Me A Birmingham	(DreamWorks)	+353	
SHANIA TWAIN	It Only Hurts When I'm Breathing	(Mercury)	+275	
RASCAL FLATTS	Mayberry	(Lyric Street)	+272	
GEORGE STRAIT	Desperately	(MCA)	+253	
SHEDAISY	Passenger Seat	(Lyric Street)	+209	
BROOKS & DUNN	That's What She Gets For Loving Me	(Arista)	+178	

Most Increased Plays

ARTIST	TITLE	LABEL(S)	TOTAL PLAY INCREASE	
MONTGOMERY GENTRY	If You Ever Stop Loving Me	(Columbia)	+320	
J. MICHAEL MONTGOMERY	Letters From Home	(Warner Bros.)	+303	
K. CHESNEY	Uncle Kracker	When The Sun Goes Down	(BNA)	+295
LONESTAR	Let's Be Us Again	(BNA)	+289	
TRACY LAWRENCE	Paint Me A Birmingham	(DreamWorks)	+269	
RASCAL FLATTS	Mayberry	(Lyric Street)	+217	
SHANIA TWAIN	It Only Hurts When I'm Breathing	(Mercury)	+215	
GEORGE STRAIT	Desperately	(MCA)	+179	
SHEDAISY	Passenger Seat	(Lyric Street)	+164	
BROOKS & DUNN	That's What She Gets For Loving Me	(Arista)	+133	

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Callout America® song selection is based on the top 35 titles from the R&R Country chart for the airplay week of February 1-7.

**CALLOUT AMERICA®
HOT SCORES**

Password of the Week: Macky.
Question of the Week: 1. Do you have access to the Internet at home or at work on a daily basis? 1a. If so, have you listened to a radio station on the Internet for at least 30 minutes? 2. Aside from work-related activity, what is the primary reason you log on to the Internet? (Note: This is phase two of the question, bringing the total sample to 400 persons.)

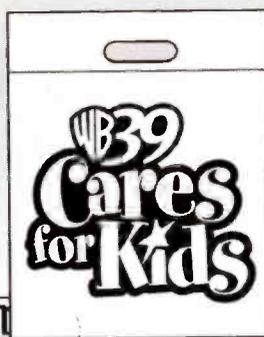
- Total**
- 1. Have daily Internet access: 57%
 - 1a. Listened to Internet radio at least 30 min.: 17%
 - 2. To visit specific website: 24%
 - 2. To get news and sports info: 25%
 - 2. Check e-mail, use instant chat: 49%
 - 2. Download music: 2%
- P1**
- 1. Have daily Internet access: 57%
 - 1a. Listened to Internet radio at least 30 min.: 19%
 - 2. To visit specific website: 19%
 - 2. To get news and sports info: 28%
 - 2. Check e-mail, use instant chat: 51%
 - 2. Download music: 2%
- P2**
- 1. Have daily Internet access: 56%
 - 1a. Listened to Internet radio at least 30 min.: 12%
 - 2. To visit specific website: 35%
 - 2. To get news and sports info: 19%
 - 2. Check e-mail, use instant chat: 45%
 - 2. Download music: 1%
- Male**
- 1. Have daily Internet access: 58%
 - 1a. Listened to Internet radio at least 30 min.: 18%
 - 2. To visit specific website: 22%
 - 2. To get news and sports info: 28%
 - 2. Check e-mail, use instant chat: 48%
 - 2. Download music: 2%
- Female**
- 1. Have daily Internet access: 56%
 - 1a. Listened to Internet radio at least 30 min.: 16%
 - 2. To visit specific website: 26%
 - 2. To get news and sports info: 22%
 - 2. Check e-mail, use instant chat: 50%
 - 2. Download music: 2%

ARTIST Title (Label)	LIKE A LOT	TOTAL POSITIVE	NEUTRAL	FAMILIARITY	DISLIKE	BURN
TOBY KEITH American Soldier (DreamWorks)	43.3%	72.6%	18.0%	99.1%	4.8%	3.7%
TIM MCGRAW Watch The Wind Blow By (Curb)	38.7%	70.9%	19.0%	96.7%	3.9%	2.8%
JIMMY WAYNE I Love You This Much (DreamWorks)	36.9%	69.2%	21.6%	96.7%	3.2%	2.7%
BUDDY JEWELL Sweet Southern Comfort (Columbia)	36.9%	66.1%	22.9%	96.9%	4.9%	2.9%
CLINT BLACK Spend My Time (Equity Music Group)	35.6%	61.7%	26.3%	92.5%	3.8%	0.8%
JOE NICHOLS Cool To Be A Fool (Universal South)	35.5%	63.0%	27.4%	98.2%	4.4%	3.5%
TERRI CLARK I Wanna Do It All (Mercury)	34.5%	63.9%	21.7%	99.8%	4.5%	9.6%
TRACY LAWRENCE Paint Me A Birmingham (DreamWorks)	34.4%	65.3%	24.6%	97.6%	4.0%	3.8%
CAROLYN DAWN JOHNSON Simple Life (Arista)	33.7%	57.0%	28.1%	90.2%	3.9%	1.2%
SHANIA TWAIN It Only Hurts When I'm Breathing (Mercury)	33.0%	61.0%	20.0%	90.0%	8.5%	0.5%
GARY ALLAN Songs About Rain (MCA)	33.0%	61.1%	25.4%	92.2%	4.3%	1.4%
SARA EVANS Perfect (RCA)	32.9%	65.8%	24.5%	96.6%	3.6%	2.7%
TRACE ADKINS Hot Mama (Capitol)	32.9%	61.5%	24.7%	99.9%	6.3%	7.5%
MARTINA MCBRIDE In My Daughter's Eyes (RCA)	32.8%	58.7%	27.1%	98.3%	5.9%	6.6%
RASCAL FLATTS Mayberry (Lyric Street)	32.4%	63.7%	21.9%	92.3%	5.7%	1.0%
BRAD PAISLEY Little Moments (Arista)	31.8%	65.5%	20.9%	98.7%	4.1%	8.2%
KEITH URBAN You'll Think Of Me (Capitol)	31.3%	62.0%	23.1%	89.2%	4.1%	0.1%
PAT GREEN Guy Like Me (Republic/Universal South)	31.1%	61.4%	20.0%	90.7%	7.9%	1.4%
CLAY WALKER I Can't Sleep (RCA)	31.0%	64.1%	21.8%	91.4%	4.9%	0.6%
DIERKS BENTLEY My Last Name (Capitol)	30.6%	63.5%	21.7%	89.4%	4.2%	0.0%
JOSH TURNER Long Black Train (MCA)	30.2%	56.9%	23.0%	97.9%	7.1%	11.0%
JOHN MICHAEL MONTGOMERY Letters From Home (Warner Bros.)	28.8%	55.8%	27.5%	92.1%	6.3%	2.5%
BLUE COUNTY Good Little Girls (Asylum/Curb)	27.8%	61.6%	25.9%	96.8%	5.6%	3.7%
DAVID LEE MURPHY Loco (Audium)	27.7%	55.7%	23.0%	82.6%	3.4%	0.4%
REBA MCENTIRE Somebody (MCA)	27.1%	52.1%	27.1%	84.6%	5.0%	0.4%
BRIAN MCCOMAS You're In My Head (Lyric Street)	26.7%	57.2%	25.6%	96.1%	7.5%	5.8%
BROOKS & DUNN That's What She Gets For Loving Me (Arista)	26.5%	61.5%	21.0%	88.0%	3.5%	2.0%
SHEDAISY Passenger Seat (Lyric Street)	24.6%	57.9%	21.1%	84.3%	4.3%	1.1%
GEORGE STRAIT Desperately (MCA)	24.1%	53.3%	23.9%	82.4%	4.7%	0.5%
KENNY CHESNEY f)UNCLE KRACKER When The Sun Goes Down (BNA)	24.0%	54.2%	22.1%	81.3%	4.0%	1.0%
MONTGOMERY GENTRY If You Ever Stop Loving Me (Columbia)	23.5%	56.5%	26.7%	89.8%	5.1%	1.4%
LONESTAR Let's Be Us Again (BNA)	22.0%	49.0%	13.0%	64.0%	2.0%	0.0%
EMERSON DRIVE Last One Standing (DreamWorks)	21.1%	56.8%	24.6%	86.4%	4.6%	0.4%
BILLY CURRINGTON I Got A Feelin' (Mercury)	17.1%	54.3%	27.9%	87.9%	4.6%	1.1%
BIG & RICH Wild West Show (Warner Bros.)	15.7%	47.5%	28.9%	82.9%	6.1%	0.4%

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. © 2004 R&R Inc. © 2004 Bullseye Marketing Research Inc..

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America's Best Testing Country Songs 12 +
For The Week Ending 3/12/04

Artist Title (Label)	TW	LW	Familiarity	Burn	Persons 25-54	Women 25-54	Men 25-54
ALAN JACKSON Remember When (Arista)	4.32	4.43	99%	31%	4.34	4.40	4.30
TOBY KEITH American Soldier (DreamWorks)	4.30	4.32	100%	29%	4.37	4.51	4.27
BRAD PAISLEY Little Moments (Arista)	4.23	4.35	98%	28%	4.22	4.28	4.18
JOHN MICHAEL MONTGOMERY Letters From Home (Warner Bros.)	4.17	4.20	79%	7%	4.20	4.29	4.13
KEITH URBAN You'll Think Of Me (Capitol)	4.15	4.23	93%	17%	4.12	4.32	3.98
KENNY CHESNEY fUNCLE KRACKER When The Sun Goes Down (BNA)	4.15	4.14	91%	15%	4.15	4.40	3.97
GEORGE STRAIT Desperately (MCA)	4.15	4.09	75%	8%	4.16	4.32	4.06
TERRI CLARK I Wanna Do It All (Mercury)	4.11	3.99	97%	33%	4.15	4.16	4.14
TRACE ADKINS Hot Mama (Capitol)	4.07	3.99	96%	26%	4.10	4.33	3.94
BUDDY JEWELL Sweet Southern Comfort (Columbia)	4.07	4.08	94%	23%	4.07	4.23	3.96
JIMMY WAYNE I Love You This Much (DreamWorks)	4.05	4.07	95%	29%	4.04	4.26	3.89
RASCAL FLATTS Mayberry (Lyric Street)	4.03	3.99	93%	19%	4.00	4.17	3.89
MONTGOMERY GENTRY If You Ever Stop Loving Me (Columbia)	4.03	—	65%	6%	4.03	4.16	3.94
SARA EVANS Perfect (RCA)	3.99	4.11	95%	28%	3.97	3.99	3.96
CLINT BLACK Spend My Time (Equity Music Group)	3.99	3.85	91%	20%	4.02	4.09	3.97
TRACY LAWRENCE Paint Me A Birmingham (DreamWorks)	3.99	3.99	84%	16%	3.99	4.16	3.89
GARY ALLAN Songs About Rain (MCA)	3.98	3.99	93%	21%	3.92	4.14	3.78
REBA MCENTIRE Somebody (MCA)	3.98	3.87	76%	11%	4.02	4.15	3.93
CLAY WALKER I Can't Sleep (RCA)	3.97	3.88	73%	9%	3.96	4.25	3.79
JOSH TURNER Long Black Train (MCA)	3.96	3.90	95%	29%	4.05	4.18	3.96
JOE NICHOLS Cool To Be A Fool (Universal/South)	3.96	3.91	94%	19%	4.01	4.09	3.96
BLUE COUNTY Good Little Girls (Asylum/Curb)	3.96	3.89	83%	17%	3.89	4.13	3.76
BRIAN MCCOMAS You're In My Head (Lyric Street)	3.96	3.97	74%	11%	3.93	4.14	3.81
DIERKS BENTLEY My Last Name (Capitol)	3.94	4.01	93%	22%	3.94	3.96	3.93
KELLIE COFFEY Texas Plates (BNA)	3.89	3.84	78%	14%	3.90	3.94	3.87
MARTINA MCBRIDE In My Daughter's Eyes (RCA)	3.88	4.00	99%	41%	3.92	4.17	3.75
TIM MCGRAW Watch The Wind Blow By (Curb)	3.87	3.98	96%	32%	3.84	4.17	3.62
CAROLYN DAWN JOHNSON Simple Life (Arista)	3.86	3.77	78%	14%	3.87	3.63	4.01
SHEDAISY Passenger Seat (Lyric Street)	3.75	3.72	63%	12%	3.75	3.70	3.79

Total sample size is 416 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.

New & Active

COLT PRATHER I Won't Go On And On (Epic)
Total Plays: 175, Total Stations: 23, Adds: 0

SCOTTY EMERICK The Coast Is Clear (DreamWorks)
Total Plays: 146, Total Stations: 18, Adds: 3

RHONDA VINCENT If Heartaches Had Wings (Rounder)
Total Plays: 111, Total Stations: 14, Adds: 0

VINCE GILL In These Last Few Days (MCA)
Total Plays: 95, Total Stations: 10, Adds: 10

Songs ranked by total plays

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

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Los Angeles, CA 90067

Email: mdavis@radioandrecords.com

C O U N T R Y
FLASHBACK

1 YEAR AGO

• No. 1: "Brokenheartsville" — Joe Nichols

5 YEARS AGO

• No. 1: "You Were Mine" — The Dixie Chicks

10 YEARS AGO

• No. 1: "No Doubt About It" — Neal McCoy

15 YEARS AGO

• No. 1: "Baby's Gotten Good At Goodbye" — George Strait

20 YEARS AGO

• No. 1: "Roll On" — Alabama

25 YEARS AGO

• No. 1: "Golden Tears" — Dave & Sugar

30 YEARS AGO

• No. 1: "Would You Lay With Me" — Tanya Tucker

Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
ALAN JACKSON Remember When (Arista)	3582
KENNY CHESNEY There Goes My Life (BNA)	2532
TERRI CLARK I Wanna Do It All (Mercury)	2346
TOBY KEITH I Love This Bar (DreamWorks)	1704
KEITH URBAN Who Wouldn't Wanna Be Me (Capitol)	1569
BROOKS & DUNN You Can't Take The Honky Tonk Out Of The Girl (Arista)	1481
ALAN JACKSON AND JIMMY BUFFETT It's Five O'Clock Somewhere (Arista)	1456
DIERKS BENTLEY What Was I Thinkin'? (Capitol)	1389
LONESTAR My Front Porch Looking In (BNA)	1368
BROOKS & DUNN Red Dirt Road (Arista)	1231

KEAN/Abilene, TX
DM: James Cameron
PO/MD: Rudy Fernandez
APD: Shay Hill

WHWQ/Binghamton, NY
PO/MD: Ed Walker
13 TRACY LAMARCE

WGAR/Cleveland, OH*
PD: Meg Stevens
MD: Chuck Collier

KAFF/Flagstaff, AZ
PD: Chns Halstead
APD/MD: Hugh James

WFMS/Indianapolis, IN*
DM: David Wood
PO: Bob Richards
MD: J.D. Cannon

KZLA/Los Angeles, CA*
DM: R.J. Curtis
APD/MD: Tony Campos

KTST/Oklahoma City, OK*
DM: L.J. Smith
PO: Tom Freeman
MD: J. D. Cannon

WSLC/Roanoke, VA
PO: Brett Sharp
MD: Robyn Jaymes
No Adds

KDKR/Spokane, WA*
DM: Tom Colter
PO/MD: Tim Trolato
No Adds

KIIM/Tucson, AZ*
DM: Herb Cozz
APD/MD: Buzz Jackson

WOMK/Akron, OH*
DM: Kevin Mason
APD: Ken Steel

WDXB/Birmingham, AL*
MD: Tom Hanrahan
MD: Jay Cruze

KCCY/Colorado Springs, CO*
PD: Travis Daily
MD: Valerie Hart
No Adds

WMSI/Jackson, MS
PD: Rick Adams
MD: Stance Bingham
No Adds

WAMZ/Louisville, KY*
PD: Coyote Calhoun
4 SHARNA THAIN

KKXX/Oklahoma City, OK*
PD: L.J. Smith
APD/MD: Bill Reed

WYWD/Roanoke, VA
No Adds

KIXZ/Spokane, WA*
DM: Robert Harder
PO/MD: Paul "Coyote" Neumann

WWZD/Tupelo, MS
DM: Rick Stevens
PD: Bill Hughes

WWZD/Tupelo, MS
DM: Rick Stevens
PD: Bill Hughes

WGN/Albany, NY*
PD: Buzz Brindle
MD: Bill Earley
No Adds

WBWN/Bloomington, IL
DM: Dan Westhoff
APD/MD: Buck Stevens

KKCS/Colorado Springs, CO*
PD: Shannon Stone
MD: Stix Franklin
No Adds

WFBF/Flint, MI
PD: Coyote Collins
APD/MD: Dave Geronimo

WUSJ/Jackson, MS
APD/MD: Paul Stone
17 BATES

WDM/Macon, GA
PD: Gony Marshall
APD/MD: Laura Staring

KKXT/Omaha, NE*
DM: Tom Goodwin
MD: Craig Allen
No Adds

WBEE/Rochester, NY*
DM: Dave Synnons
PD: Chris Keyzer
MD: Billy Kidd

WFMB/Springfield, IL
PD: Dave Shepel
MD: John Spalding
No Adds

KNUE/Tyler, TX
OM/MD: Dave Aschraft
1 SHEGAS

KBOI/Albuquerque, NM*
APD/MD: Sammy Cruise
1 BILLY CEAR

WHXX/Bluefield, WV
PD: MD: Dave Crosier
10 JEFF BATES

WCDS/Columbia, SC*
PD: Ron Brooks
MD: Glen Garrett

WXFL/Florence, AL
PD: MD: Gary Murdock
1 JAMES DUFFY

WRDO/Jacksonville, FL*
DM: Gail Austin
MD: Dixie Jones

WQWM/Madison, WI*
PD: Mark Granin
MD: Mel McKenzie

KHAY/Oxnard, CA
Sales Manager: Ernie Bingham
MD: Mark Hill
No Adds

WXO/Rockford, IL
DM: PD: Jesse Garcia
APD: Steve Summers

WPXX/Springfield, MA*
PD: RJ McKay
APD: Nick Damon

WFRG/Utica, NY
OM/MD: Tom Jacobson
17 SHARNA THAIN

KRST/Albuquerque, NM*
DM: PD: Eddie Haskell
MD: Paul Bakley

KIZN/Boise, ID
OM/MD: Rich Summers
APD/MD: Spencer Burke

WCOL/Columbus, OH*
PD: John Crenshaw
APD/MD: Dan E. Zuko
No Adds

KSks/Fresno, CA*
PD: Mike Peterson
MD: Steve Pleshe

WXBO/Johnson City
PD: MD: Bill Hagy
13 BLAKE SHELTON

KIAT/Mason City, IA
PD: MD: J. Brooks
12 KEVIN DESNEY

KPLM/Palm Springs, CA
PD: Al Gordon
MD: Gary James

KNCI/Sacramento, CA*
OM/MD: Mark Evans
APD: Greg Cole

WPAP/Panama City, FL
OM/MD: Shane Collins
No Adds

KJUG/Visalia, CA
PD: MD: Dave Daniels
10 ANDY GRIGGS

KRRV/Alexandria, LA
DM: Scott Bryant
PD: APD/MD: Steve Casey

KQFC/Boise, ID
PD: MD: Lance Tidwell
APD: Jim Miller
No Adds

KRYS/Corpus Christi, TX
PD: Frank Edwards
MD: Louis Ramirez
No Adds

KUAD/Ft. Collins, CO
PD: Mark Callaghan
MD: Brian Gary
No Adds

WMTZ/Johnstown, PA
OM/MD: Steve Walker
MD: Lara Mosby

KTXE/McAllen, TX*
OM: Billy Santiago
PD: Jojo Cerna

WXBW/Pensacola, FL
PD: MD: Lynn West
No Adds

WCEN/Saginaw, MI
PD: Jim Johnson
MD: Keith Allen

KSD/St. Louis, MO*
OM/MD: Mike Wheeler
APD: Steve Geffner

WIRK/W Palm Beach, FL*
PD: Mitch Mahan
MD: J.R. Jackson

WCTO/Allentown, PA*
PD: Bobby Knight
APD/MD: Sam Malone

WKLB/Boston, MA*
PD: Mike Brophy
APD/MD: Ginny Rogers
No Adds

KXPL/Dallas, TX*
PD: Paul Williams
APD: Smokey Rivers

KUAD/Ft. Collins, CO
PD: Mark Callaghan
MD: Brian Gary
No Adds

KIXQ/Joplin, MO
OM: Ray Michaels
PD: MD: Cody Carlson

KIAT/Mason City, IA
PD: MD: J. Brooks
12 KEVIN DESNEY

WXBW/Pensacola, FL
PD: MD: Lynn West
No Adds

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MD: Keith Allen

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APD: Steve Geffner

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MD: J.R. Jackson

WGNV/Alexandria, LA
DM: Dan Gorman
PD: Tim Butler
APD/MD: Patrick Clark
No Adds

KAGB/Bryan, TX
PD: MD: Jennifer Allen
No Adds

KSCS/Dallas, TX*
DM: PD: Ted Stecker
APD/MD: Chris Hutt
No Adds

WYBZ/FL Walton Beach, FL
OM: Sarah Malone
PD: MD: Todd Nison
No Adds

KRWQ/Medford, OR
PD: Larry Neal
MD: Scott Schuler

WGKX/Memphis, TN*
PD: Chip Miller
MD: Mark Billingsley

WXCL/Peoria, IL
OM: Rick Hirschmann
PD/MD: BJ Stone

WCO/Salisbury, MD
PD: Greg Edwards
APD/MD: EJ Fox

WIL/St. Louis, MO*
PD: Greg Mznago
MD: Danny Montana

WMZQ/Washington, DC*
OM: DM: Jett Wyatt
APD/MD: Jon Anthony

KBRJ/Anchorage, AK
DM: Dennis Booky
PD: MD: Ivan Valley

WYRK/Buffalo, NY*
PD: John Paul
APD/MD: Wendy Lynn

WKHI/Des Moines, IA*
OM: Jack O'Brien
PD: MD: Jimmy Oisen

WYBZ/FL Walton Beach, FL
OM: Sarah Malone
PD: MD: Todd Nison
No Adds

WVIX/Miami, FL*
PD: Bob Barnett
MD: Darlene Evans

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PD: Kerry Wolfe
APD: Scott Dolphin

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PD: Bob McKay
APD/MD: Cadillac Jack

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APD: Mike O'Brian

KATM/Stockton, CA*
DM: Richard Perry
PD: Randy Baker

WQVK/Wheeling, WV
PD: MD: Jim Elliott
No Adds

WVTV/Ann Arbor, MI
OM/MD: Rob Walker
MD: Tom Baker
No Adds

WOKD/Burlington
PD: Steve Pelkey
MD: Margot St. John
No Adds

WYGO/Denver, CO*
PD/MD: Joel Burke
No Adds

WQHK/FL Wayne, IN
OM/MD: Rob Kelley
No Adds

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APD/MD: Ted Cramer
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OM/MD: Rob Kelley
No Adds

WDAF/Kansas City, MO*
PD: Wes McShay
APD/MD: Ted Cramer
No Adds

WML/Milwaukee, WI*
PD: Kerry Wolfe
APD: Scott Dolphin

WXTU/Philadelphia, PA*
PD: Bob McKay
APD/MD: Cadillac Jack

KNIX/Phoenix, AZ*
PD: Shaun Holly
APD: Mike O'Brian

KATM/Stockton, CA*
DM: Richard Perry
PD: Randy Baker

WQVK/Wheeling, WV
PD: MD: Jim Elliott
No Adds

WVTV/Ann Arbor, MI
OM/MD: Rob Walker
MD: Tom Baker
No Adds

WOKD/Burlington
PD: Steve Pelkey
MD: Margot St. John
No Adds

WYGO/Denver, CO*
PD/MD: Joel Burke
No Adds

WQHK/FL Wayne, IN
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California Stations Most Current At Hot AC

Bakersfield, Fresno and Modesto among top 10

A few weeks back R&R took a look inside the numbers of our AC panel. This week we shift to Hot AC, where the current percentage actually exceeds 50% at 10 radio stations. Leading the pack are KHOP/Modesto and KLLY/Bakersfield, which are both located in central California. KHOP recently added more CHR titles to its mix, which increased its percentage.

Looking at the top 20 most current-based stations, we also see stations in markets without a CHR/Pop outlet. Among them: Bakersfield, Modesto and Santa Rosa, CA; Las Vegas; El Paso; and Memphis. This generally gives the Hot AC facility an opportunity to also serve as the de facto CHR station.

Among stations in the major groups, Entercom's appear to be the most current, with its outlets in New Orleans, Denver and Greensboro in the top 10. All of Entercom's stations are 40% or more current, with the exception of WMYX/Milwaukee, at 38%, and KFBZ/Wichita, at 30%. Note that KFBZ was original-

ly an '80s station and has since evolved into Hot AC.

Clear Channel Hot ACs continue to be the most gold-based, and CC stations have seven of the eight lowest current percentages — most notably their "Mix" stations in the Ohio cities of Dayton, Cleveland, Cincinnati and Youngstown.

Clear Channel owns the most Hot AC stations, with 27, although Infinity is a strong second, with 15, and a large presence in the major markets. Entercom is a big believer in the format, with nine stations; Citadel has six; and Cumulus, five.

Calls/Market	Overall Plays	Current %	Recurrent %	Gold %	Gold Titles	Owner
KHOP/Modesto, CA	2,115	62	21	16	90	Citadel
KLLY/Bakersfield	2,087	57	26	17	107	Buckley
KIZS/Tulsa	2,225	56	30	14	81	Clear Channel
WZPL/Indianapolis	1,608	56	23	21	183	MyStar
WKZN/New Orleans	1,981	55	7	38	235	Entercom
KMXB/Las Vegas	1,858	52	28	21	163	Infinity
KALC/Denver	1,764	51	22	27	204	Entercom
WOZN/Greensboro	1,756	51	25	24	117	Entercom
KALZ/Fresno	1,906	50	20	30	243	Clear Channel
KFMB/San Diego	1,729	48	22	30	346	Midwest TV
KSH/El Paso	2,074	47	25	28	295	Regent
KAMX/Austin	1,813	47	18	35	153	Infinity
KPEK/Albuquerque	2,050	46	15	39	213	Clear Channel
KOSO/Modesto, CA	2,027	46	29	25	173	Clear Channel
WWZZ/Washington	1,989	46	20	34	202	Bonneville
KMHX/Santa Rosa, CA	2,227	46	28	26	188	Results Radio Sonoma
WMBZ/Memphis	1,981	45	22	33	186	Entercom
WXMA/Louisville	2,101	45	24	31	157	Radio One
WKRC/Cincinnati	2,026	45	28	27	173	Infinity
WVVR/St. Louis	1,896	45	27	28	156	Bonneville
KLCA/Reno, NV	2,107	45	21	34	135	Americom
KRSK/Portland, OR	1,823	44	30	26	174	Entercom
WPTE/Norfolk	2,002	43	31	26	181	Entercom
WTMX/Chicago	1,775	43	24	33	218	Bonneville
KSTZ/Des Moines	2,084	42	29	29	208	Saga
WTSS/Buffalo	2,005	42	24	34	158	Entercom
WINK/Ft. Myers	2,014	42	21	37	267	Ft. Myers
WMC/Memphis	1,964	41	28	31	316	Infinity
WKSZ/Appleton, WI	2,077	40	20	40	312	Woodward
KKPN/Corpus Christi, TX	2,249	39	22	39	217	Convergent
WWMX/Baltimore	1,262	39	18	43	244	Infinity

Calls/Market	Overall Plays	Current %	Recurrent %	Gold %	Gold Titles	Owner
KVUU/Colorado Springs	1,903	39	13	49	297	Clear Channel
KLLC/San Francisco	1,727	39	16	46	288	Infinity
WQAL/Cleveland	1,995	38	30	32	191	Infinity
WMYX/Milwaukee	1,980	38	34	29	146	Entercom
KHMX/Houston	1,787	37	27	36	184	Clear Channel
KQMB/Salt Lake City	2,153	37	29	34	153	Bonneville
WENS/Indianapolis	1,952	36	29	34	261	Infinity
KZZO/Sacramento	1,805	36	27	37	256	Infinity
WRFY/Reading, PA	1,901	36	10	54	552	Clear Channel
KYIS/Oklahoma City	1,783	36	17	47	241	Citadel
WLNK/Charlotte	1,459	35	27	37	300	Jefferson-Pilot
KLTG/Corpus Christi, TX	2,170	35	13	52	320	Amigo
WIXM/Atlantic City, NJ	2,178	34	32	34	154	Millennium
KEZR/San Jose	2,088	34	29	37	194	Infinity
WNNK/Harrisburg	1,997	34	29	37	402	Cumulus
KYSR/Los Angeles	1,774	34	23	43	282	Clear Channel
WXLO/Worcester, MA	2,016	34	27	39	321	Citadel
WBMX/Boston	1,920	34	20	46	387	Infinity
WBNS/Columbus, OH	2,014	32	19	48	271	Radio Ohio Inc.
WXXM/Madison	2,115	32	25	43	300	Clear Channel
KPLZ/Seattle	1,943	32	16	53	420	Fisher
WJLQ/Pensacola, FL	2,021	31	19	50	295	Cumulus
KYKY/St. Louis	1,990	31	32	37	238	Infinity
WWWM/Toledo	1,972	31	21	48	364	Cumulus
KBBY/Oxnard, CA	2,179	31	17	52	377	Cumulus
KFBZ/Wichita	2,039	30	17	53	424	Entercom
WJLK/Monmouth-Ocean	2,060	30	29	41	253	Millennium Radio Group
WPLJ/New York	1,923	29	26	45	468	ABC
WTIC/Hartford	1,833	29	15	56	779	Infinity
WKDD/Akron	1,991	29	28	43	265	Clear Channel
KCDU/Monterey	2,215	28	15	56	514	Mapleton
WKTJ/Milwaukee	1,849	28	22	50	389	Journal
KURB/Little Rock	1,938	27	14	59	467	Citadel
WDVD/Detroit	1,999	27	27	46	186	ABC
WQSM/Fayetteville, NC	1,703	27	17	56	338	Cumulus
KFME/Kansas City	1,938	27	12	61	447	Jesscom
KSRZ/Omaha	1,926	26	18	55	445	Journal
KDMX/Dallas	1,784	26	18	56	392	Clear Channel
KMYI/San Diego	1,961	24	23	53	220	Clear Channel
KIOI/San Francisco	1,959	24	32	43	241	Clear Channel
KBED/Shreveport, LA	2,093	24	17	59	411	Citadel
KSTP/Minneapolis	1,812	24	22	54	145	Hubbard
WHYN/Springfield, MA	2,154	24	32	44	320	Clear Channel
KMXP/Phoenix	2,046	22	29	49	429	Clear Channel
WRMF/West Palm Beach	1,850	22	21	57	287	James Crystal
WVTI/Grand Rapids	2,057	22	20	57	334	Clear Channel
WMBX/Richmond	2,103	22	26	52	238	Cox
WMWX/Philadelphia	2,064	22	25	54	337	Greater Media
WOMX/Orlando	1,876	21	19	60	379	Infinity
WVOR/Rochester, NY	1,714	21	15	64	331	Clear Channel
WSNE/Providence	1,976	21	28	51	364	Clear Channel
WMXL/Lexington, KY	2,062	21	28	51	174	Clear Channel
KSZR/Tucson	2,088	21	27	52	261	Citadel
WRQX/Washington	1,945	20	28	52	275	ABC
WMEE/Ft. Wayne, IN	2,126	19	37	44	311	Federated Media
WRVE/Albany, NY	1,917	19	13	68	394	Clear Channel
WCSQ/Charleston, SC	2,097	19	10	71	472	Apex
WZPT/Pittsburgh	1,185	18	20	62	409	Infinity
KIMN/Denver	1,815	18	16	66	445	Infinity
WEZF/Burlington, VT	1,876	16	20	63	393	Clear Channel
WVMX/Cincinnati	1,985	16	24	60	294	Clear Channel
WALC/Charleston, SC	2,134	16	24	61	382	Clear Channel
WMVX/Cleveland	1,877	16	13	71	390	Clear Channel
KZPT/Tucson	2,192	14	17	69	472	Journal
WMMX/Dayton	1,879	14	7	79	762	Clear Channel
KBIG/Los Angeles	1,756	13	17	69	481	Clear Channel
WMMY/Youngstown, OH	1,903	8	14	77	714	Clear Channel

The Most Music

Below are the five stations with the most overall plays.

KKPN/Corpus Christi, TX	2,249
KMHX/Santa Rosa, CA	2,227
KIZS/Tulsa	2,225
KCDU/Monterey	2,215
KZPT/Tucson	2,192

Largest Gold Libraries

WTIC/Hartford	779
WMMX/Dayton	762
WMMY/Youngstown, OH	714
WRFY/Reading, PA	552
KCDU/Monterey	514

Most Recurrent

WMEE/Ft. Wayne, IN	37%
WMYX/Milwaukee	34%
WHYN/Springfield, MA	32%
KIOI/San Francisco	32%
KYKY/St. Louis	32%

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	JOSH GROBAN You Raise Me Up (143/Reprise)	2345	+62	205290	19	111/0
2	2	SHANIA TWAIN Forever And For Always (Mercury/IDJMG)	2272	+128	209203	44	120/0
4	3	SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	2156	+110	222253	22	100/0
3	4	TRAIN Calling All Angels (Columbia)	1984	-97	167146	35	112/0
5	5	DIDO White Flag (Arista)	1865	+26	192380	22	94/5
6	6	UNCLE KRACKER f/DOBIE GRAY Drift Away (Lava)	1833	+35	166703	52	105/0
7	7	MATCHBOX TWENTY Unwell (Atlantic)	1768	+7	189354	42	99/0
8	8	FIVE FOR FIGHTING 100 Years (Aware/Columbia)	1708	+92	139233	10	106/3
10	9	MICHAEL MCDONALD Ain't No Mountain High Enough (Motown)	1603	+222	123804	18	85/4
9	10	LUTHER VANDROSS Dance With My Father (J)	1483	+55	135428	38	103/0
13	11	SIMPLY RED You Make Me Feel Brand New (simplyred.com/Red Ink)	1260	+101	108941	7	92/3
11	12	PHIL COLLINS Look Through My Eyes (Walt Disney/Hollywood)	1194	-85	74083	24	97/0
15	13	MARTINA MCBRIDE This One's For The Girls (RCA)	1182	+78	97891	8	97/5
14	14	COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)	1137	-15	110738	43	90/0
12	15	CLAY AIKEN Invisible (RCA)	1104	-94	88614	20	90/0
18	16	3 DOORS DOWN Here Without You (Republic/Universal)	752	+102	90100	11	43/3
17	17	WYNONNA I Want To Know What Love Is (Curb)	706	+14	22855	4	77/9
20	18	SEAL Love's Divine (Warner Bros.)	638	+69	86305	6	73/2
19	19	SANTANA f/ALEX BAND Why Don't You & I (Arista)	596	+7	83815	17	40/0
21	20	CHRISTINA AGUILERA The Voice Within (RCA)	377	-138	26015	15	50/1
Debut	21	LUTHER VANDROSS Buy Me A Rose (J)	348	+215	55248	1	47/14
28	22	ROD STEWART Time After Time (J)	254	+53	24636	2	53/6
24	23	MICHAEL BUBLE Sway (143/Reprise)	253	+43	7736	3	45/5
25	24	KENNY LOGGINS I Miss Us (All The Best)	234	+26	9777	4	38/4
22	25	NO DOUBT It's My Life (Interscope)	231	-16	18872	5	20/5
27	26	ISRAEL KAMAKAWIWO'OLE Over The Rainbow... (Big Boy)	189	-13	21626	2	22/7
Debut	27	MELISSA ETHERIDGE Breathe (Island/IDJMG)	175	+35	8670	1	16/1
23	28	TIM MCGRAW Tiny Dancer (Curb)	159	-88	8621	20	23/0
-	29	ABENAA Song 4 U (Nkunim)	158	-2	2567	5	34/0
Debut	30	TRAIN When I Look To The Sky (Columbia)	148	+14	15686	1	13/1

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 2/29-3/6. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Songs below No. 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 (© 2004, The Arbitron Company). © 2004, R&R, Inc.

New & Active

NORAH JONES Sunrise (Blue Note/EMC)
Total Plays: 147, Total Stations: 14, Adds: 1

HARRY CONNICK, JR. For Once In My Life (Columbia)
Total Plays: 134, Total Stations: 23, Adds: 4

HOOTIE & THE BLOWFISH Goodbye Girl (Rhino/WSM)
Total Plays: 123, Total Stations: 24, Adds: 5

LIONEL RICHIE Just For You (Island/IDJMG)
Total Plays: 112, Total Stations: 37, Adds: 28

KATRINA CARLSON Count On Me (Kataphonic)
Total Plays: 110, Total Stations: 29, Adds: 7

CYNDI LAUPER Stay (Epic)
Total Plays: 104, Total Stations: 18, Adds: 0

MICHAEL FEINSTEIN Only One Life (Concord)
Total Plays: 76, Total Stations: 18, Adds: 1

PHIL COLLINS No Way Out (Hollywood)
Total Plays: 0, Total Stations: 14, Adds: 14

Songs ranked by total plays

Most Added

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
LIONEL RICHIE Just For You (Island/IDJMG)	28
LUTHER VANDROSS Buy Me A Rose (J)	14
PHIL COLLINS No Way Out (Hollywood)	14
WYNONNA I Want To Know What Love Is (Curb)	9
KATRINA CARLSON Count On Me (Kataphonic)	7
ISRAEL KAMAKAWIWO'OLE Over The Rainbow... (Big Boy)	7
ROD STEWART Time After Time (J)	6

Most Increased Plays

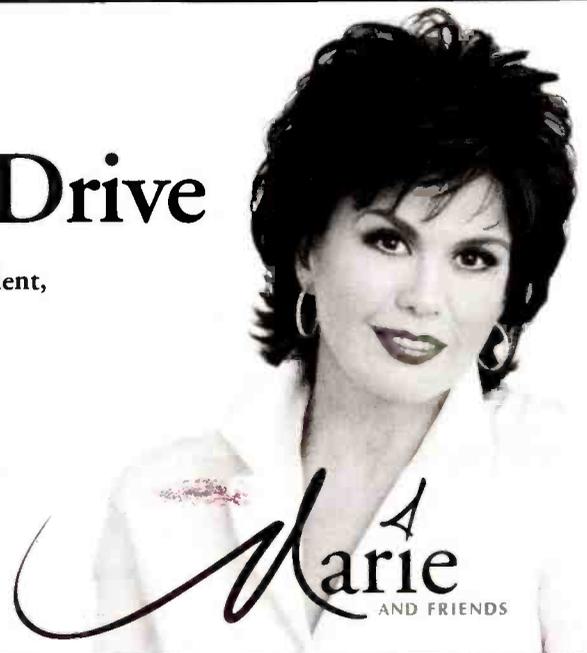
ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MICHAEL MCDONALD Ain't No Mountain High Enough (Motown)	+222
LUTHER VANDROSS Buy Me A Rose (J)	+215
SHANIA TWAIN Forever And For Always (Mercury/IDJMG)	+128
SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	+110
3 DOORS DOWN Here Without You (Republic/Universal)	+102
SIMPLY RED You Make Me Feel Brand New (simplyred.com/Red Ink)	+101
FIVE FOR FIGHTING 100 Years (Aware/Columbia)	+92
MARTINA MCBRIDE This One's For The Girls (RCA)	+78
BRYAN ADAMS Here I Am (A&M/Interscope)	+77
KELLY CLARKSON A Moment Like This (RCA)	+73

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

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WRCH/Hartford
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WSHH/Pittsburgh
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KVIL/Dallas
KOSI/Denver
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KBEE/Salt Lake
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**America's Best Testing AC Songs 12 +
For The Week Ending 3/12/04**

Artist Title (Label)	TW	LW	Familiarity	Burn	Women 25-54	Women 25-34	Women 35-54
CLAY AIKEN Invisible (RCA)	4.23	4.30	96%	19%	4.37	4.62	4.29
JOSH GROBAN You Raise Me Up (143/Reprise)	4.16	4.14	94%	21%	4.21	4.01	4.28
MATCHBOX TWENTY Unwell (Atlantic)	4.03	3.90	96%	39%	4.03	3.99	4.05
3 DOORS DOWN Here Without You (Republic/Universal)	3.97	—	85%	23%	4.03	4.09	4.01
SANTANA f/ALEX BAND Why Don't You & I (Arista)	3.89	—	79%	21%	3.97	3.90	4.00
PHIL COLLINS Look Through My Eyes (Walt Disney/Hollywood)	3.87	3.71	88%	26%	3.89	3.86	3.90
CELINE DION Have You Ever Been In Love (Epic)	3.85	3.87	97%	39%	3.90	3.75	3.95
TRAIN Calling All Angels (Columbia)	3.81	3.72	96%	40%	3.86	3.74	3.91
LUTHER VANDROSS Dance With My Father (J)	3.79	3.70	94%	36%	3.82	3.43	3.95
SHANIA TWAIN Forever And For Always (Mercury/IDJMG)	3.75	3.67	97%	40%	3.74	3.62	3.78
SARAH MCLACHLAN Fallen (Arista)	3.75	3.73	92%	29%	3.72	3.90	3.66
MARTINA MCBRIDE This One's For The Girls (RCA)	3.73	3.70	78%	21%	3.77	3.75	3.77
DIDO White Flag (Arista)	3.70	3.69	91%	35%	3.66	3.73	3.64
MICHAEL MCDONALD Ain't No Mountain High Enough (Motown)	3.60	3.48	96%	34%	3.65	3.37	3.75
FIVE FOR FIGHTING 100 Years (Aware/Columbia)	3.56	3.60	77%	22%	3.47	3.52	3.45
CHRISTINA AGUILERA The Voice Within (RCA)	3.54	3.47	87%	34%	3.65	3.76	3.61
SIMPLY RED You Make Me Feel Brand New (Simplyred.com/Red Ink)	3.52	3.54	82%	27%	3.58	3.29	3.66
SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	3.45	3.52	96%	45%	3.44	3.45	3.44
UNCLE KRACKER f/DOBBIE GRAY Drift Away (Lava)	3.42	3.27	97%	55%	3.44	3.19	3.53
COUNTING CRDWS Big Yellow Taxi (Geffen/Interscope)	3.14	3.04	92%	56%	3.09	2.94	3.13

Total sample size is 431 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.

Indicator
Most Added*

LUTHER VANDROSS Buy Me A Rose (J)	
MICHAEL MCDONALD Ain't No Mountain High Enough (Motown)	
SIMPLY RED You Make Me Feel Brand New (Simplyred.com/Red Ink)	
CHRISTINA AGUILERA Beautiful (RCA)	
WYNNONNA I Want To Know What Love Is (Curb)	
MELISSA ETHERIDGE Breathe (Island/IDJMG)	
LIONEL RICHEL Just For You (Island/IDJMG)	
NO DOUBT f/LADY SAW Underneath It All (Interscope)	
Recurrents	
CELINE DION Have You Ever Been In Love (Epic)	1005
VANESSA CARLTON A Thousand Miles (A&M/Interscope)	992
SANTANA f/MICHELLE BRANCH The Game Of Love (Arista)	969
ENRIQUE IGLESIAS Hero (Interscope)	935
CHRISTINA AGUILERA Beautiful (RCA)	934
PHIL COLLINS Can't Stop Loving You (Atlantic)	865
MERCYME I Can Only Imagine (INO/Curb)	826
SHERYL CROW Soak Up The Sun (A&M/Interscope)	800
DANIEL BEDINGFIELD If You're Not The One (Island/IDJMG)	794
CELINE DION A New Day Has Come (Epic)	769
FAITH HILL Cry (Warner Bros.)	751
LONESTAR I'm Already There (BNA)	734

Songs ranked by total plays

Reporters

WYJB/Albany, NY* OM: Kevin Callahan MD: Chad O'Hara KERRY LOGGINS	KXLT/Boise, ID* PD/MO: Toin Jeffries ROD STEWART KATRINA CARLSON	WLQT/Dayton, OH* PD/MO: Sandy Collins No Adds	WMAQ/Greensboro, NC* PD: Scott Kemp No Adds	WUOL/Kansas City, MO* PD/MO: Thom McKinley 2 KERRY LOGGINS 2 MICHAEL MCDONALD HODDIE & THE BLOWFISH	WNYC/Mobile, AL* OM: Kiki Carzon PD: Dan Marshall MD: Billy Booth HARRY CONNICK, JR.	WWSW/Peoria, IL PD/MO: Randy Hendrix No Adds	WGBF/Rockford, IL PD/MO: Tom Edwards 12 MICHAEL MCDONALD	WMAA/Springfield, MA* PD: Paul Cramer MD: Rob Anthony TRAIN	WASH/Washington, DC* PD: Bill Hess LUTHER VANDROSS WYNNONNA JACQUEE BUBBLE HARRY CONNICK, JR. LIONEL RICHEL
KMGA/Albuquerque, NM* OM: Alison Stewart MD: Mark Lammiman 2 ISRAEL KAMAKAWIWOOLE 2 LUTHER VANDROSS KATRINA CARLSON	WMLX/Boston, MA* OM: Don Kelley APD: Candy O'Leary MD: Mark Lammiman ISRAEL KAMAKAWIWOOLE MICHELLE BUBBLE	WMSJ/Denver, CO* PD: Steve Dillon MD: Steve Hamilton No Adds	WMYI/Greenville, SC* OM: Scott Johnson PD/MO: Greg Mackinnon 4 MARTINA MCBRIDE	WJXB/Knoxville, TN* PD: Mike Bakemore APD: Debbie Ray MD: Steve Wiley 2 LUTHER VANDROSS MICHELLE BUBBLE	KJSM/Modesto, CA* OM/PD/MO: Gary Michaels 14 DIDO LIONEL RICHEL	WWEB/Philadelphia, PA* PD: Mike Series No Adds	KGBY/Sacramento, CA* No Adds	KGBX/Springfield, MO OM: Paul Kelley APD/MO: Dave Roberts No Adds	WHUD/Westchester, NY* OM/PD: Steven Furtak APD/MO: Tom Furtak 1 ISRAEL KAMAKAWIWOOLE LIONEL RICHEL
WLEW/Allentown, PA* PD/MO: Dave Russell APD: Kelly O'Brine 3 WYNNONNA HODDIE & THE BLOWFISH 3 DOORS DOWN	WEBE/Bridgeport, CT* PD: Curt Hansen MD: Dave Lyons No Adds	KLTV/Des Moines, IA* PD/MO: Tim White No Adds	WRCH/Hartford, CT* PD: Alan Carr MD: Joe Hann 1 LIONEL RICHEL	KTDY/Lafayette, LA* PD: C.J. Clements APD: Debbie Ray MD: Steve Wiley 2 LUTHER VANDROSS MICHELLE BUBBLE	WOBM/Monmouth, NJ* PD: Steven Anzolina MD: Brian Moore LIONEL RICHEL	KESS/Phoenix, AZ* PD: Bryan Jackson APD/MO: Gary Jackson No Adds	KYMX/Sacramento, CA* MD: Steve Diamond 3 DIDO 3 NO DOUBT WYNNONNA	KEZK/St. Louis, MO* APD: Bob London No Adds	KRBB/Wichita, KS* OM: Lynn James APD/MO: Suzanne Means 2 LUTHER VANDROSS LIONEL RICHEL
KYMG/Anchorage, AK OM: Mike Murphy PD/MO: Dave Flavin No Adds	WJYE/Buttalo, NY* OM/PD/MO: Joe Onie APD: Mike McGovern HODDIE & THE BLOWFISH MICHELLE BUBBLE	WMGC/Detroit, MI* OM: Bill Fries PD: Jim Harper MD: Joe Ray 2 SIMPLY RED	KRTR/Honolulu, HI* PD/MO: Chris Reynolds No Adds	WFMK/Lansing, MI* PD/MO: Chris Reynolds 12 LIONEL RICHEL 10 NO DOUBT 6 SHARLENE SZCZEPH PHIL COLLINS BURKE RONEY	KWAV/Monterey, CA* PD/MO: Sergio Moody 2 LIONEL RICHEL PHIL COLLINS BURKE RONEY HODDIE & THE BLOWFISH HARRY CONNICK, JR.	KBEE/Salt Lake City, UT* PD/MO: Randy Ray LIONEL RICHEL PHIL COLLINS	KBEE/Salt Lake City, UT* OM: Chris Redgrave PD: Devin Craig APD: Bob Nelson MD: Brian deCruz FIVE FOR FIGHTING	KJVO/Stockton, CA* PD/MO: Dirk Koyman 1 FIVE FOR FIGHTING LIONEL RICHEL	WMTX/Tampa, FL* OM: Stan Phillips MD: Steve Blanton SIMPLY RED
WLTM/Atlanta, GA* OM: Loui Kaplan APD/MO: Steve Goss No Adds	WHBC/Canton, OH* OM: Tom Simmons MD: Kayleigh Kries KATRINA CARLSON	WMOF/Dough, AL PD/MO: LeAnn Owens No Adds	KSSK/Honolulu, HI* PD/MO: Paul Wilson APD: Chad Michaels 4 3 DOORS DOWN 3 MICHAEL MCDONALD	KMZZ/Las Vegas, NV* PD/APD/MO: Craig Powers No Adds	WALK/Nassau, NY* PD/MO: Rob Miller 12 MICHAEL MCDONALD ROD STEWART	KSFI/Salt Lake City, UT* OM: Chris Redgrave PD: Devin Craig APD: Bob Nelson MD: Brian deCruz FIVE FOR FIGHTING	WJTT/Pittsburgh, PA* PD/MO: Jessica Simpson PHIL COLLINS	WWSH/Pittsburgh, PA* PD/MO: Ron Andri 24 MICHAEL MCDONALD ROD STEWART	WJBR/Wilmington, DE* PD: Michael Walle MD: Cathy Hill No Adds
WFPG/Atlantic City, NJ* MD: Marlene Azua No Adds	WSUJ/Charleston, SC* OM: Bob Mitchell PD/MO: Eric Chaney 5 MARTINA MCBRIDE 1 LIONEL RICHEL MELISSA ETHERIDGE	KTSM/El Paso, TX* PD/MO: Bill Toie APD: Sam Casiano MD: Lee Reynolds MD: Benny D'Brinc No Adds	WARR/Huntsville, AL* OM: Rob Hunter PD/MO: Nate Cholentik PD: John Malone No Adds	KSMZ/Las Vegas, NV* PD: Tom Chase MD: John Berry 2 LUTHER VANDROSS SCAL PHIL COLLINS	WKLY/Nassau, NY* PD: Bill Edwards MD: Tom Vale No Adds	WJTV/Salt Lake City, UT* OM: Jim McInerly PD/MO: Tom Moore LUTHER VANDROSS SIMPLY RED LIONEL RICHEL	WJTT/Pittsburgh, PA* PD/MO: Jessica Simpson PHIL COLLINS	WJTV/Salt Lake City, UT* OM: Jim McInerly PD/MO: Tom Moore LUTHER VANDROSS SIMPLY RED LIONEL RICHEL	WGN/Wilmington, NC OM: Perry Snow PD: Mike Farrow MD: Craig Thomas 10 CHRISTINA AGUILERA 3 NO DOUBT LADY SAW
WBOB/Augusta, GA* OM: Mike Kravitz PD/MO: Steve Cherry No Adds	WDEF/Chattanooga, TN* OM: Danny Howard APD: Paul Sanders MD: Adam Stevens No Adds	WIKY/Evanville, IN PD/MO: Mark Bazer 3 LUTHER VANDROSS	WRSR/Huntsville, AL* OM: Chad Daniels PD: Stella Schwartz No Adds	WLMG/New Orleans, LA* PD: Andy Holt APD/MO: Steve Suter MARTINA MCBRIDE	WJTV/Salt Lake City, UT* OM: Jim McInerly PD/MO: Tom Moore LUTHER VANDROSS SIMPLY RED LIONEL RICHEL	KBAY/San Jose, CA* OM: Jim McInerly APD/MO: Mike Gilpin 1 ISRAEL KAMAKAWIWOOLE 1 SEAL	WWSH/Pittsburgh, PA* PD/MO: Ron Andri 24 MICHAEL MCDONALD ROD STEWART	WJTV/Salt Lake City, UT* OM: Jim McInerly PD/MO: Tom Moore LUTHER VANDROSS SIMPLY RED LIONEL RICHEL	WWSR/Worcester, MA* PD: Steve Rick MD: Tam Holt 11 WYNNONNA LUTHER VANDROSS
KKMJ/Austin, TX* PD: Alex O'Neal MD: Shelly Knight PHIL COLLINS	WJTV/Chicago, IL* OM: Eric Rebeck CHRISTINA AGUILERA	KEZA/Fayetteville, AR OM: Tom Travis PD: Chip Richter APD/MO: Dawn McCollough No Adds	WTPJ/Indianapolis, IN* OM: Steve Cooper 3 WYNNONNA	WLTW/New York, NY* MD: Jim Ryan MD: Morgan Pike No Adds	WVLE/Portland, ME OM: Bill Winkler PD/MO: Jim Moore LUTHER VANDROSS	KSBL/Santa Barbara, CA APD/MO: Nancy Newcomer No Adds	WJTV/Salt Lake City, UT* OM: Jim McInerly PD/MO: Tom Moore LUTHER VANDROSS SIMPLY RED LIONEL RICHEL	WVLE/Portland, ME OM: Bill Winkler PD/MO: Jim Moore LUTHER VANDROSS	WJTV/Salt Lake City, UT* OM: Jim McInerly PD/MO: Tom Moore LUTHER VANDROSS SIMPLY RED LIONEL RICHEL
KGFM/Bakersfield, CA* OM: Scott Lewis PD/MO: Chris Edwards MD: Tom Edwards 1 ISRAEL KAMAKAWIWOOLE 1 MICHAEL MCDONALD LIONEL RICHEL KATRINA CARLSON	WRRM/Cincinnati, OH* PD: TJ Holland MD: Tom Edwards LIONEL RICHEL	WPEZ/Macon, GA OM: Jeff Silvers PD/MO: Hank Brynson No Adds	WVLE/Portland, ME OM: Bill Winkler PD/MO: Jim Moore LUTHER VANDROSS	WVLE/Portland, ME OM: Bill Winkler PD/MO: Jim Moore LUTHER VANDROSS	WVLE/Portland, ME OM: Bill Winkler PD/MO: Jim Moore LUTHER VANDROSS	WVLE/Portland, ME OM: Bill Winkler PD/MO: Jim Moore LUTHER VANDROSS	WVLE/Portland, ME OM: Bill Winkler PD/MO: Jim Moore LUTHER VANDROSS	WVLE/Portland, ME OM: Bill Winkler PD/MO: Jim Moore LUTHER VANDROSS	WVLE/Portland, ME OM: Bill Winkler PD/MO: Jim Moore LUTHER VANDROSS
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ON THE RECORD

With
Michelle Southern
Asst. PD, WBBE (B103)/
Baton Rouge

It isn't often at WBBE (B103)/Baton Rouge that I find such a wide variety of great songs on my desk at one time. The combination of chart activity and listener response correlates well enough right now that it's difficult to choose between the good and the great songs. Our favorites this week are songs that I still get requests for



every hour, such as "Forever and for Always" by Shania Twain, "You Raise Me Up" by Josh Groban and "The First Cut Is the Deepest" by Sheryl Crow. • Furthermore, Baton Rouge is constantly proving to me that they love a good "familiar change" by expressing their excitement over the new cover songs. "You Make Me Feel Brand New" by Simply Red and "I Want to Know What Love Is" by Wynonna are prime examples of this familiar change. • B103 listeners have been responding quickly to "100 Years" by Five For Fighting and the impressive country crossover "This One's For the Girls" by Martina McBride. • There is such variety in B103's current and recurrent categories that it helps keep the radio station's sound fresh and crisp. This position is somewhat complicated to establish in AC, but the astonishing bundle of good music out there right now makes it reachable. I am confident that AC radio is in for a great 2004.

3 **Doors Down** retain the top slot on the Hot AC chart for a 13th week with "Here Without You" (Republic/Universal). Expect it to be a horse race for the top spot next week, with **Sheryl Crow**, **Nickelback** and possibly **Evanescence** staking claim to the No. 1 position ... **Maroon 5** soar 11-6* with "This Love" (Octone/J) ... A huge debut for **Nelly Furtado**, whose "Try" (DreamWorks/Interscope) enters at No. 29 ... **Josh Groban** holds at No. 1 on the AC chart for a second week ... NAACP Image Award winner **Luther Vandross** roars onto the chart at 21* with "Buy Me a Rose" (J).

AC/Hot AC
ON THE RADIO

artist **activity**

ARTIST: **Lionel Richie**

LABEL: **Island/IDJMG**

By **MIKE TRIAS**/ASSOCIATE EDITOR



During his illustrious career, Lionel Richie has sold nearly 100 million albums worldwide and won numerous awards, including five Grammys, an Oscar, a Golden Globe and many American Music Awards. His compositions have changed the world, literally: "We Are the World," co-written with Michael Jackson, was an all-star effort by USA for Africa, and proceeds from the song helped provide famine relief to the impoverished.

Though I only caught Richie's rising star during his heyday, which included hits like "All Night Long (All Night)," "Truly" and "Hello," his roots stretch back even beyond his solo career to 1967, when he co-founded The Commodores. The story continues nearly four decades later with *Just for You*, Richie's upcoming eighth solo album.

The CD was released internationally this week and will hit stores in the U.S. and Canada on May 4. For the album, Richie flew to England to work with Paul Barry and Mark Taylor (the pair behind Cher's hit "Believe" and Richie's last album, *Renaissance*) and also to Miami to work with Aurelius 7. While in Miami, Richie teamed up with Lenny Kravitz to record three songs. "Time of Our Life" and "Road to Heaven" will be included on *Just for You*, and "Destiny" will be featured on Kravitz's upcoming album.

Richie is also planning a world tour to support the album. "We'll start in July and just keep going," he says. "I'm going to be off and on to make the next record, but, basically, I'm going to be a touring, writing and performing artist for a while.

And, to be honest with you, I can't think of anything better."

Explains Richie about his album's title, "I want to find the simplest phrase that everybody says, no matter what language you speak. At one point I was actually going to make the title of this album *Simplicity*. So much of my career has been about saying things the way people say them, using melodies not that I can sing, but that the people can sing. 'All Night Long' will always be 'All Night Long.' 'Easy Like Sunday Morning' will always be 'Easy Like Sunday Morning.' 'Stuck on You' is 'Stuck on You.' 'Truly,' or 'Still' or 'Endless Love' — if you look at the titles, they say the entire thought before you even go into the story. And that's why the music has stayed around so long."

"Just for You" is the lead single, and a special Metro Remix is also available on the single for a more danceable twist. Says Richie about the song, "'Just for You' is a song about me looking in the mirror and thinking about how I was brought up, some of the values I was taught. And then one day in my life I realized that a lot of those values have been changed or they kind of drifted away — you know, truth, honesty, love. When I look at this song I think about the changes that have happened in my life and what we value now as a people and as a world. This is a song just for me, which is just for you."

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March 12, 2004

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	3 DOORS DOWN Here Without You (Republic/Universal)	3429	-122	239841	30	95/1
2	2	SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	3371	-159	241753	23	94/0
3	3	NICKELBACK Someday (Roadrunner/IDJMG)	3312	+65	215188	24	88/0
4	4	NO DOUBT It's My Life (Interscope)	3238	+10	251119	19	91/0
7	5	EVANESCENCE My Immortal (Wind-up)	3180	+225	195285	15	94/1
11	6	MAROON 5 This Love (Octone/J)	2964	+339	200807	9	94/2
6	7	DIDO White Flag (Arista)	2878	-96	225010	33	88/0
5	8	MATCHBOX TWENTY Bright Lights (Atlantic)	2865	-128	212928	30	93/0
8	9	SANTANA w/ ALEX BAND Why Don't You & I (Arista)	2759	-62	206221	38	94/0
10	10	FIVE FOR FIGHTING 100 Years (Aware/Columbia)	2679	+40	175447	16	97/0
9	11	SARAH MCLACHLAN Fallen (Arista)	2557	-85	179362	25	87/0
14	12	OUTKAST Hey Ya! (Arista)	2179	+55	144835	14	49/1
13	13	MELISSA ETHERIDGE Breathe (Island/IDJMG)	2160	+19	127544	11	90/0
12	14	TRAIN When I Look To The Sky (Columbia)	2040	-321	113353	19	86/0
15	15	JOHN MAYER Clarity (Aware/Columbia)	1924	+141	115583	9	82/1
16	16	LIZ PHAIR Extraordinary (Capitol)	1465	+49	74046	11	78/2
17	17	FUEL Falls On Me (Epic)	1201	+85	48452	17	51/4
19	18	TOBY LIGHTMAN Devils And Angels (Lava)	1000	+107	39324	8	60/5
20	19	NORAH JONES Sunrise (Blue Note/EMC)	910	+144	57468	7	60/4
21	20	BARENAKED LADIES Testing 1, 2, 3 (Reprise)	886	+131	47241	4	56/1
22	21	SEAL Love's Divine (Warner Bros.)	795	+77	42813	6	46/1
25	22	3 DOORS DOWN Away From The Sun (Republic/Universal)	733	+124	41067	4	42/3
24	23	JOSH KELLEY Everybody Wants You (Hollywood)	731	+71	33032	5	50/2
28	24	HOOBASTANK The Reason (Island/IDJMG)	700	+188	26841	3	45/9
23	25	KID ROCK Cold And Empty (Top Dog/Atlantic)	695	+32	32026	8	42/0
26	26	JESSICA SIMPSON With You (Columbia)	680	+139	39825	5	30/7
30	27	LINKIN PARK Numb (Warner Bros.)	460	+85	22137	7	8/1
36	28	MATCHBOX TWENTY Downfall (Atlantic)	446	+120	26654	2	29/3
Debut	29	NELLY FURTADO Try (DreamWorks/Interscope)	438	+183	14807	1	41/3
29	30	CLAY AIKEN Invisible (RCA)	407	-27	26853	16	19/0
35	31	JET Are You Gonna Be My Girl (Elektra/EEG)	389	+44	19690	3	16/2
33	32	GUSTER Careful (Palm/Reprise)	383	+20	12697	5	26/0
31	33	FEFE DOBSON Everything (Island/IDJMG)	383	+9	7013	6	26/0
32	34	KIMBERLEY LOCKE 8th World Wonder (Curb)	379	+7	16908	4	26/0
37	35	SIMPLE PLAN Perfect (Lava)	358	+32	15057	13	19/0
38	36	OUTKAST The Way You Move (Arista)	326	+9	22475	2	8/0
34	37	BOB GUINEY Girlfriend (Wind-up)	305	-45	6315	7	28/0
39	38	JANET JACKSON Just A Little While (Virgin)	289	-28	11255	4	17/0
40	39	BLUE OCTOBER Calling You (Universal)	264	-22	9170	5	17/0
Debut	40	LIVE WJ SHELBY LYNNE Run Away (Radioactive/Geffen)	259	+144	16776	1	36/14

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 2/29-3/6. 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 (© 2004, The Arbitron Company). © 2004, R&R, Inc.

Most Added*

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ARTIST TITLE LABEL(S)	ADDS
LIVE WJ SHELBY LYNNE Run Away (Radioactive/Geffen)	14
SARAH MCLACHLAN Stupid (Arista)	14
HOOBASTANK The Reason (Island/IDJMG)	9
JESSICA SIMPSON With You (Columbia)	7
311 Love Song (Volcano/Maverick)	6
TOBY LIGHTMAN Devils And Angels (Lava)	5
GAVIN DEGRAW I Don't Want To Be (J)	5
DURAN DURAN Sunrise (Capitol)	5
NORAH JONES Sunrise (Blue Note/EMC)	4
FUEL Falls On Me (Epic)	4

MELISSA ETHERIDGE
Breathe

13 R&R Hot AC
13*-12* BDS Adult Top40
13*-11* BDS Modern Adult

KALC/Denver #7 callout w/ their core
WLNK/Charlotte Top 15 callout

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MAROON 5 This Love (Octone/J)	+339
EVANESCENCE My Immortal (Wind-up)	+225
HOOBASTANK The Reason (Island/IDJMG)	+188
NELLY FURTADO Try (DreamWorks/Interscope)	+183
NORAH JONES Sunrise (Blue Note/EMC)	+144
LIVE WJ SHELBY LYNNE Run Away (Radioactive/Geffen)	+144
JOHN MAYER Clarity (Aware/Columbia)	+141
JESSICA SIMPSON With You (Columbia)	+139
BARENAKED LADIES Testing 1, 2, 3 (Reprise)	+131
SARAH MCLACHLAN Stupid (Arista)	+131

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**America's Best Testing Hot AC Songs 12 +
For The Week Ending 3/12/04**

Artist (Label)	TW	LW	Familiarity	Burn	Women 18-34	Women 18-24	Women 25-34
MAROON 5 This Love (Octone/J)	4.29	4.43	93%	12%	4.30	4.33	4.24
EVANESCENCE My Immortal (Wind-up)	4.26	4.12	97%	24%	4.37	4.42	4.25
MATCHBOX TWENTY Unwell (Atlantic)	4.16	4.11	99%	45%	4.22	4.09	4.50
MATCHBOX TWENTY Bright Lights (Atlantic)	4.16	4.13	96%	29%	4.23	4.10	4.50
3 DOORS DOWN Away From The Sun (Republic/Universal)	4.15	4.15	65%	7%	4.18	4.12	4.30
JASON MRAZ You And I Both (Elektra/EEG)	4.13	4.04	90%	15%	4.11	4.08	4.19
NICKELBACK Someday (Roadrunner/IDJMG)	4.11	4.04	99%	39%	4.17	4.11	4.30
3 DOORS DDWN Here Without You (Republic/Universal)	4.07	4.02	99%	43%	4.17	4.08	4.38
FUEL Falls On Me (Epic)	4.05	3.99	82%	14%	4.05	3.94	4.30
TRAIN When I Look To The Sky (Columbia)	4.04	4.04	88%	21%	4.15	4.04	4.37
SANTANA/ALEX BAND Why Don't You & I (Arista)	3.97	4.01	96%	39%	4.02	3.85	4.38
SARAH MCLACHLAN Fallen (Arista)	3.94	3.86	89%	26%	4.16	4.16	4.16
MICHELLE BRANCH Breathe (Maverick/Warner Bros.)	3.93	3.77	96%	30%	3.90	4.06	3.57
FIVE FOR FIGHTING 100 Years (Aware/Columbia)	3.90	3.80	76%	15%	3.84	3.96	3.60
JOHN MAYER Clarity (Aware/Columbia)	3.90	4.05	71%	13%	4.02	4.19	3.69
SIMPLE PLAN Perfect (Lava)	3.83	3.69	92%	37%	3.79	3.84	3.65
DIDO White Flag (Arista)	3.73	3.68	96%	41%	3.85	3.92	3.69
JESSICA SIMPSON With You (Columbia)	3.67	-	87%	31%	3.82	3.84	3.79
SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	3.66	3.67	98%	46%	3.79	3.70	4.00
SEAL Love's Divine (Warner Bros.)	3.66	3.55	54%	12%	3.63	3.60	3.68
MELISSA ETHERIDGE Breathe (Island/IDJMG)	3.59	3.59	70%	15%	3.75	3.65	3.91
NORAH JONES Sunrise (Blue Note/EMC)	3.58	3.43	57%	15%	3.74	3.83	3.61
OUTKAST Hey Ya! (Arista)	3.56	3.70	97%	59%	3.61	3.68	3.45
LIZ PHAIR Extraordinary (Capitol)	3.54	3.47	65%	17%	3.41	3.38	3.45
NO DOUBT It's My Life (Interscope)	3.52	3.54	100%	52%	3.72	3.66	3.87
CLAY AIKEN Invisible (RCA)	3.47	3.33	94%	38%	3.53	3.46	3.69

Total sample size is 437 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5 = like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.

New & Active

- AVRIL LAVIGNE Don't Tell Me (Arista)
Total Plays: 220, Total Stations: 10, Adds: 3
- LOS LONELY BOYS Heaven (Dr/Epic)
Total Plays: 203, Total Stations: 13, Adds: 2
- GAVIN DEGRAW I Don't Want To Be (J)
Total Plays: 200, Total Stations: 24, Adds: 5
- DURAN DURAN Sunrise (Capitol)
Total Plays: 188, Total Stations: 16, Adds: 5
- BLONDIE Good Boys (Sanctuary/SRG)
Total Plays: 159, Total Stations: 19, Adds: 2
- SARAH MCLACHLAN Stupid (Arista)
Total Plays: 154, Total Stations: 35, Adds: 14
- HOWIE DAY She Says (Epic)
Total Plays: 153, Total Stations: 15, Adds: 0
- DAMIEN RICE Cannonball (Vector Recordings/Warner Bros.)
Total Plays: 128, Total Stations: 14, Adds: 1
- SWITCHFOOT Meant To Live (Red Ink/Columbia)
Total Plays: 119, Total Stations: 12, Adds: 1
- STEADMAN Wave Goodbye (Elektra/EEG)
Total Plays: 92, Total Stations: 14, Adds: 3

Songs ranked by total plays

Indicator

Most Added

- HOOBASTANK The Reason (Island/IDJMG)
- KIMBERLEY LOCKE 8th World Wonder (Curb)
- 3 DOORS DOWN When I'm Gone (Republic/Universal)
- LINKIN PARK Numb (Warner Bros.)
- BABY BASH Suga Suga (Universal)
- JASON MRAZ You And I Both (Elektra/EEG)
- SARAH MCLACHLAN Stupid (Arista)
- MAROON-5 Harder To Breathe (Octone/J)
- BLONDIE Good Boys (Sanctuary/SRG)
- CHINGY One Call Away (DTP/Capitol)
- MARTINA MCBRIDE This One's For The Girls (RCA)

Reporters

<p>WKDD/Akron, OH* OM: Kevin Kennedy No Adds</p> <p>WVVE/Albany, NY* PD: Randy McCarty APD: Kevin Rush MD: Fred Hulse LIVE W/ SHELBY LYNNE</p> <p>KPEK/Albuquerque, NM* PD: Tony Manero MD: Sherry McClarkin 1 GAVIN DEGRAW 1 SHIRLEY HENSE BLONDE</p> <p>KMXS/Anchorage, AK PD: Rich Linnitt MD: Monika Thomas No Adds</p> <p>WKSZ/Appleton, WI* OM: Greg Bell PD: Dayton Kane APD/MD: Dan "Hadi" Hodgins AVRIL LAVIGNE</p> <p>WVXN/Atlantic City, NJ* PD: Brad Carson MD: Glen Turner 3 JESSICA SIMPSON 3 3 DOORS DOWN</p> <p>KAMK/Austin, TX* PD: Dusty Hayes MD: Clay Colwell MATCHBOX TWENTY PAT MCQUEE BAND</p> <p>KLLY/Bakersfield, CA* PD: E. J. Tyler APD: Eric Fox MICHAEL ANDREWS IGARY JULES PAT MCQUEE BAND GARRISON STARR DEUS STARS PUSH STATIS</p> <p>WMMX/Baltimore, MD* OM: Josh Medlock PD/MD: Steve Horst 1 HARRY DUFF</p> <p>WBMX/Boston, MA* PD: Greg Strassell APD/MD: Mike Mullaney No Adds</p> <p>WTSS/Buffalo, NY* PD: Sue O'Neil MD: Rob Lucas LIVE W/ SHELBY LYNNE JESSICA SIMPSON</p>	<p>WZFX/Burlington* OM: Steve Cormier PD: Cole Parnette APD: Bob Cady MD: Jennifer Fox 8 EVANESCENCE 6 MAROON 5</p> <p>WCCO/Cape Cod, MA OM/MD: Greg Cassidy MD: Cheryl Funk 32 BABY BASH 26 MAROON 5 26 MARTINA MCBRIDE</p> <p>WMTI/Cedar Rapids, IA OM/MD: JJ Cook 5 HOOBASTANK</p> <p>WALC/Charleston, SC* PD: Brent Hulse 3 SARAH MCLACHLAN JOSH KELLEY</p> <p>WCSO/Charleston, SC* PD: Neal Sharpe APD/MD: Derek James MD: Richard Clark No Adds</p> <p>WLMK/Charlotte* PD: Neal Sharpe APD/MD: Derek James MD: Billy Lightman TORY LIGHTMAN</p> <p>WVWX/Cincinnati, OH* PD/MD: Steve Bender No Adds</p> <p>WMMX/Cincinnati, OH* PD: Steve Bender No Adds</p> <p>WMMY/Cleveland, OH* PD: Dave Pogovich MD: Jay Hudson LIZ PHAIR</p> <p>WDAL/Cleveland, OH* PD: Allan Fee APD: Chris Pickett MD: Rebecca Wilde No Adds</p> <p>KYUU/Colorado Springs, CO* OM: Josh Medlock PD/MD: Steve Horst 2 WILSHIRE SARAH MCLACHLAN 311</p>	<p>WBNS/Columbus, OH* OM: Dave Van Stone PD: Jeff Sauter MD: Robin Cole No Adds</p> <p>KKPN/Corpus Christi, TX* OM: Scott Hill APD: Brad Wells MD: Sarah McLachlan 311 DURAN DURAN JOEY MCINTYRE</p> <p>KLTO/Corpus Christi, TX* OM/MD: Bert Clark LIVE W/ SHELBY LYNNE HOOBASTANK DURAN DURAN</p> <p>KDMX/Dallas, TX* PD: Pat McMahon MD: Lisa Thomas No Adds</p> <p>WVMT/Dallas, TX* PD: Pat McMahon MD: Lisa Thomas No Adds</p> <p>WVME/El Paso, TX* PD: Mark Evans MD: Chris Cole No Adds</p> <p>WVTL/Grand Rapids, MI* OM: Doug Montgomery PD: John Paine APD/MD: Ken Evans No Adds</p> <p>WVZN/Greensboro, NC* PD: Mike Bryan No Adds</p> <p>KALC/Denver, CO* PD: El Harris APD/MD: Kevin Koske 12 DURAN DURAN 9 LOS LONELY BOYS GAVIN DEGRAW HOOBASTANK</p> <p>KIMN/Denver, CO* PD: Jim Schaefer APD/MD: Michael Gilford 1 MAROON 5 1 JESSICA SIMPSON</p> <p>WVTC/Hartford, CT* APD/MD: Jeanine Jorgy MICHAEL ANDREWS IGARY JULES STEADMAN</p> <p>KHMX/Houston, TX* PD: Randy Scott APD/MD: Rick O'Bryan MD: Laura Ford SARAH MCLACHLAN DURAN DURAN</p> <p>WENS/Indianapolis, IN* OM/MD: Phil Thomas APD: Bernie Egan MD: Jim Cerone No Adds</p>	<p>KSUI/El Paso, TX* OM: Courtney Nelson PD/MD: Chris Elliott MD: Dave Decker No Adds</p> <p>WOSM/Dayton, OH* PD: Mike Bryan 1 LIVE W/ SHELBY LYNNE 1 HOOBASTANK</p> <p>KALZ/Fresno, CA* OM/MD: E. Curtis Johnson MD: Chris Blood MICHAEL ANDREWS IGARY JULES</p> <p>WVWK/Ft. Myers, FL* OM/MD: Bob Grossinger APD: Bruce Cannon No Adds</p> <p>WVMT/Ft. Worth, TX* PD: Mike Bryan MD: Chris Cole No Adds</p> <p>WVME/El Paso, TX* PD: Mark Evans MD: Chris Cole No Adds</p> <p>WVTL/Grand Rapids, MI* OM: Doug Montgomery PD: John Paine APD/MD: Ken Evans No Adds</p> <p>WVZN/Greensboro, NC* PD: Mike Bryan No Adds</p> <p>WVWK/Hagerstown, MD* PD: Rick O'Bryan MD: Laura Ford 12 3 DOORS DOWN</p> <p>WVWN/Harrisburg, PA* OM/MD: John D'Pa MD: Deany Logan LIVE W/ SHELBY LYNNE</p> <p>WVTC/Hartford, CT* APD/MD: Jeanine Jorgy MICHAEL ANDREWS IGARY JULES STEADMAN</p> <p>KHMX/Houston, TX* PD: Randy Scott APD/MD: Rick O'Bryan MD: Laura Ford SARAH MCLACHLAN DURAN DURAN</p> <p>WENS/Indianapolis, IN* OM/MD: Phil Thomas APD: Bernie Egan MD: Jim Cerone No Adds</p>	<p>WZPL/Indianapolis, IN* PD: Scott Sands APD: Mark Juhl MD: Dave Decker No Adds</p> <p>KFME/Kansas City, MO* PD: Mike Bryan MD: Elena Abalgis No Adds</p> <p>KMXB/Las Vegas, NV* PD/MD: Justin Chase 18 LIVE W/ SHELBY LYNNE</p> <p>WVWL/Lexington, KY* PD/MD: Dale O'Brian No Adds</p> <p>KURB/Little Rock, AR* PD: Randy Cain MD: Heidi Rogers 4 MARTINA MCBRIDE HOOBASTANK</p> <p>KBIG/Los Angeles, CA* OM: Chad Roberts PD: Juan Kaye APD/MD: Robert Arther GEORGE MICHAEL</p> <p>KYSR/Los Angeles, CA* PD: John Key APD/MD: Chris Patyk 4 JET</p> <p>WVWL/Louisville, KY* PD: George Lindsey MD: Katrina Blair SARAH MCLACHLAN</p> <p>WVWN/Madison, WI* OM: Mike Ferris MD: Jon Reilly MD: Laura Ford HOOBASTANK STEADMAN</p> <p>WVMBZ/Memphis, TN* OM: Jerry Dear PD/MD: Tony "Kramer" Brittan No Adds</p> <p>WVWC/Memphis, TN* PD: Chris Taylor MD: Tom St. James 3 DURAN DURAN</p> <p>WVWL/Milwaukee, WI* OM: Rick Becker MD: Bob Walker 7 JOSH GROGAN</p>	<p>WVWX/Milwaukee, WI* OM: Brian Kelly PD: Tom Gierman APD/MD: Mark Richards No Adds</p> <p>KSTP/Minneapolis, MN* OM: Marc Kaiman PD: Leighton Peck APD/MD: Jill Roen No Adds</p> <p>KHOP/Modesto, CA* OM: Richard Perry PD: Chase Murphy 13 AVRIL LAVIGNE PAT MCQUEE BAND</p> <p>KOSD/Modesto, CA* PD: Neil Miller MD: Donna Miller 1 SARAH MCLACHLAN SWITZERSON FOUNTAINS OF WAYNE</p> <p>WVWL/Monmouth, NJ* PD: Ron Price MD: Debbie Mazella LIVE W/ SHELBY LYNNE SARAH MCLACHLAN NORAH JONES</p> <p>KCOU/Monterey, CA* PD/MD: Mike Skof 1 LIVE W/ SHELBY LYNNE SARAH MCLACHLAN 3 DOORS DOWN</p> <p>WVWN/New Orleans, LA* OM/MD: John Roberts APD: Duncan James MD: Steve G HOOBASTANK</p> <p>WVPL/New York, NY* OM: Tom Gartin PD: Scott Shannon MD: Tony Mascaro MD: Jon Reilly MD: Laura Ford HOOBASTANK STEADMAN</p> <p>WVPT/Norfolk, VA* PD: Steve McKay APD/MD: Jason Goodman 1 TORY LIGHTMAN SARAH MCLACHLAN HOOBASTANK</p> <p>KYIS/Oklahoma City, OK* OM/MD: Chris Baker MD: Ronnie Ramirez 3 NELLY FURTADO 311 AVRIL LAVIGNE JESSICA SIMPSON</p> <p>KSRZ/Omaha, NE* PD: Erik Johnson MD: Jerry Bell TORY LIGHTMAN</p>	<p>WVWX/Richmond, VA* PD: Tim Babin MD: Sherr Banks NORAH JONES</p> <p>WVOR/Rochester, NY* PD: Dave LeFrois MD: Joe Bonacci NELLY FURTADO</p> <p>KZZO/Sacramento, CA* PD: Ed "Wister Ed" Lambert APD/MD: Todd Violette SARAH MCLACHLAN</p> <p>KOMB/Salt Lake City, UT* OM/MD: Mike Nelson APD/MD: Justin Riley DAMIEN RICE GAVIN DEGRAW NELLY FURTADO SARAH MCLACHLAN</p> <p>WVWX/Philadelphia, PA* OM/MD: Gerry DeFrancesco APD/MD: Joe Proke No Adds</p> <p>KVPH/San Diego, CA* OM/MD: Tracy Johnson 27 JESSICA SIMPSON 26 LIZ PHAIR 18 BRITNEY SPEARS</p> <p>KVPH/Phoenix, AZ* PD: Ron Price MD: John Principale No Adds</p> <p>WZPT/Pittsburgh, PA* OM/MD: Keith Clark APD: Jimmy Harwell MD: Scott Alexander HOOBASTANK</p> <p>WVWX/Portland, ME APD: Duncan James MD/MD: Ethan Milton No Adds</p> <p>KVPH/Portland, OR* PD: Dan Pressnell MD: Sherry Stewart 18 HOOBASTANK 6 NORAH JONES</p> <p>WVSN/Providence, RI* PD: Steve Peck MD: Gary Trust SARAH MCLACHLAN</p> <p>WVRY/Reading, PA* PD: Brandon Betar LIVE W/ SHELBY LYNNE 311</p> <p>KVLA/Reno, NV* OM: Bob Swibel MD: Beez Bretz MD: Conner Wiley LIVE W/ SHELBY LYNNE BLONDE</p>	<p>KBED/Shreveport, LA* PD: Gary Robinson FILE</p> <p>WVYN/Springfield, MA* OM/MD: Pat McKay APD: Matt Grogan LIVE W/ SHELBY LYNNE SEAL</p> <p>KYKY/St. Louis, MO* APD/MD: Greg Hewitt 5 JESSICA SIMPSON</p> <p>WVRS/St. Louis, MO* PD: Mary Louck MD: Jill Devine GAVIN DEGRAW</p> <p>WVWN/Toledo, OH* OM: Tim Roberts PD: Steve Marshall MD: Jeff Wheeler 2 JET</p> <p>KVPH/San Diego, CA* OM/MD: Tracy Johnson 27 JESSICA SIMPSON 26 LIZ PHAIR 18 BRITNEY SPEARS</p> <p>KVPH/Phoenix, AZ* PD: Ron Price MD: John Principale No Adds</p> <p>WVWN/Traverse City, MI PD: Rob Weaver MD: Heather Leigh 10 JASON MRAZ LINDA PARK SARAH MCLACHLAN</p> <p>KMYI/Tucson, AZ* OM: Herb Crowe PD/MD: Chandler No Adds</p> <p>KVSI/San Francisco, CA* PD: Michael Martin MD: James Baker No Adds</p> <p>WVWN/Portland, ME APD: Duncan James MD/MD: Ethan Milton No Adds</p> <p>KVLA/Reno, NV* OM: Bob Swibel MD: Beez Bretz MD: Conner Wiley LIVE W/ SHELBY LYNNE BLONDE</p>	<p>KVSI/Tulsa, OK* PD/MD: Kim Gower 21 GOOD CHARLOTTE</p> <p>WVWN/Palm Beach, FL* PD: Chris Shebel APD/MD: Amy Navarro 11 SHARAH BROWN 8 3 DOORS DOWN 7 JESSICA SIMPSON 3 OUTKAST</p> <p>WVWX/Washington, DC* OM/MD: Kenny King MD: Carol Parker No Adds</p> <p>WVWN/Washington, DC* OM/MD: Sean Sellers 3 MATCHBOX TWENTY 3 JET 2 SARAH MCLACHLAN 2 JET</p> <p>KVPH/Wichita, KS* PD: Barry McCall APD/MD: Sunny Wylie No Adds</p> <p>WVWL/Worcester, MA* OM/MD: Jay Boaz Jones APD/MD: Harry Knight 3 MATCHBOX TWENTY 1 HANSON STEADMAN RICK SPRINGFIELD LOS LONELY BOYS</p> <p>KVSI/Tucson, AZ* OM: Tom Land MD: Leslie Lois TORY LIGHTMAN</p> <p>WVWX/Youngstown, OH* OM: Dan Rivers MD: Jerry Blaz MD: Black French TORY LIGHTMAN</p>
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POWERED BY MEDIABASE
109 Total Reporters
98 Total Monitored
11 Total Indicator
Did Not Report, Playlist Frozen (2):
WVWK/Elmira, NY
WZAT/Savannah, GA



Vancouver's New Way To Relax

Clear FM's current-based format combines instrumentals and 'Lilith' vocals

With 43 signals nationally, Rogers Radio is one of the largest radio groups in Canada. "We're not the very biggest," says Rogers Radio VP/Vancouver Market Manager Paul Fisher, "but we probably bill more than anyone else."

Radio is just one component of the parent company's extensive holdings, which include Rogers Cable and Rogers Wireless. In the Vancouver market, Rogers operates CKLG (Jack FM), whose slogan is "Playing what we want"; News CKWX-AM, which is modeled after WINS-AM (New York); Soft Rock CKSR; Hot AC CISQ; and CKVX, a hybrid format called "Clear FM."



Paul Fisher

I learned about Clear FM's late December 2003 sign-on from Talk maven Valerie Geller, who consults Rogers' Vancouver News station. Shortly afterward I viewed Clear FM's arresting TV spot, an I.Q. production, in stunned amazement.

It opens with Dave Koz's "You Make Me Smile," then fades into video hooks from — get this! — Dido's "White Flag," Norah Jones' "Don't Know Why," John Mayer's "Your Body Is a Wonderland," an image of Sting without his vocal, Jewel's "I Try" and Sade's "Smooth Operator."

Interspersed with the visuals a voiceover intones, "There's something new on the radio, and it's clear. Smooth, sexy and sophisticated. Vancouver's new way to relax, 104.9, Clear FM." Welcome to the new New Adult Contemporary.

A 'Life-Styled' Station

You may be asking yourself, as I was, how such a format came into being. I explored the genesis of Clear FM with Fisher and PD David Larsen to learn more. "It grew out of trying to see where elements of AC radio were going or could go," Fisher says. "We do market research with Paragon, and we've done perceptual studies that indicated various opportunities."

Fisher expounds on the hole for Smooth Jazz that research indicated exists in the Vancouver market. (KWJZ/Seattle doesn't come into the market, but it is carried on cable): "Among the opportunities we identified were elements of smooth jazz, soft AC and a contemporary style, which we ended up calling the 'Lilith' category, encompassing artists like Dido, Sarah McLachlan and Norah Jones.

"They represent several styles, but the common denominator is that they are all current records that fit a certain sonic texture and generally fall into a 'soft' description. So we looked at it as a 'life-styled' station, as opposed to a 'music-styled' station."

"It's all about the feel, the mood and texture of the music. There are no parameters that say 'This has to be on the air' or 'This doesn't.'"

David Larsen

Clear FM targets females 35-49. Based on listeners' e-mails since the sign-on, Fisher says he expects to be pleasantly surprised when the Vancouver ratings are published on May 26. "Just as stations like KOST/Los Angeles and WLTW/New York

are the at-work stations for that listening group, we are putting ourselves in that arena," he says.

"I am delighted to hear Clear everywhere, since we've only been marketing for the past 10 days. We're doing TV, bus boards and a mailing to every store and business in the Vancouver area, and we're giving away a trip to London to see Norah Jones — she's our poster child.

"One of the challenges we've found — and, unfortunately, our listeners are going to find the same thing — was that since we were launching under a veil of secrecy, it was extremely difficult to find the material we wanted to play. Record companies complain that they're not selling product, but our listeners say they can't find Minda Abair's CD at Virgin Records."

Editor's note to labels: Clear FM urgently needs smooth jazz, AC and, possibly, triple A service. Send product to: David Larsen, PD, Clear FM, 2440 Ash St., Vancouver, British Columbia, Canada V5Z 4J6.

Eighty Percent Current!

U.S. Smooth Jazz programmers may be astonished — and, hopefully, inspired — by the fact that Clear FM plays 80% current music. "Ninety percent of the music we play is '90s or newer; pure current is 75%-80%," Larsen says. Instrumentals comprise three or four of about 12 songs played per hour, depending, of course, on the hour.

Music programming on Clear FM is part gut instinct, part research. Currently, Larsen is preparing for a music test, a practice he hopes to continue twice each year. "Obviously, we reference monitored Canadian airplay on various stations and check various charts, but it comes down to a gut call from programming," he says.

"We're all involved in the process, but it's all about the feel, mood and texture of the music. There are no parameters that say 'This has to be on the air' or 'This doesn't.'"

Fisher and Larsen say listener response to Clear FM has been fantas-

Sample Hours

Here are two recent hours of Clear FM/Vancouver's unique music mix.

8am

NORAH JONES Sunrise
STING Send Your Love
SADE Smooth Operator
JAZZMASTERS Puerto Banus
JESSE COOK Fragile
TONI BRAXTON Unchain My Heart
MICHAEL BUBLE Sway
JOSH GROBAN You Lift Me Up
WARREN HILL Time For A Change
BETT E. & STEPH I'm There for You



3pm

LUTHER VANDROSS Dance with My Father
VAN MORRISON Have I Told You
CHRIS BOTTI Indian Summer
SARAH McLACHLAN Fallen
DIANA KRALL S'Wonderful
JOHN MAYER Your Body is a Wonderland
DAVID SANBORN Isn't She Lovely
JANN ARDEN Insensitive
JOSS STONE The Chokin' Kind
MICHAEL McDONALD Ain't No Mountain
JACKSOUL Still Believe in Love
MINDI ABAIR Fiirt
MARC JORDAN I Must Have Left My Heart

tic. They describe hearing the station in restaurants, stores and workplaces across town, as well as in taxis and "on hold" — a positive note, and possibly an indicator of things to come, just as it was for KTWV (The Wave)/Los Angeles when the Smooth Jazz format first launched in February 1987.

"Initial tracking shows good growth in the demos we're looking at, so we are pretty optimistic," Larsen says. "We have a pretty good signal in the market. Because we live in mountainous terrain here on the West Coast, everyone struggles with some signal issues, but we are pretty comfortable with it."

Morning drive is live on Clear FM; other dayparts are voice-tracked. "The morning show is music-intensive," Larsen says. "The whole attitude of the station is about the music and a minimal amount of clutter."

"We provide service elements, particularly in the morning show, but it's definitely music-driven, very adult-oriented and almost anti-radio in terms of general contesting and such, which is all trafficking through our website and which we don't put on-air."

Urbane Radio

Few would contest the strength of a moniker like Clear FM, and the station's positioning statement is "Vancouver's new way to relax." "We are using *relax* not necessarily as in just putting your feet up, although you might want to do that, but as in how you spend your leisure time," Fisher says.

"The lifestyle of Vancouver is very hip and urbane. This is a sophisticated city, and we are trying to build a radio station that reflects those qualities."

Each of Rogers' Vancouver properties has a dedicated sales staff — Clear FM has six account execs — but the stations are primarily sold as a cluster. Considering that the station hasn't had a book yet, Fisher says, "Business is pretty good. To a degree, the station is selling itself."

"Talking with our salespeople — who are making cold calls, mind you — I have learned that the people they're speaking to usually say, 'Hang on a minute,' and our sellers can hear Clear FM already playing on hold. There's strong word of mouth — which is the best advertising — that there is a soft or hip alternative that is relaxing."

"Now that our marketing has hit in the last week or so, we are hoping that sales will improve that much more. Right now we are tracking our budget, but the year is long, and we have an opportunity to exceed it."

"This is one place that AC can go. Look at the CD collections of women and men 25-49: You'll find Norah Jones, Sade, Diana Krall, Dave Koz and Sting, artists whose vocals have meaningful lyrics, which is something people do look for. Just last night we introduced a new show, a chill-out show from 9pm-1am that David Larsen is producing."

Clearly, Clear FM has got it going on. You can go to www.1049clearfm.com to hear it for yourself. And stay tuned, folks.



David Larsen

March 12, 2004

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	KIM WATERS The Ride (Shanachie)	890	-2	107390	16	41/0
2	2	CHRIS BOTTI Indian Summer (Columbia)	811	-64	86245	24	39/0
3	3	NICK COLIONNE High Flyin' (3 Keys Music)	774	-19	75591	22	36/0
5	4	RICHARD ELLIOT Sly (GRP/VMG)	766	+35	95466	14	39/0
4	5	JAZZMASTERS Puerto Banus (Trippin' N' Rhythm)	654	-106	57822	29	32/0
6	6	STEVE COLE Everyday (Warner Bros.)	607	-1	69413	21	36/0
7	7	PETER WHITE Talkin' Bout Love (Columbia)	604	+60	70119	8	41/0
8	8	HIL ST. SOUL For The Love Of You (Shanachie)	548	+26	47767	8	38/1
10	9	PAUL BROWN 24/7 (GRP/VMG)	488	+58	79982	7	35/1
9	10	MICHAEL McDONALD Ain't No Mountain High Enough (Motown)	459	+8	41414	18	36/0
11	11	BASS X Vonni (Liquid 8)	407	+9	39384	17	33/0
14	12	EUGE GROOVE Livin' Large (Narada)	404	+30	46319	5	35/1
15	13	PAUL TAYLOR Steppin' Out (Peak)	387	+30	58474	6	32/3
13	14	SEAL Touch (Warner Bros.)	358	-27	25053	20	25/0
12	15	PRAFUL Sigh (Rendezvous/N-Coded)	356	-42	29996	33	25/0
24	16	DAVE KOZ All I See Is You (Capitol)	338	+138	56753	2	34/5
17	17	RICHARD SMITH Sing A Song (A440)	334	+29	29824	13	30/2
16	18	DAVID BENOIT Watermelon Man (GRP/VMG)	323	-7	54726	20	24/0
18	19	NORAH JONES Sunrise (Blue Note/EMC)	297	+17	17777	6	24/2
23	20	MARC ANTOINE Mediterraneo (Rendezvous)	266	+64	30082	3	33/4
19	21	MINDI ABAIR Save The Last Dance (GRP/VMG)	264	+31	32989	3	28/3
20	22	JEFF GOLUB Pass It On (GRP/VMG)	233	+13	19443	5	21/0
22	23	DAVID SANBORN Isn't She Lovely (GRP/VMG)	226	+16	22202	4	20/0
21	24	.NAJEE Eye 2 Eye (N-Coded)	226	+12	23353	11	21/0
25	25	KIRK WHALUM Do You Feel Me (Warner Bros.)	178	-8	13733	17	16/0
26	26	BRIAN BROMBERG Bobblehead (A440)	173	+1	8626	5	15/0
Debut	27	BRIAN CULBERTSON f/NORMAN BROWN Come On Up (Warner Bros.)	172	+77	23956	1	21/4
Debut	28	RICK BRAUN Daddy-O (Warner Bros.)	150	+37	7845	1	20/4
27	29	DOWN TO THE BONE Cellar Funk (Narada)	135	-27	6773	14	13/0
30	30	DAN SIEGEL In Your Eyes (Native Language)	130	+10	5926	2	13/0

41 Smooth Jazz reporters. Songs ranked by total plays for the airplay week of 2/29-3/6. 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 (© 2004, The Arbitron Company). © 2004, R&R, Inc.

New & Active

SPECIAL EFX Ladies Man (Shanachie)
Total Plays: 123, Total Stations: 12, Adds: 1

JOYCE COOLING Expression (Narada)
Total Plays: 109, Total Stations: 21, Adds: 9

BRAXTON BROTHERS When You Touch Me (Peak)
Total Plays: 80, Total Stations: 12, Adds: 2

PETE BELLASCO Deeper (Compendia)
Total Plays: 75, Total Stations: 6, Adds: 1

BRIAN HUGHES Wherever You Are (A440)
Total Plays: 70, Total Stations: 10, Adds: 3

PAUL JACKSON, JR. Walkin' (Blue Note/EMC)
Total Plays: 66, Total Stations: 8, Adds: 1

GRADY NICHOLS Allright (Grady Nichols Ltd.)
Total Plays: 65, Total Stations: 9, Adds: 3

SIMPLY RED You Make Me Feel Brand New (simplyred.com/Red Ink)
Total Plays: 63, Total Stations: 11, Adds: 6

JEFF LORBER Under Wraps (Narada)
Total Plays: 60, Total Stations: 4, Adds: 0

DIDO White Flag (Arista)
Total Plays: 53, Total Stations: 4, Adds: 1

Most Added®

www.radioandrecords.com

ARTIST TITLE LABEL(S)	ADDS
JOYCE COOLING Expression (Narada)	9
SIMPLY RED You Make Me Feel Brand New (simplyred.com/Red Ink)	6
DAVE KOZ All I See Is You (Capitol)	5
MARC ANTOINE Mediterraneo (Rendezvous)	4
B. CULBERTSON f/N. BROWN Come On Up (Warner Bros.)	4
RICK BRAUN Daddy-O (Warner Bros.)	4
BOB BALDWIN I Wanna Be Where You Are (A440)	4

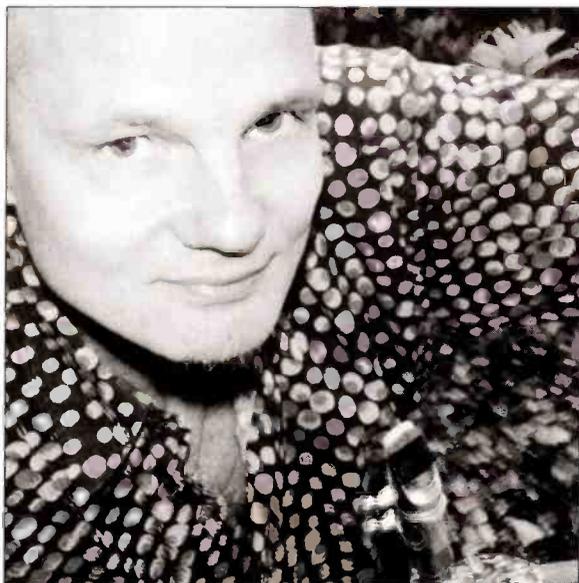
Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
DAVE KOZ All I See Is You (Capitol)	+138
JOYCE COOLING Expression (Narada)	+88
B. CULBERTSON f/N. BROWN Come On Up (Warner Bros.)	+77
MARC ANTOINE Mediterraneo (Rendezvous)	+64
PETER WHITE Talkin' Bout Love (Columbia)	+60
PAUL BROWN 24/7 (GRP/VMG)	+58
RONNY JORDAN At Last (N-Coded)	+43
RICK BRAUN Daddy-O (Warner Bros.)	+37
RICHARD ELLIOT Sly (GRP/VMG)	+35
SIMPLY RED You Make Me Feel Brand New (simplyred.com/Red Ink)	+33

Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
RONNY JORDAN At Last (N-Coded)	283
DARYL HALL She's Gone (Rhythm & Groove/Liquid 8)	260
DAVE KOZ Honey-Dipped (Capitol)	229
PAMELA WILLIAMS Afterglow (Shanachie)	227
JIMMY SOMMERS Take My Heart... (Gemini/Higher Octave)	226
SIMPLY RED Sunrise (simplyred.com/Red Ink)	203
PAUL JACKSON, JR. It's A Shame (Blue Note)	169
LEE RITENOUR Inner City Blues (GRP/VMG)	157
KENNY G. Malibu Dreams (Arista)	152
CANDY DULFER Finsbury Park, Cafe 67 (Eagle Rock)	127
MARC ANTOINE Funky Picante (Rendezvous)	114
LUTHER VANDROSS Dance With My Father (J)	109
PAUL TAYLOR On The Move (Peak)	90
JEFF LORBER Gigabyte (Narada)	83
GREGG KARUKAS Riverside Drive (N-Coded)	81
DAVID SANBORN Comin' Home Baby (GRP/VMG)	79

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



"Let the Chips Fall"

"Prافل continues to expand the sound of what we call Smooth Jazz."
— Michael Erickson, PD KKSJ / San Francisco

"'Sigh' has been an explosive success. It's still testing top 3 with A25-54 in Miami after 8 months of current airplay! 'Let the Chips Fall' is a GREAT follow up."
— Rich McMillan, PD WLVE / Miami

"Another perfect example of the new sound of Smooth Jazz. This spring 'Let the Chips Fall' in your favor with this follow up from 2003's Smooth Jazz breakout artist."
— Michael Fischer, PD KJCD / Denver

"Prافل is the most interesting and innovative artist to come along in a long, long, while."
— Frank Childs, MD WJZ / Philadelphia



Place your bet March 15th! **N-CODED MUSIC**

ON THE RECORD

With
Steve Williams
Consultant, Sirius Satellite Radio



The following are my suggestions for freshening Smooth Jazz libraries' instrumental jazz category. Erroll Garner's "Misty" was top 10 for Garner in the '40s and again in 1971, when it was featured in Clint Eastwood's *Play Misty for Me*. Herbie Mann's "Comin' Home Baby" and "Memphis Underground" were both top 10 in 1961. Ray Charles' "One Mint Julep" has been recorded at least a dozen times by various artists, and the original was top 10 for Charles in the early '60s. Miles Davis' "All Blue" or "So What" are both great choices. This spring marks the 45th anniversary of his *Kind of Blue*, the biggest-selling jazz release of all time, which continues to sell thousands of copies every month. "Watermelon Man" by Herbie Hancock or Mongo Santamaria: This song hit chart pay dirt twice for Herbie — once in the early '60s, and again in 1971. "Exodus," by Eddie Harris, was a 1960 hit for the originator of the funk/jazz hybrid. Sonny Rollins' "Alfie," the theme from the 1966 film, became an international chart-topper. The full-length version is a little long, but a three-minute edit I did years ago is still being played on WQCD/New York.

Kim Waters' "The Ride" (Shanachie) holds No. 1 for the second week. The fastest rising Smooth Jazz track since Mindi Abair's "Lucy's" is Dave Koz's "All I See Is You" (Capitol), which catapults 24-16* — that's halfway up the chart after only two weeks! Koz commands No. 1 Most Increased, with a +138-play gain, five new adds, power rotation at KTWV/Los Angeles and KJCD/Denver and medium rotation at WQCD/New York after one week ... **Marc Antoine's** "Mediterraneo" (Rendezvous) hurtles 23-20* and is among the Most Increased, with four new adds, including WJZZ/Philadelphia and KHJZ/Houston ... **Joyce Cooling's** fine "Expression" (Narada), from the aptly titled CD *This Girl's Gotta Play*, erupts with nine new adds, including WJZW/Washington, WJZZ/Atlanta and WLVE/Miami. It was added to medium at KKSJ/San Francisco and WJZI/Milwaukee in one week. Incidentally, the guitar goddess will be interviewed in an upcoming Smooth Jazz editorial entitled — what else? — "Global Cooling" ... **Simply Red's** "You Make Me Feel Brand New" (simplyred.com/Red Ink) wins six adds, including WNWV/Cleveland ... **Bob Baldwin's** "I Wanna Be Where You Are (A440) is off to an auspicious start with three adds, which include KWJZ/Seattle ... Speaking of impressive launches, how about **Acoustic Alchemy's** at WQCD and WJZI on "Shelter Island Drive"? Good on the lads ... My libido, which has been under siege from chemotherapy and radiation for the last seven months, was restored in a mere 3:24 by **Diana Krall's** "Temptation" (GRP/Verve). Another A-stack sizzler is **Alkemix's** "Time to Lounge" (Rendezvous). Is it getting hot in here, or am I just getting back on my feet? Both!



— Carol Archer, Smooth Jazz Editor

Reporters

WZMR/Albany, NY
DM: Michael Morgan
PD: Kevin Callahan
7 GRADY NICHOLS
1 SIMPLY RED

KAJZ/Albuquerque, NM
DM: Jim Walton
PD: Paul Laviole
APD/MD: Jeff Young
BRIAN GILBERTSON (NORMAN BROWN)
BRIAN HUGHES
RICK BRAUN
JOYCE COOLING

KNIK/Anchorage, AK
DM/MD: Aaron Wallender
No Adds

WJZZ/Atlanta, GA
PD/MD: Nick Francis
2 WENDY KOBAR
2 RICK BRAUN
2 JOYCE COOLING

KSMJ/Bakersfield, CA
DM/MD/MD: Chris Townsend
APD: Matt Kelly
SIMPLY RED
NORMAN BROWN
EDGE GROOVE

WNJA/Chicago, IL
DM: Bob Kaake
PD/MD: Steve Stiles
BRIAN GILBERTSON (NORMAN BROWN)
NORMAN BROWN
DIANA KRALL

WNWV/Cleveland, OH
DM/MD/MD: Bernie Kimble

WJZA/Columbus, OH
PD/MD: Bill Harman
No Adds

KOAI/Dallas, TX
DM/MD: Kurt Johnson
MD: Mark Sanford
7 ROBBY JORDAN

KJCD/Denver, CO
PD/MD: Michael Fischer
RAMSEY LEWIS
BRIAN HUGHES
BRAXTON BROTHERS

WVWV/Detroit, MI
DM/MD: Tom Stecker
MD: Sandy Kovach
No Adds

KEZL/Fresno, CA
DM: E. Curtis Johnson
PD/MD: J. Weidenheimer
1 DAVE KOZ
1 JOYCE COOLING

WDRR/Ft. Myers, FL
DM: Steve Amari
PD: Joe Turner
MD: Randi Bachman
1 SERGIO CAPUTO
1 BOB BALDWIN

KHJZ/Houston, TX
PD: Maxine Todd
APD/MD: Greg Morgan
13 DARYL HALE
MARC ANTOINE

WYJZ/Indianapolis, IN
DM/MD/MD: Carl Frye
No Adds

KDAS/Las Vegas, NV
PD/MD: Erik Fox
SIMPLY RED
JOYCE COOLING

KSBR/Los Angeles, CA
DM/MD: Terry Wedel
MD: Susan Washbo
1 RICK BRAUN

KTWV/Los Angeles, CA
PD: Paul Goldstein
APD/MD: Samantha Wiedmann
3 HIL ST. SQUAD
1 BRAXTON BROTHERS

WELV/Macon, GA
DM: Eric West
PD/MD: Rick Smith
No Adds

WJZN/Memphis, TN
PD/MD: Norm Miller
PAUL JACKSON, JR.
SIMPLY RED
JOYCE COOLING
KEN NAVARRO

WLVE/Miami, FL
DM: Rob Roberts
PD/MD: Rich McMillan
JOYCE COOLING

WJZI/Milwaukee, WI
DM/MD: Steve Scott
MD: Jeff Peterson
4 ACOUSTIC ALCHEMY

KRYR/Modesto, CA
DM/MD: Doug Wulfr
PD: Jim Bryan
1 MINDI ABAIR
1 MARC ANTOINE

Jones Smooth Jazz/Network
PD/MD: Steve Hibbard
1 JOE KUBASZ
1 JOYCE COOLING

WQCD/New York, NY
DM: John Mullen
PD/MD: Charley Connolly
ACOUSTIC ALCHEMY
BRIAN HUGHES

WLQD/Oriando, FL
PD: Brian Mayan
MD: Patricia James
2 PETE BELLASCO
GRADY NICHOLS
KEN NAVARRO
BOB BALDWIN

WJZZ/Philadelphia, PA
PD: Michael Tozzi
MD: Frank Chiusi
5 BRIAN GILBERTSON (NORMAN BROWN)
5 MARC ANTOINE

KYOT/Phoenix, AZ
PD: Shaun Holly
APD/MD: Angie Handa
6 DIDD

KJZS/Reno, NV
DM: Rob Brooks
PD/MD: Robert Oees
6 NORMAN BROWN
1 RICHARD SMITH
DAVE KOZ
PAUL TAYLOR

WJZY/Richmond, VA
PD: Reid Snider
17 SIMPLY RED
1 DAVE KOZ
10 MARC ANTOINE
10 RICK BRAUN
MINDI ABAIR

KSSJ/Sacramento, CA
DM: Lee Hansen
APD: Ken Jones
PAUL TAYLOR

KBZN/Salt Lake City, UT
DM/MD/MD: Dan Jessop
2 SPECIAL FX

KIFM/San Diego, CA
DM: John Dimick
PD: Mike Vasquez
APD/MD: Kelly Cole
No Adds

KKSJ/San Francisco, CA
DM: Michael Martin
PD: Michael Erickson
No Adds

KJZY/Santa Rosa, CA
PD: Gordon Zlot
APD/MD: Rob Singleton
2 DAVE KOZ
2 COUCH POTATO ALL STARS

KWJZ/Seattle, WA
PD: Carol Handley
MD: Diana Rose
9 CANDY GULFER
9 DAVE KOZ
8 RICHARD SMITH
BOB BALDWIN

WEIB/Springfield, MA
PD: Carol Cutting
MD: Janita Shavers
3 BRIAN GILBERTSON (NORMAN BROWN)
3 COUCH POTATO ALL STARS
BRIAN LENAR
BOB BALDWIN
CARO FROD
CASSANDRA REED
SIMPLY RED
ACOUSTIC ALCHEMY
ALEX BIGNARDI

WSSM/St. Louis, MO
PD: David Myers
1 GRADY NICHOLS
1 JOYCE COOLING

WSJT/Tampa, FL
PD: Ross Block
MD: Kathy Curtis
No Adds

WJZW/Washington, DC
DM: Kenny King
PD: Carl Anderson
MD: Renee DePuy
PAUL TAYLOR
JOYCE COOLING

*Monitored Reporters

41 Total Reporters

41 Total Indicator

Did Not Report, Playlist Frozen (1):
WJCD/Norfolk, VA
Dropped Stations (1):
WJCD/Norfolk, VA

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Laughing The Ratings

UP

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Spring to Fall 2003

25-54 Men

WRQR	Wilmington, NC	↑ UP 145.6%
WFQX	Winchester, VA	↑ UP 128.6%
WYAK	Myrtle Beach, SC	↑ UP 102.7%
KDEZ	Jonesboro, AR	↑ UP 96.7%
WSMS	Tupelo, MS	↑ UP 90%
WBXE	Cookeville, TN	↑ UP 86.6%
KYYI	Lawton, OK	↑ UP 85.1%
WRKH	Pensacola, FL	↑ UP 73.5%

...and it's not just the guys!

25-54 Persons

WHFX	Brunswick, GA	↑ UP 102.7%
WRQR	Wilmington, NC	↑ UP 95.5%
WYAK	Myrtle Beach, SC	↑ UP 71.1%
WFQX	Winchester, VA	↑ UP 70%
KYYI	Lawton, OK	↑ UP 62.1%
WZRR	Birmingham, AL	↑ UP 60.5%
WRKH	Pensacola, FL	↑ UP 49.2%
WSMS	Tupelo, MS	↑ UP 42.3%



For more information contact Marty Lambert
888.552.4321 ext. 544

Arbitron: Stations ranked in top 20 for AQH Share in Fall 03

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Radio's Stern Announcements

How stations handled the suspension of *The Howard Stern Show*

In the immediate aftermath of Clear Channel's sudden suspension of *The Howard Stern Show* from its stations for an undetermined amount of time, how did the affected outlets address the issue with their listeners? I surfed the websites of the stations involved and found varying responses.

Active Rock KIOZ/San Diego PD Shauna Moran-Brown took the bull by the horns. Here's what I found on Monday, March 1, just a few days after Howard was pulled. Prominently displayed on the station homepage (www.kioz.com/main.html) was the following: "Important Message: This is a mass response to all of the e-mails that have been received in regards to the suspension of Howard Stern's show from Rock 105.3. Hopefully, we will be able to address all your questions and shed some light on the situation."



Shauna Moran-Brown

Dear Stern Fan

The text of the paragraph is a link, and when you click it, you're taken to a new window with the following message, which is signed by Moran-Brown and includes her e-mail address.

"Dear Stern Fan,
 "Yes, this is a mass response to all of the e-mails that I have received in regards to the suspension of his show from Rock 105.3. Hopefully, I will be able to address all your questions and shed some light on the situation. If you have any questions after you read this response, please feel free to write me back, and I promise to respond to all e-mails that I receive.

"As many of you know, since the incident that occurred during halftime at the Super Bowl, the FCC has become vigilant in cracking down on what it views as indecency on the airwaves and has recently begun interpreting various rules related to 'indecency' in a new manner. Howard has addressed this several times since he returned from vacation on Monday. Additionally, you have heard him talk about Infinity and his company's policy on zero tolerance for what it determines to be indecent content as well.

"This week Clear Channel Communications issued a companywide 'Responsible Broadcasting Initiative.' These initiatives were put in place to save our stations from receiving FCC fines and from the possibility of having our licenses revoked. It would not do you or Howard any good if we no longer had the license to broadcast on Rock 105.3. What we are trying to see is if the company that Howard works for is taking the steps to protect our license for all of our sakes.

"When it comes to our business, we have to answer to a government agency that believes that its mission is to protect the public — all the public. Whether you and I agree with that, at this time these are the rules that our

business has to live with. We are not like other businesses, in that we don't own the airwaves, we just have the right to use this frequency.

"Yesterday afternoon our General Manager, Mike Glickenhous, spoke to Don Buchwald, who has been Howard's agent for many years, and they talked about this specifically. He understands our decision, and we all hope it is a very temporary issue. We know Howard will not be happy about this, but, unfortunately, every radio air talent in America is operating under some different conditions at this time. We are definitely trying to deal with this issue in a positive manner and see if we can come to a resolution.

"Additionally, as a Howard Stern fan, I encourage you to write the appropriate parties and let them know how you feel about the guidelines that have been laid out and their new interpretations of indecency.

"I appreciate you taking the time to write me, and I appreciate you taking the time to read this. Trust me when I say everyone here at Rock 105.3 is a Howard Stern fan and wants this issue resolved as soon as possible."

The station is also telling listeners on the air to view the letter on the website.

Make A Note Of It

On Alternative WDXD (The X)/Pittsburgh's homepage (www.wdx.com) was this note under a "Howard Stern" heading.

"As you know, over the past several weeks, radio, including *The Howard Stern Show*, and TV have come under intense scrutiny. Radio has a legal obligation according to federal laws not to air certain material. The federal government can take a radio station's license away for violating these laws.

"We hope to work out adjustments with Howard Stern's show provider soon in order for The X to be in compliance. We appreciate your patience and understanding and hope to have it worked out soon."

Talk station WTKS (Real Radio 104.1 FM)/Orlando similarly acknowledged the situation. On its homepage (www.wtks.com), the headline item read, "Information about what's happening with *The Howard Stern Show*, FCC and Clear Channel." This clicked through to the following text: "We regret the circumstances that

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Introducing R&R Going for Adds Radio. It's an Internet stream that runs on your computer while you're doing other tasks, like writing responsible broadcasting memos to your airstaff. Give it a listen at www.radioandrecords.com/gfaradio and choose from six formats, including Active Rock.

During the month of March our guest EJ (electronic jock) is WAAF/Boston PD Keith Hastings, who shares some of the recent hilarious and introspective moments his jocks have experienced on the air. Click it in, and please send us your feedback.



have forced Real Radio 104.1 to temporarily cease broadcasts of *The Howard Stern Show*."

A quote from Clear Channel Radio Sr. VP/Programming Tom Owens is posted, which reads, "The content of Howard Stern's program is not in compliance with Clear Channel's content standards. Until the program provider makes those adjustments, we will be unable to air *The Howard Stern Show*."

The station's website also includes links to the Feb. 25 Clear Channel press release announcing the Responsible Broadcasting Initiative; a Feb. 26 news story credited to Knight Ridder/Tribune Business News titled "Clear Channel Unveils 'Zero Tolerance' Policy, Suspends Howard Stern"; and a link to video and audio files from the House Committee on Energy and Commerce hearing on indecency and obscenity at the Committee on Energy and Commerce.

The Fox Rocks With Or Without Stern

Active Rock WTFX (The Fox)/Louisville's website (www.foxrocks.com) has not acknowledged that Howard Stern is not on the air and has kept all of Stern's info (under the link for "jocks") on the site. PD Michael Lee says that the website does not devote attention to the Howard Stern suspension because the station is not built around the show.

"We don't promote him outside of his show," Lee says. "He's a great asset, but The Fox has its own identity in the marketplace and has had for years. We've previously had Bob & Tom on in mornings; now it's Stern, and we hope to continue to have Stern. But our identity is lifestyle-oriented, it's not oriented toward Howard Stern or any one jock. So our website is also very lifestyle-oriented to the Louisville community."

Building the brand of The Fox as a lifestyle source vs. a place for any one particular jock has proven to be a good

choice for WTFX. "If you look at Stern stations across the country, most of them fall off drastically in the ratings after Howard goes off the air," Lee says. "At our station, Stern sets up the day very nicely, but we do well in our other dayparts too.

"In middays we're No. 2 18-34 and a dominant No. 1 in 18-34 men. That continues through the whole day. At night we're No. 1 18-34 and No. 3 25-54. As big as Stern is, I don't think you can put all your eggs into one basket on any morning show, no matter what. There's more to our station than just the morning show."

Different Strokes

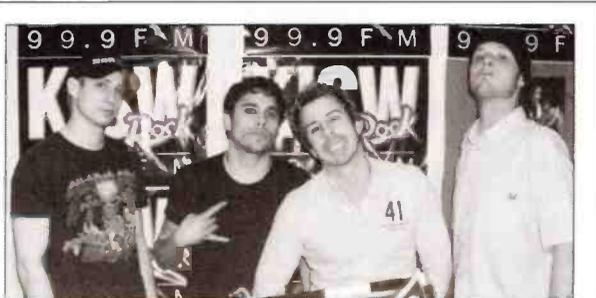
While the Stern show is off the air at Clear Channel outlets, the music stations are playing music during morning drive (and in overnights on the West Coast). At The Fox, Lee runs a recorded promo twice an hour during morning drive that addresses the issue. Outside of mornings, the same promo runs from every hour to every two hours.

"We do understand that because of the national TV coverage it's something that's bigger than just this radio station and its listeners, so we are keeping people informed," says Lee.

Similarly, at Active Rock WNVE (95.1 The Nerve)/Rochester, NY's website (www.951thenerve.com), the station has kept Howard Stern listed with the on-air crew and makes no mention of the show not airing.

However, at Classic Rock WBGG (Big 106)/Miami's website (www.big106.com), there are no references whatsoever to *The Howard Stern Show*, nor have there been any mentions of his show on the air.

As for Bubba The Love Sponge, all references to him were pulled off all the Clear Channel stations that carried his show: WXTB/Tampa, WPLA/Jacksonville and WJRR/Orlando. Former Bubba affiliate WYNF/Macon, GA had ceased airing the show earlier: in February, before he was fired.



KISW IS TRAPT Visiting Seattle on one rainy day, Warner Bros. band Trapt took cover in the studios of KISW. Seen here are (l-r) Trapt lead guitarist Simon Ormandy and vocalist-guitarist Chris Brown and KISW afternoon host Ricker and Asst. PD Ryan Castle.

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	NICKELBACK Figured You Out (Roadrunner/IDJMG)	659	-53	37216	17	25/0
2	2	AUDIOSLAVE I Am The Highway (Interscope/Epic)	546	-24	32736	23	22/1
4	3	INCUBUS Megalomaniac (Epic)	509	+45	30479	10	22/2
3	4	JET Are You Gonna Be My Girl (Elektra/EEG)	444	-43	23812	25	20/0
5	5	LINKIN PARK Numb (Warner Bros.)	388	+6	27148	21	19/1
10	6	TESLA Caught In A Dream (Sanctuary/SRG)	322	+41	13712	7	18/0
6	7	TANTRIC Hey Now (Maverick/Reprise)	313	-18	14177	10	22/1
7	8	GODSMACK Re-Align (Republic/Universal)	307	-11	14716	14	19/1
8	9	DARKNESS I Believe In A Thing Called Love (Must...Destroy/Atlantic)	299	-10	11873	12	19/0
9	10	THREE DAYS GRACE (I Hate) Everything About You (Jive)	273	-9	13694	20	15/0
15	11	KID ROCK Jackson, Mississippi (Top Dog/Atlantic)	269	+36	11257	5	18/1
12	12	3 DOORS DOWN Away From The Sun (Republic/Universal)	260	-4	12245	7	17/0
20	13	JET Cold Hard Bitch (Elektra/EEG)	259	+64	18604	5	17/0
16	14	SHINEDOWN 45 (Atlantic)	246	+29	9040	12	20/3
17	15	PUDDLE OF MUDD Heel Over Head (Geffen)	239	+28	12468	4	21/2
14	16	FUEL Million Miles (Epic)	232	-5	11371	8	19/0
13	17	PUDDLE OF MUDD Away From Me (Geffen)	206	-50	9004	20	16/0
22	18	TRAPT Echo (Warner Bros.)	190	+40	8303	6	12/0
Debut	19	AEROSMITH Baby, Please Don't Go (Columbia)	180	+180	18015	1	17/15
23	20	A PERFECT CIRCLE The Outsider (Virgin)	180	+39	6052	8	12/0
19	21	STAINED How About You (Flip/Elektra/EEG)	164	-44	6051	15	15/0
18	22	OFFSPRING Hit That (Columbia)	160	-50	9036	16	8/0
26	23	HOBBASTANK The Reason (Island/IDJMG)	130	+24	4044	4	11/0
21	24	LIMP BIZKIT Behind Blue Eyes (Flip/Interscope)	126	-26	6264	10	8/0
25	25	LO-PRO Sunday (Geffen)	124	+15	4216	3	12/1
24	26	LINKIN PARK Lying From You (Warner Bros.)	124	+14	6290	3	8/0
27	27	DAMAGEPLAN Save Me (Elektra/EEG)	111	-8	2461	4	10/1
Debut	28	LOSTPROPHETS Last Train Home (Columbia)	100	+40	2821	1	7/1
28	29	SEVENDUST Broken Down (TVT)	98	+15	2054	5	10/0
Debut	30	GODSMACK Running Blind (Republic/Universal)	85	+68	5253	1	9/6

Most Added

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
AEROSMITH Baby, Please Don't Go (Columbia)	15
GODSMACK Running Blind (Republic/Universal)	6
AUDIOSLAVE What You Are (Interscope/Epic)	4
SHINEDOWN 45 (Atlantic)	3
INCUBUS Megalomaniac (Epic)	2
PUDDLE OF MUDD Heel Over Head (Geffen)	2

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
AEROSMITH Baby, Please Don't Go (Columbia)	+180
GODSMACK Running Blind (Republic/Universal)	+68
JET Cold Hard Bitch (Elektra/EEG)	+64
INCUBUS Megalomaniac (Epic)	+45
AUDIOSLAVE What You Are (Interscope/Epic)	+42
TESLA Caught In A Dream (Sanctuary/SRG)	+41
TRAPT Echo (Warner Bros.)	+40
LOSTPROPHETS Last Train Home (Columbia)	+40
A PERFECT CIRCLE The Outsider (Virgin)	+39
KID ROCK Jackson, Mississippi (Top Dog/Atlantic)	+36

Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
STAINED So Far Away (Flip/Elektra/EEG)	238
AUDIOSLAVE Show Me How To Live (Interscope/Epic)	182
WHITE STRIPES Seven Nation Army (Third Man/V2)	180
TRAPT Headstrong (Warner Bros.)	178
TRAPT Still Frame (Warner Bros.)	170
BLACK LABEL SOCIETY Stillborn (Spitfire)	154
GODSMACK Serenity (Republic/Universal)	147
3 DOORS DOWN When I'm Gone (Republic/Universal)	131
FOO FIGHTERS Times Like These (Roswell/RCA)	129
A PERFECT CIRCLE Weak And Powerless (Virgin)	129

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

26 Rock reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 2/29-3/6. 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 (© 2004, R&R, Inc).

New & Active

P.O.D. Change The World (Atlantic)
Total Plays: 84, Total Stations: 11, Adds: 0
DROWNING POOL Step Up (Wind-up)
Total Plays: 83, Total Stations: 7, Adds: 1
AUDIOSLAVE What You Are (Interscope/Epic)
Total Plays: 69, Total Stations: 10, Adds: 4
OFFSPRING (Can't Get My) Head Around You (Columbia)
Total Plays: 54, Total Stations: 5, Adds: 1
SOIL Redefine (J)
Total Plays: 52, Total Stations: 6, Adds: 1

DEFAULT Throw It All Away (TVT)
Total Plays: 48, Total Stations: 4, Adds: 1

JOSH TODD Shine (Todd Entertainment/XSRECORDS)
Total Plays: 32, Total Stations: 3, Adds: 0

CROSSFADE Cold (Columbia)
Total Plays: 28, Total Stations: 4, Adds: 1

LYNYRD SKYNYRD Dead Man Walkin' (Sanctuary/SRG)
Total Plays: 15, Total Stations: 4, Adds: 1

Songs ranked by total plays

Reporters

KZRR/Albuquerque, NM*

OM: Bill Hays
PD: Phil Maloney
AP: Jeff Overton
No Adds

WZZQ/Allentown, PA*

PD: Rick Strass
MD: Katie Meyer
22 AEROSMITH
6 INCUBUS

KWHL/Anchorage, AK

PD: Larry Oaker
3 AUDIOSLAVE
1 SHINEDOWN

KLBJ/Austin, TX*

OM: Jeff Carrel
MD: Lori Lane
5 AEROSMITH

KOOJ/Baton Rouge, LA*

OM: Jeff Carrel
PD: Phil Maloney
MD: Jay Moore
10 AEROSMITH
LYNYRD SKYNYRD
10

KIOC/Beaumont, TX*

PD: Mike Davis
No Adds

WBUF/Buffalo, NY*

PD: John Paul
AP: Joe Russo
1 DAMAGEPLAN
AUDIOSLAVE
AEROSMITH
GODSMACK

WRQK/Canton, OH*

PD: Garrett Hart
MD: Kelly Gutz
4 AEROSMITH
DEAN VIOLET

WPXC/Cape Cod, MA

OM: Randy Clement
PD: Suzanne Teasdale
AP: James Gallagher
AUDIOSLAVE
EVANESCENCE
LINKIN PARK
GODSMACK

WKLC/Charleston, WV

OM: Phil Maloney
MD: Jay Moore
1 SMILE EMPTY SOUL
1 AEROSMITH

WEBN/Cincinnati, OH*

OM: Phil Maloney
MD: Phil Maloney
3 AEROSMITH
GODSMACK

WMMB/Cleveland, OH*

MD: Stan
9 SHINEDOWN
8 TANTRIC
DROWNING POOL
LOSTPROPHETS

KNCH/Corpus Christi, TX*

OM: PD: Mike Houston
MD: Mike Houston
13 AUDIOSLAVE
7 SHINEDOWN
2 OFFSPRING
GODSMACK

KLAQ/El Paso, TX*

OM: PD: Carmen Garcia
MD: Carmen Garcia
EVANESCENCE
REBUKE
GODSMACK

WRCC/Fayetteville, NC*

OM: Perry Stone
PD: Hank Aron
MD: AJ Favel
1 AEROSMITH
AUDIOSLAVE
SMILE EMPTY SOUL

WRKR/Kalamazoo, MI

OM: Mike McCally
PD: MD: Jay Moore
3 AEROSMITH
GODSMACK

WDHA/Morrisstown, NJ*

PD: Mike Carr
MD: Mike Carr
19 AEROSMITH

KFZX/Odessa, TX

PD: Steve Orloff
6 LEVEL
4 AEROSMITH
GODSMACK

KCLB/Palm Springs, CA

OM: Gary DeMaroney
PD: Rick Sparks
2 DAMAGEPLAN
2 GODSMACK

WRRX/Pensacola, FL*

PD: Dan McChesney
MD: Dan McChesney
5 AUDIOSLAVE

WWCT/Peoria, IL

PD: James Mackley
MD: Debbie Hunter
EVANESCENCE
6 A PERFECT CIRCLE
7 SHINEDOWN
5 GODSMACK
5 OFFSPRING
5 P.O.D.
4 LINKIN PARK
3 AEROSMITH
STAINED

WMMR/Philadelphia, PA*

AP: MD: Kim Opitz
No Adds

KDKB/Phoenix, AZ*

PD: Loup Paul
6 AUDIOSLAVE
8 JET
4 AEROSMITH

WHEB/Portsmouth, NH*

PD: MD: Alan James
AP: Chris "Doc" Garner
10 AEROSMITH

WHJY/Providence, RI*

PD: Scott Leighton
AP: Steve Palmer
MD: John Lammie
18 AEROSMITH
1 SHINEDOWN

WBBB/Raleigh, NC*

PD: MD: Jay Hobbie
2 AEROSMITH
8 PUDDLE OF MUDD
CROSSFADE

KCAL/Riverside, CA*

PD: Steve Hoffman
AP: MD: MJ Matthews
10 AEROSMITH
SOL
GODSMACK

WROV/Roanoke, VA*

PD: MD: Heidi Krummet-Tate
4 AEROSMITH
GODSMACK

WXRX/Rockford, IL

OM: Keith Edwards
PD: MD: Ann Stone
29 SOLD
17 LINKIN PARK
13 STAINED
12 PUDDLE OF MUDD
10 A PERFECT CIRCLE
10 SMILE EMPTY SOUL
10 SEETHER
10 QUEENS OF THE STONE AGE
PRE-THANG
GODSMACK

KRXQ/Sacramento, CA*

OM: John Fox
PD: Phil Maloney
MD: Phil Maloney
No Adds

KBER/Salt Lake City, UT*

OM: Bruce Jones
PD: Kelly Horvath
AP: MD: Helen Powers
2 AEROSMITH

KSJO/San Jose, CA*

MD: Zach Tyler
PUDDLE OF MUDD

KZOO/San Luis Obispo, CA

PD: MD: David Hester
1 EVANESCENCE
1 GODSMACK
1 AEROSMITH

KTUX/Shreveport, LA*

MD: Peter Stone
16 LINKIN PARK
13 GODSMACK
12 AEROSMITH

*Monitored Reporters

38 Total Reporters

26 Total Monitored

12 Total Indicator

Did Not Report, Playlist Frozen (1):
WMTT/Elmira, NY

WKL/Traverse City, MI

PD: MD: Tom Ray
10 AEROSMITH
7 SILVERSTEIN

KMOD/Tulsa, OK*

OM: PD: MD: Don Cass
No Adds

WMZK/Wausau, WI

PD: MD: Rick Summers
5 BRIDES OF DESTRUCTION
4 TRAVIS THEORY
4 STORY OF THE YEAR

March 12, 2004

LAST WEEK	THIS WEEK	ARTIST TITLE (LABEL(S))	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	NICKELBACK Figured You Out (Roadrunner/IDJMG)	1993	-52	97509	17	61/0
2	2	INCUBUS Megalomaniac (Epic)	1834	+59	74915	10	62/0
3	3	GODSMACK Re-Align (Republic/Universal)	1622	-61	73373	16	66/0
5	4	THREE DAYS GRACE (I Hate) Everything About You (Jive)	1495	+19	65805	40	55/0
4	5	LINKIN PARK Numb (Warner Bros.)	1457	-96	67215	23	60/0
7	6	A PERFECT CIRCLE The Outsider (Virgin)	1358	+58	53400	14	63/0
9	7	SHINEDOWN 45 (Atlantic)	1269	+94	54302	20	56/3
6	8	AUDIOSLAVE I Am The Highway (Interscope/Epic)	1213	-241	63685	24	56/1
11	9	TANTRIC Hey Now (Maverick/Reprise)	1145	+51	43674	11	57/1
16	10	PUDDLE OF MUDD Heel Over Head (Geffen)	1065	+134	42017	5	57/1
8	11	STAIN'D How About You (Flip/Elektra/EEG)	1064	-167	39828	17	52/0
12	12	TRAPT Echo (Warner Bros.)	1058	+35	35045	8	55/0
18	13	DAMAGEPLAN Save Me (Elektra/EEG)	1051	+171	38158	9	62/1
13	14	LOSTPROPHETS Last Train Home (Columbia)	1041	+54	32062	12	57/0
20	15	JET Cold Hard Bitch (Elektra/EEG)	991	+172	46107	10	58/2
10	16	OFFSPRING Hit That (Columbia)	949	-156	43475	17	50/0
22	17	LINKIN PARK Lying From You (Warner Bros.)	917	+166	33192	6	52/0
15	18	PUDDLE OF MUDD Away From Me (Geffen)	858	-83	37739	20	48/0
14	19	JET Are You Gonna Be My Girl (Elektra/EEG)	855	-88	38844	26	42/0
19	20	FUEL Million Miles (Epic)	833	-9	23873	11	51/0
23	21	SEVENDUST Broken Down (TVT)	801	+61	25257	9	54/2
26	22	KID ROCK Jackson, Mississippi (Top Dog/Atlantic)	780	+102	27134	7	51/1
25	23	LO-PRO Sunday (Geffen)	744	+61	20386	10	50/1
28	24	DROWNING POOL Step Up (Wind-up)	719	+99	23147	5	56/3
27	25	HOOBASTANK The Reason (Island/IDJMG)	710	+88	23603	5	42/4
24	26	KORN Y'All Want A Single (Immortal/Epic)	678	-48	22861	10	50/0
21	27	LIMP BIZKIT Behind Blue Eyes (Flip/Interscope)	673	-113	31553	20	39/0
31	28	P.O.D. Change The World (Atlantic)	539	+43	12557	6	45/0
32	29	CROSSFADE Cold (Columbia)	512	+31	13435	6	45/2
29	30	3 DOORS DOWN Away From The Sun (Republic/Universal)	491	-74	15870	8	33/1
30	31	DARKNESS I Believe In A Thing Called Love (Must...Destroy/Atlantic)	394	-135	10774	15	35/0
43	32	OFFSPRING (Can't Get My) Head Around You (Columbia)	385	+182	11012	2	42/9
37	33	SOIL Redefine (J)	360	+53	10213	4	40/5
36	34	THOUSAND FOOT KRUTCH Rawkfst (Tooth & Nail/EMC)	359	+29	7835	6	31/0
33	35	ILL NINO This Time's For Real (Roadrunner/IDJMG)	353	-43	8467	7	33/1
35	36	DROPBOX Wishbone (Re-Align/Universal)	333	+1	6833	7	36/5
34	37	APARTMENT 26 Give Me More (Atlantic)	319	-24	6117	8	30/0
39	38	STATIC-X So (Warner Bros.)	300	+37	7479	3	33/2
40	39	BLINDSIDE All Of Us (Elektra/EEG)	268	+5	5116	7	27/1
44	40	STORY OF THE YEAR Until The Day I Die (Maverick/Reprise)	260	+61	4207	2	20/3
38	41	TESLA Caught In A Dream (Sanctuary/SRG)	259	-7	15000	5	18/0
41	42	MUSHROOMHEAD Crazy (Universal)	252	+17	6371	4	22/0
Debut	43	GODSMACK Running Blind (Republic/Universal)	236	+150	13666	1	28/17
48	44	BURDEN BROTHERS Beautiful Night (Kirtland/Trauma)	211	+42	7184	3	22/2
46	45	EDGEWATER Eyes Wired Shut (Wind-up)	210	+31	4456	3	23/2
Debut	46	PREYTHING Faded Love (V2)	194	+97	4904	1	27/5
47	47	JOSH TODD Shine (Todd Entertainment/XSRECORDS)	184	+5	2660	4	20/2
42	48	HOOBASTANK Out Of Control (Island/IDJMG)	162	-65	8466	20	17/0
Debut	49	AUDIOSLAVE What You Are (Interscope/Epic)	159	+103	4569	1	33/14
49	50	EVERLAST White Trash Beautiful (Island/IDJMG)	157	+1	4100	3	18/2

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 2/29-3/6. 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 (© 2004, The Arbitron Company). © 2004, R&R, Inc.

Most Added*

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
AEROSMITH Baby, Please Don't Go (Columbia)	28
SMILE EMPTY SOUL Silhouettes (Lava)	22
GODSMACK Running Blind (Republic/Universal)	17
AUDIOSLAVE What You Are (Interscope/Epic)	14
OFFSPRING (Can't Get My) Head Around You (Columbia)	9
EVANESCENCE Everybody's Fool (Wind-up)	8
SOIL Redefine (J)	5
DROPBOX Wishbone (Re-Align/Universal)	5
PREYTHING Faded Love (V2)	5
DEFAULT Throw It All Away (TVT)	5

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
OFFSPRING (Can't Get My) Head Around You (Columbia)	+182
JET Cold Hard Bitch (Elektra/EEG)	+172
DAMAGEPLAN Save Me (Elektra/EEG)	+171
LINKIN PARK Lying From You (Warner Bros.)	+166
GODSMACK Running Blind (Republic/Universal)	+159
AEROSMITH Baby, Please Don't Go (Columbia)	+141
PUDDLE OF MUDD Heel Over Head (Geffen)	+134
AUDIOSLAVE What You Are (Interscope/Epic)	+103
KID ROCK Jackson, Mississippi (Top Dog/Atlantic)	+102
DROWNING POOL Step Up (Wind-up)	+99

Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
TRAPT Still Frame (Warner Bros.)	831
LINKIN PARK Faint (Warner Bros.)	642
STAIN'D So Far Away (Flip/Elektra/EEG)	593
DISTURBED Liberate (Reprise)	578
TRAPT Headstrong (Warner Bros.)	531
CHEVELLE Send The Pain Below (Epic)	510
AUDIOSLAVE Show Me How To Live (Interscope/Epic)	509
AUDIOSLAVE Like A Stone (Interscope/Epic)	452
SEETHER Fine Again (Wind-up)	431

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

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MANDATORY PHOTO OP KXFX/Santa Rosa, CA took full advantage of its proximity to the Metallica dress rehearsal in San Francisco recently. Morning show host Blazy managed to convince 25 guys to cross-dress and parade in public one Friday morning. This photo is of (l-r) KXFX MD/midday terrorist Todd Pyne, Metallica's Kirk Hammett and KXFX Mosh Pit metal-show hostess Stacy after Pyne's interview with Hammett.



CHAOTIC NIGHTS Alternative KDLD & KDLE (Indie 103)/Los Angeles has added a hard rock/metal show called Chaos for L.A. rock orphans. Hosted by Vendetta & Krell, the Wednesday 10pm-midnight show will include an assortment of special guests. The show launched last week with Brides Of Destruction bandmembers Nikki Sixx and Tracii Guns and porn star Amber Lynn. Shown here (l-r) are Indie 103 PD Michael Steele, Sixx, Vendetta and Sanctuary's Mark Chotiner.

Aerosmith's "Baby, Please Don't Go" receives a warm welcome from 28 Active Rockers, where it's No. 1 Most Added, and 15 Rock stations, where you'd expect it to be No. 1 Most Added, too, right? It debuts at 19 on the Rock chart ... Back at Active, **Smile Empty Soul** charge out of the gate with 22 adds on "Silhouettes," including KEGD/Dallas, WAAF/Boston and WRIF/Detroit ... **Godsmack** ("Running Blind") continue to see more adds, with 17 coming in this week, including KISW/Seattle; KIOZ/San Diego; and KUFO/Portland, OR ... **Audioslave** ("What You Are") grab another 14 adds, including KUPD/Phoenix, KIOZ and KISW ... When the music is good nothing can stop it, not even changes in record-company hierarchy. Good for radio, as they stay focused on the music this week, creating some excellent moves up the Active chart — like **Jet's** leap from 20-15 on "Cold Hard Bitch," **Damageplan's** rise 18-13 on "Save Me" and **Linkin Park's** increase from 22-17 on "Lying From You." **MAX PIX: THORNLEY** "So Far So Good" (Roadrunner/IDJMG)

— Cyndee Maxwell, Active Rock/Rock Editor



Record Of The Week

ARTIST: UPO
TITLE: *The Heavy*
LABEL: Nitrus



Los Angeles-based rockers UPO originally made a splash back in 2000 with their Epic debut, *No Pleasantries*, which made some nice inroads at Active Rock with tracks like "Godless" and "Feel Alive." Now signed to the indie label Nitrus, the boys return with *The Heavy*, an atmospheric hard rock album that shows the band picked up a few tricks during their four-year hiatus. Slower tracks such as "The Fall" and "Go" allow vocalist Shawn Albro to shine, while the bulldozer riffage of rockers like "It's Alright" deliver the metal tonnage. Then there's the lead single, "Free," which brings exotic soundscapes to its grind — picture The Cult passing the pipe with Godsmack. The track is pulling nice spins at the likes of KILO/Colorado Springs; WAAF/Boston; WXQR/Greenville, NC; and KXXR/Minneapolis, among others. The label may be smaller, but the sound is bigger.

— Frank Correia, Rock Specialty Editor

active
INSIGHT

ARTIST: Atomship

LABEL: Wind-up

By **FRANK CORREIA** / ROCK SPECIALTY EDITOR



Dude, remember pencil fights? I'm talking to the guys here, ladies, because we all know that girls mature faster than boys. While we were smashing our No. 2s into each other to claim alpha-male ranking in the third grade, you were already making eyes at that sixth grader who ruled the four-square court like a god. Basically, one person holds the pencil between their hands like a bridge, while the aggressor gets to whack his pencil into said bridge, hoping to snap his opponent's pencil in two. Look, I never said it was a chess match or anything.

While the pencil fight left many elementary school boys with cuts and graphite-puncture wounds, the song "Pencil Fight" is much less abrasive. The debut single from new Wind-up act Atomship, "Pencil Fight" opens with a deceptively subtle verse before bringing out the big rock in the chorus. Nathan Slade's guitars turn from sublime to edgy, Chad Kent's drums turn on a dime and become a schoolyard rumble, while vocalist Joey Culver runs his vocals up the flagpole with soaring melodies. Consider it recess from the everyday rock song.

The track is the first single from Atomship's debut album, *The Crash of '47*, named after the alleged UFO crash in Roswell, NM. "We're fascinated with some of these things," Slade says. "We're not conspiracy-theory nuts, but it is inter-

esting how the media covers up some stuff that's obviously there. We have a pretty strong thirst for knowledge."

Originally called Watership Down after the Richard Adams tale of the same name (that's probably where that rabbit logo came from, honor students), Atomship grew out of the Biloxi, MS scene. I suppose it can now be called a scene after giving us 3 Doors Down and 12 Stones. And talk about humble beginnings: The group practiced in a storage shed powered by an extension cord running from a nearby waffle house.

Nowadays, Atomship find themselves onstage with the likes of 3 Doors Down and labelmates Evanescence. After getting its initial push at hometown Active Rocker WCPR, "Pencil Fight" is making its mark with adds at KXXR/Minneapolis, KQRC/Kansas City, KRZR/Fresno and more. Having just wrapped up a sold-out tour with Evanescence, Atomship will gain further exposure with the track "Time for People," which appears on *The Punisher* soundtrack. Make sure to, ahem, pencil them into your — oww! Who gave me the charley horse?!

R&R **TOP 20 SPECIALTY ARTISTS**

1. **GOD FORBID** (Century Media) "Better Days"
2. **DAMAGEPLAN** (Elektra/EEG) "New Found Power"
3. **PROBOT** (Southern Lord) "Centuries Of Sin"
4. **PRONG** (Locomotive) "Reactive Minds"
5. **CANNIBAL CORPSE** (Metal Blade) "Severed Head Stoning"
6. **36 CRAZYFISTS** (Roadrunner/IDJMG) "At The End Of August"
7. **ICED EARTH** (SPV) "The Reckoning"
8. **EXODUS** (Nuclear Blast) "Tempo Of The Damned"
9. **BRIDES OF DESTRUCTION** (Sanctuary/SRG) "Shut The Fuck Up"
10. **SCARS OF TOMORROW** (Victory) "From My Existence"
11. **STAMPIN' GROUND** (Century Media) "Killer Of Society"
12. **DEICIDE** (Earache) "Scars Of The Crucifix"
13. **HATEBREED** (Universal) "Doomsayer"
14. **RED TAPE** (Roadrunner/IDJMG) "Damage Control"
15. **WALLS OF JERICHO** (Trustkill) "A Little Piece Of Me"
16. **HYPOCRISY** (Nuclear Blast) "Dead Sky Dawning"
17. **PREMONITIONS OF WAR** (Victory) "The Octopus"
18. **GLASS CASKET** (Abacus) "And So It Was Said"
19. **SOIL** (J/RCA) "Redefine"
20. **DEVILDRIVER** (Roadrunner/IDJMG) "I Could Care Less"

Ranked by total number of shows reporting artist.



MAX TOLKOFF
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Grow Your Own?

Syndicated or local? What to do about mornings is a big issue — again

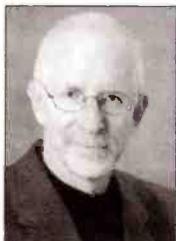
Here's a fun fact for you: Across all the Rock formats — Active, mainstream and Alternative — nearly half of stations are running syndicated morning shows. Now, with Congress and the FCC pulling over radio groups like cops at a sobriety checkpoint, PDs who are running syndicated shows are starting to think the unthinkable. With Bubba and Howard already targeted, who's next?

Yeah, I know: Good morning shows in any format are hard to find. But it's always been tougher for Alternative. Why? Because it's always been hard as hell to find air talent to fit the lifestyle of our quirky little radio stations.

This is nothing new. As far back as the early 1800s, the search for a decent morning show was fraught with frustration. In 1803 President Thomas Jefferson said to Meriwether Lewis and William Clark, "Dudes, I need you guys to go check out this plot of land I bought from the French. I heard that if you go far enough west, there's another ocean somewhere out there. It could be bogus, but I need to know." To which Lewis replied, "Well, I don't know. Seems like a long way..."

Jefferson, desperate to find land far enough away from Washington, DC to safely dump spent plutonium fuel rods, told Lewis and Clark, "Look, you do this for me, and I'll get you your own morning show on WHFS."

"Done!" said the duo. Two years later the adventurers returned as heroes, and *The Lewis & Clark Morning Show* on WHFS was born. Unfortunately, the show was slow to take off. Lewis kept showing up late, Clark was constantly doing bits like "How to Start a Campfire in the Rain," and Sacagawea's traffic reports were unintelligible, since she delivered them



Fred Jacobs

in Shoshone. One year later they were asked to hit the road, and they wound up running a Quiznos franchise outside St. Charles, MO.

Degree Of Difficulty: 9.0

You see how difficult it is to find good morning talent? That's why syndicated shows have become so attractive. But if you have to grow your own, what's the trick? Not an easy question to answer.

The first person I wanted some wisdom from was consultant **Fred Jacobs**. Jacobs Media deals with stations in all the Rock formats, so he's got a unique perspective. "Finding a good morning show is the hardest thing on earth to do, especially right now," Fred says. "I don't think it's a format thing, I think it's a radio thing. Because the envelope of patience has shrunk."

"There was an article in the *New York Times Sunday Magazine* a year ago that we actually clipped and sent to everybody. It was about TV's most successful programmers. In essence, what they talked about was the most difficult thing to do, which is to create a hit sitcom: A) because humor is the hardest thing to do; and B) because it's so diffi-

cult to get the chemistry right and then have the time to let a team jell.

"They may as well have been talking about radio. It was the same basic dynamics. What hit me is that television is an industry that has an unlimited amount of research, writers, resources and everything else. Here they are, with all the things they have going for them, and how many hit sitcoms are there a year? One? Maybe?"

"So you move on to our lovely business, and of all the different tasks that programmers have in front of them — whether it's starting a new station or any of those things — growing your own morning show is absolutely the most difficult thing that you can possibly do."

Coincidentally, **WKQX (Q101)/Chicago PD Mike Stern**, who inherited the successful Mancow, draws almost the same television analogy. "[Emmis President/Radio] Rick Cummings always said that Emmis has started to look at casting morning shows similarly to casting a sitcom," he says. "And you, the PD, are casting the roles."

"Is it an *Everybody Loves Raymond* type of thing, where he's clearly the star and there are other players around him? Or is it a *Friends*, ensemble type of cast? You have to give some thought to what you're casting, and you have to build on the talent you have or are hiring."

Gimme The Ball, Coach

I talked to a lot of people over the last few weeks about this, hoping to find good tips and solid solutions — and that, in itself, was almost as hard as putting together a good morning show.

One guy who has some actual real opinions, along with specific guidance, is **WWDC (DC101)/Washington OM Joe Bevilacqua**. "Tip No. 1 is to use your judgment with somebody who is generally a funny person," he says. "When I first interview somebody, I'm always asking them questions that can generate brief answers."

"I try to get them comfortable, where it's away from just the one-on-



Joe Bevilacqua

"If there's one thing I've noticed about great personalities on the air, it's that they're the same way off the air."

Joe Bevilacqua

one in the studio. I always take them outside and talk to them and see what they're like in a general, common situation and find out how funny they get. Then, is their aircheck as funny as their personality?"

"If there's one thing I've noticed about great personalities on the air, it's that they're the same off the air. I laugh in my office with Elliot [Segal] and the rest of the airstaff as much as I laugh at them on the air. They have a knack for being funny, they edit themselves well, and they have great timing. All the things that are important in a comedian are important in a great radio personality."

Q101's Stern also has strong opinions about the need to be a coach: "Part of our problem in this format — and I was this guy at one time, so this is nothing that isn't a criticism of myself as well — is that we have a lot of inexperienced PDs. Or, worse yet, PDs who aren't comfortable coaching talent."

"It's a tough thing to do, and it's hard to do well. That's a big part of it. You have to have a PD who is going to actively coach the talent. Coaching doesn't mean telling them. You don't tell the star players on the basketball team, 'It's my way or the highway'; you work with them and develop them and grow them and teach them. That's one thing I run into over and over again, programmers who don't want to coach."

"You should aircheck the morning show every day and your daypart jocks once a week. When we were working with Greg & Bo on **KALC/Denver**, they were in my office every morning at 10. Some days we went through tapes, some days we talked about what we needed to do, some days we'd develop promotions and brainstorm, but we were working on the show constantly. You have to do that."

The Debate Rages

Once you've decided to grow your own morning show, the debate then turns to the type of show that's right for the station. Is it a two- or three- or more-person circus of yucks? Or do you find one stable human and make it a mostly music morning show with some news, weather and traffic thrown in just for sport?

This question has sharply divided the industry and started a raging argument among programmers, who... Uh, well, to be honest, I'm the only one who cares to debate this issue. And it's mostly with the sock puppets

I keep in my desk drawer. Yes, one for each hand.

I've argued for years that if you're at a low-wattage, low-buck Alternative outlet, it makes no sense trying to fight the more powerful, better funded big boys on their turf. Find a jock or jocks willing to get up at those ungodly hours who fits in with the rest of the station, and don't force him, her or them to try to be funny and overachieve on the bits. Play music if you're up against competition that doesn't. However, I am, as usual, in the minority with this opinion.

"The problem with the 'more music' thing is that it tests well," Jacobs says. "People will tell you that's what they want, but it doesn't have that habit-forming quality. A real music-centric morning show might have a chance, but, for the most part, morning shows that are all about music sometimes get off to a pretty good start, but then, eventually, there's no immediacy."

"There's no sense of 'If I didn't listen today, I missed something.' You can skip those shows for a few days, and you haven't missed anything, because every day's the same day. Ultimately, you need to create something that gets people wanting to come back day after day after day."

The Final Nail In My Coffin

Confirming my status as a heretic is **Bevilacqua**, who says, "I come down on the side of no music at all. You should not play music at all on a great morning show. A great morning show should have enough material, general laughter and general competency, and a groove where they know when to take a break. Then they should use commercials for that break. The only exception is if things aren't going well one day or things are getting stale; then you can use a song as a reset — never as a ladder or a crutch."

I'll let Stern put the final nail in my coffin: "I come down in favor of the three-ring circus, but you can't start there. You have to build it slowly and steadily. That was a mistake I made one time, and I'll never make it again. But, long-term, jukeboxes don't win. Long-term, personalities win."

"Long-term, you need a show. It's the only way if you want to win in mornings. If you want adequate ratings, you can be a music-intensive show, but you can't really win long-term without a show. For the most part, you need to have the personalities."

There's so much more to cover. In the weeks ahead we'll discuss chemistry, content and how to give your GM a daily injection of Valium in his or her buttocks.

"Growing your own morning show is absolutely the most difficult thing that you can possibly do."

Fred Jacobs



Mike Stern

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	INCUBUS Megalomaniac (Epic)	2750	-16	205998	10	81/0
3	2	BLINK-182 I Miss You (Geffen)	2319	+96	145444	11	74/0
5	3	LOSTPROPHETS Last Train Home (Columbia)	2091	+82	128115	12	76/1
4	4	NICKELBACK Figured You Out (Roadrunner/DJMG)	1988	-34	114043	15	64/2
9	5	311 Love Song (Volcano/Maverick)	1892	+193	152474	7	71/0
12	6	HOOBASTANK The Reason (Island/DJMG)	1887	+267	126111	7	73/0
2	7	LINKIN PARK Numb (Warner Bros.)	1857	-374	133381	26	72/0
7	8	FINGER ELEVEN One Thing (Wind-up)	1835	+36	114895	19	63/1
6	9	AUDIOSLAVE I Am The Highway (Interscope/Epic)	1726	-122	124503	23	68/0
8	10	THREE DAYS GRACE (I Hate) Everything About You (Jive)	1642	-100	132215	37	66/0
13	11	AFI Silver And Cold (DreamWorks/Interscope)	1630	+19	101368	16	66/2
10	12	DARKNESS I Believe In A Thing Called Love (Must...Destroy/Atlantic)	1616	-19	87277	15	67/0
11	13	JET Are You Gonna Be My Girl (Elektra/EEG)	1544	-88	123058	26	72/0
15	14	A PERFECT CIRCLE The Outsider (Virgin)	1517	+94	80998	14	70/0
14	15	STORY OF THE YEAR Until The Day I Die (Maverick/Reprise)	1440	-11	91029	26	63/1
16	16	TRAPT Echo (Warner Bros.)	1388	+61	80007	8	68/1
23	17	LINKIN PARK Lying From You (Warner Bros.)	1274	+212	94815	5	55/0
22	18	JET Cold Hard Bitch (Elektra/EEG)	1252	+171	101792	7	68/3
19	19	PUDDLE OF MUDD Heel Over Head (Geffen)	1227	+115	61225	5	66/1
17	20	SWITCHFOOT Meant To Live (Red Ink/Columbia)	1210	-20	79075	34	49/0
24	21	YELLOWCARD Ocean Avenue (Capitol)	1135	+90	47742	10	58/0
20	22	LIMP BIZKIT Behind Blue Eyes (Flip/Interscope)	1071	-29	67692	14	41/0
18	23	OFFSPRING Hit That (Columbia)	973	-213	55055	17	60/0
27	24	VINES Ride (Capitol)	970	+145	53958	4	61/2
26	25	PHANTOM PLANET Big Brat (Daylight/Epic)	945	+88	44654	7	56/2
31	26	OFFSPRING (Can't Get My) Head Around You (Columbia)	939	+246	62222	4	60/7
28	27	LO-PRO Sunday (Geffen)	791	+14	29423	8	46/0
29	28	STROKES Reptilia (RCA)	766	+44	47880	8	52/1
25	29	FOO FIGHTERS Darling Nikki (Roswell/RCA)	721	-142	54715	18	37/0
33	30	LIVING END Who's Gonna Save Us? (Reprise)	690	+60	33123	6	47/1
34	31	CYPRESS HILL What's Your Number? (Columbia)	684	+68	51784	4	44/3
41	32	YEAH YEAH YEAHS Maps (Interscope)	678	+230	48943	3	43/3
35	33	MICHAEL ANDREWS f/GARY JULES Mad World (Universal)	637	+39	37821	6	35/1
30	34	WHITE STRIPES I Just Don't Know What To Do With Myself (Third Man/V2)	593	-116	44061	9	38/0
32	35	GODSMACK Re-Align (Republic/Universal)	591	-95	34616	14	38/0
21	36	COURTNEY LOVE Mono (Virgin)	562	-524	22182	10	60/0
37	37	3 DOORS DOWN Away From The Sun (Republic/Universal)	523	-52	20976	8	32/0
39	38	P.O.D. Change The World (Atlantic)	493	-6	15488	5	37/0
Debut	39	GODSMACK Running Blind (Republic/Universal)	413	+278	38695	1	33/19
40	40	PUDDLE OF MUDD Away From Me (Geffen)	402	-61	19278	20	26/0
45	41	BLINDSIDE All Of Us (Elektra/EEG)	374	+34	12520	4	31/1
43	42	RED HOT CHILI PEPPERS Fortune Faded (Warner Bros.)	353	-47	24949	17	21/0
42	43	HOOBASTANK Out Of Control (Island/DJMG)	353	-50	21233	20	21/0
44	44	NO DOUBT It's My Life (Interscope)	347	-43	27570	16	16/0
46	45	SEVENDUST Broken Down (TVT)	341	+7	15954	6	21/0
38	46	STAIN'D How About You (Flip/Elektra/EEG)	334	-239	17777	16	22/0
49	47	JACK JOHNSDN Taylor (Brushfire)	274	0	12647	10	10/0
Debut	48	AUDIOSLAVE What You Are (Interscope/Epic)	272	+167	29733	1	21/5
Debut	49	SHINEDOWN 45 (Atlantic)	266	+28	13803	1	10/3
50	50	BURDEN BROTHERS Beautiful Night (Kirtland/Trauma)	261	-5	13780	2	17/1

81 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 2/29-3/6. 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 (© 2004, The Arbitron Company). © 2004, R&R, Inc.

Most Added

www.rradds.com

ARTIST TITLE LABEL(S)	ADDS
SMILE EMPTY SOUL Silhouettes (Lava)	22
GODSMACK Running Blind (Republic/Universal)	19
MODEST MOUSE Float On (Epic)	16
MUSE Time Is Running Out (EastWest/Warner Bros.)	12
EVANESCENCE Everybody's Fool (Wind-up)	11
SWITCHFOOT Dare You To Move (Red Ink/Columbia)	8
OFFSPRING (Can't Get My) Head Around You (Columbia)	7
AUDIOSLAVE What You Are (Interscope/Epic)	5
HIM Join Me (Universal)	4
STERIOGRAM Walkie Talkie Man (Capitol)	4

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
GODSMACK Running Blind (Republic/Universal)	+279
HOOBASTANK The Reason (Island/DJMG)	+267
OFFSPRING (Can't Get My) Head Around You (Columbia)	+246
YEAH YEAH YEAHS Maps (Interscope)	+230
LINKIN PARK Lying From You (Warner Bros.)	+212
311 Love Song (Volcano/Maverick)	+193
JET Cold Hard Bitch (Elektra/EEG)	+171
SWITCHFOOT Dare You To Move (Red Ink/Columbia)	+167
AUDIOSLAVE What You Are (Interscope/Epic)	+167
VINES Ride (Capitol)	+145

Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
WHITE STRIPES Seven Nation Army (Third Man/V2)	939
LINKIN PARK Faint (Warner Bros.)	869
STAIN'D So Far Away (Flip/Elektra/EEG)	785
TRAPT Still Frame (Warner Bros.)	737
CHEVELLE Send The Pain Below (Epic)	638
AUDIOSLAVE Like A Stone (Interscope/Epic)	633
BLINK-182 Feeling This (Geffen)	633
FOO FIGHTERS All My Life (Roswell/RCA)	608
AUDIOSLAVE Show Me How To Live (Interscope/Epic)	592
RED HOT CHILI PEPPERS Can't Stop (Warner Bros.)	591

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

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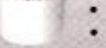
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ON THE RECORD

With
Michael Fang
Supreme Commander
of Promotion, RED Ink



Can I tell you something off the record? When most people discover the harsh reality of commercial Alternative radio, they usually turn away in disgust. In spite of this reality, I have chosen to become a promotion guy. And, like all good promotion guys, I decided to go out on the road in search of myself — and to get a taste for being in the radio world. ● I've met some amazing people on this journey, many

of whom have, in some odd way, encouraged me and made me feel good about the format. I've shared spicy shrimp kung pao with Sean Demery whilst talking about the state of racial stereotypes. I've discussed self-reflection with Jeremy Smith over Mexican food. I got some useful sex tips from Halloran while chowing down sashimi. ● Don Kelley (with his lovely daughter) shared his ideology on parenting over tea with sugar and lemon. Grieving over Lynn's cat and wishing good health for Corbin's dog made me hip to the fact that there's hope in this day and age of Alternative radio. ● The music itself may still be a work in progress, but it is comforting to know there are still good people out there. Until then, do me a favor: Take my calls and listen to the CDs that I will soon bombard you with — ArmsBendBack, Lola Ray and Eighteen Visions.

I know this comes as a shock, but **In-cubus** are still No.1 ... **Blink-182** move up a scotch to No. 2 from No. 3 ... Columbia is trying to bring home the **Lostprophets**, who jump 5-3 ... **311** are still on the rise, 9-5 ... **Hoobastank** make a beeline for the top of the pile by moving 12-6 this week. Watch out ... **Finger Eleven** keep their bullet at No. 8 ... **AFI** go 13-11 ... **A Perfect Circle** hold steady in the mid-teens at No. 14 ... The rest of the action is in the teens, as **Trapt**, **Linkin Park**, **Jet** and **Puddle Of Mudd** battle it out ... Hey, did ya see **Yellowcard's** stats this week? They rise 24-21, and they're selling out shows wherever they go ... Capitol's on a roll with **The Vines**, smoking up the airwaves on both radio and MTV2, where it has "blowtorch" rotation. If you're still hiding this at night, open the freakin' thing up! ... New to the chart: **Godsmack** (19 new stations this week and No. 2 Most Added), **Audioslave** and **Shinedown** ... Most Added: **Smile Empty Soul** (surprise!), **Godsmack**, **Modest Mouse** (we told you so), **Muse** (told you so also), **Evanescence**, **Switchfoot** (this one will be huge) ... Most Should Be Added: **Mars Volta** (WPLY/Philadelphia this week), **HIM**, **Steriogram**, **Fire Theft**, **Flogging Molly**.

— Max Tolkoff, Alternative Editor

Alternative
ON THE RADIO

COMING RIGHT UP

ARTIST: **Stellastarr**

LABEL: **RCA**

By **FRANK CORREIA**/ALTERNATIVE SPECIALTY EDITOR



Ah, art school. I remember it like it was yesterday: the burned-out photographer smoking cloves while teaching class, the crazy mixed-media instructor who suggested every project be 14 feet tall, the stinky hippie chicks sharing charcoal with the angry industrial boys. Good times, my friends, good times.

Less fun was when said art students decided to form bands. Sure, the flyers looked great, but the avant-garde mix of post-apocalyptic trash-can clanging with the New Wave keyboard and sax solos was a bit much, don't you think? Soon enough I was feigning illness to avoid any musical excursion by fellow art students. Like I said, the flyers were the highlight.

But then again, art students in my school didn't form bands like **Stellastarr**, who got together while attending Brooklyn's Pratt Institute of the Arts. There was Shawn Christensen, the painter-actor-turned-singer-guitarist; Arthur Kremer, the graphic designer-turned-drummer; and Amanda Tannen, a classically trained cellist who decided to pick up electric bass. With limited experience, the trio made a short trial run as the band **Ghstor**.

But it wasn't until spring of 2000, when the trio reconvened after graduation, that **Stellastarr** started to properly take shape. By sheer coincidence, former Charlotte's Funeral guitarist Michael Jurin came **Stellastarr's** way. Jurin, a recent transplant to New York, rented Kremer's old apartment. When Kremer stopped by his old digs to collect unforwarded mail, he discovered a guitarist had moved in. He invited Jurin to prac-

tice, and one jam session later **Stellastarr** were born.

The group built up its groove with gigs at the Lower East Side's Luna Lounge and the Tiswas NYC weekly party at Don Hill's in the West Village. Tiswas NYC DJ-promoter Nick Marc could see something brewing with the young band and tipped off producer Tim O'Heir (Sebadoh, Folk Implosion, Dinosaur Jr.). After seeing one **Stellastarr** show, O'Heir cleared his schedule to produce the group's 2002 debut EP, *Somewhere Across Forever*. From there, the shows got bigger and the group got tighter, playing a stellar set at SXSW '03 that had both press and fans raving.

Nowadays, these former art students find themselves on a major label with an acclaimed self-titled debut. And if the adage that good artists borrow while great artists steal is true, **Stellastarr** must have followed The Pixies, The Talking Heads and The Cure down a dark alley, clubbed them severely and taken their songbooks. *Stellastarr* is a wonderful cacophony of early '80s post-punk with early '90s college rock that doesn't sound like an anachronism. "My Coco" is the current single, and brave souls adding the track include XTRA/San Diego; KRBZ/Kansas City; and KNRK/Portland, OR. With songs this good, **Stellastarr's** picture is developing nicely.

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 For The Week Ending 3/12/04

Artist Title (Label)	TW	LW	Familiarity	Burn	Persons 18-34	Men 18-34	Women 18-34
LOSTPROPHETS Last Train Home (Columbia)	4.18	4.12	81%	11%	4.09	3.99	4.18
INCUBUS Megalomaniac (Epic)	4.12	4.00	95%	20%	4.06	3.99	4.13
BLINK-182 I Miss You (Geffen)	4.11	4.15	93%	17%	3.97	3.95	3.99
LINKIN PARK Lying From You (Warner Bros.)	4.09	—	78%	12%	4.06	3.75	4.33
STORY OF THE YEAR Until The Day I Die (Maverick/Reprise)	4.08	4.06	89%	20%	3.95	3.85	4.03
YELLOWCARO Ocean Avenue (Capitol)	4.07	4.02	73%	10%	3.88	3.81	3.94
LINKIN PARK Numb (Warner Bros.)	4.05	3.87	99%	38%	4.07	3.86	4.27
SWITCHFOOT Meant To Live (Red Ink/Columbia)	4.04	4.00	88%	29%	3.95	3.82	4.06
AFI Silver And Cold (DreamWorks/Interscope)	4.04	4.04	76%	13%	3.94	3.95	3.94
HOOBASTANK The Reason (Island/IDJMG)	4.02	4.04	78%	10%	3.96	3.65	4.22
FINGER ELEVEN One Thing (Wind-up)	4.00	4.10	80%	15%	3.99	3.70	4.27
JET Cold Hard Bitch (Elektra/EEG)	3.94	3.81	58%	8%	3.92	4.00	3.85
311 Love Song (Volcano/Maverick)	3.93	3.91	83%	14%	3.92	3.77	4.04
TRAPT Echo (Warner Bros.)	3.93	3.97	79%	14%	3.85	3.61	4.07
FOO FIGHTERS Darling Nikki (Roswell/RCA)	3.92	3.78	70%	11%	3.86	4.03	3.70
THREE DAYS GRACE (I Hate) Everything About You (Live)	3.90	3.91	97%	40%	3.77	3.45	4.07
A PERFECT CIRCLE The Outsider (Virgin)	3.90	3.78	63%	9%	3.88	3.70	4.07
JET Are You Gonna Be My Girl (Elektra/EEG)	3.77	3.68	96%	41%	3.74	3.56	3.91
BLINK-182 Feeling This (Geffen)	3.76	3.81	95%	35%	3.68	3.65	3.71
AUDIOSLAVE I Am The Highway (Interscope/Epic)	3.73	3.70	91%	33%	3.77	3.74	3.80
STAIN'D How About You (Flip/Elektra/EEG)	3.72	3.70	84%	24%	3.70	3.58	3.80
OFFSPRING Hit That (Columbia)	3.70	3.77	97%	35%	3.61	3.64	3.58
NICKELBACK Figured You Out (Roadrunner/IDJMG)	3.66	3.63	91%	27%	3.66	3.63	3.70
PUDDLE OF MUDD Heel Over Head (Geffen)	3.51	3.39	56%	13%	3.38	3.20	3.55
LIMP BIZKIT Behind Blue Eyes (Flip/Interscope)	3.46	3.47	92%	34%	3.33	3.18	3.48
GODSMACK Re-Align (Republic/Universal)	3.46	3.48	63%	19%	3.39	3.21	3.59
PHANTOM PLANET Big Brat (Daylight/Epic)	3.40	—	43%	9%	3.43	3.30	3.58
DARKNESS I Believe In A... (Must...Destroy/Atlantic)	3.36	3.43	91%	37%	3.26	3.11	3.39
WHITE STRIPES I Just Don't Know What... (Third Man/V2)	3.33	3.20	60%	19%	3.41	3.61	3.25

Total sample size is 481 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.

R&R TOP 20 SPECIALTY ARTISTS

1. GET UP KIDS (Vagrant) "The One You Want"
2. MUSE (EastWest/Warner Bros.) "Time Is Running Out"
3. MODEST MOUSE (Epic) "Float On"
4. VON BONDIES (V2) "C'mon C'mon"
5. SUGARCULT (Fearless/Ultimeum) "Memory"
6. THE WALKMEN (Record Collection/WB) "The Rat"
7. MADCAP (Victory) "Lovesick"
8. HISS (Sanctuary/SRG) "Clever Kicks"
9. PRETHING (V2) "Faded Love"
10. PROBOT (Southern Lord) "Shake Your Blood"
11. YEAH YEAH YEAHS (Interscope) "Maps"
12. DESCENDENTS (Fat Wreck Chords) "Merican"
13. PILOT TO GUNNER (Arena Rock) "Barrio Superstarrio"
14. BUCKFAST SUPERBEE (Walking) "Faker"
15. BURDEN BROTHERS (Trauma) "Beautiful Night"
16. COOPER TEMPLE CLAUSE (Morning) "Promises, Promises"
17. FRANZ FERDINAND (Domino) "Take Me Out"
18. STELLASTARR (RCA) "My Coco"
19. VAST (Fourfivesix) "Turquoise"
20. ROBBERS ON HIGH STREET (New Line) "Hot Sluts (Say I Love You)"

Ranked by total number of shows reporting artist.

Record Of The Week

ARTIST: Get Up Kids
 TITLE: *Guilt Show*
 LABEL: Vagrant



Don't let the name fool you. The Get Up Kids are all grown up now. *Guilt Show*, the band's latest and greatest, completes the Kansas City band's evolution from emo-punkers to power pop greats. But just because they're older and wiser doesn't mean the energy or fun is gone. *Guilt Show* is a pure blast, overflowing with hooky verses, expansive choruses, sincere lyrics and bold songs that put the Kids in league with Fountains Of Wayne. The quirky bounce of "Wouldn't Believe It" settles into a space-lounge-y groove that segues seamlessly to the catchy verse stomp of "Holy Roman," which builds up to a wall of sound high enough to surround Vatican City. And check out the melodic mirth of "The One You Want," which wraps up with a chorus of indulgent whooo-hooo-hooos — let the good times roll.

— Frank Correia, Rock Specialty Editor

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KTZO/Albuquerque, NM* PD: Scott Soubrada MD: Don Kelley 1 SMILE EMPTY SOUL GODSMACK	WAVF/Charlotte, SC* PD: Dave Rossi MD: Sary Boe 1 SUGARLOUT TRAPT ROONEY	KTBT/Houston, TX* PD: Vince Richards APD: Eric Schmidt MD: Don Jantzen 5 MARCY PLAYGROUND	WRX/Indianapolis, IN* PD: Scott James MD: Michael Young 1 SMILE EMPTY SOUL OFFSPRING GODSMACK	WZTA/Miami, FL* PD: Troy Hanson MD: Mike Killbrow No Adds	KORX/Odessa, TX MD: Michael Todd 24 DONAVON FRANKEN... 7 GODSMACK 7 ATMOSPHERE	WBRU/Providence, RI* PD: Seth Resler MD: Andy Yen No Adds	XTRA/San Diego, CA* PD: Jim Richards MD: Marly Whitney 5 FLAMING LIPS 4 MODEST MOUSE	WSUN/Tampa, FL* OM: Paul O'Hara PD: Shari No Adds
WNX/Atlanta, GA* OM: Leslie Fram PD: Chris Williams MD: Jay Harren No Adds	WENO/Charlotte* OM: Bruce Logan PD: Jack Daniel APD/MD: Kristen Honeycutt STROKES GODSMACK	KTZR/El Paso, TX* OM: Mike Preston PD: Mike Garcia PRESTRING MODEST MOUSE GODSMACK	WRZK/Johnson City* PD: Mark McKinley SMILE EMPTY SOUL CYPRESS HILL GODSMACK	WJMM/Milwaukee, WI* PD: Tommy Wilder MD: Kenny Neumann 2 EVANESCENCE 1 AUDIOSLAVE SMILE EMPTY SOUL STILLS SWITCHFOOT	WJRR/Oriando, FL* OM: Adam Cook PD: Pat Lynch APD: Rick Everett MD: Brian Dickerman 1 SMILE EMPTY SOUL	WWRX/Providence, RI* PD: Kevin Mays MD: Bryan Slater 1 SOUL SHINEDOWN SMILE EMPTY SOUL LIVING END	KITS/San Francisco, CA* PD: Sean Demery APD/MD: Aaron Azeisen 6 AUDIOSLAVE 2 STELLASTARR OFFSPRING	KFMT/Tucson, AZ* PD: Abby Castens MD: Matt Stry FINGER ELEVEN NICKELBACK GODSMACK
WJSE/Atlantic City, NJ* PD: Al Farnetto SMILE EMPTY SOUL MUZE DEFAULT MUSHROOMHEAD MODEST MOUSE STERIOGRAM	WKGX/Chicago, IL* PD: Mike Stern GODSMACK	KXNA/Fayetteville, AR PD/MD: Dave Jackson 9 EVANESCENCE 9 SWITCHFOOT 8 PHANTOM PLANET 8 AUDIOSLAVE	WPLJ/Jacksonville, FL* OM: Gail Austin PD: Bo Matthews APD/MD: Chad Chumley PHANTOM PLANET	WHTG/Monmouth, NJ* PD: Darin Smith APD: Mike Gavin MD: Brian Phillips 1 SWITCHFOOT	WDCI/Oriando, FL* PD: Bobby Smith 7 AFI CYPRESS HILL MODEST MOUSE	KRZO/Reno, NV* OM: Rob Brooks PD: Eddie Gutierrez APD/MD: Mal Diablo 1 SWITCHFOOT CYPRESS HILL	KJEE/Santa Barbara, CA OM: Dean Burt PD: Eddie Gutierrez MD: Dave Hanacek MUZE STELLASTARR GODSMACK	KMYZ/Tulsa, OK* MD: Corbin Pierce JET PHIL MARSHALL
KROX/Austin, TX* OM: Jeff Carroll PD: Melody Lee MD: Toby Ryan No Adds	WZZN/Chicago, IL* PD: Bill Gamble APD: Steve Levy MD: James VanDostel No Adds	KFRR/Fresno, CA* PD: Chris Squires MD: Reverend 2 VINES MUZE	KRBZ/Kansas City, MO* APD: Lalo MD: Jason Ulanet 1 MODEST MOUSE	KMBY/Monterey, CA* PD: Greg Allen 1 MUZE EVANESCENCE SMILE EMPTY SOUL GODSMACK	WPLY/Philadelphia, PA* PD: Jim McGuinn MD: Dan Felt MARS VOLTA OFFSPRING MODEST MOUSE	WRXL/Richmond, VA* PD: Mike Murphy MD: Dustin Matthews 1 STERIOGRAM MUZE OFFSPRING	WPBZ/W Palm Beach, FL* PD: John O'Connell MD: Eric Kniffensen 1 SMILE EMPTY SOUL 1 OFFSPRING MODEST MOUSE	WHFS/Washington, DC* PD: Lisa Worden MD: Pat Ferrise 3 NICKELBACK 1 KORN
WRAX/Birmingham, AL* PD: Susan Groves MD: Mark Lindsay BURDEN BROTHERS SMILE EMPTY SOUL PAT MCGEE BAND DEFAULT	WXTM/Cleveland, OH* PD: Tim Monroe APD: Don Nardella MD: Pete Schieke AUDIOSLAVE THREE DAYS GRACE	WJWS/Fl. Myers, FL* OM/PO: John Rizz APD: Fitz Madrid MD: Jeff Zito SMILE EMPTY SOUL MODEST MOUSE GODSMACK	WNFZ/Knoxville, TN* PD: Anthony Puffini SMILE EMPTY SOUL PHANTOM PLANET GODSMACK	WBUZ/Nashville, TN* OM: Jim Patrick PD/MD: Russ Schenk 6 AUDIOSLAVE 2 SMILE EMPTY SOUL SOUNDS MUZE MODEST MOUSE PURPLE PLANET STERIOGRAM EVANESCENCE	KEDJ/Phoenix, AZ* OM: Laura Havre PD: Nancy Stevens APD: David Air Dave MD: Robin Nash 1 MODEST MOUSE YEAR YEAR YEARS	WRXL/Richmond, VA* OM: Bill Cahill PD/MD: Casey Krakowski 3 JET 2 KID ROCK 2 SMILE EMPTY SOUL	KPNT/St. Louis, MO* PD: Tommy Marten MD: Jeff Price 6 12 VEMINEM 1 MUZE GODSMACK	WHDD/Washington, DC* PD: Joe Bevilacqua MD: Donelle Flynn SMILE EMPTY SOUL
KOVR/Boise, ID* OM: Dan McGilly PD: Jacent Jackson MD: Jeremy Smith PRETRING MODEST MOUSE GODSMACK	WARD/Columbia, SC* PD: Dave Stewart MD: Dave Farn EVANESCENCE HIM GODSMACK	KFTL/Lafayette, LA* PD: Scott Parra MD: Chris Oliver 2 MODEST MOUSE HIM GODSMACK	KXTE/Las Vegas, NV* PD: Dave Wellington APD/MD: Chris Ripley THREE DAYS GRACE	KKND/New Orleans, LA* OM: Tony Florentino PD: Sig APD: Nick Pericario 2 SMILE EMPTY SOUL 1 BLINDSIDE GODSMACK	KZDN/Phoenix, AZ* PD: Kevin Hamilton MD: Mike Lewis EVANESCENCE LOSTPROPHETS	WKRL/Syracuse, NY* OM: Scott Peribone APD/MD: Tim Noble 5 EVANESCENCE 5 SHINEDOWN 5 MUZE SWITCHFOOT	WFSM/Wilmington, NC PD: Kathleen MD: Mike Kennedy 1 AUDIOSLAVE 1 SMILE EMPTY SOUL 1 MUZE 1 GODSMACK	
WBCN/Boston, MA* PD: Dedup APD/MD: Steven Strick No Adds	WWCD/Columbus, OH* OM: Randy Malloy PD: Andy Davis MD: Jack DeVoss FLOGGING MOLLY MUZE HIM OFFSPRING	KLEC/Little Rock, AR* PD: Hester APD/MD: Adrog SMILE EMPTY SOUL STILLS A STATIC LULLABY MODEST MOUSE STERIOGRAM	KKND/New Orleans, LA* OM: Tony Florentino PD: Sig APD: Nick Pericario 2 SMILE EMPTY SOUL 1 BLINDSIDE GODSMACK	WXDK/Pittsburgh, PA* PD: John Moschitta MD: Vinnie F. No Adds	WCYY/Portland, ME Sales Manager: Mike Sambrook PD: Herb Ivy MD: Brian James EVANESCENCE SMILE EMPTY SOUL STERIOGRAM GODSMACK DIZ VEMINEM	KWOD/Sacramento, CA* OM: Curtiss Johnson PD: Ron Bunce MD: Marco Collins 1 VON BONDIEN	KCPY/Salt Lake City, UT* OM: Rance Blake PD: Ellen Flaherty MD: Brandon Pappas 9 STORY OF THE YEAR	
WFNX/Boston, MA* PD/MD: Paul Driscoll APD: Keith Dakin 22 MUZE HIM	KDGE/Dallas, TX* PD: Duane Doherty APD/MD: Alan Ayl 2 YEAR YEAR YEARS PUDDLE OF MUDD	WXRK/New York, NY* PD: Robert Cross MD: Mike Peir No Adds	WRRV/Newburgh, NY PD: Andrew Biros MD: James McKay 9 A PERFECT CIRCLE AUTOPLOTT OFF GODSMACK YEAR YEAR YEARS	WXXI/Raleigh, NC* PD: John Moschitta MD: Vinnie F. No Adds	WYZZ/Portland, ME Sales Manager: Mike Sambrook PD: Herb Ivy MD: Brian James EVANESCENCE SMILE EMPTY SOUL STERIOGRAM GODSMACK DIZ VEMINEM	KXRX/Salt Lake City, UT* OM: Alan Hughes PD: Todd Noller MD: Arlie Fulfin 6 MODEST MOUSE		
WEDG/Bufallo, NY* PD: Lenay Davis SMILE EMPTY SOUL	WXEG/Dayton, OH* OM: Tony Tiltford PD: Steve Kramer MD: Bommer 5 SMILE EMPTY SOUL	WGRD/Grand Rapids, MI* PD: Bobby Duncan APD: Kevin Currow MD: Michael Gray EVANESCENCE JET	KROQ/Los Angeles, CA* PD: Kevin Weatherly APD: Gene Sadelbaum MD: Matt Smith No Adds	WYZZ/Portland, ME Sales Manager: Mike Sambrook PD: Herb Ivy MD: Brian James EVANESCENCE SMILE EMPTY SOUL STERIOGRAM GODSMACK DIZ VEMINEM	WYZZ/Portland, ME Sales Manager: Mike Sambrook PD: Herb Ivy MD: Brian James EVANESCENCE SMILE EMPTY SOUL STERIOGRAM GODSMACK DIZ VEMINEM			

POWERED BY MEDIABASE

* Monitored Reporters
89 Total Reporters
81 Total Monitored
8 Total Indicator

New & Active

N.E.R.D. She Wants To Move (Virgin)
Total Plays: 238, Total Stations: 20, Adds: 0

SWITCHFOOT Dare You To Move (Red Ink/Columbia)
Total Plays: 237, Total Stations: 33, Adds: 8

DROWNING POOL Step Up (Wind-up)
Total Plays: 224, Total Stations: 18, Adds: 0

MODEST MOUSE Float On (Epic)
Total Plays: 213, Total Stations: 28, Adds: 16

STILLS Still In Love Song (Vice/Atlantic)
Total Plays: 212, Total Stations: 21, Adds: 3

HIM Join Me (Universal)
Total Plays: 199, Total Stations: 22, Adds: 4

FIRE THEFT Chain (Rykla)
Total Plays: 152, Total Stations: 9, Adds: 0

KID ROCK Jackson, Mississippi (Top Dog/Atlantic)
Total Plays: 138, Total Stations: 12, Adds: 2

MUSE Time Is Running Out (EastWest/Warner Bros.)
Total Plays: 136, Total Stations: 18, Adds: 12

MARS VOLTA Televators (Gold Standard/Universal)
Total Plays: 136, Total Stations: 13, Adds: 1

Songs ranked by total plays

Indicator

Most Added*

GODSMACK Running Blind (Republic/Universal)

EVANESCENCE Everybody's Fool (Wind-up)

SMILE EMPTY SOUL Silhouettes (Lava)

AUDIOSLAVE What You Are (Interscope/Epic)

MUSE Time Is Running Out (EastWest/Warner Bros.)



PART ONE OF A THREE-PART SERIES

A New Triple A Station

What it took to launch KZPL/Kansas City

Triple A launches are usually few and far between, but three new stations recently came on the air in some pretty significant markets. Needless to say, all of us in the Triple A community are very excited about these new stations and have high hopes for their success.

The new stations are Union Broadcasting's KZPL (The Planet)/Kansas City and two new Clear Channel stations: KWMT (The Mountain)/Tucson and KABQ/Albuquerque. Each of these stations had a unique set of circumstances concerning its launch that needed to be addressed, but there were some common threads among the three as well.

The PDs of all three stations were quick to point out how exciting it is to program this type of radio station and how it revived their passion for radio and for music. They also have the common view that stations in this format need to be nurtured for a time before they take off and that, in the long run, the stations will fill an important need for their respective companies and play an important role in the lives of the audiences they serve.

In the first article in this series I will focus on The Planet in Kansas City. I talked with PD Ted Edwards about the station. Edwards is a veteran Rock programmer and has been in the Kansas City market for about three years. When he joined the station last spring, it was basically a Hot AC-Triple A hybrid. Over time he and management decided that the wise thing to do would be to steer the station toward a full-blown Triple A position.

R&R: Tell us a bit about the beginnings of The Planet.

TE: The station launched a year ago with a mixture of triple A and hot AC artists. It was a move-in partnership between Texas-based First Broadcasting and Union Broadcasting. Now Union has bought out the partners. Union is a well-established broadcast company in Kansas City — locally owned, locally operated. We have been around for about seven years, and we own three stations in the market.

Through one of our AMs — WHB [Sports Radio 810] — Union is now the flagship of the Kansas City Royals Radio Network. Via that relationship, KZPL will soon be the FM broadcast home of any Royals games that air after 7pm CT. Not only is this a

bold experiment for this format, but we also believe that it will be a great way to help us market and spread the word about The Planet.

R&R: Launching a brand-new signal has its unique challenges, doesn't it?

TE: From the beginning, one of our goals has been to establish awareness that we are a brand-new signal in the market. It's one thing to let people know that a dial position they are familiar with is doing something new; it's another thing entirely to get them to discover a new signal and make it one of the preset buttons in their car or on their stereo. The fact is that a really great signal and the red-hot Royals are helping us get a preset button.

R&R: Where did the idea originate to make the station Triple A?

TE: Our President/GM, Chad Boeger, heard KBCO/Denver on several trips to Colorado and became enamored of the format. He was excited when the opportunity came up to put a Triple A station on the air here. But, due to our partnership, the station started as something other than just a Triple A.

Then I came in. As we have moved toward full ownership — and full control — so, too, have we moved toward being only a Triple A station. Our brain trust believes that this is the best position for us in the market, and it happens to be where all our passion lies as programmers and managers.

We started to make the transition with the help of SBR Creative Media around the end of summer 2003, and we've executed that transition incrementally. As each week went by, our on-air personalities, the imaging and marketing of the station and the musical mix took one more step in the Triple A direction. At this point we are just about fully there.

We have found that Triple A really doesn't have a specific and packaged model that you can grab and implement. Rather, there is a philosophy and spirit that we can tap in to as we try to make a Triple A station that's right for Kansas City. I am very excited about doing a radio station that is special. That, to me, is beautiful. I want to make something of this sta-

tion so people will support and cherish it for years to come.

R&R: What kind of rock heritage can you tap in to in Kansas City?

TE: Make no mistake about it — Kansas City is a fabulous rock market, and it always has been. We have two Classic Rock outlets, a monster Active Rock station, an Alternative station and even a soft Rocker, so there is a wealth of familiar music in the market that we can tap in to.

The missing element is the music that is uniquely triple A. Public radio in the market has given some of what

"I understand my responsibility to my owners and to the Triple A community at large. The Planet is one of the most important sign-ons in this format in the past 10 years, and I aim to make it a success."

we call our unique core artists exposure, but there is still quite a bit of work that we need to do in that area to bring the audience up to speed.

Because of that, as we complete our transition, you'll notice that some of what we are playing as our currents may seem a bit recurrent to the overall Triple A community. We are still in the process of playing a bit of catch-up musically and establishing a core group of artists and hits for this station. I hate to use the word *educate*, but in a sense that is what we are in the midst of doing here with our audience.

R&R: How much marketing of the station have you done?

TE: We have already done a little marketing, and we are in the process of designing a new series of ads to get the "World Class Rock" message of the station across. With the sound of the station really coming together now, we feel we are at the point where

Sample Hours From The Planet



Here are two sample hours from KZPL (The Planet)/Kansas City.

9am

FOO FIGHTERS Learn To Fly
INDIGO GIRLS Perfect World
BECK Loser
U2 With Or Without You
JOHN MAYER Your Body Is A Wonderland
BOB MARLEY & THE WAILERS Is This Love
COUNTING CROWS She Don't Want Nobody Near
STONE TEMPLE PILOTS Sour Girl
PETER GABRIEL Games Without Frontiers
JONNY LANG Red Light
FASTBALL Out Of My Head
HOWIE DAY She Says
BIG HEAD TODD & THE MONSTERS Bittersweet
GREEN DAY When I Come Around
FIVE FOR FIGHTING Easy Tonight
LIVE I Alone

5pm

TRAVELING WILBURYS Handle With Care
MICHAEL ANDREWS /GARY JULES Mad World
JANE'S ADDICTION Jane Says
MATCHBOX TWENTY Push
COLDPLAY Clocks
PETE YORN Life On A Chain
NORAH JONES Sunrise
U2 Walk On
SOUL ASYLUM Black Gold
GOO GOO DOLLS Sympathy
FREDDY JONES BAND In A Daydream
PEARL JAM Man Of The Hour
10,000 MANIACS These Are Days
DAVE MATTHEWS BAND Typical Situation

we can aggressively invite people to sample us.

We own another company, called Union Indoor. We have displays in bars, restaurants and stores all over town, as well as at Kemper Arena and the Kansas Speedway, and we just got into Kaufman Stadium as part of our new association with the Royals. We will be able to take advantage of some of that.

R&R: Community involvement is an integral part of making a Triple A station successful. What are you doing in that area?

TE: Tapping in to folks' lifestyles and becoming part of the fabric of the community is what will ultimately make The Planet a success. Our local ownership and the involvement of the company in many local institutions will help us to go down that road. And, certainly, this new Royals connection will help greatly.

The other thing we are doing is reinforcing our firm commitment to local music. I will be fussy about it, but I do want to make sure that we include any artist who makes the grade in all that we do. We have a deep and wide show called *Sunday Nights* that features local music, but some of those artists will also graduate to regular rotation. In addition, we have already pulled together our very first charity CD of live performances from our Planet Lounge, and two of the acts on it are locally based.

Another initial sign of success in our becoming part of the community is that we are selling a lot of concert tickets. All the local promoters, as well as the big guys like Clear Channel Entertainment, have told us that they feel our involvement has had a direct effect on how successful some shows have been.

We are here to serve the listener

who is passionate about music and who wants a place where he can learn about and hear new music and find out who's playing in town. We want to facilitate their interacting with like-minded people within the community.

R&R: In what other ways are you enhancing your local image?

TE: Other than myself, virtually all the people who work here — including the majority of my on-air staff — were born and bred in the Kansas City area. Their experience and insight are great for me to tap in to, and their notoriety is something we are taking advantage of.

It's pretty easy to see the connection between our name, The Planet, and our positioner of World Class Rock. Everything we play, say and do is meant to reflect quality. This naturally leads to our having as many of these artists as possible in the studio. We recognize that this differentiates a Triple A radio station from the other stations in the market.

This is one of many things that we can borrow from other Triple A stations to make The Planet a great and successful Triple A station. We are under no illusion that we can copy what stations like KFOG/San Francisco, KBCO/Denver or WXRT/Chicago do, but we can look at what works for them and see if it can work for us too.

Believe me, I understand my responsibility to my owners and to the Triple A community at large. The Planet is one of the most important sign-ons in this format in the past 10 years, and I aim to make it a success. I don't think I have ever worked this hard in my life, but I am enjoying every minute of it.

R&R TRIPLE A TOP 30

March 12, 2004

POWERED BY
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
2	1	NORAH JONES Sunrise (Blue Note/EMC)	484	+13	30945	9	21/1
1	2	MELISSA ETHERIDGE Breathe (Island/IDJMG)	416	-62	22021	10	20/0
3	3	GUSTER Careful (Palm/Reprise)	338	-27	15657	17	22/0
5	4	INDIGO GIRLS Perfect World (Epic)	326	+6	17655	11	21/0
4	5	THRILLS One Horse Town (Virgin)	325	-6	13182	14	22/0
6	6	STING Sacred Love (A&M/Interscope)	317	+8	21372	8	20/0
7	7	DAMIEN RICE Cannonball (Vector Recordings/Warner Bros.)	312	+11	16027	8	21/0
11	8	MICHAEL ANDREWS f GARY JULES Mad World (Universal)	282	+8	19271	3	19/4
8	9	JOHN MAYER Clarity (Aware/Columbia)	273	-25	12208	9	18/0
9	10	FIVE FOR FIGHTING 100 Years (Aware/Columbia)	268	-18	13877	13	15/0
13	11	JET Are You Gonna Be My Girl (Elektra/EEG)	261	+11	12760	11	15/0
16	12	RYAN ADAMS Burning Photographs (Lost Highway/IDJMG)	223	+10	9714	6	13/0
10	13	COUNTING CROWS She Don't Want Nobody Near (Geffen)	220	-63	12328	18	20/0
15	14	JOHN EDDIE If You're Here When I Get Back (Thrill Show/Last Highway)	217	-3	5080	13	13/0
18	15	MAROON 5 This Love (Octone/J)	204	-1	9057	5	11/0
22	16	BARENAKED LADIES Testing 1, 2, 3 (Reprise)	195	+30	9618	3	15/1
17	17	JACK JOHNSON Taylor (Brushfire)	182	-29	8898	15	17/0
19	18	LOS LONELY BOYS Real Emotions (Dr/Epic)	181	-11	5592	7	13/0
14	19	DAVE MATTHEWS Save Me (RCA)	176	-57	9832	19	18/0
27	20	VAN MORRISON Evening In June (Blue Note/EMC)	171	+32	9666	2	14/1
Debut	21	ERIC CLAPTON If I Had Possession Over Judgment Day (Duck/Reprise)	167	+113	15143	1	16/3
Debut	22	JASON MRAZ Curbside Prophet (Elektra/EEG)	165	+47	6335	1	16/0
21	23	JOSS STONE Fell In Love With A Boy (S-Curve/EMC)	164	-11	10304	6	13/1
29	24	HOWIE DAY She Says (Epic)	162	+31	5716	3	14/1
30	25	MATCHBOX TWENTY Bright Lights (Atlantic)	152	+22	12537	16	6/0
20	26	STEREOPHONICS Maybe Tomorrow (V2)	152	-29	8950	18	13/0
25	27	JONNY LANG Give Me Up Again (A&M/Interscope)	150	+7	2966	3	13/1
26	28	BIG HEAD TODD AND THE MONSTERS Imaginary Ships (Sanctuary/SRG)	144	+2	4379	5	12/0
24	29	KEB' MO' Let Your Light Shine (Epic)	136	-8	3813	7	12/0
-	30	BEN HARPER Brown Eyed Blues (Virgin)	133	+5	4421	2	12/0

23 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 2/29-3/6. 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 (© 2004, The Arbitron Company). © 2004, R&R, Inc.

New & Active

TEITUR You're The Ocean (Cherry/Universal)

Total Plays: 118, Total Stations: 9, Adds: 0

JOHNNY A. I Had To Laugh (Favored Nations/Red Ink)

Total Plays: 113, Total Stations: 10, Adds: 0

MINDY SMITH Come To Jesus (Vanguard)

Total Plays: 112, Total Stations: 9, Adds: 0

WHEAT I Met A Girl (Aware/Columbia)

Total Plays: 108, Total Stations: 9, Adds: 4

DONAVON FRANKENREITER f|JACK JOHNSON Free (Brushfire/Universal)

Total Plays: 93, Total Stations: 12, Adds: 4

SARAH MCLACHLAN Stupid (Arista)

Total Plays: 86, Total Stations: 9, Adds: 1

MATTHEW RYAN Return To Me (Hybrid)

Total Plays: 77, Total Stations: 9, Adds: 1

ROBERT RANDOLPH Going In The Right Direction (Warner Bros.)

Total Plays: 76, Total Stations: 8, Adds: 0

OWSLEY Be With You (Lakeview)

Total Plays: 76, Total Stations: 6, Adds: 0

TRUMAN Morning Light (Geffen)

Total Plays: 66, Total Stations: 7, Adds: 1

Songs ranked by total plays

Most Added

www.radds.com

ARTIST TITLE LABEL(S)	ADDS
RICKY FANTE' It Ain't Easy (Virgin)	5
MICHAEL ANDREWS f GARY JULES Mad World (Universal)	4
D. FRANKENREITER f J. JOHNSON Free (Brushfire/Universal)	4
WHEAT I Met A Girl (Aware/Columbia)	4
E. CLAPTON If I Had Possession Over Judgment Day (Duck/Reprise)	4
PAT MCGEE BAND Beautiful Ways (Warner Bros.)	3
MY MORNING JACKET Golden (ATO/RCA)	2
SUBDUDES Morning Glory (Back Porch/EMC)	2

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
E. CLAPTON If I Had Possession Over Judgment Day (Duck/Reprise)	+113
SARAH MCLACHLAN Stupid (Arista)	+67
JASON MRAZ Curbside Prophet (Elektra/EEG)	+47
D. FRANKENREITER f J. JOHNSON Free (Brushfire/Universal)	+37
VAN MORRISON Evening In June (Blue Note/EMC)	+32
HOWIE DAY She Says (Epic)	+31
BARENAKED LADIES Testing 1, 2, 3 (Reprise)	+30
TRAIN When I Look To The Sky (Columbia)	+28
MATCHBOX TWENTY Bright Lights (Atlantic)	+22
SARAH HARMER Almost (Zoe/Rounder)	+19

Most Played Recurrents

ARTIST TITLE LABEL(S)	TOTAL PLAYS
SARAH MCLACHLAN Fallen (Arista)	204
COLDPLAY Clocks (Capitol)	154
LOS LONELY BOYS Heaven (Dr/Epic)	145
TRAIN When I Look To The Sky (Columbia)	145
SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	143
WALLFLOWERS Closer To You (Interscope)	127
JOHN MAYER Bigger Than My Body (Aware/Columbia)	117
JONNY LANG Red Light (A&M/Interscope)	115
SANTANA f ALEX BAND Why Don't You & I (Arista)	113
ROONEY I'm Shakin' (Geffen)	112

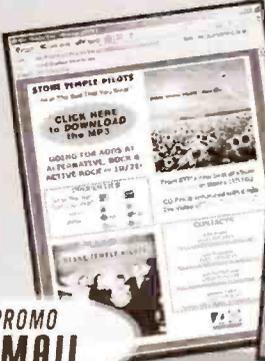
Detailed station playlists for all R&R reporters are available on the web at www.radioandrecords.com.

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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
1	1	NORAH JONES Sunrise (Blue Note/EMC)	404	+4	7190	8	24/0
2	2	MELISSA ETHERIDGE Breathe (Island/IDJMG)	337	-1	4203	10	20/0
3	3	INDIGO GIRLS Perfect World (Epic)	312	-13	5908	10	21/0
6	4	DAMIEN RICE Cannonball (Vector Recordings/Warner Bros.)	304	+24	4497	8	21/0
4	5	JOHN MAYER Clarity (Aware/Columbia)	297	-4	4572	10	17/0
5	6	RYAN ADAMS Burning Photographs (Lost Highway/IDJMG)	285	-6	4387	7	20/0
7	7	JONATHA BROOKE Better After All (Bad Dog/VMG)	264	-12	5838	8	20/0
10	8	JOSS STONE Fell In Love With A Boy (S-Curve/EMC)	259	+13	5353	9	19/0
9	9	THRILLS One Horse Town (Virgin)	236	-13	2534	17	12/0
11	10	STARSAILOR Silence Is Easy (Capitol)	231	-8	4320	8	19/0
8	11	LOS LONELY BOYS Real Emotions (Or/Epic)	225	-24	3490	6	20/0
12	12	KEB' MO' Let Your Light Shine (Epic)	223	-13	5122	7	21/0
14	13	JET Are You Gonna Be My Girl (Elektra/EEG)	217	+5	1798	10	12/0
13	14	STING Sacred Love (A&M/Interscope)	214	0	3719	7	17/0
15	15	BIG HEAD TODD AND THE MONSTERS Imaginary Ships (Sanctuary/SRG)	205	-6	2910	4	19/1
17	16	HOWIE DAY She Says (Epic)	196	0	1741	5	13/0
16	17	MINDY SMITH Come To Jesus (Vanguard)	195	-2	3657	6	20/0
26	18	JASON MRAZ Curbside Prophet (Elektra/EEG)	183	+40	2811	2	16/1
19	19	JONNY LANG Give Me Up Again (A&M/Interscope)	178	-2	2939	4	15/0
24	20	MAROON 5 This Love (Octone/J)	166	+6	1796	4	10/0
22	21	COUNTING CROWS She Don't Want Nobody Near (Geffen)	164	-5	2152	17	9/0
23	22	JOHNNY A. I Had To Laugh (Favored Nations/Red Ink)	163	-3	2946	5	19/0
18	23	JACK JOHNSON Taylor (Brushfire)	160	-33	1662	15	8/0
21	24	GUSTER Careful (Palm/Reprise)	157	-16	2015	17	9/0
20	25	FIVE FOR FIGHTING 100 Years (Aware/Columbia)	151	-24	1992	11	9/0
Debut	26	MICHAEL ANDREWS f/GARY JULES Mad World (Universal)	148	+20	2640	1	16/2
29	27	BEN HARPER Brown Eyed Blues (Virgin)	147	+14	1391	2	13/0
25	28	WHEAT I Met A Girl (Aware/Columbia)	137	-15	2567	3	12/0
Debut	29	ERIC CLAPTON If I Had Possession Over Judgment Day (Duck/Reprise)	133	+79	3837	1	16/1
Debut	30	BARENAKED LADIES Testing 1, 2, 3 (Reprise)	125	+34	1075	1	9/1

25 Triple A reporters. Songs ranked by total plays for the airplay week of Sunday 2/29 - Saturday 3/6.
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Most Added

www.rindicator.com

ARTIST TITLE LABEL(S)	ADDS
SUBDUDES Morning Glory (Back Porch/EMC)	9
ZERO 7 Home (Elektra/EEG)	6
CATIE CURTIS It's The Way You Are (Vanguard)	6
RICKY FANTE' It Ain't Easy (Virgin)	4
SARAH HARMER Almost (Zoe/Rounder)	3
D. FRANKENREITER f/J. JOHNSON Free (Brushfire/Universal)	3
BEN ARTHUR Mary Ann (Bardic)	3
PAT MCGEE BAND Beautiful Ways (Warner Bros.)	3
ELLIS HOOKS 40 Days And 40 Nights (Artemis)	3
GREAT BIG SEA When I Am King (Zoe/Rounder)	3

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
E. CLAPTON If I Had Possession Over Judgment Day (Duck/Reprise)	+79
SARAH HARMER Almost (Zoe/Rounder)	+60
JARS OF CLAY Show You Love (Essential/PLG/RCA)	+48
JASON MRAZ Curbside Prophet (Elektra/EEG)	+40
BEN ARTHUR Mary Ann (Bardic)	+36
SUBDUDES Morning Glory (Back Porch/EMC)	+36
BARENAKED LADIES Testing 1, 2, 3 (Reprise)	+34
DAVE MATTHEWS Oh (RCA)	+34
TEARS FOR FEARS Closest Thing To Heaven (Arista)	+33

Reporters

<p>WAPS/Akron, OH OM: Bill Gruber No Adds</p> <p>KCSR/Austin, TX* OM: Jeff Carroll PD: Jody Danberg APD: Jyl Hershman-Ross MD: Susan Castle</p> <p>11 SUBDUDES 9 TOOTS AND THE MAYTALS W/ WILLIE NELSON 2 JOSS STONE MICHAEL ANDREWS f/GARY JULES</p> <p>WRNR/Baltimore, MD OM: Bob Waugh PD/MD: Alex Cortright 9 RICKY FANTE' 1 SUBDUDES</p> <p>KNDZ/Billings, MT OM: Cam Maxwell PD/MD: Casey Paul KING OF LEON VAN MORRISON BARENAKED LADIES TEARS FOR FEARS VINES DECATREE</p> <p>KRVB/Boise, ID* OM/MD: Dan McCally 1 DONAVON FRANKENREITER f/JACK JOHNSON</p> <p>WBOS/Boston, MA* OM: Buzz Knight PD: Michele Williams MD: David Ginsburg 1 ERIC CLAPTON JONNY LANG MICHAEL ANDREWS f/GARY JULES</p> <p>WNCS/Burlington PD/MD: Mark Abuzanab 4 MICHAEL ANDREWS f/GARY JULES 1 GREAT BIG SEA ABRA MOORE</p> <p>WMVY/Cape Cod, MA PD/MD: Barbara Dacey 1 VAN NESSLE</p> <p>WDD/Chattanooga, TN* OM: Denny Howard FUEL JUST JACK AEROSMITH</p> <p>WXRT/Chicago, IL* PD: Norm Winer APD: John Farneda 8 INDIGO GIRLS 7 VAN MORRISON 2 MELISSA ETHERIDGE 4 INDIGO GIRLS 3 TOOTS AND THE MAYTALS W/ BOOTS... 2 FIRE THIEF 2 ERIC CLAPTON 1 ERIC CLAPTON MY MORNING JACKET DAVID BRINE TOOTS AND THE MAYTALS W/ ERIC CLAPTON MICHAEL ANDREWS f/GARY JULES</p>	<p>KXBL/Columbia, MO OM: Jack Lawson PD/MD: Lana Trezise APD: Jeff Sweetman 4 PAT MCGEE BAND 3 MATT MATTHEWS 2 DONAVON FRANKENREITER f/JACK JOHNSON 2 SARAH HARMER</p> <p>WCBE/Columbus, OH OM: Tammy Allen PD: Dan Mushalko MD: Maggie Brennan 1 CATIE CURTIS 8 SUBDUDES 3 ZERO 7 2 GREAT BIG SEA</p> <p>KBCO/Denver, CO* PD: Scott Arbaugh MD: Keeler No Adds</p> <p>WDET/Detroit, MI PD: Judy Adams MD: Martin Bandkye 1 SUBDUDES 2 CATIE CURTIS</p> <p>WVOD/Elizabeth City, NC PD: Matt Cooper MD: Ted Abbey JASON MRAZ MATTHEW RYAN BLINK-182 DONAVON FRANKENREITER f/JACK JOHNSON</p> <p>WNCW/Greenville, SC OM: Erin Pflumm PD/MD: Kim Clark APD: Martin Anderson BEN ARTHUR GREAT BIG SEA RICKY FANTE' CATIE CURTIS ZERO 7 SONDRE ERICHE LEFTOVER SALMON GURUS</p> <p>KTBG/Kansas City, MO PD: Jon Hart MD: Byron Johnson RICKY FANTE' CATIE CURTIS ZERO 7 RACY GRACE</p>	<p>KZPL/Kansas City, MO OM: Nick McCabe PD/MD: Ted Edwards MD: Jason Justice 10 BIG HEAD TODD AND THE MONSTERS 1 BEN ARTHUR DONAVON FRANKENREITER f/JACK JOHNSON DAVE MATTHEWS SARAH HARMER NORAH JONES</p> <p>WDKI/Knoxville, TN* PD: Jim Ziegler MD: Anne Baumer 4 DONAVON FRANKENREITER f/JACK JOHNSON</p> <p>WFPK/Louisville, KY OM: Brian Conn PD: Dan Reed APD/MD: Stacy Owen BIG HEAD TODD AND THE MONSTERS BEN ARTHUR ELLIS HOOKS</p> <p>WMMM/Madison, WI* PD: Tom Teuber MD: Gabby Parsons MICHAEL ANDREWS f/GARY JULES PAT MCGEE BAND RICKY FANTE'</p> <p>KTCZ/Minneapolis, MN* PD: Lauren MacLean APD/MD: Mike Wolf No Adds</p> <p>WGUX/Minneapolis, MN* OM: Dave Hamilton PD: Jeff Collins 12 COURTNEY LOWE</p> <p>WZEW/Mobile, AL* OM: Tim Camp PD: Jim Mahaney MD: Lee Ann Knisk 1 ERIC CLAPTON</p> <p>WBJB/Monmouth, NJ OM/MD: Tom Brennan APD: Leo Zaccari MD: Jeff Raspe 21 GOLDEN 15 MAVERICKS 14 MIKE ERICCO MASON J. WININGS OLLABELLE JOHN WESLEY HARDING ELLIS HOOKS</p> <p>KPIG/Monterey, CA OM: Frank Caprista PD/MD: Laura/Ellen Hopper APD: Aileen MacNeary 8 SUBDUDES 3 ETIA JAMES</p>	<p>WRLT/Nashville, TN* OM: Rob Coes APD/MD: Rev. Keith Coes INDEPENDENT PAT MCGEE BAND TRUMAN</p> <p>WFUV/New York, NY MD: Chuck Singleton MD: Rita Houston CATIE CURTIS SUBDUDES ZERO 7 LLOYD COLE</p> <p>KCTY/Omaha, NE* OM: Mark Todd PD/MD: Ryan "Slash" Morton OM: Brian Conn 1 VAN MORRISON RICKY FANTE' D.A.R. ROBERT RANDOLPH MY MORNING JACKET</p> <p>WXPN/Philadelphia, PA PD: Bruce Warren APD/MD: Helen Leicht 1 ANNE MCCUE 1 ELLIS HOOKS 1 MIKE ERICCO 1 ZERO 7 1 AMOS LEE NEIL YOUNG</p> <p>WYEP/Pittsburgh, PA PD: Rosemary Welsch MD: Mike Sauter AL GREEN CATIE CURTIS SUBDUDES ZERO 7 PETER HIMMELMAN</p> <p>WCLZ/Portland, ME PD: Herb Ivy MD: Brian James SARAH HARMER</p> <p>KINK/Portland, OR* PD: Dennis Constantine MD: Kevin Welch 2 DONAVON FRANKENREITER f/JACK JOHNSON</p> <p>WXRW/Portsmouth, NH* PD: Nicole Sandler MD: Dana Marshall HOWIE DAY WHEAT ERIC CLAPTON SARAH HARMER</p> <p>WDSY/Poughkeepsie, NY PD: Greg Galine APD/MD: Roger Menell STEADMAN SARAH HARMER GRAHAM PARKER SUBDUDES</p>	<p>KTHX/Reno, NV* OM: Rob Brooks PD: Harry Reynolds APD/MD: David Herold 1 RICKY FANTE' DONAVON FRANKENREITER f/JACK JOHNSON MATTHEW RYAN JARS OF CLAY BARENAKED LADIES WHEAT HOLMES BROTHERS</p> <p>WOCM/Salisbury, MD PD: Chuck Stendziel APD/MD: Debora Lee 14 SUBDUDES</p> <p>KENZ/Salt Lake City, UT* OM/MD: Bruce Jones MD: Karri Bushman 1 NORAH JONES YEAR YEAR YEARS</p> <p>KPRI/San Diego, CA* PD/MD: Dana Shieff 1 SARAH HARMER</p> <p>KFOG/San Francisco, CA* PD: David Benson APD/MD: Haley Jones No Adds</p> <p>KBAC/Santa Fe, NM PD: Ira Gordon MD: Brad Hockmeyer 7 PUSH STARS 4 SUBDUDES</p> <p>KTAQ/Santa Fe, NM OM: Mitch Miller PD: Brad Hockmeyer MD: Paddy Mac 7 GARRISON STARR 6 RICKY FANTE' 8 JARS OF CLAY 2 TETTER 5 PAT MCGEE BAND</p> <p>KRSN/Santa Rosa, CA* PD: Dean Kattari MD: Michelle Marques 1 SUBDUDES 1 MICHAEL ANDREWS f/GARY JULES 1 PAT MCGEE BAND RICKY FANTE' WHEAT NELLY FURTADO WHEAT SARAH HARMER</p> <p>WWWV/Savannah, GA OM/MD: Bob Neumann APD: Gene Murrell 1 MICHAEL ANDREWS f/GARY JULES 1 SARAH HARMER 1 PAT MCGEE BAND 1 ERIC CLAPTON</p>
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National Programming

Added This Week



World Cafe

Ali Castelinni 215-898-6677

- GOMEZ Catch Me Up
- JEM They
- LLOYD COLE No More Love Songs
- PUSHSTARS Outside Of A Dream
- ZERO 7 Home



Acoustic Cafe

Rob Reinhart 734-761-2043

- CATIE CURTIS Doctor, Hold On
- GRAHAM PARKER Sugaree
- JANIS IAN Billies' Bones
- PETER MULVEY Road To Mallow
- SUSAN WERNER Tall Drink Of Water

POWERED BY MEDIABASE

*Monitored Reporters

48 Total Reporters

23 Total Monitored

25 Total Indicator

<p>KMTT/Seattle, WA* PD: Chris Ways APD/MD: Shawn Stewart 3 WHEAT</p> <p>WRNX/Springfield, MA* PD: Tom Davis APD: Donnie Moorhouse MD: Lesa Withnee NELLY FURTADO WHEAT RICKY FANTE'</p> <p>KCLC/St. Louis, MO OM: Rich Reighard PD: Mike Wall MD: Ervin Williams No Adds</p>

ON THE RECORD

With **Kari Bushman**
MD, KENZ/Salt Lake City

If you're going to do a cover song, you should have something new to say to your audience; otherwise, it's just karaoke. And in a format inundated with '80s cover songs, the single "Mad World" (originally performed by Tears For Fears in 1983 and newly arranged by Michael Andrews and sung by Gary Jules) stands alone — not only because it has something new to say, but because it forces people to listen. •



Unlike the uptempo original version, Andrews' stripped-down arrangement gives you nothing but message. It's a quiet, personal and maybe painful look at the world we live in and how we treat those around us. "Mad World" whispers to your soul. It makes you stop and say to yourself, "I can do better." • "Mad World" instantly connects with listeners because it's familiar and unfamiliar at the same time, much like running into a childhood friend at the grocery store. The face has changed and matured, and you are not absolutely sure you know them, but an odd feeling of warmth convinces you to risk saying hello (then you call your mom later to find out their name). But in this case, they call the station. And you take call after call from people saying, "I know this. What is it?" • So is the remake better? Yes. Much. And so am I. And so is the station. My gratitude goes out to Michael Andrews.

KPRI/San Diego is running a March promotion called the Authentic Rock Time Machine. Because of this, spins at will be affected throughout March. All spins will go back to normal starting in April ... **Norah Jones** returns to the top slot on the monitored airplay chart this week, **Indigo Girls** move up to 4*, **Sting** holds at 6*, **Damien Rice** remains at 7*, and **Michael Andrews** featuring **Gary Jules** jumps 11*-8* ... **Jet** and **Ryan Adams** are knocking on the top 10 door at 11* and 12*, respectively ... Other gainers include **Barenaked Ladies** (22*-17*), **Howie Day** (29*-25*) and **Matchbox Twenty** (30*-26*) ... **Eric Clapton**, **Jason Mraz** and **Ben Harper** debut ... On the Indicator chart, Jones is also No. 1, Rice moves up to 4*, and **Joss Stone** is now 8* ... Gainers include **Jet**, **Sting**, **Day**, **Mraz** and **Maroon 5** ... **Andrews**, **Clapton** and **BNL** debut ... In the Most Added category, **The Subdudes** are off to a good start, with 11 total adds (No. 1 Indicator, No. 4 monitored), while **Ricky Fante** also has a great week, with nine total adds (No. 1 monitored, No. 2 Indicator) ... Also having a good first week are **Catie Curtis** and **Zero 7** ... **Donovan Frankenreiter** featuring **Jack Johnson**, **Andrews**, **The Pat McGee Band**, **Sarah Harmer**, **Clapton**, **Wheat**, **Sarah McLachlan**, **Ben Arthur**, **My Morning Jacket** and **Ellis Hooks** close some important holes.



— John Schoenberger, Triple A Editor

AAA ARTIST
OF THE WEEK

ARTIST: **Indigo Girls**

LABEL: **Epic**

By **JOHN SCHOENBERGER** / TRIPLE A EDITOR



As one of the few acts from the late '80s folk and singer-songwriter revival to last, Indigo Girls have proven they have staying power. Emily Saliers and Amy Ray began playing together in Atlanta in the early '80s, and they took the name Indigo Girls in 1985. In 1986 they released an independent self-titled EP, and in 1987 they put out the full-length *Strange Fire*. By 1988 they were signed to Epic, which re-released *Strange Fire*. The past 15 years have brought another seven albums, all of which have reached gold to platinum sales, including *Rites of Passage*, *Swamp Ophelia*, *Shaming the Sun* and *Come On Now Social*, as well as the live album *1200 Curfews*.

Indigo Girls have been a stalwart touring machine, too, logging hundreds of shows a year since they first hit the scene. They have also put their collective shoulder behind many social causes and made a significant difference in the lives of many. In addition, Ray has released a solo album and is in the middle of work on another. She also runs a nonprofit independent artists' label called Daemon Records. Saliers is also considering a solo project.

Now Indigo Girls return with *All That We Let In*. They went back to Tree Sound Studios in Atlanta to record the project, and, once again, producer Peter Collins oversaw the sessions. The musicians involved included multi-instrumentalist Carol Issacs, bassist Clare Kenny and drummer Brady Blade. There were also a few guest appearances, including Joan Osborne on vocals, Mark Van Allen on pedal steel and John Holmes on percussion.

As usual, Saliers played a variety of stringed instruments, including mandolin and high-string guitar, while Ray played guitar and added her vocals. The two also shared the songwriting duties, with Saliers contributing six tunes and Ray five. Their different writing styles added diversity and breadth to the project.

With songs such as "Perfect World," "Fill It Up Again," "Free in You," "Come on Home" and "Something Real," the duo touch upon a variety of subjects including love, loss, friendship, social activism and finding joy in life.

This month Indigo Girls will play a very special four-night stand with the Atlanta Ballet at the Fox Theater in Atlanta. These shows are a reprise of their collaboration from the fall of 2001. The duo will perform live with their band and an orchestra as their songs receive modern dance interpretations choreographed by Margo Sappington.

They are also in the middle of several TV appearances, including *The Today Show*, *The View* and CBS's *Saturday Early Show*. A live concert filmed at the famous Bottom Line featuring Indigo Girls and Keb' Mo' is airing on cable and Direct TV. The girls are doing a series of spring dates in their acoustic duo format. Expect to hear shortly about a full-band tour in the summer and fall.

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LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	THIS WEEK PLAYS	+/- PLAYS	CUMULATIVE PLAYS
1	1	FLATLANDERS <i>Wheels Of Fortune (New West)</i>	836	-43	5276
2	2	BR549 <i>Tangled In The Pines (Dualtone)</i>	721	+21	4178
7	3	SLAID CLEAVES <i>Wishbones (Philo/Rounder)</i>	605	+127	1530
4	4	MINDY SMITH <i>One Moment More (Vanguard)</i>	596	+41	3407
5	5	MARK ERELLI <i>Hillbilly Pilgrim (Signature Sound)</i>	519	+5	3439
3	6	VARIOUS ARTISTS <i>Cold Mountain Soundtrack (DMZ/Sony Music)</i>	516	-39	4195
9	7	OLD CROW MEDICINE SHOW <i>OCMS (Nettwerk)</i>	493	+38	2330
8	8	HOLMES BROTHERS <i>Simple Truths (Alligator)</i>	455	-2	3508
6	9	C. TAYLOR & C. RODRIGUEZ <i>The Trouble With Humans (Lonestar)</i>	433	-67	13145
10	10	ROBERT EARL KEEN <i>Farm Fresh Onions (Audium/Koch)</i>	414	-40	13665
14	11	GREENCARDS <i>Movin' On (Independent)</i>	390	+12	2402
12	12	MAVERICKS <i>The Mavericks (Sanctuary/SRG)</i>	384	-35	12885
15	13	JAMES McMURTRY <i>Live In Aught Three (Compadre)</i>	380	+10	1519
11	14	BOTTLE ROCKETS <i>Blue Sky (Sanctuary/SRG)</i>	378	-53	7264
16	15	LYLE LOVETT <i>My Baby Don't Tolerate (Curb/Lost Highway)</i>	352	-17	12744
21	16	TOM RUSSELL <i>Indians Cowboys Horses Dogs (Hightone)</i>	329	+41	846
19	17	GRANT-LEE PHILLIPS <i>Virginia Creeper (Zoe)</i>	319	+30	1133
13	18	VARIOUS ARTISTS <i>Just Because I'm A Woman... (Sugar Hill)</i>	309	-71	11345
18	19	NORAH JONES <i>Feels Like Home (Blue Note/EMC)</i>	304	0	1121
Debut	20	LEFTOVER SALMON <i>Leftover Salmon (Compendia)</i>	290	+126	555
20	21	ADRIENNE YOUNG <i>Plow To The End Of The Row (Addie Belle)</i>	283	-5	10370
27	22	CLUMSY LOVERS <i>After The Flood (Nettwerk)</i>	261	+38	1054
22	23	VARIOUS ARTISTS <i>Livin', Lovin', Losin'... (Universal South)</i>	247	-37	8240
17	24	RODNEY CROWELL <i>Fate's Right Hand (Columbia)</i>	243	-65	15629
24	25	K. SHIFLETT AND BIG COUNTRY <i>Worries On My Mind (Rebel)</i>	228	-16	4838
28	26	SOUTHERN CULTURE ON THE SKIDS <i>Mojo Box (Yep Roc)</i>	228	+6	1316
23	27	ALBERT LEE <i>Heartbreak Hill (Sugar Hill)</i>	222	-26	7305
Debut	28	GREG BROWN <i>Honey In The Lion's Head (Trailer)</i>	217	+32	654
26	29	DARRELL SCOTT <i>Theatre Of The Unheard (Full Light)</i>	210	-13	9325
29	30	PATTY LOVELESS <i>On Your Way Home (Epic)</i>	200	-17	6133

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: BR549

Label: Dualtone



BR549 emerged from the hot alt-country scene happening in Nashville's Lower Broadway area in the mid-'90s. Over the course of next five years they released a couple of EPs and four critically acclaimed albums, placing them firmly in the center of the Americana music scene. The band was delivered a setback when bassist Jay McDowell and co-founder and co-lead singer Gary Bennett departed. The remaining members — singer-guitarist Chuck Mead, multi-instrumentalist Don Herron and drummer Shaw Wilson — decided to return to their roots by playing the clubs again in Nashville with a loose affiliation of like-minded players called The Hillbilly All-Stars.

Via those gigs, new bassist Geoff Firebaugh and vocalist-guitarist Chris Scruggs were recruited for the band. Revitalized and re-energized, BR549 entered the studio and have since delivered their most satisfying effort to date, the self-produced *Tangled in the Pines*. All 12 songs are originals and highlight BR549's penchant for blending such styles as traditional country, honky-tonk, rockabilly and roadhouse rock. "This record is not ashamed to be country," says Scruggs. "And, at the same time, it's not afraid to be something new too. BR549 was always about making sincere country music with no strings attached, and we still are." Check out "That's What I Get" (co-written by Raul Malo), "I'm All Right" and "Tangled in the Pines."

Americana News

The nationally syndicated show *This Week in Americana* has run its course and will no longer be in production; therefore, it will be removed from the Americana panel ... After all kinds of rumors, The Great High Mountain Tour, which features music from the movies *Cold Mountain* and *O Brother, Where Art Thou*, will kick off on May 5 and run through June 16. Included in the new tour lineup are Ralph Stanley, Alison Krauss & Union Station With Jerry Douglas, The Nashville Bluegrass Band, The Whites, The Cox Family, Ollabelle and Norman and Nancy Blake ... A special screening of *Grand Theft Parsons* will take place May 1 during the Nashville Film Festival. Set for national release later this year, the film centers around Gram Parsons' death in 1973 of a drug overdose, manager Phil Kaufman's subsequent theft of the singer's casket from a California airport, and the cremation of the casket at Joshua Tree National Park. ... Bonnie Raitt, Caitlin Cary, Dave Alvin, Kelly Willis, Alejandro Escovedo, EastMountainSouth and Neko Case are among the artists who have contributed songs to a two-disc singer-songwriter compilation that will raise funds to fight Parkinson's disease. *ParkinSong, Volume One: 38 Songs of Hope* will be released May 11 ... Dolly Parton was given NashvilleREAD's second annual Reading Works Award on March 1 at Nashville's Vanderbilt University. The award honors Parton's Imagination Library project. Launched in 1995, the project provides a book to each child in Sevier County, TN every month from birth until age 5.

Note: If you have Americana news, please forward it to jschoenberger@radioandrecords.com.

Most Added

ARTIST TITLE LABEL(S)	ADDS
Gibson Brothers <i>Long Way Back Home (Sugar Hill)</i>	15
Grey De Lisle <i>The Graceful Ghost (Sugar Hill)</i>	12
Leftover Salmon <i>Leftover Salmon (Compendia)</i>	10
Subdudes <i>Morning Glory (single) (Back Porch/Virgin)</i>	10
Graham Parker <i>Your Country (Bloodshot)</i>	9
Various Artists <i>No Depression — What It Sounds Like, Volume 1 (Dualtone)</i>	8

BEAT

the ODDS

REDUCE YOUR CHANCES OF AF RELATED STROKE

Most atrial fibrillation-related strokes could be prevented with anti-coagulation treatments.

Yet, up to two-thirds of AF patients who suffer these strokes are not prescribed anti-coagulants or blood thinners upon hospital discharge.

National Stroke Association is launching Beat the Odds, a national awareness campaign urging consumers to ask their doctors about the risks of AF and the importance of treatment.

Get more information on Beat the Odds at www.stroke.org. For details on atrial fibrillation visit www.afadvisor.org



National Stroke Association

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**PROUD TO BE SHOWCASING SOME OF
 TODAY'S BEST NEW MUSIC AT SXSW**



8 PM

ADRIENNE YOUNG

ADDIE BELL RECORDS

PLOW TO THE END OF THE ROAD
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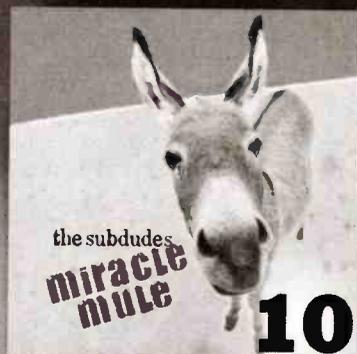


9 PM

BR549

DUALTONE

TANGLED IN THE PINES
 RELEASE DATE: MARCH 9, 2004



10 PM

subdudes



MIRACLE MULE
 RELEASE DATE: APRIL 20, 2004

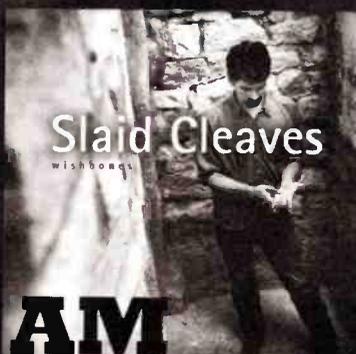


11 PM

THE DERAILERS

LUCKY DOG/SONY

GENUINE
 NOW AVAILABLE



12 AM

SLAID CLEAVES



WISHBONES
 ALBUM RELEASE DATE: MARCH 9, 2004



1 AM

RECKLESS KELLY



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Covering Highway 101

K-Life's growth helps it blanket the California coast

Once a lone signal, the K-Life family of stations now comprises four frequencies that cover a large area of the south-central California coast. Its staff is small, but it is reaching the mass marketplace and gaining listeners every month.

When things come together in a unique way, you realize that you probably had very little to do with it. When things beyond your control happen and new doors of opportunity are opened, you know that you aren't the one driving the bus. Such is the case with the husband-and-wife team of Jon and Noonie Fugler at KLFF/San Luis Obispo, CA.

Jon, who serves as GM/PD of the station, says, "The growth we've had has been a gift from God. We were not striving to expand, but suddenly the Lord brought us KLFH/Ojai, CA, which covers Ventura County. That

addition quadrupled our coverage. Then a Santa Barbara translator was added through a unique sequence of events. That market had been totally closed until recently.

"Just ahead of all that, God granted us a new station at KLFF-AM to launch an entirely different format for us, interactive Christian Talk. We are still amazed, and we are working at changing our entire perspective. We've gone from a small-market one-station ministry to a multimarket, multiformat radio ministry. Each of these stations is within our geographic region, the Southern California coast, so we are able to preserve the local flavor."

"It is what is located on either side of a shared song that becomes the distinction between two stations."

Jon Fugler

A Total Overhaul

This growth over the past year has meant a total overhaul of everyone's responsibilities and daily duties. "With the expansion that K-Life has experienced this last year, we've had to redesign and change the way we do promotions," says MD and Promotions Director Noonie Fugler.

"It used to be that we enjoyed driving K-Life listeners into the studio to participate in collection drives or open houses. Now we have to position ourselves in three locations throughout the new listening area to accomplish

that same valuable listener interaction."

One of the bigger promotions that the group of stations does that had to be retooled was the K-Life Baby Shower, which starts during Sanctity of Human Life Week and concludes on Valentine's Day each year. "It's an expression of love to those serving the moms, dads and babies out there," Noonie says.

"We had to divert the listeners to support their neighborhood pregnancy resource centers directly instead of driving the masses to the K-Life studios as in the past. With our expansion, we went from impacting six centers with baby-shower gifts to impacting more than a dozen."



Noonie and Jon Fugler

Small, But Focused

In spite of its small staff, K-Life has been able to stay on top of all of the changes and growth occurring over the past several months. Even with the unplanned growth, things haven't changed on-air. "We are committed to living out our on-air image," Jon says.

"On-air, we are personable, Christ-centered and positive. Our listeners will see the same thing when they visit us personally, meet us at events, call us on the phone or send us an e-mail.

"Most stations are very committed to their on-air impression, but if you call the station or meet the staff, you often see or hear an entirely different image, one that is impersonal and unfriendly. To me, that's the ultimate in hypocrisy.

"If we are to reflect Christ, it is not only when we turn on the microphone or air our highly produced programming; it must take place at all times."

Another area that has changed is the staff's relationship with the labels. "I see them as our teammates in bringing more listeners into an intimate relationship with Jesus by providing great music on our station," Noonie says.

"They have taken turns supporting our quarterly publication, *Spotlight*

"K-Life has its own slogan: 'Your Christian Music Leader.' It helps emphasize that we are the place where a listener can be assured that she will hear about what is coming next in Christian music."

Noonie Fugler

Magazine, with advertising, and I have so appreciated their extra efforts in bringing the Christian CHR format special remixes of songs when needed and addressing its unique format needs when possible. It wasn't always that way."

The Distinction

One problem the Fuglers have had to face is the presence of other Christian stations in some of the markets where they now have signals. But Jon has a positive outlook on the situation. "Some people like Coke, and some people like Pepsi," he says.

"Those who listen to K-Life do so for a variety of reasons, some of which include its service to the local area, its commitment to leading people into a more intimate relationship with Christ and our desire to do that with music and features that attract a younger demo.

"We will share artists and music with other Christian stations, but that is a small percentage of our programming. It is what is located on either side of a shared song that becomes the distinction between two stations. That distinction can work beautifully with programming from other formats, given all of the AM Talk stations and the Christian AC, Inspo and Rock formats that exist in our original frequency market."

The Fuglers know the value of treating their small staff with honor and respect and also offering up a bit more training. "Be good to the staff and invest in them," Jon says. "That breeds loyalty and teamwork and reduces turnover.

"One thing I would do is keep them trained and cross-trained. A small staff needs to be versatile, and that means keeping their skills fresh. Management needs to take the lead in that area. It is something that I wish I had done better in the early years."

New Experiences

Growth also means new experiences. Noonie has added another hat to her wardrobe because of the expansion. "Recently, I was given the Promotions Director position, even though I had been working under the radar in that arena for some time," she says.

"As a radio station, it our job to get our name out there and get in front of the parade, yet throughout scripture we are encouraged to let the last be first, among other things.

"As I endeavor to learn all I can about serving K-Life in the area of promotions in addition to my music duties, I'm reading, attending seminars and learning from my peers. Above all else,

though, I will always be challenged to view this task through the eyes of Christ and his rules for promotion."

Research is a key element of a lot of Christian CHR stations right now. Asked to explain K-Life's take on research, Noonie says, "We have been involved with online music research now for a year. It is one tool in this music programmer's toolbox. Looking at the collection of K-Life Music Crew participants, we can confidently conclude that their favorite music genre right now is rock and alternative.

"We are able to gain greater insight into their thinking because they answer one perceptual question in each survey. Music is not even placed in the survey until it has been on the air for eight weeks. The pattern has been that it takes a few more weeks before the respondents actually own new songs.

"It is easy to see the survey takers' favorites and to watch the trends. The research has not impacted any adds, since it occurs well after the add date, but it may serve as input on occasion on the lifespan of certain songs."

The Aggro End Of The Spectrum

As Christian CHR radio segregates into two distinct groups — one being more mass-appeal, and the other serving those who are already part of the church — the people behind K-Life know which path they have been called to walk down. "After looking at the national chart, I see K-Life as leaning toward the aggressive end of the scale musically," Noonie says. "We're not the most aggressive of stations, but we're on that end of the spectrum."

There are at least 10 colleges and universities within the expanded K-Life listening area, which represent the younger end of the station's target demographic. "Young people have an insatiable hunger and thirst for what's happening next in Christian music," Noonie says.

"Christian Rock Radio U [WUFM/Columbus, OH] has an excellent slogan: 'Where Music Is Going.' K-Life has its own slogan: 'Your Christian Music Leader.' It helps emphasize that we are the place where a listener can be assured that she will hear about what is coming next in Christian music and have the chance to win it.

"Every week we are focusing on the new product that relates to the Christian CHR format and those songs that we can embrace. Our listeners have told us that they appreciate that and have come to expect to learn about what's new in Christian music on K-Life."

YES I WILL
THE NEW SINGLE FROM:
BEBO NORMAN FEATURING JOY WILLIAMS

AFTER DOING HUGE PROMOTION AROUND THE PASSION OF THE CHRIST, THE LYRICS IN THIS SONG ARE SURE TO IMPACT OUR LISTENERS. WHAT A TIMELY MESSAGE!

---JASON SHARP, WCQR

IMPACTING RADIO NOW

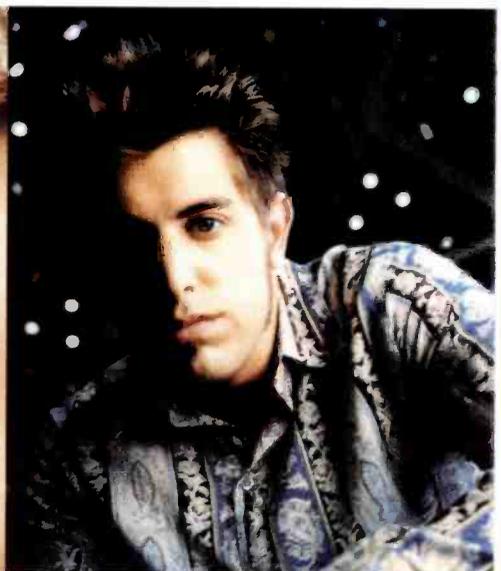
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ADORATION: the tour

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SOLD OUT / 2.26 SEATTLE, WA - SOLD OUT / 2.27 REDMOND, WA - SOLD OUT /
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Song of the Year: "He Reigns" 🏆 Worship Song: "He Reigns"

REBECCA ST. JAMES: Female Artist Of The Year 🏆 "IHero" - Special Event Album Of The Year

JEREMY CAMP: New Artist Of The Year 🏆 Male Vocalist of the Year
"I Still Believe" - Pop/Contemporary Recorded Song



www.newsboys.com
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for additional ADORATION tour dates, check out www.itickets.com



The CCM Update

Christian Retail, Radio & Records Newsweekly

Spinworthy For Spring

Under the radar but rising

Nashville is warming up, spring tours are getting off the ground, and projects from both new and established artists are making their way to retail shelves and program directors' desks. Spring is almost here!

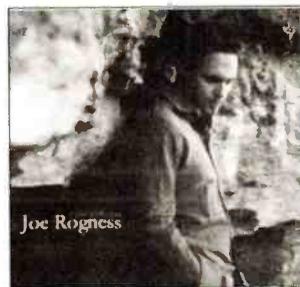
Indie artist Joe Rogness, hip-hop pioneer Urban D and Word Records newbies Building 429 may not be familiar to you yet, but it's my pleasure to make the introductions.

Joe Rogness

Right With You

File Under: Acoustic Pop

I first heard independent artist Joe Rogness perform an acoustic set at



a tiny pizza joint in Nashville not far from my office. The Minnesota-based singer was making a brief trip to Nashville to promote his new record, *Right With You*.

In front of an amiable table of local media people, Rogness pulled out his guitar and played several cuts from the album. His vocals were smooth and convincing and his songs simple and unpretentious. The album, which is due out nationally in the next few months, captures the same vibe Rogness gives off live.

The 10-song *Right With You* was produced by Nate Sabin, the man responsible for INO artist Sara Groves' past records. Sabin keeps the atmosphere loose and surrounds Rogness with gentle acoustics, understated drums, tasteful electrics and subtle strings. He also wrote or co-wrote half of the tracks on the album, including the standout "Catch Me."

Rogness convincingly articulates this song of longing, with a little help from friend Groves on background vocals. "I've been foolish/Lost my grip on the thing most precious/Aimless, reckless, cut loose from my soul... There is no saving myself/Lord, I cannot survive without your help," he sings.

Right With You seems to have been written as a song cycle. It's a story of seeking — and ultimately finding — comfort in a loving God. In the album's opening track, "Childhood Eyes," Rogness sings of his desire for peace. "Can you help me find a way to simplify and live each moment like a child?" he asks. The song articulates his desire to strip away the things in his life that have obstructed the path to knowing and loving his Creator simply and completely, as a child would.

Throughout the album Rogness chronicles his walk with God. "Catch Me," "You Never Stop" and "My Little Faith" take the listener through the singer's own doubt and disbelief, while tracks like "Talk to Me" and "Forgiveness Looks Good" exhibit God's grace in the midst of life's storms.

The album's last two tracks wrap up the project on a hopeful note. "What Will You Say," a breezy, Norah Jones-ish number with tinkling keys and warm horns, addresses the singer's desire to have a lasting impact on the world. The closing track, "Satisfied," is an uplifting end to Rogness' journey: "A peace passing all understanding/That's what you give to me/I'm laughing while we are dancing/You've set my spirit free/I'm so satisfied when I'm right with you."

Overall, the album could have benefited from one or two more up-tempo tracks to keep ears alert. The songs included are, however, diverse enough in melody and lyrical content to hold the listener's attention throughout.

Urban D

The Immigrant

File Under: Hip-Hop

A Philly native, pastor and rapper, Urban D is well qualified to do his job: He's spent the last eight years immersed in full-time urban-music ministry. After graduating in 1996 from Southeastern College with a degree in pastoral theology, Urban D migrated south to Tampa, where

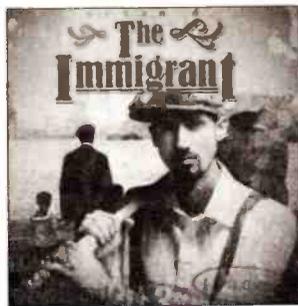
he began developing a one-of-a-kind, hip-hop-oriented youth ministry.

Six years later he's leading the 500-member Crossover Community Church, a body that focuses its efforts on reaching the urban culture through multimedia, dance and music each Sunday morning.

In addition to his pastoral duties over the years, Urban D has released quality albums featuring his Latin-influenced East Coast rap. His latest offering, *The Immigrant*, is his third national project, following his 1999 debut, *The Missin' Element*, and 2001's *The Translation*.

The Immigrant is an album full of social commentary from Urban D's Christ-centered perspective. His rhymes tell of a nation full of bankrupt souls and sinful natures and aptly address the difficult street life the artist experienced during his teen years before recommitting his life to Christ.

Funky basslines and creative, up-beat programming help drive the album's central message home. In



his bio, Urban D explains the concept: "The *Immigrant* title comes from Peter's writing in the New Testament, where he shares that we are all aliens, foreigners and strangers here. Our true citizenship is in heaven. This is a reality check for both be-

CCM UPDATE GALLERY



MERCYME & MAX Platinum-selling band MercyMe and best-selling author Max Lucado recently worked together on a new MercyMe film in Cape Girardeau, MO, a stop on the band's *Imagine Tour*. The movie, featuring a full-length live concert, never-before-seen tour and studio footage, new songs and interviews with the band, is set to premiere exclusively at participating Regal Entertainment Group theaters on April 13. Throughout the film Lucado reads excerpts from his new book, *It's Not About Me*, which hit store shelves on March 9. Seen here (l-r) are MercyMe's Nathan Cochran, Robby Shaffer and Barry Graul; Lucado; and the band's Bart Millard, Jim Bryson and Mike Scheuchzer.

lievers and nonbelievers to remember our life here is just temporary."

Special guests abound on *The Immigrant* and add a unique element of musical diversity. Pettidee, Corey Red & Precise and DJ Morphiz are among those who add guest vocals atop the innovative production of DJ Official of Cross Movement, Element of Descendantz and DJ Kiddo of Puerto Rico.

The Immigrant, released recently on Butterfly Music, is an intelligent, well-produced project with thoughtful lyrics and creative arrangements. It's sure to become a staple in CD players if listeners will give it a chance.

Building 429

Glory Defined

File Under: Rock

If their success as an indie act is any indication of what's to come for the North Carolina foursome Building 429, these guys should be optimistic. Without the aid of a record label, 4-year-old Building 429 moved more than 6,000 copies of their first indie release while maintaining a tour schedule of over 400 dates over the past few years. Radio folks who attended SonicFlood's 2003 Cry Holy Tour witnessed these guys as

the opening act, and they're going to continue in the opening slot on the tour's 2004 spring leg.

Building 429's new EP, *Glory Defined*, is slated for release in April. Its six tracks are vertical in nature and attest to the freedom found in knowing and leaning on God's love. The bandmembers hold down the rock thing with great energy and good timing, but the



unplugged tracks on the EP are my personal favorites. There's something really honest about the way the lead singer conveys the lyrics of "The Space in Between Us" that's just not captured in the electric version.

Electrified or unplugged, this band clearly has talent. My advice is to give their EP a listen and form your own opinion.

— Lizza Connor

The Wire: March 12, 2004

• Alabaster Productions and the William Morris Agency have announced a multiyear strategic partnership to produce one of the Christian music industry's most innovative tours, the **See Spot Rock Tour**. The tour debuted in 2003 and quickly became one of the year's most talked-about rock music events. It was ultimately voted Favorite Live Show by CCM MAGAZINE readers and appeared on Pollstar's top 50 tours chart for the year.

Under the partnership, Alabaster Productions will continue to produce See Spot Rock Tour events, while the William Morris Agency will continue to provide booking-agency services and pursue corporate sponsorships for the tour.

The 2004 See Spot Rock Tour kicked off March 5 in Birmingham with a brand-new lineup. This year's edition is headlined by 12 Stones, who are joined by rock band Skillet, rap rockers Pillar, hip-hop innovators GRITS and post-grunge rock band Big Dismal. The See Spot Rock tour is slated to hit more than 30 cities across the country between March and May.

March 12, 2004

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	MATTHEW WEST More (Universal South/EMI CMG)	1685	-36	14	55/0
2	2	THIRD DAY Sing A Song (Essential/PLG)	1451	-98	16	54/0
3	3	AUDIO ADRENALINE Leaving 99 (ForeFront/EMI CMG)	1439	+21	9	55/0
4	4	AVALON All (Sparrow/EMI CMG)	1375	-3	9	54/0
5	5	NATE SALLIE Whatever It Takes (Curb)	1291	+46	11	47/2
6	6	JEREMY CAMP Right Here (BEC)	1085	-135	16	43/0
8	7	DELIRIOUS? Rain Down (Sparrow/EMI CMG)	1057	+89	8	37/1
10	8	ZOEGIRL Beautiful Name (Sparrow/EMI CMG)	971	+90	4	43/2
20	9	BUILDING 429 Glory Defined (Word/Curb/Warner Bros.)	939	+264	3	45/7
9	10	WARREN BARFIELD Mistaken (Creative Trust Workshop)	897	-8	15	33/0
7	11	STEVEN CURTIS CHAPMAN Moment Made For Worshipping (Sparrow/EMI CMG)	864	-170	17	36/0
13	12	SONICFLOOD Shelter (INO)	822	+57	6	31/0
11	13	TODD AGNEW Grace Like Rain (Ardent)	820	+32	7	33/3
16	14	BETHANY DILLON Beautiful (Sparrow/EMI CMG)	751	+55	4	31/1
19	15	TREE63 Blessed Be Your Name (Inpop)	743	+60	5	32/0
15	16	NICHOLE NORDEMAN Even Then (Sparrow/EMI CMG)	731	-1	10	28/0
25	17	JACI VELASQUEZ Unspoken (Word/Curb/Warner Bros.)	669	+155	3	31/6
12	18	JARS OF CLAY Show You Love (Essential/PLG/RCA)	648	-122	20	27/0
Debut	19	CASTING CROWNS Who Am I (Beach Street/Reunion/PLG)	617	+291	1	34/13
17	20	CASTING CROWNS If We Are The Body (Beach Street/Reunion/PLG)	575	-113	28	18/1
21	21	DAVID CROWDER BAND O Praise Him... (Sixsteps/Sparrow/EMI CMG)	574	-67	13	20/0
18	22	NEWSBOYS You Are My King (Amazing Love) (Sparrow/EMI CMG)	574	-113	28	20/0
23	23	PHILLIPS, CRAIG & DEAN Here I Am To Worship (Sparrow/EMI CMG)	560	-12	7	23/1
14	24	MARK SCHULTZ You Are A Child Of Mine (Word/Curb/Warner Bros.)	537	-197	22	20/0
22	25	POINT OF GRACE The Love Of Christ (Word/Curb/Warner Bros.)	516	-67	9	22/0
28	26	FFH Good To Be Free (Essential/PLG)	491	+81	2	24/3
30	27	REBECCA ST. JAMES The Power Of Your Love (ForeFront/EMI CMG)	480	+125	2	23/4
27	28	ERIN O'DONNELL Wide Wide World (Inpop)	444	+2	20	23/0
26	29	MERCYME Word Of God Speak (INO)	440	-60	44	15/0
24	30	DARLENE ZSCHECH Pray (INO)	417	-141	22	15/0

62 AC reporters. Songs ranked by total plays for the airplay week of Sunday 2/29 - Saturday 3/6.
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New & Active

GINNY OWENS I Love The Way (Rocketown)
Total Plays: 357, Total Stations: 17, Adds: 2

CHRIS RICE Untitled Hymn (Come To Jesus) (Rocketown)
Total Plays: 325, Total Stations: 12, Adds: 1

BIG DADDY WEAVE Heart Cries Holy (Fervent)
Total Plays: 318, Total Stations: 16, Adds: 1

4HIM You Reign (Word/Curb/Warner Bros.)
Total Plays: 301, Total Stations: 13, Adds: 1

SARA GROVES The One Thing I Know (INO)
Total Plays: 251, Total Stations: 14, Adds: 7

SCOTT KRIPPAYNE Life (Spring Hill)
Total Plays: 236, Total Stations: 10, Adds: 0

GREG LONG Born Again (Christian)
Total Plays: 168, Total Stations: 8, Adds: 1

GEORGE ROWE Think About That (Rocketown)
Total Plays: 165, Total Stations: 9, Adds: 6

ACROSS THE SKY Broken World (Word/Curb/Warner Bros.)
Total Plays: 142, Total Stations: 8, Adds: 5

STACIE ORRICO Instead (ForeFront/EMI CMG)
Total Plays: 134, Total Stations: 8, Adds: 4

Songs ranked by total plays

Most Added

www.rindicator.com

ARTIST TITLE LABEL(S)	ADDS
CASTING CROWNS Who Am I (Beach Street/Reunion/PLG)	13
BUILDING 429 Glory Defined (Word/Curb/Warner Bros.)	7
SARA GROVES The One Thing I Know (INO)	7
JACI VELASQUEZ Unspoken (Word/Curb/Warner Bros.)	6
GEORGE ROWE Think About That (Rocketown)	6
TREVOR MORGAN Upside Down (BHT)	6
ACROSS THE SKY Broken World (Word/Curb/Warner Bros.)	5
REBECCA ST. JAMES The Power Of Your Love (ForeFront/EMI CMG)	4
STACIE ORRICO Instead (ForeFront/EMI CMG)	4
BEBO NORMAN fJOY WILLIAMS Yes I Will (Essential/PLG)	4

Most Increased Plays

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
CASTING CROWNS Who Am I (Beach Street/Reunion/PLG)	+291
BUILDING 429 Glory Defined (Word/Curb/Warner Bros.)	+264
JACI VELASQUEZ Unspoken (Word/Curb/Warner Bros.)	+155
GEORGE ROWE Think About That (Rocketown)	+130
R. ST. JAMES The Power Of Your Love (ForeFront/EMI CMG)	+125
SARA GROVES The One Thing I Know (INO)	+119
STACIE ORRICO Instead (ForeFront/EMI CMG)	+95
ACROSS THE SKY Broken World (Word/Curb/Warner Bros.)	+94
ZOEGIRL Beautiful Name (Sparrow/EMI CMG)	+90
DELIRIOUS? Rain Down (Sparrow/EMI CMG)	+89

Christian Activity

by Rick Welke

Four — Or More?

New artist **Matthew West** has now been locked down at No. 1 on the Christian AC chart for four consecutive weeks. His time at the top doesn't seem to be in jeopardy, either: He has a 246-play advantage over the nearest challenger, **Audio Adrenaline**.

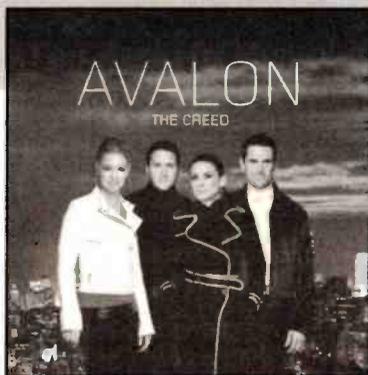
In the "hit defined" category, **Building 429** bolt up the ladder 11 rungs (20-9) while gaining 264 plays. Not to be outdone, **Casting Crowns** bound into the top 30 this week with "Who Am I." The tune debuts at a strong No. 19 and is already on 34 panel stations after only three weeks.

The ladies are beginning to make their presence known once again after a long period of male dominance on the chart: **Jaci Velasquez** (25-17, +155), **Rebecca St. James** (30-27, +125) and New & Active members **Ginny Owens** (+57) and **Sara Groves** (+119) all make big jumps this week.

Avalon

"All"

#4 AC / #18 INSP



Audio Adrenaline

"Leaving 99"

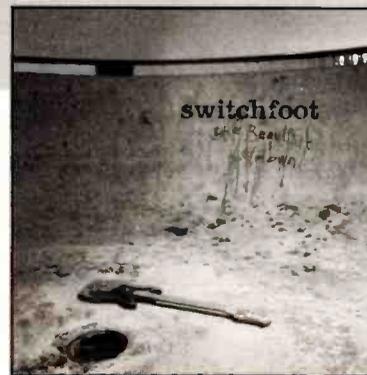
#3 AC / #3 CHR



Switchfoot

"Dare You To Move"

#14 CHR / #22 Rock



CHR TOP 30

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	JEREMY CAMP Right Here (BEC)	960	-17	17	26/0
3	2	TODD AGNEW Grace Like Rain (Ardent)	902	+16	14	22/0
4	3	AUDIO ADRENALINE Leaving 99 (ForeFront/EMI CMG)	895	+23	10	26/0
5	4	MATTHEW WEST More (Universal South/EMI CMG)	881	+48	12	22/2
2	5	JARS OF CLAY Show You Love (Essential/PLG/RCA)	845	-56	21	23/0
6	6	THIRD DAY Sing A Song (Essential/PLG)	793	-33	16	21/0
7	7	DELIRIOUS? Rain Down (Sparrow/EMI CMG)	756	+6	8	24/0
9	8	PLUS ONE Be Love (Inpop)	648	-20	14	21/1
8	9	SARAH KELLY Take Me Away (Gotee)	626	-58	11	19/0
11	10	PILLAR Further From Myself (Flicker)	597	+1	10	19/1
13	11	OUT OF EDEN Love, Peace & Happiness (Gotee)	585	+46	6	19/0
16	12	BUILDING 429 Glory Defined (Word/Curb/Warner Bros.)	582	+96	4	22/1
10	13	TAIT Lose This Life (ForeFront/EMI CMG)	550	-77	19	16/0
20	14	SWITCHFOOT Dare You To Move (Red Ink/Columbia)	539	+114	3	21/3
12	15	PAUL WRIGHT Your Love Never Changes (Gotee)	527	-67	20	15/0
19	16	BETHANY DILLON Beautiful (Sparrow/EMI CMG)	518	+86	3	17/1
17	17	ZOEGIRL Beautiful Name (Sparrow/EMI CMG)	497	+50	3	22/2
18	18	NATE SALLIE Whatever It Takes (Curb)	495	+61	4	17/2
14	19	SKILLET Savior (Ardent)	493	-41	16	14/0
15	20	TELECAST The Way (BEC)	443	-44	12	12/0
27	21	BIG DISMAL Just The Same (Wind-up)	410	+69	2	15/2
24	22	BARLOWGIRL Harder Than The First Time (Fervent)	407	+7	9	13/0
22	23	SEVEN PLACES Landslide (BEC)	400	-21	6	15/0
21	24	CASTING... If We Are... (Beach Street/Reunion/PLG)	361	-63	25	11/0
26	25	TREE63 Blessed Be Your Name (Inpop)	355	+13	4	13/0
23	26	SANCTUS REAL Beautiful Day (Sparrow/EMI CMG)	341	-62	11	11/2
28	27	MERCYME Word Of God Speak (IND)	329	+16	10	7/0
29	28	W. BARFIELD Mistaken (Creative Trust Workshop)	305	-6	7	11/0
25	29	D. CROWDER... O Praise... (Sixsteps/Sparrow/EMI CMG)	281	-74	12	9/0
30	30	DOWNHERE Breaking Me Down (Squint/Curb/Warner Bros.)	277	-12	9	9/0

28 CHR reporters. Songs ranked by total plays for the airplay week of Sunday 2/29 - Saturday 3/6.
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New & Active

STACIE ORRICO Instead (ForeFront/EMI CMG)
 Total Plays: 246, Total Stations: 13, Adds: 4
JEFF DEYO / **IRITA SPRINGER** Bless The Lord (Gotee)
 Total Plays: 227, Total Stations: 7, Adds: 0
AVALON All (Sparrow/EMI CMG)
 Total Plays: 197, Total Stations: 10, Adds: 1
KUTLESS Sea Of Faces (BEC)
 Total Plays: 172, Total Stations: 9, Adds: 4
FM STATIC Something To Believe In (Tooth & Nail)
 Total Plays: 164, Total Stations: 6, Adds: 1

SONIC FLOOD Shelter (IND)
 Total Plays: 162, Total Stations: 9, Adds: 1
SHANE BARNARD & SHANE EVERETT Mercy Reigns (Inpop)
 Total Plays: 151, Total Stations: 4, Adds: 0
TAYLOR SORENSEN Love Somebody Else (Rockettown)
 Total Plays: 132, Total Stations: 8, Adds: 1
CASTING CROWNS Who Am I (Beach Street/Reunion/PLG)
 Total Plays: 131, Total Stations: 8, Adds: 2
DETOUR 180 Beautiful (Cross Driven)
 Total Plays: 129, Total Stations: 4, Adds: 2

ROCK TOP 30

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	FALLING UP Broken Heart (BEC)	482	0	12	29/1
7	2	BIG DISMAL Just The Same (Wind-up)	428	+71	6	31/1
2	3	KUTLESS Treason (BEC)	415	-23	14	34/1
5	4	THOUSAND FOOT... Rawkfst (Tooth & Nail/EMC)	414	+40	7	31/3
6	5	TREE63 The Answer To The Question (Inpop)	381	+18	7	33/2
4	6	SANCTUS REAL Beautiful Day (Sparrow/EMI CMG)	334	-43	15	28/1
8	7	SEVEN PLACES Landslide (BEC)	320	-33	15	25/1
16	8	NUMBER ONE GUN Starting Line (Floodgate)	310	+66	5	21/3
11	9	P.O.D. Change The World (Atlantic)	309	+18	5	31/2
10	10	INHABITED Rescue Me (Independent)	309	+7	7	25/1
14	11	SEVENTH DAY SLUMBER Spiraling (Crowne)	307	+36	4	32/3
3	12	PILLAR Further From Myself (Flicker)	307	-93	15	28/0
18	13	FM STATIC Something To Believe In (Tooth & Nail)	301	+74	3	27/7
9	14	PLUS ONE Poor Man (Inpop)	292	-17	8	28/1
13	15	SKY HARBOR Welcome (Inpop)	290	+2	7	26/3
17	16	JONAH33 Watching You Die (Ardent)	274	+36	4	27/4
21	17	BY THE TREE Confessions (Fervent)	224	+11	4	24/4
12	18	TAIT Numb (ForeFront/EMI CMG)	220	-69	15	28/0
15	19	KIDS IN THE WAY Hallelujah (Flicker)	214	-51	15	24/3
22	20	MENDING POINT In Transit (Word Of Mouth)	211	+1	7	11/0
20	21	SKILLET Savior (Ardent)	208	-10	22	19/0
29	22	SWITCHFOOT Dare You To Move (Red Ink/Columbia)	196	+36	2	19/7
24	23	DISCIPLE One More Time (Slain)	189	-15	10	17/1
27	24	IAN ESKELIN Taboo (Inpop)	174	+5	2	21/3
26	25	BARLOWGIRL Harder Than The First Time (Fervent)	174	0	10	15/0
25	26	STEREO MOTION Tip Of My Tongue (Flicker)	172	-5	3	17/1
Debut	27	LESTER FINN EXPERIMENT Holding Out (Independent)	162	+38	1	18/4
28	28	CURBSQUIRRELS Six (DUG)	160	-6	5	9/0
23	29	INSYDERZ Call To Arms (Floodgate)	159	-49	13	15/0
Debut	30	UNSHAKEN Break (SPI)	150	+48	1	14/3

39 Rock reporters. Songs ranked by total plays for the airplay week of Sunday 2/29 - Saturday 3/6.
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New & Active

ANBERLIN Ready Fuels (Tooth & Nail)
 Total Plays: 149, Total Stations: 5, Adds: 1
MODERN DAY JOHN Autumn (Independent)
 Total Plays: 144, Total Stations: 9, Adds: 1
GRAND PRIZE Will It Be The Same (Independent)
 Total Plays: 136, Total Stations: 15, Adds: 1
BLINDSIDE All Of Us (Elektra/EEG)
 Total Plays: 136, Total Stations: 8, Adds: 2
STAPLE DVD (Dictatorship vs. Democracy) (Flicker)
 Total Plays: 116, Total Stations: 10, Adds: 6

PETRA Woulda, Shoulda, Coulda (Inpop)
 Total Plays: 105, Total Stations: 14, Adds: 2
PAUL WRIGHT Your Love Never Changes (Gotee)
 Total Plays: 104, Total Stations: 4, Adds: 1
EMERY The Ponytail Parades (Tooth & Nail)
 Total Plays: 103, Total Stations: 9, Adds: 1
SUPERCHICK One Girl Revolution (Inpop)
 Total Plays: 92, Total Stations: 7, Adds: 4
ADDISON ROAD All I Need Is You (Independent)
 Total Plays: 91, Total Stations: 7, Adds: 2

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JENNIFER ALLEN (615) 244-8822 x17

PROMO E-MAIL

HOTFAX UPDATE

GOING FOR ADDS

INSPO TOP 20

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+ / - PLAYS	WEEKS ON CHART	TOTAL STATIONS
2	1	CHRIS RICE Untitled Hymn (Come To Jesus) (Rocketown/387)	387	+8	15	19/0
3	2	JAMIE SLOCUM By Your Side (Curb)	384	+29	8	21/0
1	3	S. CURTIS CHAPMAN Moment... (Sparrow/EMI CMG)	377	-6	17	19/0
4	4	C. BILLINGSLEY Your Love... (Perpetual Entertainment)	294	+28	9	18/1
8	5	NEWSONG For The Glory Of Christ (Reunion/PLG)	276	+37	4	18/0
10	6	DAVID PHELPS Arms Open Wide (Word/Curb/Warner Bros.)	268	+46	5	18/1
6	7	BIG DADDY WEAVE Completely Free (Fervent)	268	+16	14	14/0
9	8	NICHOLE NORDEMAN Even Then (Sparrow/EMI CMG)	252	+28	9	15/1
5	9	POINT... The Love Of Christ (Word/Curb/Warner Bros.)	234	-20	15	14/0
7	10	GEORGE ROWE Everlasting (Rocketown)	222	-24	18	12/0
11	11	PHILLIPS, CRAIG & DEAN Here I... (Sparrow/EMI CMG)	213	+9	7	12/0
12	12	CECE WINANS Thirst For You (PureSprings/INO)	186	-9	10	11/0
13	13	MARK SCHULTZ You Are... (Word/Curb/Warner Bros.)	184	-11	19	11/0
18	14	SCOTT KRIPPAYNE The Least I Can Do (Spring Hill)	168	+22	2	14/2
15	15	K. STARLING Something More (Word/Curb/Warner Bros.)	164	+16	4	10/0
17	16	A. DENSON W/L BEVILL The Arms That... (Spring Hill)	159	+12	3	12/0
Debut	17	PAUL BALOCHE My Reward (Hosanna)	157	+57	1	13/4
20	18	AVALON All (Sparrow/EMI CMG)	138	-1	2	10/0
Debut	19	J. VELASQUEZ Where I Belong (Word/Curb/Warner Bros.)	137	+38	1	12/2
16	20	FFH Ready To Fly (Essential/PLG)	135	-13	23	8/0

21 Inspo reporters. Songs ranked by total plays for the airplay week of Sunday 2/29 - Saturday 3/6.
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Rhythmic Specialty Programming

RANK	ARTIST TITLE LABEL(S)
1	L.A. SYMPHONY Gonna Be Alright (Gotee)
2	JOHN REUBEN Move (Gotee)
3	KJ-52 Back In The Day (Uprok)
4	OUT OF EDEN Love, Peace & Happiness (Gotee)
5	URBAN D The Immigrant (Flavor)
6	ROYAL TEMPLE Worldwide (You Feel Me) (Flying Leap)
7	STU DENT That's It (Illect)
8	VERBS Love Triangle (Gotee)
9	MARY MARY Dance, Dance, Dance (Integrity)
10	SINTAX.THE.TERRIFIC When I Don't Show (Illect)

CHR Most Added

www.rrindicator.com

ARTIST TITLE LABEL(S)	ADDS
STACIE ORRICO Instead (ForeFront/EMI CMG)	4
KUTLESS Sea Of Faces (BEC)	4
SWITCHFOOT Dare You To Move (Red Ink/Columbia)	3
GINNY OWENS I Love The Way (Rocketown)	3

Rock Most Added

www.rrindicator.com

ARTIST TITLE LABEL(S)	ADDS
FM STATIC Something To Believe In (Tooth & Nail)	7
SWITCHFOOT Dare You To Move (Red Ink/Columbia)	7
SKILLET My Obsession (Ardent)	7
SPOKEN Falling Further (Tooth & Nail)	7
ROCK 'N' ROLL WORSHIP CIRCUS Gift Of Cool (M2.0)	6
STAPLE DVD (Dictatorship vs. Democracy) (Flicker)	6
BUILDING 429 Free (Word/Curb/Warner Bros.)	6
APDLOGETIX Lifestyles Of The Rich And Nameless (Paradudes)	5

Inspo Most Added

www.rrindicator.com

ARTIST TITLE LABEL(S)	ADDS
PAUL BALOCHE My Reward (Hosanna)	4
CASTING CROWNS Who Am I (Beach Street/Reunion/PLG)	4
FERNANDO ORTEGA Sleepless Night (Only Hope In The Storm) (Curb)	3
SARA GROVES The One Thing I Know (INO)	3
SELAH You Raise Me Up (Curb)	3
SCOTT KRIPPAYNE The Least I Can Do (Spring Hill)	2
JACI VELASQUEZ Where I Belong (Word/Curb/Warner Bros.)	2
FFH Good To Be Free (Essential/PLG)	2

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Verónica Nava Leads La Nueva

An interview with the KSCA/Los Angeles PD

Univision Radio recently announced a change in KSCA (La Nueva)/Los Angeles' programming staff. With KSCA PD José Santos moving to market sister KLVE, Verónica Nava was named PD of La Nueva. The surprise here was not that a woman would now program the largest Regional Mexican station in the No. 1 Hispanic market, but that Nava is only 26 years old and this is her first PD job.

Talk about pressure. But Nava rose to the occasion with the full support of not only management, but also two of Latin radio's superstar DJs: KSCA morning show host Eddie "Piolin" Sotelo and afternoon drive host Renán Almendárez Cello "El Cucuy." Nava recently spoke to R&R about how she started in radio, her challenges and the future of KSCA.

R&R: Tell me about your radio career.

VN: I started at KSCA in 1997, assisting former PD María Nava. I eventually learned event coordination, and after four years I was promoted to Programming and Talent Coordinator. I helped Renán with his events, getting talent, coordinating his trips — whatever he needed. Later, the stations' GM suggested that I get more involved with the music. He then decided to name me PD. I've been here seven years, and I have the passion needed for the job. I also have everyone's support.

R&R: You're very young.

VN: I am very young. I'm 26

years old. I think I'm the youngest PD in the business.

R&R: You're also programming the No. 1 Regional Mexican station in the No. 1 Hispanic market. Pressure?

VN: It's a challenge, but I know I can do it. Not only am I now PD, but I'm also handling both stations' events. I'm picking up talent for KLVE and KSCA. Now I go in and negotiate for the talent and do the full coordination. It's a handful, but I know I can do it, because I have a great team. More than anything, I have Renán's and Piolin's support.

I love this music, so I can't go wrong. From Day One, I studied music and listened to it, and it will work. I'm going to have to work a lot more now, even from home. This is an all-day job, but I'm used to it, because even as Programming Coordinator, if something was needed, I would get the call. I don't mind. If they need something or they want me to be somewhere or to get something, I'm there.

R&R: So you have a real passion for Regional Mexican music?

VN: Yes, I do. When I started, María always gave me the opportunity to listen to music with her. She told me what worked and what didn't work for radio. There are

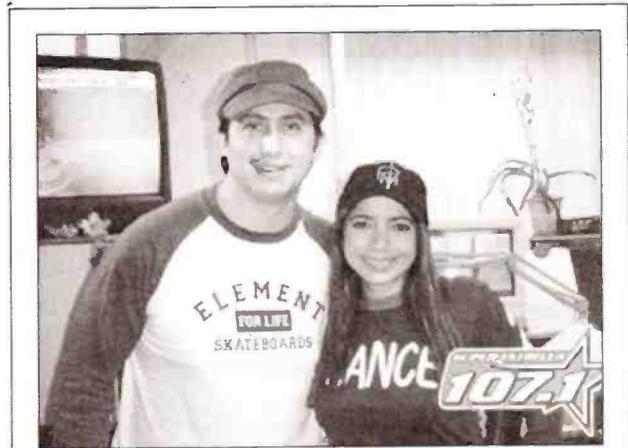
"Los Angeles has a domino effect. If we feel strongly that a particular song is good and we play it and it becomes a hit, every other market will pick it up."

great songs that may not work for radio. There are others that have the possibility to grow on radio. I learned to distinguish the good from the bad and what will work on the radio. I learned all those things from her. She was the best teacher I could have, because she's a successful woman. She taught me the ropes, from coordinating an event to negotiating talent to listening to music and deciding what's good for programming.

R&R: What tips have you received from other people?

VN: I've learned a lot from OM Eleazar García. He coached me on what songs work for radio. He oversees many stations, so he taught me that a song might work in L.A. but not in San Francisco, for example. I learned from him how to distinguish a radio song from market to market.

He has experience with all the formats and markets. Sometimes I go to him to ask his opinion on a song, and he tells me if it will work in L.A. He may tell me that it's not for L.A., but that it will work in another market. Going into this, I will learn a lot.



A FRESH START Pilar Montenegro is starting out fresh with a new record label and is beginning to promote her new song, "Prisionera." She's seen here with KSSE/Los Angeles morning DJ Ysaac.

Even though I've had seven years of experience, I still have a lot to learn. This is a whole new ballgame.

R&R: Los Angeles is the largest Hispanic market. Any special challenges you face there? Any advantages?

VN: L.A. has a domino effect. If we feel strongly that a particular song is good and we play it and it becomes a hit, every other market will pick it up. This is the largest and toughest market to break in. When we program a song here, we know it has the potential to be a hit across the board. I have to know how to distinguish what will work here. If there's a song that's on fire in Phoenix and I program it here — thinking that it will do the same because I don't know the difference — and it doesn't work, we're in trouble. I have to know when a song is a one-market song and will not work here. That's very important.

R&R: More and more stations are now hiring young programmers. Is this younger blood a plus for radio? Are you opening radio's mind to newer and fresher ideas?

VN: That can be important. I'm very open-minded. Other programmers may stick to what works, to those songs that test really well. I love research and believe in it strongly, but I also believe that you have to use your heart when listening to music. I know that a Vicente Fernández song will get to people even if it doesn't do well in testing. I know that the minute people hear one of his songs, they will be hooked.

I also believe that because I'm open-minded and young I can help strengthen the station's 18-34 demo. I know what they like, because I'm in that demo. We do live broadcasts from clubs, and because I'm the same age, I know what those people like listening to and like to dance to.

I also know what the adults like, because I had great people teaching me. I'm also very open to new ideas. If a DJ brings an idea to me, I will be a lot more open to exploring it and understanding that it may be something our demo would like. I don't want our 18-34 to go to KIIS or

KPWR (Power 106); I want them to stay with us.

R&R: Regional Mexican audiences tend to be male-dominated. Any changes in programming — maybe more music by female artists?

VN: I would like to bring more female artists to the station. I programmed Jenni Rivera last week. I think her song will become a hit, and other stations have picked up her song. I'd like to do more of that, but it is very, very difficult for female artists to make it big in Regional Mexican. There are only a handful of them who have had success. I don't know why. You would think a station with a male audience would love it.

"I don't want our 18-34 to go to KIIS or KPWR (Power 106); I want them to stay with us."

R&R: How great is it to have not only management's support, but also the support of the station's superstar talent?

VN: It's awesome. I owe a lot to them. I would not be here if it wasn't for them. Their support is what got me here. Of course, my experience helped me, but they have all been key people in my career. They helped put me here, they want me here, and they know I have the drive and passion to do it. It's my turn to work my butt off for them.

It feels great to know that every single one of the DJs is behind me and is excited about my being here. It's hard to work with a team that doesn't want you. I can honestly say that my team is behind me and thrilled. That makes me happy, because I know they are going to work twice as hard to make me look good so I make my GM look good and my GM makes the whole company look good. I couldn't ask for a better team.



Verónica Nava



CELEBRATING WOMEN Luna Music artist Angel Garay shared a moment with El Gordo Y La Flaca TV show reporter Mónica Maldonado and WNOV/Charlotte, NC PD Alexis Ruiz during the station's *Chica Líder* 2004. Seen here are (l-r) Ruiz, Maldonado and Garay.

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This Week In Spanish-Language Music

Radio Corner

Jessie Durón
PD, KOYE/Jacksonville, TX

Our station will be celebrating its 30th anniversary this May. On May 1 we'll be having an event not only to celebrate that special event, but also Cinco De Mayo.

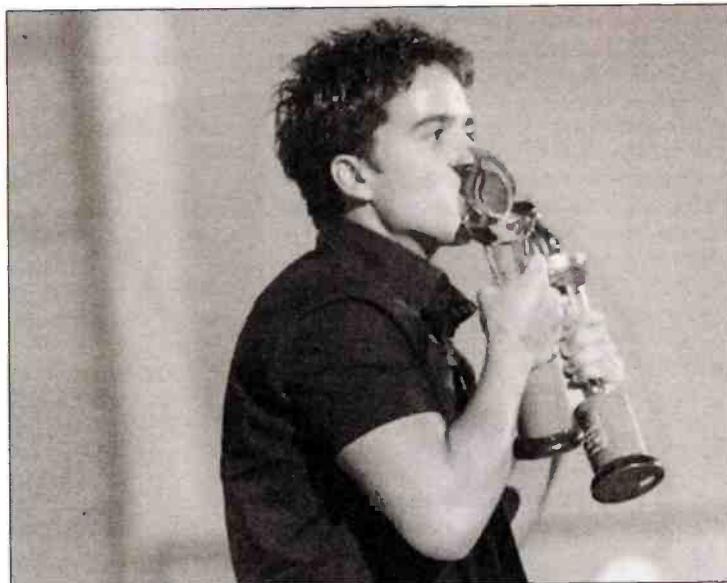
We changed the station's name to "La Súper Invasora." We broadcast from our original frequency, 96.7 FM, and we also added a new frequency, 95.3 FM. With this added signal, we cover all of East Texas with 75,000 watts.

Other changes include hiring new talent. The music programming has remained the same. We play mostly norteñas and cumbia norteña, although music styles like duranguense are beginning to get popular in the area, and we include a few tunes by Montéz De Durango and K-Paz.

la super
INVASORA
96.7 95.3



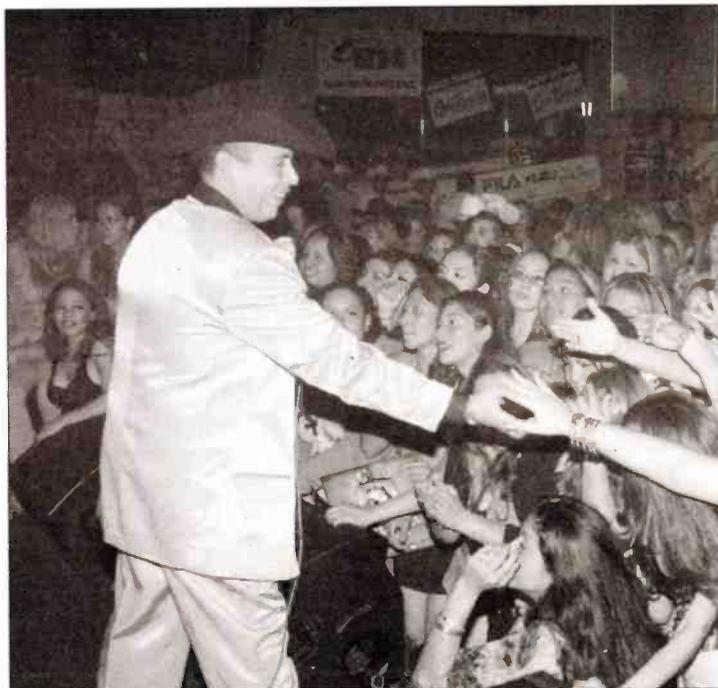
ALL DOLLED UP A few weeks ago, after the official presentation of her latest album, Thalia Greatest Hits, Thalia performed at Bongo's Cuban Café in Miami to benefit the Unity Coalition.



HONORED AT VIÑA DEL MAR Luis Fonsi performed at Chile's famed music festival Viña del Mar, and the audience awarded him the gold and silver Gaviota and Antorcha, the event's most prestigious awards. It was a great accomplishment and honor indeed.



FROM MUSIC TO TV David Bisbal was invited to play himself in 7 Vidas, a television series from his native Spain. He's seen here with the cast.



CROWD PLEASERS Adolfo Urias Y Su Lobo Norteño are promoting their latest single, "Divino Amor Norteño," from the album of the same name. Adolfo is seen here during a recent performance in Los Angeles.



TOP HONORS AT LO NUESTRO La Onda received two Premio Lo Nuestro. The band were honored with awards for Best Tejano Performance and Best New Artist, Regional Mexican. Bandmembers (l-r) Belén and Erika picked up the awards on behalf of the band.



CHEERS TO THE KINGS Kumbia Kings won Premio Lo Nuestrós for Group or Duo of the Year and Song of the Year, for "No Tengo Dinero," both in the Regional Mexican category. Band founder and leader A.B. Quintanilla III picked up the awards.

March 12, 2004

CONTEMPORARY TOP 25

THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS
1	PAULINA RUBIO Te Quise Tanto (Universal)	214
2	CHAYANNE Cuidarte El Alma (Sony Discos)	173
3	CRISTIAN Te Llamé (BMG)	165
4	LA OREJA DE VAN GOGH Rosas (Sony Discos)	142
5	RICKY MARTIN Y Todo Queda En Nada (Sony Discos)	135
6	THALIA Cerca De Ti (EMI Latin)	117
7	ALEX UBAGO Aunque No Te Pueda Ver (Warner M.L.)	113
8	SIN BANDERA Que Lloro (Sony Discos)	106
9	MANA Te Llevaré Al Cielo (Warner M.L.)	103
10	OBIE BERMUDEZ Antes (EMI Latin)	91
11	MARCO A. SOLIS Más Que Tu Amigo (Fonovisa)	85
12	DAVID BISBAL Bulería (Universal)	85
13	JUANES La Paga (Universal)	81
14	LUIS MIGUEL Un Te Amo (Warner M.L.)	81
15	OBIE BERMUDEZ Me Cansé De Ti (EMI Latin)	81
16	LUIS FONSI Quién Te Dijo Eso (Universal)	72
17	LA FACTORIA Todavía (Universal)	67
18	TRANZAS Mori (J&N)	67
19	JULIETA VENEGAS Andar Conmigo (BMG)	62
20	RICARDO ARJONA Duele Verte (Sony Discos)	57
21	SIN BANDERA Mientes Tan Bien (Sony Discos)	54
22	VICTOR MANUELLE Tengo Ganas (Sony Discos)	52
23	CHAYANNE Un Siglo Sin Ti (Sony Discos)	51
24	LUIS MIGUEL Te Necesito (Warner M.L.)	48
25	EDNITA NAZARIO A Que No Te Vas (Sony Discos)	48

Data is compiled from the airplay week of February 29-March 6, and based on a point system.
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Going For Adds

3 PESOS Candela (Discos Fuentes)
ALEJANDRO SANZ Eso (Warner M.L.)
ALIH JEY Muñequita Tuya (Universal)
AZUL AZUL El Hombre Es Como El Oso (Universal)
OBIE BERMUDEZ 4:30 (EMI Latin)
PANTHER El Titerito (Discos Fuentes)
REY RUIZ Creo En El Amor (Sony Discos)
SORAYA Miento (EMI Latin)
THE KNOCK-OUT El Gistro (Discos Fuentes)
TIZIANO FERRO Tardes Negras (EMI Latin)

TROPICAL TOP 25

THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS
1	VICTOR MANUELLE Tengo Ganas (Sony Discos)	210
2	TITO ROJAS El Gallo No Olvida (MP)	110
3	MARIANA Me Equivoqué (Univision)	108
4	TOROS BAND Loca Conmigo (Universal)	96
5	CHAYANNE Cuidarte El Alma (Sony Discos)	66
6	GILBERTO S. ROSA El Refrán Se Te Olvidó (Sony Discos)	65
7	GRUPO MANIA Teléfono (Universal)	64
8	AREA 305 Hay Que Cambiar (Univision)	62
9	NG2 Quitémonos La Ropa (Sony Discos)	58
10	AVENTURA Hermanita (Premium)	54
11	RICKY MARTIN Y Todo Queda En Nada (Sony Discos)	53
12	JERRY RIVERA Puerto Rico (BMG)	50
13	GLORIA ESTEFAN Tu Fotografía (Sony Discos)	50
14	CELIA CRUZ ¡EL GENERAL Ella Tiene Fuego (Sony Discos)	49
15	PAULINA RUBIO Te Quise Tanto (Universal)	48
16	DAVID BISBAL Bulería (Universal)	44
17	GRUPO MANIA Sube Sube (Universal)	42
18	WILLIE GONZALEZ & EDDIE SANTIAGO Solamente Ella (MP)	42
19	TONNY TUN TUN La Paga (Karen)	39
20	THALIA Cerca De Ti (EMI Latin)	38
21	VICTORIA Echale Leña (Universal)	35
22	SON DE CALI La Sospecha (Univision)	32
23	JOHNNY VENTURA El Amoi No Mata (MP)	32
24	MARIO FELICIANO A Tu Manera No (NH)	32
25	LA INDIA El Hombre Perfecto (Sony Discos)	31

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Going For Adds

ANTHONY CRUZ Me Vuelves Loco (MP)
BIG BOY Vamos A Sandungear (MP)
FRUKO Y SUS TESOS Pa' Gozá Con Fruko (Fuentes)
JOE ARROYO La Fundillo Loco (Discos Fuentes)
LIMI-T 21 Me Acordaré (EMI Latin)
REY RUIZ Creo En El Amor (Sony Discos)
SONORA CARRUSELES La Salsa La Traigo Yo (Discos Fuentes)
TITO ROJAS El No Es Mejor Que Yo (MP)

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REGIONAL MEXICAN TOP 25

THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS
1	MARCO A. SOLIS Más Que Tu Amigo (Fonovisa)	247
2	MONTEZ DE DURANGO Lágrimas De Cristal (Disa)	221
3	TIGRES DEL NORTE José Pérez León (Fonovisa)	182
4	INTOCABLE Soy Un Novato (EMI Latin)	170
5	PALOMO Baraja De Oro (Disa)	161
6	CONJUNTO PRIMAVERA Hazme Olvidarla (Fonovisa)	160
7	YOLANDA PEREZ Estoy Enamorada (Fonovisa)	158
8	TUCANES DE TIJUANA Amor Descarado (Universal)	142
9	LOS HURACANES DEL NORTE Nomás Por Tu Culpa (Univision)	138
10	BANDA EL RECODO Que Te Ruegue Quien Te Quiera (Fonovisa)	134
11	CUISILLOS Vanidosa (Balboa)	122
12	K-PAZ DE LA SIERRA Jumbalaya (Procan)	112
13	MONTEZ DE DURANGO Te Quise Olvidar (Disa)	88
14	VICTOR GARCIA Mi Funeral (Sony Discos)	88
15	GERMAN LIZARRAGA Más Terco Que Una Muña (Disa)	81
16	VOCES DEL RANCHO Camarón Pela'o (EMI Latin)	75
17	AROMA Por Un Rato (Fonovisa)	73
18	BRISEYDA Por Qué Me Haces Llorar (Platino)	71
19	JULIO PRECIADO El Palomito (BMG)	70
20	JOAN SEBASTIAN Sentimental (Balboa)	70
21	RAMON AYALA Títtere En Tus Manos (Freddie)	63
22	CONJUNTO PRIMAVERA Ave Cautiva (Fonovisa)	63
23	ORO NORTEÑO El Mono De Alambre (Platino)	62
24	BRYNDIS Pero Tú No Estás (Disa)	61
25	PEPE AGUILAR A Pierna Suelta (Univision)	61

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Going For Adds

- ALICIA VILLAREAL La Suegra (Universal)
- BANDA ALAMEDA Prisionero De Tus Brazos (Balboa)
- EUFORIA Mentirosa (Universal)
- GERARDO FERNANDEZ Se Fue Mi Paloma (Balboa)
- INTOCABLE A Dónde Estabas (EMI Latin)
- JOAN SEBASTIAN Amar Como Te Amé (Balboa)
- LA DINASTIA DE TUZANTLA Y Dicen (Universal)
- LA SONORA DINAMITA Ni Me Hablen De Ella (Discos Fuentes)
- LOS ASES DE DURANGO Chiquitita (Universal)
- LOS CORRALEROS DE MAJAGUAL El Gusanito (Discos Fuentes)
- NINEL CONDE La Tabla (Universal)
- PAQUITA LA DEL BARRIO Pobre Pistolita (Balboa)
- TIGRILLOS Para Qué Quieres Que Vuelva (Warner M.L.)
- TRINY Y LA LEYENDA El Amor De Tu Vida (Universal)

TEJANO TOP 25

THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS
1	DJ KANE La Negra Tomasa (EMI Latin)	254
2	DUELO Un Minuto Más (Univision)	171
3	A.B. QUINTANILLA f JOE LOPEZ Me Duele (EMI Latin)	157
4	IMAN Ya No (Univision)	155
5	SOLIDO Tal Vez (Freddie)	154
6	PALOMINOS Callejón Sin Salida (Urbana)	152
7	MICHAEL SALGADO La Cruz De Vidrio (Freddie)	150
8	INTOCABLE Soy Un Novato (EMI Latin)	122
9	RAM HERRERA Muchachita Color Canela (Tejas)	109
10	JIMMY GONZALEZ & GRUPO MAZZ Perla Del Mar (Freddie)	99
11	KUMBIA KINGS f OZOMATLI Mi Gente (EMI Latin)	92
12	CONTROL Mi Najayita (EMI Latin)	91
13	JENNIFER PEÑA A Fuego Lento (Univision)	90
14	JIMMY GONZALEZ & GRUPO MAZZ Te Llevo En Mi Alma (Freddie)	79
15	BIG CIRCO Una Vez Más (EMI Latin)	76
16	JAIME Y LOS CHAMACOS f BOBBY PULIDO Conjunto No Morirá (Freddie)	68
17	BIG CIRCO Voy Navegando (EMI Latin)	62
18	LA ONDA Agárrame La Cintura (EMI Latin)	56
19	SOLIDO Contando Los Segundos (Freddie)	49
20	INTOCABLE A Dónde Estabas (EMI Latin)	46
21	MARCOS OROZCO De Corazón A Corazón (Catalina)	46
22	LA TROPA F Me Dieron Ganas De Llorar (Freddie)	46
23	RAMON AYALA La Hoja Y Yo (Freddie)	45
24	JAY PEREZ Mi Destino (La Voice)	44
25	JAIME Y LOS CHAMACOS Quisiera Verte Y No Verte (Freddie)	42

Data is compiled from the airplay week of February 29-March 6, and based on a point system.
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Going For Adds

No Going for Adds for this Week

Rock/Alternative

TW	ARTIST Title Label(s)
1	CONTROL MACHETE El Genio Del Dub (Universal)
2	KINKY Presidente (Nettwerk)
3	ANDRES CALAMARO Estadio Azteca (Warner M.L.)
4	SUPERLITIO Qué Vo' Hacer (Cielo Music Group/BMG)
5	CONTROL MACHETE Bien, Bien (Universal)
6	JULIETA VENEGAS Lento (BMG)
7	PLASTILINA MOSH Peligroso Pop (EMI Latin)
8	LA LEY Surazul (Warner M.L.)
9	JULIETA VENEGAS Andar Conmigo (BMG)
10	HOJA SECA Vagabundo (Respek)
11	CURANDEROS Dolores (DMP Music)
12	LU Duele (Warner M.L.)
13	LOS TETAS Cómo Quisiera Decirte (Universal)
14	ZOE Peace And Love (Sony Discos)
15	MORRISON Nunca (Indie Love Music USA)

Songs ranked by total number of points. 17 Rock/Alternative reporters.

Record Pool

TW	ARTIST Title Label(s)
1	VICTOR MANUELLE Tengo Ganas (Sony Discos)
2	TITO ROJAS El Gallo No Olvida (MP)
3	BANDA GORDA Sueña (MP)
4	ILEGALES Dame Un Chin (Mock & Roll)
5	MARIANA Me Equivoqué (Univision)
6	REYNOS Tabaco Y Ron (Latigflava)
7	TOÑO ROSARIO f TEGO CALDERON Amigo Mío (Warner M.L.)
8	VICO-C f EDDIE DEE & TEGO CALDERON El Bueno, El Malo Y El Feo (EMI Latin)
9	GRUPO MANIA Teléfono (Universal)
10	PUERTO RICAN POWER Doctor (J&N)
11	SON DE CALI Y Entonces (Univision)
12	NUEVA ERA We Belong Together (Dle Music)
13	PAULINA RUBIO Te Quise Tanto (Universal)
14	CELIA CRUZ f EL GENERAL Ella Tiene Fuego (Sony Discos)
15	ANTHONY Simplemente Te Amo (J&N)

Songs ranked by total number of points. 23 Record Pool reporters.

NATIONAL

JOBS!

<http://onairjobtipsheet.com>

SOUTH

Blue Ridge Broadcasting is seeking an Audience Development person to develop and execute ongoing marketing and public relations efforts. Will work to increase loyalty to the stations among listeners and grow overall listenership. For a full Ministry Description please contact Peggy at BRB, P.O. Box 159 Black Mountain, NC 28711 or via e-mail at plance@brb.org.

Program Director – WBHK

Cox Radio, Inc. is looking for the next great Program Director to lead 98.7 KISS-FM, the #1 share rank Urban Adult station in the U.S. The position requires the following qualifications: Minimum of three years previous experience as a Program Director/On Air Talent, and extensive knowledge of Smooth R&B and Classic Soul music. Knowledge of Selector, and Computer Concepts Software, knowledge of Arbitrands, Arbitron and Scarborough Research. Ability to handle on air shift and deliver ratings performance. The successful candidate must be a leader capable of creating a winning creative environment. Applicants must provide tape, resume and written references. If you are interested in a management position with one of the top broadcast companies in the country, Cox Radio, please rush your resume, tape and references to:

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Attn: David R. DuBose, Vice President/
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E-Mail: david.dubose@cox.com

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Morning Show Production Director-WQHT, NY

Responsible for all morning show elements and promos, plus some station-imaging.

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- Three years of radio production experience.
 - Must be extremely creative, detail oriented and highly organized. Must be able to conceptualize compelling promos and elements. Applicant must consistently deliver production elements with strong entertainment value.
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- Send production samples to: Alan Wilson, Emmis Communications, 395 Hudson Street, 7th Floor, New York, NY 10014. No phone calls please. Emmis Communications is an Equal Opportunity Employer.

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Nassau Broadcasting, a privately held radio company, and one of the nation's most respected and fastest growing radio groups, is seeking a National Sales Manager to represent its newly acquired New England properties. With more than 20 stations in the region, the National Sales Manager position provides a unique growth opportunity.

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POSITIONS SOUGHT

PD/OM available now. Multi format experience w/strong leadership, organizational and people skills. Todd Martin (304) 295-7470 or email: glenmar2@charter.net. (3/12)

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Great Voice for bumper- Id's and promos. Voiceovers by Ray. eipnetwork@juno.com or 240-832-1871. (3/12)

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WEST



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MIDWEST

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POSITIONS SOUGHT

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RADIO & RECORDS

10100 Santa Monica Blvd., Third Floor, Los Angeles, CA 90067

R&R is published weekly, except the week of December 25. Subscriptions are available for \$325.00 per year (plus applicable sales tax) in the United States, \$330.00 in Canada and Mexico, and \$495.00 overseas (U.S. funds only) from Radio & Records Inc., at 10100 Santa Monica Blvd., 3rd Floor, Los Angeles, California 90067. Annual subscription plan includes the weekly newspaper plus two R&R Directories issues and other special publications. Refunds are prorated based on the actual value of issue received prior to cancellation. Nonrefundable quarterly rates available. All reasonable care taken but no responsibility assumed for unsolicited material. R&R reserves all rights in material accepted for publication. All letters addressed to R&R or its Editors will be assumed intended for publication reproduction and may therefore be used for this purpose. Letters may be edited for space and clarity and may appear in the electronic versions of R&R. The writer assumes all liability regarding the content of the letter and its publication in R&R. Nothing may be reproduced in whole or in part without written permission from the Publisher.

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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: linares@radioandrecords.com. Address all 20-word ads to R&R Free Opportunities, 10100 Santa Monica Blvd., Third Floor, Los Angeles, CA 90067.

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Deadline

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NEWS DESK:	310-788-1699	310-203-9763	newsroom@radioandrecords.com
R&R ONLINE SERVICES:	310-788-1635	310-553-4056	kmccabe@radioandrecords.com
ADVERTISING/SALES:	310-553-4330	310-203-8450	hmowry@radioandrecords.com

	Phone	Fax	E-mail
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EDITORIAL, OTHER DEPTS:	310-553-4330	310-203-9763	mailroom@radioandrecords.com
WASHINGTON, DC BUREAU:	301-951-9050	301-951-9051	rrdc@radioandrecords.com
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AIR CHECKS

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 •CURRENT #283, KRQQ/Kevin & Bean, WCBS-FM/Bob Shannon, WPLJ/Race Taylor, WIOQ/Freak Show, KJR/Ric Hansen, KRQQ/John Jay & Rich. CD \$13.
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 •PERSONALITY PLUS #PP-191 WPLJ/Scott & Todd, WROR/Loren & Wally, KMXZ/Bobby & Brad, WWDC/Elliott. \$13 CD, \$10 cassette.
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 •ALL CHR #CHR-109, WZMX, WKSS, WFLZ, Z100, WPYO \$13 CD.
 •ALL A/C #AC-117, WOZN, WLIF, WWMX, WBEB, WPTP. \$13 CD.
 •PROFILE #S-500 NEW YORK! CHR UC AC AOR Gold Ctry. \$13 CD
 •PROFILE #S-501 BOSTON! CHR AC AOR Gold Ctry \$10, \$13 CD
 •PROMO VAULT #PR-55 promo samples - all formats, all market sizes. \$15.50 CD
 •SWEEPER VAULT #SV-41 Sweeper & legal ID samples, all formats. \$15.50 CD
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 VIDEO #98, Baltimore's WPOC/Michael J. & Jen, Buffalo's WWKB/Jack Armstrong, Philly's WIOQ/Chio & Angi, WXTU/Evans & Andie, Boston's WJMN/Ramiro & Pebbles, Portland's KRSK/Dr. Doug & Skippy. 2 hrs, VHS \$30, DVD \$35.
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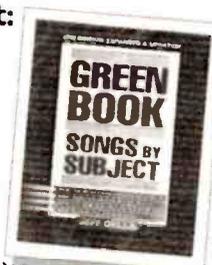
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CHR/POP

LW	TW	ARTIST	SON	LABEL
2	1	BRITNEY SPEARS	Toxic (Live)	
1	2	JESSICA SIMPSON	With You (Columbia)	
4	3	EVANESCENCE	My Immortal (Wind-up)	
3	4	OUTKAST	The Way You Move (Arista)	
7	5	USHER ft. LUDACRIS & LIL' JON	Yeah (Arista)	
5	6	LINKIN PARK	Numb (Warner Bros.)	
6	7	NICKELBACK	Someday (Roadrunner/IDJMG)	
10	8	MAROON 5	This Love (Octone/J)	
9	9	EAMON F**k It (I Don't Want You Back)	(Live)	
8	10	OUTKAST	Hey Ya! (Arista)	
11	11	TWISTA ft. KANYE WEST & JAMIE FOXX	Slow Jamz (Atlantic)	
13	12	SHERYL CROW	The First Cut Is The Deepest (A&M/Interscope)	
15	13	HILARY DUFF	Come Clean (Buena Vista/Hollywood)	
21	14	CHINGY	One Call Away (DTP/Capitol)	
14	15	FUEL	Falls On Me (Epic)	
20	16	SARAH CONNOR	Bounce (Epic)	
12	17	3 DOORS DOWN	Here Without You (Republic/Universal)	
18	18	NICK CANNON	Gigolo (Jive)	
19	19	JANET JACKSON	Just A Little While (Virgin)	
16	20	BABY BASH	Suga Suga (Universal)	
17	21	NO DOUBT	It's My Life (Interscope)	
22	22	BEYONCÉ	Me, Myself And I (Columbia)	
23	23	NELLY	Work It (Remix) (Fo' Reel/Universal)	
26	24	JET	Are You Gonna Be My Girl (Elektra/EEG)	
27	25	CASSIDY ft. KELLY	Hotel (J)	
25	26	LIMP BIZKIT	Behind Blue Eyes (Flip/Interscope)	
32	27	BLACK EYED PEAS	Hey Mama (A&M/Interscope)	
24	28	LUDACRIS ft. SHAWNNA	Stand Up (Def Jam South/IDJMG)	
30	29	KIMBERLEY LOCKE	8th World Wonder (Curb)	
34	30	J-KWON	Tipsy (So So Def/Arista)	

#1 MOST ADDED

D12 ft. EMINEM My Band (Shady/Interscope)

#1 MOST INCREASED PLAYS

MAROON 5 This Love (Octone/J)

TOP 5 NEW & ACTIVE

KATY ROSE Overdrive (V2)

JENNIFER LOPEZ ft. KELLY Baby I Love U (Epic)

LUDACRIS Splash Waterfalls (Def Jam South/IDJMG)

MICHELLE BRANCH 'Til I Get Over You (Maverick/Warner Bros.)

TOBY LIGHTMAN Devils And Angels (Lava)

CHR/POP begins on Page 25.
CHR/RHYTHMIC

LW	TW	ARTIST	SON	LABEL
1	1	USHER ft. LUDACRIS & LIL' JON	Yeah (Arista)	
2	2	J-KWON	Tipsy (So So Def/Arista)	
3	3	CHINGY	One Call Away (DTP/Capitol)	
4	4	TWISTA ft. KANYE WEST & JAMIE FOXX	Slow Jamz (Atlantic)	
6	5	LUDACRIS	Splash Waterfalls (Def Jam South/IDJMG)	
5	6	CASSIDY ft. KELLY	Hotel (J)	
8	7	JAY-Z	Dirt Off Your Shoulder (Roc-A-Fella/IDJMG)	
7	8	YING YANG TWINS ft. LIL' JON...	Salt Shaker (TVT)	
10	9	MARIO WINANS ft. DIDDY	I Don't Wanna Know (Bad Boy/Universal)	
9	10	EAMON F**k It (I Don't Want You Back)	(Live)	
12	11	G UNIT ft. JOE	Wanna Get To Know You (Interscope)	
11	12	KANYE WEST	Through The Wire (Roc-A-Fella/IDJMG)	
14	13	PETEY PABLO	Freek-A-Leek (Jive)	
13	14	BEYONCÉ	Me, Myself And I (Columbia)	
15	15	NICK CANNON	Gigolo (Jive)	
16	16	RUBEN STUDDARD	Sorry 2004 (J)	
37	17	USHER	Burn (Arista)	
17	18	OUTKAST	The Way You Move (Arista)	
19	19	MISSY ELLIOTT	I'm Really Hot (Gold Mind/Elektra/EEG)	
20	20	T.I.	Rubber Band Man (Grand Hustle/Arista)	
22	21	SLEEPY BROWN ft. OUTKAST	I Can't Wait (Interscope)	
25	22	JENNIFER LOPEZ ft. KELLY	Baby I Love U (Epic)	
24	23	BRITNEY SPEARS	Toxic (Jive)	
33	24	OUTKAST	Roses (Arista)	
23	25	YOUNG GUNZ	No Better Love (Def Jam/IDJMG)	
21	26	WESTSIDE CONNECTION	Gangsta Nations (Capitol)	
26	27	M. LEE ft. J. PHA & S. BROWN	Luv Me Baby (Fo' Reel/Universal)	
31	28	LIL' FLIP	Game Over (Sucka Free/Loud/Columbia)	
38	29	TWISTA	Overnight Celebrity (Atlantic)	
35	30	SEAN PAUL	I'm Still In Love With You (VP/Arista)	

#1 MOST ADDED

KANYE WEST ft. SYLEENA JOHNSON All Falls Down (Roc-A-Fella/IDJMG)

#1 MOST INCREASED PLAYS

USHER Burn (Arista)

TOP 5 NEW & ACTIVE

BEYONCÉ ft. LIL' FLIP Naughty Girl (Columbia)

JOE FIG UNIT Ride Wit U (Jive)

YERBA BUENA Guajira (I Love U 2 Much) (J)

JANET JACKSON I Want You (Virgin)

DILATED PEOPLES ft. KANYE WEST This Way (Capitol)

CHR/RHYTHMIC begins on Page 35.
URBAN

LW	TW	ARTIST	SON	LABEL
1	1	USHER ft. LUDACRIS & LIL' JON	Yeah (Arista)	
3	2	LUDACRIS	Splash Waterfalls (Def Jam South/IDJMG)	
2	3	RUBEN STUDDARD	Sorry 2004 (J)	
5	4	CHINGY	One Call Away (DTP/Capitol)	
9	5	J-KWON	Tipsy (So So Def/Arista)	
7	6	JAY-Z	Dirt Off Your Shoulder (Roc-A-Fella/IDJMG)	
4	7	TWISTA ft. KANYE WEST & JAMIE FOXX	Slow Jamz (Atlantic)	
8	8	CASSIDY ft. KELLY	Hotel (J)	
6	9	BEYONCÉ	Me, Myself And I (Columbia)	
10	10	YING YANG TWINS ft. LIL' JON...	Salt Shaker (TVT)	
12	11	T.I.	Rubber Band Man (Grand Hustle/Arista)	
11	12	KANYE WEST	Through The Wire (Roc-A-Fella/IDJMG)	
20	13	ALICIA KEYS	If I Ain't Got You (J)	
13	14	YOUNG GUNZ	No Better Love (Def Jam/IDJMG)	
15	15	SLEEPY BROWN ft. OUTKAST	I Can't Wait (Interscope)	
17	16	PETEY PABLO	Freek-A-Leek (Jive)	
19	17	G UNIT ft. JOE	Wanna Get To Know You (Interscope)	
16	18	JUVENILE ft. MANNIE FRESH	In My Life (Cash Money/Universal)	
14	19	ALICIA KEYS	You Don't Know My Name (J)	
24	20	AVANT	Don't Take Your Love Away (Geffen)	
22	21	LIL' FLIP	Game Over (Sucka Free/Loud/Columbia)	
26	22	SEAN PAUL	I'm Still In Love With You (VP/Arista)	
25	23	MISSY ELLIOTT	I'm Really Hot (Gold Mind/Elektra/EEG)	
32	24	MARIO WINANS ft. DIDDY	I Don't Wanna Know (Bad Boy/Universal)	
21	25	TRILLVILLE	Neva Eva (BME/Warner Bros.)	
27	26	JAGGED EDGE	What It's Like (Columbia)	
23	27	OUTKAST	Hey Ya! (Arista)	
28	28	TAMIA	Questions (Elektra/EEG)	
—	29	USHER	Burn (Arista)	
29	30	BEENIE MAN ft. MIMS. THING	Dude (Virgin)	

#1 MOST ADDED

KANYE WEST ft. SYLEENA JOHNSON All Falls Down (Roc-A-Fella/IDJMG)

#1 MOST INCREASED PLAYS

USHER Burn (Arista)

TOP 5 NEW & ACTIVE

CARL THOMAS Make It Alright (Bad Boy/Universal)

BEYONCÉ ft. LIL' FLIP Naughty Girl (Columbia)

NOTORIOUS I.G. ft. DIDDY... Victory 2004 (Bad Boy/Universal)

JOE FIG UNIT Ride Wit U (Jive)

DILATED PEOPLES ft. KANYE WEST This Way (Capitol)

URBAN begins on Page 39.
AC

LW	TW	ARTIST	SON	LABEL
1	1	JOSH GROBAN	You Raise Me Up (143/Reprise)	
2	2	SHANIA TWAIN	Forever And For Always (Mercury/IDJMG)	
4	3	SHERYL CROW	The First Cut Is The Deepest (A&M/Interscope)	
3	4	TRAIN	Calling All Angels (Columbia)	
5	5	DIDO	White Flag (Arista)	
6	6	UNCLE KRACKER ft. DOBBIE GRAY	Drift Away (Lava)	
7	7	MATCHBOX TWENTY	Unwell (Atlantic)	
8	8	FIVE FOR FIGHTING	100 Years (Aware/Columbia)	
10	9	MICHAEL MCDONALD	Ain't No Mountain High Enough (Motown)	
9	10	LUTHER VANDROSS	Dance With My Father (J)	
13	11	SIMPLY RED	You Make Me Feel Brand New (Simply Red/Red Ink)	
11	12	PHIL COLLINS	Look Through My Eyes (Walt Disney/Hollywood)	
15	13	MARTINA MCBRIDE	This One's For The Girls (RCA)	
14	14	COUNTING CROWS	Big Yellow Taxi (Geffen/Interscope)	
12	15	CLAY AIKEN	Invisible (RCA)	
16	16	3 DOORS DOWN	Here Without You (Republic/Universal)	
17	17	WYNNONNA	I Want To Know What Love Is (Curb)	
20	18	SEAL	Love's Divine (Warner Bros.)	
19	19	SANTANA ft. ALEX BAND	Why Don't You & I (Arista)	
21	20	CHRISTINA AGUILERA	The Voice Within (RCA)	
—	21	LUTHER VANDROSS	Buy Me A Rose (J)	
28	22	ROD STEWART	Time After Time (J)	
24	23	MICHAEL BUBLE	Sway (143/Reprise)	
25	24	KENNY LOGGINS	I Miss Us All (The Best)	
22	25	NO DOUBT	It's My Life (Interscope)	
27	26	ISRAEL KAMAKAWI'OLE	Over The Rainbow... (Big Boy)	
—	27	MELISSA ETHERIDGE	Breathe (Island/IDJMG)	
23	28	TIM MCGRAW	Tiny Dancer (Curb)	
—	29	ABENAA	Song 4 U (Nkumim)	
—	30	TRAIN	When I Look To The Sky (Columbia)	

#1 MOST ADDED

LIONEL RICHIE Just For You (Island/IDJMG)

#1 MOST INCREASED PLAYS

MICHAEL MCDONALD Ain't No Mountain High Enough (Motown)

TOP 5 NEW & ACTIVE

NORAH JONES Sunrise (Blue Note/EMC)

HARRY CONNICK, JR. For Once In My Life (Columbia)

HOOTIE & THE BLOWFISH Goodbye Girl (Rhino/WSM)

LIONEL RICHIE Just For You (Island/IDJMG)

KATRINA CARLSON Count On Me (Kataphonic)

AC begins on Page 51.
HOT AC

LW	TW	ARTIST	SON	LABEL
1	1	3 DOORS DOWN	Here Without You (Republic/Universal)	
2	2	SHERYL CROW	The First Cut Is The Deepest (A&M/Interscope)	
3	3	NICKELBACK	Someday (Roadrunner/IDJMG)	
4	4	NO DOUBT	It's My Life (Interscope)	
7	5	EVANESCENCE	My Immortal (Wind-up)	
6	6	MAROON 5	This Love (Octone/J)	
6	7	DIDO	White Flag (Arista)	
5	8	MATCHBOX TWENTY	Bright Lights (Atlantic)	
8	9	SANTANA ft. ALEX BAND	Why Don't You & I (Arista)	
10	10	FIVE FOR FIGHTING	100 Years (Aware/Columbia)	
9	11	SARAH MCLACHLAN	Fallen (Arista)	
14	12	OUTKAST	Hey Ya! (Arista)	
13	13	MELISSA ETHERIDGE	Breathe (Island/IDJMG)	
12	14	TRAIN	When I Look To The Sky (Columbia)	
15	15	JOHN MAYER	Clarity (Aware/Columbia)	
16	16	LIZ PHAIR	Extraordinary (Capitol)	
17	17	FUEL	Falls On Me (Epic)	
19	18	TOBY LIGHTMAN	Devils And Angels (Lava)	
20	19	NORAH JONES	Sunrise (Blue Note/EMC)	
21	20	BARENAKED LADIES	Testing 1, 2, 3 (Reprise)	
22	21	SEAL	Love's Divine (Warner Bros.)	
25	22	3 DOORS DOWN	Away From The Sun (Republic/Universal)	
24	23	JOSH KELLEY	Everybody Wants You (Hollywood)	
28	24	HOOBASTANK	The Reason (Island/IDJMG)	
23	25	KID ROCK	Cold And Empty (Top Dog/Arista)	
26	26	JESSICA SIMPSON	With You (Columbia)	
30	27	LINKIN PARK	Numb (Warner Bros.)	
36	28	MATCHBOX TWENTY	Downfall (Atlantic)	
—	29	NELLY FURTADO	Try (DreamWorks/Interscope)	
29	30	CLAY AIKEN	Invisible (RCA)	

#1 MOST ADDED

LIVE ft. SHELBY LYNNE Run Away (Radioactive/Geffen)

#1 MOST INCREASED PLAYS

MAROON 5 This Love (Octone/J)

TOP 5 NEW & ACTIVE

AVRIL LAVIGNE Don't Tell Me (Arista)

LOS LONELY BOYS Heaven (Dr/Epic)

GAVIN DEGRAW I Don't Want To Be (J)

DURAN DURAN Sunrise (Capitol)

BLONDIE Good Boys (Sanctuary/SRG)

AC begins on Page 51.
ROCK

LW	TW	ARTIST	SON	LABEL
1	1	NICKELBACK	Figured You Out (Roadrunner/IDJMG)	
2	2	AUDISLAVE	I Am The Highway (Interscope/Epic)	
4	3	INCUBUS	Megalomaniac (Epic)	
3	4	JET	Are You Gonna Be My Girl (Elektra/EEG)	
5	5	LINKIN PARK	Numb (Warner Bros.)	
10	6	TESLA	Caught In A Dream (Sanctuary/SRG)	
6	7	TANTRIC	Hey Now (Maverick/Reprise)	
7	8	GODSMACK	Re-Align (Republic/Universal)	
8	9	DARKNESS	I Believe In A Thing Called Love (Must...Destroy/Arista)	
9	10	THREE DAYS GRACE	(I Hate) Everything About You (Jive)	
15	11	KID ROCK	Jackson, Mississippi (Top Dog/Arista)	
12	12	3 DOORS DOWN	Away From The Sun (Republic/Universal)	
20	13	JET	Cold Hard Bitch (Elektra/EEG)	
16	14	SHINEDOWN	45 (Atlantic)	
17	15	PUDDLE OF MUDD	Heel Over Head (Geffen)	
14	16	FUEL	Million Miles (Epic)	
13	17	PUDDLE OF MUDD	Away From Me (Geffen)	
—	18	TRAPT	Echo (Warner Bros.)	
—	19	AEROSMITH	Baby, Please Don't Go (Columbia)	
23	20	A PERFECT CIRCLE	The Outsider (Virgin)	
19	21	STAINED	How About You (Flip/Elektra/EEG)	
18	22	OFFSPRING	Hit That (Columbia)	
26	23	HOOBASTANK	The Reason (Island/IDJMG)	
21	24	LIMP BIZKIT	Behind Blue Eyes (Flip/Interscope)	
25	25	LD-PRD	Sunday (Geffen)	
24	26	LINKIN PARK	Lying From You (Warner Bros.)	
27	27	DAMAGEPLAN	Save Me (Elektra/EEG)	
—	28	LOSTPROPHETS	Last Train Home (Columbia)	
28	29	SEVENDUST	Broken Down (TVT)	
—	30	GODSMACK	Running Blind (Republic/Universal)	

#1 MOST ADDED

AEROSMITH Baby, Please Don't Go (Columbia)

#1 MOST INCREASED PLAYS

AEROSMITH Baby, Please Don't Go (Columbia)

TOP 5 NEW & ACTIVE

P.O.D. Change The World (Atlantic)

DROWNING POOL Step Up (Wind-up)

AUDISLAVE What You Are (Interscope/Epic)

OFFSPRING (Can't Get My) Head Around You (Columbia)

SOIL Redefine (J)

ROCK begins on Page 61.

URBAN AC

LW	TW	ARTIST	SON	Label
1	1	RUBEN STUDDARD	Sorry 2004 (J)	
2	2	LUTHER VANDROSS	Think About You (J)	
3	3	BEYONCÉ	Me, Myself And I (Columbia)	
4	4	ALICIA KEYS	You Don't Know My Name (J)	
5	5	AVANT	Read Your Mind (Geffen)	
6	6	OUTKAST	The Way You Move (Arista)	
7	7	JOE	More & More (Jive)	
8	8	BABYFACE	The Loneliness (Arista)	
9	9	KEM	Love Calls (Motown/Universal)	
10	10	GERALD LEVERT	Wear It Out (Elektra/EEG)	
11	11	R. KELLY	Step In The Name Of Love (Jive)	
12	12	WILL DOWNING	A Million Ways (GRP/VMG)	
13	13	SMOKIE NORFUL	I Need You Now (EM Gospel)	
14	14	SILK	Side Show (Liquid B)	
15	15	ALICIA KEYS	If I Ain't Got You (J)	
16	16	JAGGEO EDGE	Walked Outta Heaven (Columbia)	
17	17	TEENA MARIE	Still In Love (Cash Money/Universal)	
18	18	VAN HUNT	Seconds Of Pleasure (Capitol)	
19	19	ANTHONY HAMILTON	Charlene (So So Def/Arista)	
20	20	ERYKAH BADU	Back In The Day (Motown)	
21	21	JAVIER	Beautiful U R (Capitol)	
22	22	DWELE	Hold On (Virgin)	
23	23	JANET JACKSON	I Want You (Virgin)	
24	24	MUSIQ	Whoknows (Def Soul/IDJMG)	
25	25	HIL ST. SOUL	Pieces (Shanachie)	
26	26	KINDRED THE FAMILY SOUL	Stars (Hidden Beach)	
27	27	MUSIQ	Forthenight (Def Soul/IDJMG)	
28	28	EN VOGUE	Ooh Boy (3rd Street/Funky Girl)	
29	29	KEM	Matter Of Time (Motown)	
30	30	GOAPELE	Closer (Columbia)	

#1 MOST ADDED

TEENA MARIE Still In Love (Cash Money/Universal)

#1 MOST INCREASED PLAYS

JANET JACKSON I Want You (Virgin)

TOP 5 NEW & ACTIVE

- RHIAN BENSON Stealing My Peace Of Mind (DKG)
- MONTELL JORDAN Bottom Line (Koch)
- JESSE POWELL Did You Cry (Liquid B)
- CALVIN RICHARDSON Not Like This (Hollywood)
- SP00KS Don't Be Afraid (Koch)

URBAN begins on Page 39.

COUNTRY

LW	TW	ARTIST	SON	Label
1	1	TOBY KEITH	American Soldier (DreamWorks)	
2	2	TIM MCGRAW	Watch The Wind Blow By (Curb)	
3	3	BRAD PAISLEY	Little Moments (Arista)	
4	4	MARTINA MCBRIDE	In My Daughter's Eyes (RCA)	
5	5	KENNY CHESNEY	Uncle Kracker When The Sun Goes Down (BNA)	
6	6	TRACE ADKINS	Hot Mama (Capitol)	
7	7	JIMMY WAYNE	I Love You This Much (DreamWorks)	
8	8	SARA EVANS	Perfect RCA	
9	9	KEITH URBAN	You'll Think Of Me (Capitol)	
10	10	BUDDY JEWELL	Sweet Southern Comfort (Columbia)	
11	11	RASCAL FLATTS	Mayberry (Lyric Street)	
12	12	JOSH TURNER	Long Black Train (MCA)	
13	13	GARY ALLAN	Songs About Rain (MCA)	
14	14	CLINT BLACK	Spend My Time (Equity Music Group)	
15	15	JOHN MICHAEL MONTGOMERY	Letters From Home (Warner Bros.)	
16	16	GEORGE STRAIT	Desperately (MCA)	
17	17	BLUE COUNTY	Good Little Girls (Asylum/Curb)	
18	18	TRACY LAWRENCE	Paint Me A Birmingham (DreamWorks)	
19	19	JOE NICHOLS	Cool To Be A Fool (Universal South)	
20	20	DIERKS BENTLEY	My Last Name (Capitol)	
21	21	CAROLYN DAWN JOHNSON	Simple Life (Arista)	
22	22	MONTGOMERY GENTRY	If You Ever Stop Loving Me (Columbia)	
23	23	BROOKS & DUNN	That's What She Gets For Loving Me (Arista)	
24	24	BIG & RICH	Wild West Show (Warner Bros.)	
25	25	BRIAN MCCOMAS	You're In My Head (Lyric Street)	
26	26	SHEDAISY	Passenger Seat (Lyric Street)	
27	27	CLAY WALKER	I Can't Sleep (RCA)	
28	28	REBA MCGENTIRE	Somebody (MCA)	
29	29	LONESTAR	Let's Be Us Again (BNA)	
30	30	DAVID LEE MURPHY	Loco (Audium)	

#1 MOST ADDED

GRETCHEN WILSON Redneck Woman (Epic)

#1 MOST INCREASED PLAYS

JOHN MICHAEL MONTGOMERY Letters From Home (Warner Bros.)

TOP NEW & ACTIVE

- COLT PRATHER I Won't Go On And On (Epic)
- SCOTTY EMERICK The Coast Is Clear (DreamWorks)
- RHONDA VINCENT If Heartaches Had Wings (Rounder)
- VINCE GILL In These Last Few Days (MCA)

COUNTRY begins on Page 44.

SMOOTH JAZZ

LW	TW	ARTIST	SON	Label
1	1	KIM WATERS	The Ride (Shanachie)	
2	2	CHRIS BOTTI	Indian Summer (Columbia)	
3	3	NICK COLIONNE	High Flyin' (3 Keys Music)	
4	4	RICHARD ELLIOT	Sly (GRP/VMG)	
5	5	JAZZMASTERS	Puerto Bonus (Trippin' N' Rhythm)	
6	6	STEVE COLE	Everyday (Warner Bros.)	
7	7	PETER WHITE	Talkin' Bout Love (Columbia)	
8	8	HIL ST. SOUL	For The Love Of You (Shanachie)	
9	9	PAUL BROWN	24/7 (GRP/VMG)	
10	10	MICHAEL McDONALD	Ain't No Mountain High Enough (Motown)	
11	11	BASS X Vonni	Liquid B	
12	12	EUGE GROOVE	Livin' Large (Narada)	
13	13	PAUL TAYLOR	Steppin' Out (Peak)	
14	14	SEAL	Touch (Warner Bros.)	
15	15	PRAFUF	Sigh (Rendezvous/N-Coded)	
16	16	DAVE KOZ	All I See Is You (Capitol)	
17	17	RICHARD SMITH	Sing A Song (A440)	
18	18	DAVID BENOIT	Watermelon Man (GRP/VMG)	
19	19	NORAH JONES	Sunrise (Blue Note/EMC)	
20	20	MARC ANTOINE	Mediterraneo (Rendezvous)	
21	21	MINDI ABAIR	Save The Last Dance (GRP/VMG)	
22	22	JEFF GOLUB	Pass It On (GRP/VMG)	
23	23	DAVID SANBORN	Isn't She Lovely (GRP/VMG)	
24	24	NAJEE	Eye 2 Eye (N-Coded)	
25	25	KIRK WHALUM	Do You Feel Me (Warner Bros.)	
26	26	BRIAN BRDMBERG	Bobblehead (A440)	
27	27	BRIAN CULBERTSON	Norman Brown Come On Up (Warner Bros.)	
28	28	RICK BRAUN	Daddy-O (Warner Bros.)	
29	29	DOWN TO THE BONE	Cellar Funk (Narada)	
30	30	DAN SIEGEL	Fiboney James In Your Eyes (Native Language)	

#1 MOST ADDED

JOYCE COOLING Expression (Narada)

#1 MOST INCREASED PLAYS

DAVE KOZ All I See Is You (Capitol)

TOP 5 NEW & ACTIVE

- SPECIAL FX Ladies Man (Shanachie)
- JOYCE COOLING Expression (Narada)
- BRAXTON BROTHERS When You Touch Me (Peak)
- PETE BELLASCO Deeper (Compendia)
- BRIAN HUGHES Wherever You Are (A440)

Smooth Jazz begins on Page 58.

ACTIVE ROCK

LW	TW	ARTIST	SON	Label
1	1	NICKELBACK	Figured You Out (Roadrunner/IDJMG)	
2	2	INCUBUS	Megalomaniac (Epic)	
3	3	GODSMACK	Re-Align (Republic/Universal)	
4	4	THREE DAYS GRACE	(I Hate) Everything About You (Jive)	
5	5	LINKIN PARK	Numb (Warner Bros.)	
6	6	A PERFECT CIRCLE	The Outsider (Virgin)	
7	7	SHINEDOWN	45 (Atlantic)	
8	8	AUDIOSLAVE	I Am The Highway (Interscope/Epic)	
9	9	TANTRIC	Hey Now (Maverick/Reprise)	
10	10	PUDDLE OF MUDD	Heel Over Head (Geffen)	
11	11	STAINED	How About You (Flip/Elektra/EEG)	
12	12	TRAPT	Echo (Warner Bros.)	
13	13	DAMAGEPLAN	Save Me (Elektra/EEG)	
14	14	LDSTPROPHETS	Last Train Home (Columbia)	
15	15	JET	Cold Hard Bitch (Elektra/EEG)	
16	16	OFFSPRING	Hit That (Columbia)	
17	17	LINKIN PARK	Lying From You (Warner Bros.)	
18	18	PUDDLE OF MUDD	Away From Me (Geffen)	
19	19	JET	Are You Gonna Be My Girl (Elektra/EEG)	
20	20	FUEL	Million Miles (Epic)	
21	21	SEVENDUST	Broken Down (TVT)	
22	22	KID ROCK	Jackson, Mississippi (Top Dog/Atlantic)	
23	23	LO-PRO	Sunday (Geffen)	
24	24	DROWNING POOL	Step Up (Wind-up)	
25	25	HOBBASTANK	The Reason (Island/IDJMG)	
26	26	KORN	Y'All Want A Single (Immortal/Epic)	
27	27	LIMP BIZKIT	Behind Blue Eyes (Flip/Interscope)	
28	28	P.O.D.	Change The World (Atlantic)	
29	29	CROSSFADE	Cold (Columbia)	
30	30	3 DOORS DOWN	Away From The Sun (Republic/Universal)	

#1 MOST ADDED

AEROSMITH Baby, Please Don't Go (Columbia)

#1 MOST INCREASED PLAYS

OFFSPRING (Can't Get My) Head Around You (Columbia)

TOP 5 NEW & ACTIVE

- UPO Free (Nitrus)
- AEROSMITH Baby, Please Don't Go (Columbia)
- ATOMSHIP Pencil Fight (Wind-up)
- EVANESCENCE Everybody's Fool (Wind-up)
- SMILE EMPTY SOUL Silhouettes (Lava)

ROCK begins on Page 61.

ALTERNATIVE

LW	TW	ARTIST	SON	Label
1	1	INCUBUS	Megalomaniac (Epic)	
2	2	BLINK-182	I Miss You (Geffen)	
3	3	LDSTPROPHETS	Last Train Home (Columbia)	
4	4	NICKELBACK	Figured You Out (Roadrunner/IDJMG)	
5	5	311	Love Song (Volcano/Maverick)	
6	6	HOBBASTANK	The Reason (Island/IDJMG)	
7	7	LINKIN PARK	Numb (Warner Bros.)	
8	8	FINGER ELEVEN	One Thing (Wind-up)	
9	9	AUDIOSLAVE	I Am The Highway (Interscope/Epic)	
10	10	THREE DAYS GRACE	(I Hate) Everything About You (Jive)	
11	11	AFI	Silver And Cold (DreamWorks/Interscope)	
12	12	DARKNESS	I Believe In A Thing Called Love (Must...Destroy/Atlantic)	
13	13	JET	Are You Gonna Be My Girl (Elektra/EEG)	
14	14	A PERFECT CIRCLE	The Outsider (Virgin)	
15	15	STORY OF THE YEAR	Until The Day I Die (Maverick/Reprise)	
16	16	TRAPT	Echo (Warner Bros.)	
17	17	LINKIN PARK	Lying From You (Warner Bros.)	
18	18	JET	Cold Hard Bitch (Elektra/EEG)	
19	19	PUDDLE OF MUDD	Heel Over Head (Geffen)	
20	20	SWITCHFOOT	Meant To Live (Red Ink/Columbia)	
21	21	YELLOWCARD	Ocean Avenue (Capitol)	
22	22	LIMP BIZKIT	Behind Blue Eyes (Flip/Interscope)	
23	23	OFFSPRING	Hit That (Columbia)	
24	24	VINES	Ride (Capitol)	
25	25	PHANTOM PLANET	Big Brat (Daylight/Epic)	
26	26	OFFSPRING	(Can't Get My) Head Around You (Columbia)	
27	27	LO-PRO	Sunday (Geffen)	
28	28	STROKES	Reptilia (RCA)	
29	29	FOO FIGHTERS	Darling Nikki (Roswell/RCA)	
30	30	LIVING END	Who's Gonna Save Us? (Reprise)	

#1 MOST ADDED

SMILE EMPTY SOUL Silhouettes (Lava)

#1 MOST INCREASED PLAYS

GODSMACK Running Blind (Republic/Universal)

TOP 5 NEW & ACTIVE

- N.E.R.O. She Wants To Move (Virgin)
- SWITCHFOOT Dare You To Move (Red Ink/Columbia)
- DROWNING POOL Step Up (Wind-up)
- MODEST MOUSE Float On (Epic)
- STILLS Still In Love Song (Vice/Atlantic)

ALTERNATIVE begins on Page 67.

TRIPLE A

LW	TW	ARTIST	SON	Label
1	1	NORAH JONES	Sunrise (Blue Note/EMC)	
2	2	MELISSA ETHERIDGE	Breathe (Island/IDJMG)	
3	3	GUSTER	Careful (Palm/Reprise)	
4	4	INDIGO GIRLS	Perfect World (Epic)	
5	5	THRILLS	One Horse Town (Virgin)	
6	6	STING	Sacred Love (A&M/Interscope)	
7	7	DAMIEN RICE	Cannonball (Vector Recordings/Warner Bros.)	
8	8	MICHAEL ANDREWS	fGARY JULES Mad World (Universal)	
9	9	JOHN MAYER	Clarity (Aware/Columbia)	
10	10	FIVE FOR FIGHTING	100 Years (Aware/Columbia)	
11	11	JET	Are You Gonna Be My Girl (Elektra/EEG)	
12	12	RYAN ADAMS	Burning Photographs (Lost Highway/IDJMG)	
13	13	COUNTING CROWS	She Don't Want Nobody Near (Geffen)	
14	14	JOHN EDDIE	If You're Here When I Get Back (Thrill Show/Lost Highway)	
15	15	MAROON 5	This Love (Octone/L)	
16	16	BARENAKED LADIES	Testing 1, 2, 3 (Reprise)	
17	17	JACK JOHNSON	Taylor (Brushfire)	
18	18	LOS LONELY BOYS	Real Emotions (Dr/Epic)	
19	19	DAVE MATTHEWS	Save Me (RCA)	
20	20	VAN MORRISON	Evening In June (Blue Note/EMC)	
21	21	ERIC CLAPTON	If I Had Possession Over Judgment Day (Duck/Reprise)	
22	22	JASON MRAZ	Curbside Prophet (Elektra/EEG)	
23	23	JOSS STONE	Fell In Love With A Boy (S-Curve/EMC)	
24	24	HOWIE DAY	She Says (Epic)	
25	25	MATCHBOX TWENTY	Bright Lights (Atlantic)	
26	26	STEREOPHONICS	Maybe Tomorrow (V2)	
27	27	JONNY LANG	Give Me Up Again (A&M/Interscope)	
28	28	BIG HEAD TODD AND THE MONSTERS	Imaginary Ships (Sanctuary/SRG)	
29	29	KEB' MO'	Let Your Light Shine (Epic)	
30	30	BEN HARPER	Brown Eyed Blues (Virgin)	

#1 MOST ADDED

RICKY FANTE' It Ain't Easy (Virgin)

#1 MOST INCREASED PLAYS

ERIC CLAPTON If I Had Possession Over Judgment Day (Duck/Reprise)

TOP 5 NEW & ACTIVE

- TEITUR You're The Ocean (Cherry/Universal)
- JOHN V. A. I Had To Laugh (Favored Nations/Red Ink)
- MINDY SMITH Come To Jesus (Vanguard)
- WHEAT I Met A Girl (Aware/Columbia)
- DOONAVON FRANKENREITER FJACK JOHNSON Free (Brushfire/Universal)

TRIPLE A begins on Page 72.

Publisher's Profile

By Erica Farber



GEORGE PINE

Co-President and co-COO, Interop

Charles Warfield is going to conduct a special course on diversity."

His responsibilities: "Mike Agovino, our co-President and co-COO, has experience from Katz Radio and experience he gained over the last three years running Clear Channel Radio Sales. He understands station-group needs. Besides being co-President and co-COO, he's also President of the Freedom Radio Group. He interfaces with both McGavren and D&R to be able to put group deals together and compete in the marketplace.

"I work with Infinity and ABC, and also with the entire infrastructure in relation to Sheila Kirby's Interop Innovations, to make sure new business is being handled the right way. Various initiatives were put into place relating to our Planner Program, which we recently implemented. It has raised about \$10 million in less than six months. By having everyone responsible for at least one planner, there's now total accountability in making sure that people are seeing those upper levels."

The mission of Interop: "We keep making it very clear that we give each of our clients personalized service. That's necessary in order to fight for every available dollar on the table. At the same time we want to make sure that we're using our collective clout. There are over 159 million consumers, and we want to be able to harness them and go after new business for our client radio stations through group deals and various promotions and go after new NTR money that's been sitting out there that most people don't even know about."

Long-term goals: "We just rolled out our 10 by 10 Program. That's saying that we're going to move the needle to a 10% share of advertising by the year 2010. That's local and national. If we can influence the local as well as the national, that helps radio. It's more than just a slogan. We're backing it up with specific plans. We've got measurable initiatives to increase our medium's share, to share those advertising dollars and to increase Interop's clients' shares of both transactional and nontraditional radio budgets."

Biggest challenge: "Balancing the needs of our client radio stations and making sure we're fulfilling those needs and, at the same time, working with agencies and advertisers. Once we convince them to use radio, we need to be able to work within both a station's structure and the parameters of what the advertisers need. We're finding that stations have more flexibility in areas like event marketing. We're starting to write business in a whole different venue. That's a challenge. Another one is trying to convince radio station groups how important it is to grow the overall radio pie."

State of the industry: "It's healthy. We're seeing 7%-9% growth in '04. It'll help that it is an election and an Olympic year. For first quarter '04 the top three national revenue categories were all up: Retail was up 12%, Telecommunications was up 5%, and Automotive was up 5%. Under Telecommunications, if you break it down further, Broadcast TV was up 50%, Cable TV was up 55%, and Computers was up 65%."

"Then you have some categories that dropped. Beer & Wine was down 20%, Food Products was down 25%, Health Services was down 25%, Movies was down 10% and Transportation was down 30%. Those are the opportunities. They've got to be spending somewhere if they're cutting back on radio. What are we doing to do to convince them to spend more money in radio?"

"Our business is up. Current pacing for the full year is 101%. That's great, especially considering last year. In

April and May you had the war and all those things happening. Looking at that, April, May and June, collectively, are pacing at about 106%."

How he wants clients to measure success: "They should measure us on our performance, our ability to outperform the market and our ability to improve our share. Those are two of the three legs of the stool. The other one certainly has to be what we're doing with new business. We've harnessed everything we're doing with new business, and station groups need to hold reps accountable for the new business being generated for their stations and their groups."

The responsibility of broadcasters to their rep firms: "To deliver on their product, to honestly share any changes or issues affecting that product, and to be willing to hear a national point of view on how something that we want to recommend will make them more money."

Something about the company that might surprise our readers: "Since 1992, the Interop Marketing Group has generated over \$1 billion in sales for radio. We've gotten that figure validated. I don't think anyone else in our industry even comes close."

Most influential individual: "In my career and in my life, that would be my father. I miss him every day. He had nothing to do with the business, but he knew I liked it, and he kept encouraging and provoking me to do it. From an Interop standpoint, it would have to be Ralph Guild. He's given me plenty of challenges, and he's very clear about accountability and specificity."

Career highlight: "It hasn't happened yet. I want to climb higher mountains and do more things for radio and our client groups."

Career disappointment: "It continues to be annoying that maybe 7%-8% of advertising money gets allocated to radio when consumers spend 30%-33% of their time listening to radio. My biggest disappointment is not getting that needle to move even further north. We've made strides, but that's a big swing: Eight percent of the revenue and 33% of the consumer time."

Favorite radio format: "News/Talk, Jazz, Oldies."

Favorite television show: "Law & Order."

Favorite song: "There are so many. The Beatles, The Eagles and Diana Krall would be favorite artists."

Favorite movie: "The Graduate, The Great Escape and Seabiscuit."

Favorite book: "I like to read James Lee Burke, Elmore Leonard and John Grisham."

Favorite restaurant: "Elaine's and Harry Chipriani in New York, Benoit in Paris and Gene & Georgetti's in Chicago."

Beverage of choice: "Diet Dr. Pepper."

Hobbies: "Holiday traveling, reading and horse racing — betting, not riding."

E-mail address: "george_pine@interop.com."

Advice for broadcasters: "Broadcasters have to work together as an industry to raise radio's share of the dollars. This is the fastest, most productive way to grow revenue for the station groups. Every tenth of a share point brings an additional \$250 million to our industry. If you take four or five target categories, plus those Planner categories, if only half of those come through, it's huge."

"Some of the broadcasters are very good about it. Two groups recently hired new-business developers to work with us. They're on their payroll, but they sit with us to develop new business for their particular group of stations. That's innovative and creative partnering."

In 1973 George Pine joined McGavren Guild Radio as an account executive in the New York office. Some 31 years later he is co-President and co-COO of Interop, parent company of McGavren Guild.

Pine is responsible for client development and service, performance evaluations of the company's presidents and regional sales executives, share of budgets at agencies and reaching new-business-development goals.

Getting into the business: "I started as a teenager as a salesman, selling for a local station for a couple of summers in Greenville, MS, then in Monroe, LA. I did that all through high school. I've been a radio listener since I was about 8 years old. At night I could pick up WLS/Chicago and all the big AM stations in Mississippi and Louisiana. I knew those were the stations to work for, so I was determined to sell for them."

First real job: "I ran the college radio stations at Ithaca College. That was probably a real job, because we had six salespeople, and they all got paid. That was good. We couldn't pay the DJs, so I traded out pizza and gas. They loved that. When I got out of college I went to work at Ogilvy & Mather as a planner in New York. After spending all my life in Arkansas, then every long weekend at Ithaca coming down to New York City, I wasn't going back to Arkansas."

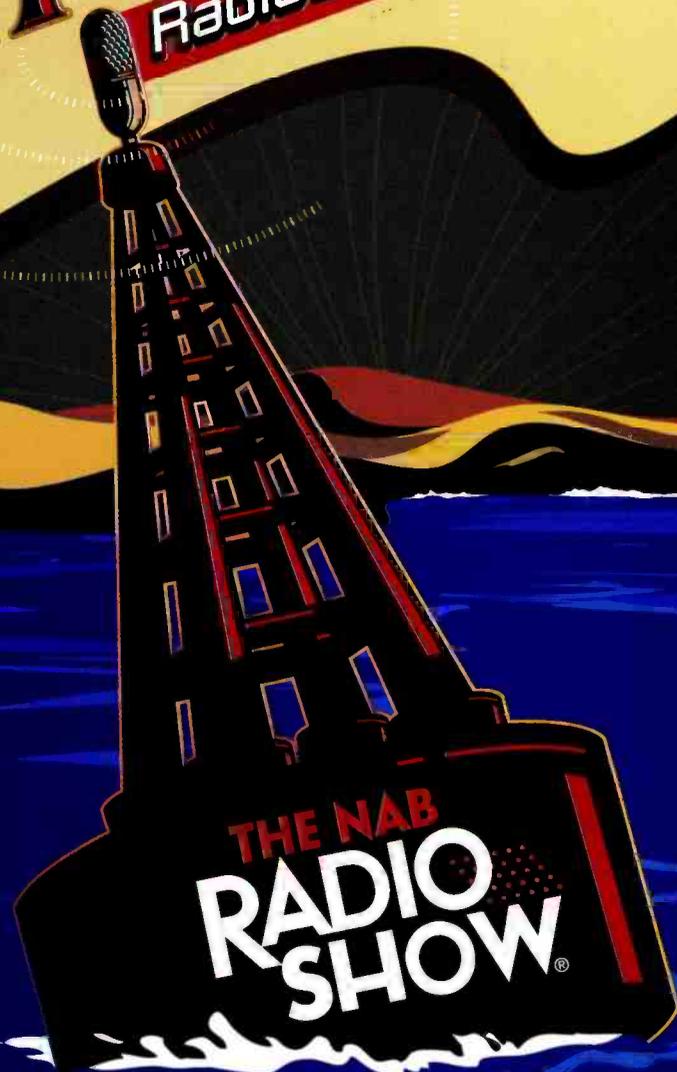
Becoming a national rep: "I checked out the rep firms, because I thought I should get some national experience and learn about different formats. None of them wanted to hire me, of course. I didn't have any experience. I kept pitching McGavren Guild because I liked the culture and the people. Jerry Levy and Tom Turner were the co-New York Sales Managers, and they hired me after I pitched them for about six months."

How the business has changed: "It used to be one-on-one — this station with this format selling for this account. Now it's grown so much that you have larger clusters trying to get more of that business. But, for the most part, nobody back then had what they have today. That's a major change."

"And, over the last few years, training for radio in general has not been up to par. Thank God we're getting back to it. We're putting \$1 million into training for '04 and '05. We're talking serious, strong training. Sheila Kirby is doing a lot of that work. We've also hired the Sandler Group. Then we have clients who have stepped up and said they want to teach certain courses. As an example,

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*"From the first time I heard Jo Jo, I knew this girl was going to be a star.
'Leave' has been top 10 phones since the day it went into rotation.
Get on board now because this chick has some hits comin'!"*
— Orlando WLLD/Tampa



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