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### 'Boulevard' Still Moving On Rock

Reprise powerhouse **Green Day** holds on to No. 1 at Rock with "Boulevard of Broken Dreams." It's the song's 14th week in the position on that chart. In fact, "Boulevard" has been in No. 1 at Rock since the week of Jan. 2, making it the only song to top the chart in 2005. Congrats on an amazing run!



# R&R

## RADIO & RECORDS

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APRIL 8, 2005

R&R Christian:  
**Making A Connection**

### Your Place To Connect

In conjunction with the Gospel Music Association Week events and festivities, this week we present R&R's Christian special, *Making a Connection*. **Kevin Peterson** interviews GMA President John Styll, GMA keynote speaker Mark Sanborn and artist Michael W. Smith, starting on Page 69.

# inpop records welcomes you to GMA week 2005!



{newsboys}



{matkearney}



{sarahbrendel}

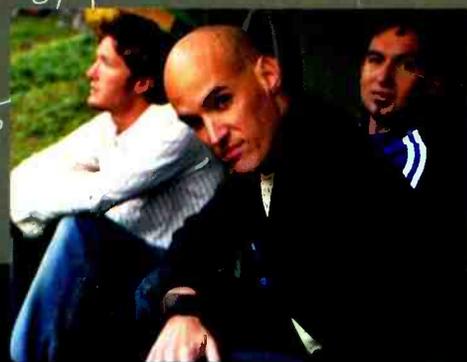


{paulcolman}

{superchic[k]}



{shane&shane}



{tree63}

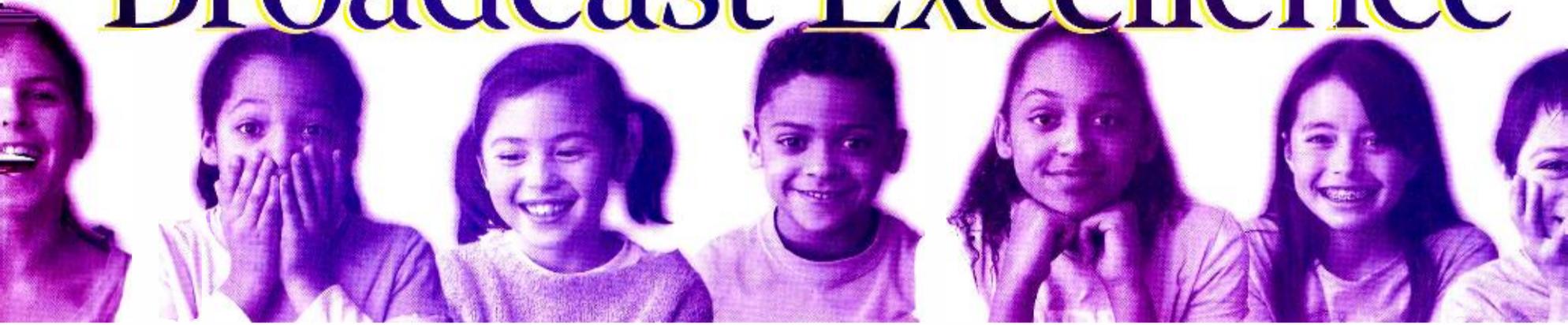
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**BEST CHANGE BANDITS PROMO**  
WRAL – Raleigh, NC

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KBKS – Seattle, WA

**BEST INTERVIEW**  
WHKO – Dayton, OH

**BEST BUMPERS**  
WOGL – Philadelphia, PA

**BEST BUMPERS**  
WOGL – Philadelphia, PA

**MOST INNOVATIVE**  
WTCB – Columbia, SC

**BEST SPONSORSHIP SALES TOOL**  
Woodward Communications  
- Green Bay, WI

**BEST TAPED APPEAL**  
WVOR – Rochester, NY

**BEST PATIENT STORY**  
WPBG – Peoria, IL

**BEST MONTAGE**  
Zimmer Radio Group – Joplin, MO

**BEST PRE-EDIT MATERIAL**  
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**BEST DIARY**  
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[www.cmn.org/radio](http://www.cmn.org/radio)

## TURNING UP THE HEAT

Tropical WLZL (El Zol)/Washington beat crosstown Spanish Contemporary WBPS & WBZS (Mega) in the Phase Two Arbitrends. While El Zol is still developing after its flip from Alternative WHFS in January, the early signs look promising.

See Page 79

## CONSPIRACY THEORY

Terry Alexander tells his story of being arrested on drug-trafficking charges two years ago. The former WEDR (99 Jamz)/Miami afternoon host was vindicated recently when all charges against him were dropped.

See Page 34

## R&R NUMBER 1'S



**COUNTRY**  
**CRAIG MORGAN**  
That's What I Love About Sunday (BBR)

### CHR/POP

**KELLY CLARKSON** Since U Been Gone (RCA/RMG)

### CHR/RHYTHMIC

**50 CENT** Candy Shop (Shady/Aftermath/Interscope)

### URBAN

**50 CENT** Candy Shop (Shady/Aftermath/Interscope)

### URBAN AC

**FANTASIA** Truth Is (J/RMG)

### GOSPEL

**DONNIE McCLURKIN** I Call You Faithful (Verity)

### AC

**KELLY CLARKSON** Breakaway (Hollywood)

### HOT AC

**GREEN DAY** Boulevard Of Broken Dreams (Reprise)

### SMOOTH JAZZ

**DAVE KOZ** Let It Free (Capitol)

### ROCK

**GREEN DAY** Boulevard Of Broken Dreams (Reprise)

### ACTIVE ROCK

**BREAKING BENJAMIN** Sooner Or Later (Hollywood)

### ALTERNATIVE

**AUDIOSLAVE** Be Yourself (Interscope/Epic)

### TRIPLE A

**U2** Sometimes You Can't Make It... (Interscope)

### CHRISTIAN AC

**JEREMY CAMP** Take You Back (BEC/Tooth & Nail)

### CHRISTIAN CHR

**SUPERCHICK** Pure (Inpop)

### CHRISTIAN ROCK

**SEVENTH DAY SLUMBER** Caroline (BEC/Tooth & Nail)

### CHRISTIAN INSPO

**BEBO NORMAN** Nothing Without You (Essential/PLG)

### SPANISH CONTEMPORARY

**JUANES** La Carrisa Negra (Universal)

### REGIONAL MEXICAN

**CONJUNTO PRIMAVERA** Hoy Como Ayer (Fonovisa)

### TROPICAL

**MARC ANTHONY** Se Estuma Tu Amor (Sony BMG)



**THE INDUSTRY'S NEWSPAPER**  
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## JACK ATTACK

Kevin Stapleford asks if "Jack" puts Alternative in a box (Page 60), Mike Henry cautions that there's more to Jack than just playing anything (Page 10), and Adam Jacobson spotlights an Oldies station that's been playing anything for 40 years (Page 23).



School of Rock marketing basics: Page 56

## WXRK Expands Playlist To Include 'Great Rock'

Previous Alternative format moves to Internet

By Kevin Stapleford  
R&R Alternative Editor  
kstapleford@radioandrecords.com

Infinity's Alternative WXRK (K-Rock)/New York on Monday morning shifted its format to include what it calls "the best rock music from the '80s, '90s and today," re-positioning itself as "Great Rock. Period."

At the same time, the station launched "K-Rock 2," a web stream that features the format WXRK was airing on its terrestrial signal before Monday's shift.

WXRK OM Rob Cross told R&R, "This is a way for us to put the new music on the new media and leave the older stuff on the older media and to really get to

people who are more likely to use the radio as an appliance — since the new-music crowd is probably on the new media anyway."

With the exception of *The Howard Stern Show*, WXRK will run jockless until April 11.

"The plan is to bring everybody back next Monday, if they want to stay," Cross said. "And the web stream will hopefully continue to grow into a full-on legitimate radio station. We'll have to see how that plays out."

The online station, dubbed K-Rock's "evil twin," can be accessed via the WXRK website at [www.krockradio.com](http://www.krockradio.com).



## Ashlock Now Sole RVP Of CC/L.A.

Laughlin assumes consulting role with Clear Channel

In a move designed to consolidate overall management responsibilities for its stations in Southern California, Clear Channel has given Los Angeles Trading Area co-Regional VP Greg Ashlock full duties for the region. In his new role Ashlock will exclusively lead the company's efforts at its seven AMs and six FMs in L.A. and Riverside, in addition to KAVL & KVV5/Lancaster-Palmdale, CA.



Ashlock

Concurrent with Ashlock's promotion, long-time Clear Channel/L.A. executive Roy Laughlin has exited as co-Regional VP. However, Laughlin will continue

ASHLOCK See Page 6

## ABC Radio Hopes Detroit Digs 'Doug'

Promising to bring "more music and less chatter" to Southeast Michigan, ABC Radio made an April Fools' Day move at WDRQ/Detroit that proved to be no joke: The station's CHR/Pop format was gone, and in its place was the latest eclectic Adult Hits station to set up shop in a top U.S. market.



WDRQ is now billing itself as "93.1 Doug-FM" and touting a "mega-playlist encompassing different genres" that includes a wide range of popular music from the last four decades.

Station President/GM Steve Kosbau is overseeing Doug-FM's launch, while nine-year WDRQ PD Alex Tear exits

WDRQ See Page 13

## Radio Revenue Flat In February

By Roger Nadel  
R&R Exec. Editor  
rnadel@radioandrecords.com

The amount of money advertisers spent on radio in February 2005 was roughly the same as was spent the same month a year earlier, according to the RAB's monthly radio revenue summary.

The flat month means the year-to-date total now stands at 1% better than the January-February period of 2004, providing another indication that the industry is continuing to retool for long-term growth and expansion.

The February report tempered the initial enthusiasm following the revenue report from January 2005, which recorded 3% growth compared to January 2004. RAB President/CEO Gary Fries explained, "Radio revenue is leveling out as the

RAB See Page 22

## IN MEMORIAM

## Radio Mourns Dr. Don Rose

By Adam Jacobson  
R&R Radio Editor  
ajacobson@radioandrecords.com

Dr. Don Rose, a San Francisco Bay Area legend who first found fame as a Top 40 air personality in Atlanta and Philadelphia, died March 29 at his Concord, CA home. He was 70.

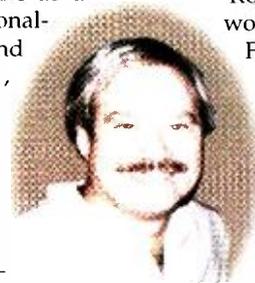
A generation of Northern Californians who listened to KFRC-AM/San Francisco enjoyed Rose's quick-witted wakeup antics and rapid-fire cornball jokes, which were punctuated by thousands of drop-in sound effects. Rose held court at KFRC-AM from late 1973 until 1988, remaining

with the station following its August 1986 shift from Top 40 to Adult Standards as "Magic 61."

Rose then briefly worked at KKIS/San Francisco before joining crosstown KIOI for the morning slot. That stint ended abruptly when Rose suffered a heart attack in the studio while on the air, forcing him into retirement.

Current KFRC-AM & FM PD Bob Harlow, who received the news of Rose's death while vacationing in Oregon, told R&R he had

ROSE See Page 22



Rose

## Smulyan Addresses Clutter, Controversy At Investor Confab

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

Appearing at a recent Wall Street investor conference, Emmis Communications Chairman/CEO Jeff Smulyan questioned whether the radio industry's new focus on shorter advertisements is the right remedy for listener complaints about commercial clutter. He also wondered aloud if post-consolidation greed led the industry to overload stations' commercial inventory.

Speaking March 30 at the Banc of America Securities Media, Telecommunications & Entertainment conference, Smulyan



Smulyan

SMULYAN See Page 22

# DEAR J. LO:



PHOTO: STAR MAX, INC.

**Y**our many fans at PETA are dismayed and disappointed that you have ignored our repeated appeals to you, calling attention to the fact that rabbits, minks, foxes, and chinchillas are gassed, strangled, beaten, electrocuted, trapped, and drowned to pack your closet and your clothing line full of fur. Perhaps after hearing about the horrors that undercover investigators recently found on fur farms, you'll have a change of heart about wearing and designing with real fur.

When undercover investigators recently toured fur farms in China (at least half the fur imported into the U.S. comes from China), they caught workers on video slamming animals headfirst against the ground and bludgeoning them with metal rods or wooden sticks. Animals can be seen kicking and writhing as the skin is ripped from their bodies. If the animals struggle too much, workers step on their necks or beat them with knife handles. When the fur is finally peeled off, their naked, bloody, but still-breathing bodies are thrown into a pile. Some animals are still alive for up to 10 minutes after they are skinned. The video footage shows one skinned raccoon dog who had enough strength to lift his bloodied head and stare into the camera—with only his eyelashes still intact.

Your newest clothing line, Sweetface, is anything but "sweet." As a celebrity, you are expected to set fashion trends *and* a good example. All eyes are on you. Won't you make the compassionate decision to stop wearing and designing with fur?

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April 8, 2005

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## Gonzalez Promoted At Univision Radio

VP/Programming Services will be based in Houston

J.D. Gonzalez has been named VP/Programming Services for Univision Radio. Based in Houston, he will oversee the creation, implementation and execution of the company's programming and scheduling.



Gonzalez

Gonzalez previously served as VP/Station Manager for Univision Radio/Houston. Prior to that he was Regional VP/Programming for the Rhythmic and Tejano formats in Texas and

New Mexico for Hispanic Broadcasting Corp., Univision Radio's predecessor.

"J.D. has been instrumental to the growth and success of our Texas radio stations, and we are looking forward to the valuable contributions he will make to our programming and promotional operations across the country," said Univision Radio COO Gary Stone, to whom

GONZALEZ See Page 13

## Curb Ups Butler To VP/Promo

John Butler has been elevated to VP/Promotion at Curb Records. He's been with the label since 2001, most recently as Sr. Director/Promotion & Marketing.



Butler

"John has done an exceptional job since joining the Curb team," Curb Exec. VP/GM Dennis Hannon said. "His enthusiasm and dedication to this company and our artists make him more than deserving of this promotion. I've come to expect great things from John, and he always delivers."

Before he joined Curb Butler was head of promotion at

Squint Entertainment, where he helped guide the careers of Sixpence None The Richer, Chelville and Burlap To Cashmere, among others. His 15-year career also includes promotion positions with Arista-Austin, Zomba's Silvertone label in New York and TVT Records.

"I am honored to be working with our diverse roster of artists and alongside one of the best and most dynamic executive teams in the business," Butler said. "I am thankful and humbled to [label Chairman] Mike Curb and Dennis for their belief in me."

## Vargas Will Program Cox's WHDR/Miami

Kevin Vargas is set to transfer on May 6 to Cox Radio's WHDR (93 Rock)/Miami as PD. He is currently PD of the company's Active Rock KISS/San Antonio and will split his time between the two stations until his replacement at KISS is found. Current WHDR PD Phil Michaels Trueba will remain with Cox in a to-be-determined capacity.



Vargas

"After eight years and four months as PD at KISS, I'm moving on to program 93 Rock," Vargas told R&R. "I'm excited to stay within the Cox family and look forward to the challenges in programming Rock in Miami."

A confessed sports junkie and major San Antonio Spurs fan, Vargas said, "I'm also looking forward to supporting the Florida Marlins, the Panthers and the Dolphins. However, I will not become a Heat fan."

## KPIG To Invade San Fran On KMZT-AM

Mapleton Communications has agreed to acquire KMZT-AM, licensed to the San Francisco Bay Area community of Piedmont, CA, from Mt. Wilson FM Broadcasters for \$5.1 million. R&R has learned that Mapleton will use the facility to simulcast its popular KPIG/Monterey, which airs a hybrid Triple A-Americana format.

With the move, expected to occur by July 1, Freedom, CA-based KPIG will enjoy coverage from Marin County, CA to San Luis Obispo, CA, where the station simulcasts on KPYG.

"It is time to answer the people of San Francisco, who for many years have been asking, 'When is KPIG coming to the Bay?'" Mapleton President Adam Nathanson said.

KPIG PD Laura Hopper said, "I welcome the opportunity to integrate the Bay Area as part of KPIG's programming [target]. Speaking for the entire staff of Piggies, we are excited to be accessible to our Bay Area friends on the radio dial."

## Medlin Moves Up To PD Of WXTB/Tampa

WXTB (98 Rock)/Tampa has promoted Brian Medlin to PD. He was previously Asst. PD/MD of the Clear Channel Active Rocker.

"This promotion is a direct result of Brian's years of dedication to the 98 Rock product," said former 'XTB PD Brad Hardin, who remains Regional VP/Programming for the company and OM of the Tampa cluster. "I am confident that Brian will continue 98 Rock's tradition of being recognized as one of the leading Rock stations in the country."

Medlin said, "I'd like to thank [Clear Channel/Tampa Regional VP/Market Manager] Dan DiLoreto and Brad Hardin for this opportunity to lead 98 Rock."

In related news, Mike Killebrew, formerly of WZTA/Miami, has joined 98 Rock as MD/afternoon drive host. Medlin told R&R, "I've been so busy lately, I haven't been able to watch the Golf Channel in months. Killebrew coming on board will certainly help."

MEDLIN See Page 13

## Daniels Rises To Texas RVPP Post For Clear Channel

Mac Daniels, OM of Clear Channel's Austin stations and PD of the cluster's KASE & KVET, has been named Regional VP/Programming for the company's South/Central Texas Trading Area. Daniels will work with PDs in Waco-Killeen, Austin, San Antonio, Victoria, Corpus Christi and McAllen.



Daniels

"Mac brings a wealth of knowledge to his new role," said Clear Channel Regional VP/Market Manager Dusty Black. "His experience and proven track record will serve him well in this exciting and challenging position."

Daniels said, "With the company's firm commitment to a quality product, I am excited about the opportunity to help foster the continued growth of the great brands in our region."

Daniels joined Clear Channel/Austin in June 2000 as PD of KVET and later added KASE PD duties. He left in February 2002 to become PD of Infinity's WYCD/Detroit but rejoined CC/Austin as cluster OM in August 2004.

## Holly Promoted To CC/Phoenix Dir./Programming Ops

Shaun Holly has been elevated to Director/Programming Operations for Clear Channel's eight Phoenix stations and for the company's Total Traffic operations in Phoenix, Tucson and Yuma, AZ.



Holly

Holly ascends to the post previously held by Alan Sledge, who was recently promoted to Clear Channel Sr. VP/Programming for Arizona, Nevada and Texas.

In Phoenix, Clear Channel owns AC KESZ, News/Talk KFYL, Sports KGME, Hot AC KMXP, Country KNIX, Adult Standards KOY, Smooth Jazz KYOT and CHR/Rhythmic KZZP. Holly was most recently PD of KESZ, KNIX & KYOT and will continue to program KYOT.

"Shane brings a wealth of experience to this position," Sledge said. "He's the perfect person to help PDs maximize the potential ratings and to help get their needs met when working on business opportunities for our stations in Phoenix."

Holly told R&R, "I feel very fortunate to be able to continue to find work in my city of choice. We have a great cluster culture here,

HOLLY See Page 22

## COUNTDOWN TO CLEVELAND



Convention 2005 • June 23-25

### Spotlight On Cleveland's Christian Radio

Contemporary Christian AC radio is well-represented in Cleveland with Salem's WFHM (95.5 The Fish). PD Sue Wilson has been in the market for years, having programmed mainstream AC WDOK before she swam upstream to The Fish. Weekday mornings while you're in Cleveland, you can wake up with Len & Robin and *The Family Friendly Morning Show*.

Wilson has these suggestions for any free time you have in town: "In the historic Warehouse District there are some amazing restaurants. Just outside of downtown is a charming neighborhood, Tremont, with more fabulous upscale restaurants and wine and martini bars. If you want to take a drive away from the heart of the city, you'll find our 'emerald necklace,' the Cleveland Metroparks system that surrounds greater Cleveland. It has six of the best golf courses that conventiongoers will find anywhere."

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# Hogan Unfazed By 'Less Is More' Critics

Clear Channel Radio President bullish on plan

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

In a Q&A posted recently at [www.clearchannel.com](http://www.clearchannel.com), Clear Channel Radio President John Hogan charged that those who are skeptical of the company's "Less Is More" inventory-reduction program have a shortsighted view of the radio industry's future. He said both advertisers and listeners are reacting positively to the plan.

"It's easy to sit on the sidelines and criticize those who are leading change," Hogan said. "What's much more important is jumping in to solve a problem. That takes courage and commitment, and those are the people we're engaging with."

"We have noticed that several of the prominent doubters have begun saying, 'Well, so far, we've been completely wrong,' and we expect you'll see more folks change their position as the weeks move on."

Hogan said advertisers are gradually embracing the plan's focus on shorter ads. "We're seeing a couple of dozen forward-thinking national advertisers who have been quick to embrace 'Less Is More,'" he said.

"We've sold more commercials of shorter lengths this year than ever before, and the month-to-month trends are increasing as well."

"We sold significantly more 30s in January and February than we sold in January and February of last year. More important, we sold more 30s in February this year than we did in January. The pricing on our premium positions, the first-in-pod or island positions, is up for 30s, and the pricing of our 60s and 15s is up as well."

"We expect to see these trends continue as we move through the rest of the year. Local advertisers demand clear and immediate proof of return on investment and then act

on it. They spend their own money to make their cash registers ring."

Among listeners, Hogan said, the response has been "really terrific." He said, "First we had anecdotal evidence — e-mails and calls to stations — that listeners just love it. And now we've got several independent studies that confirm the obvious: People prefer fewer, shorter commercials, and they remember entertaining and informative ads no matter what the length."

Hogan pointed to the work being done by Clear Channel's Creative Services Group, which works with agencies and advertisers to create quality ads. "Selling with sound is a special talent," he said. "Not every agency has people who know how to do it, and there are a significant number of local and regional advertisers who don't use agencies. One of the reasons radio is such a high-impact medium is that it's an audio medium."

## Analyst: 'Less Is More' Affects March Spotloads

Wachovia Capital Markets analyst Jim Boyle said in a report released Tuesday that other radio groups followed the lead of Clear Channel and its "Less Is More" inventory-reduction initiative and pared back their ad inventories in March. He said, "Almost every group had a lighter average drivetime inventory load in the top 12 markets."

Citing third-party data, Boyle said that while most groups didn't cut spotloads in January and February, some public groups lowered their spotloads in March, leading to a dip in the average

number of ads run from 12 units per hour to 11.5.

"This is very encouraging, as long as March was not a weak month, which would subsequently lighten demand and supply," Boyle said.

"Anecdotally, and increasingly broadly, it appears that March was not the very weak month we had expected. Rates should move up as inventory continues to tighten, especially as improved spotload discipline spreads. As a result, advertisers will face a united front, a smart cartel."

Boyle also cited radio executives' excitement over the March results

ANALYST See Page 6

## BUSINESS BRIEFS

### Congressman Wants Criminal Penalties For Indecency

House Judiciary Committee Chairman James Sensenbrenner said Monday that regulatory action from the FCC isn't tough enough for those who violate federal broadcast-decency standards. "People who are in flagrant disregard should face a criminal process rather than a regulatory process," he said at the National Cable & Telecommunications Association's annual convention. "That way you aim the cannon specifically at the people who are committing the offenses."

Sensenbrenner said he doesn't support congressional efforts to extend federal decency standards to subscription television and radio services, Reuters reported, but he encouraged cable and satellite operators to promote methods to help parents shield their children from adult-oriented programming. "Education has got to get better," he said. "You can't expect the government to replace parental responsibility." He acknowledged, however, that in the current legislative climate, legislation to extend indecency rules to subscription services could be approved.

### SBS, Styles Media Agree To Closing-Date Extension

Spanish Broadcasting System has agreed to extend the closing date of its \$120 million sale of KDAI/Riverside and KDAY/Los Angeles to Florida-based Styles Media Group until July 31, or within five days after the grant of an FCC final order. As part of the terms of the extension, Styles Media paid SBS an additional \$14 million, which, combined with the \$6 million escrow deposit Styles made on Feb. 18, represents a \$20 million payment that will be credited toward the final purchase price for the stations. Should the deal fail to close by the end of July, SBS will retain the \$20 million as a nonrefundable payment. Styles said in a release that it expects to close on the deal on or before July 31. SBS agreed to sell KDAI and KDAY (formerly KZAB and KZBA) in August 2004, and Styles has been operating the stations under a time brokerage agreement.

### Interop Commission Revenue Slides

Interop's commission revenue slipped 5%, to \$22.4 million, during Q4 2004, one year after Citadel took its business to rival rep firm Katz. However, thanks largely to \$4.5 million worth of contract-termination revenue from Citadel, Interop's Q4 net loss applicable to common shareholders narrowed from \$6.3 million (61 cents) a year ago to \$1.9 million (17 cents). For 2004, Interop's commission revenue decreased 11%, to \$78.5 million, as the net loss applicable to common shareholders narrowed from \$38.9 million (\$3.77) in 2003 to \$7.5 million (70 cents).

Interop President/CEO Ralph Guild said his company's Q4 performance signaled a turning point for Interop and for the national radio ad market. "We are managing our business around conservative growth goals, which should enhance our performance in 2005," he said. "Further, radio advertising is showing clear signs

Continued on Page 6

**“Leslie & Tom are helping millions of Americans fix their HOW-TO problems.”**

**“THE MONEY PIT® brings the kind of personality and entertainment audiences crave to the consumer 'how-to' shows.”**  
— Rick Jensen, Program Director, WDEL, Wilmington

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— Dick Rakovan, Senior VP/Stations, RAB

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## BUSINESS BRIEFS

Continued from Page 4

of recovery. We are on track to exceed our financial expectations for Q1 and continue to see increased demand for national radio inventory."

### Radio One Updates Guidance Again

For the second time in less than a month, **Radio One** on Tuesday raised its Q1 forecast, saying that it expects net broadcast revenue growth of between 5% and 6%, up from the 4% guidance it issued on March 16. It raised its station operating income growth estimate from the low single digits to the mid-single-digit range. Radio One Exec. VP/CFO Scott Royster said, "The last two weeks of March were two of the strongest last two weeks of a month we have seen in a long, long time." In fact, he noted that, minus the impact of Radio One's acquisition of Reach Media, March revenue grew more than 10%. Royster continued, "We feel good about our prospects based on current business conditions." Radio One will release its Q1 financial results on May 5 and will host a conference call with investors at 10am ET that day to discuss the results. The call will be webcast at [www.radio-one.com](http://www.radio-one.com).

### Ashlock

Continued from Page 1

to work with Clear Channel as a consultant.

When asked by **R&R** to comment on his new role, Ashlock said that, thanks to consolidation, "I've found myself on a career path that wasn't really expected. I appreciate the confidence that the company has in my abilities, but I've really been blessed with tremendous managers who

have made me look good along the way."

Before rising to co-Regional VP of Clear Channel/L.A. in August 2003, Ashlock spent 2 1/2 years as GM of the cluster's KFI, KLAC & KXTA and KXTA simulcast partner XTRA-AM/San Diego. Before that he served as Director/Play-By-Play Sports Sales for Clear Channel/L.A. Ashlock previously spent four years as Director/Corporate Spon-

sorships for the Los Angeles Dodgers.

The management changes at Clear Channel/Los Angeles also mark the end of an era, as Laughlin has been associated with Clear Channel's cluster in market No. 2 since becoming GSM of KIIS under then-owner Gannett in November 1991.

By Adam Jacobson, with additional reporting by Kevin Carter.

### Analyst

Continued from Page 4

and revised his forecast for the month from a 5% decline to a 2% increase. He adjusted his Q1 forecast from a 2% decline to a 2% increase.

"The much more upbeat tone from public- and private-industry execs for March is becoming quite notable," Boyle said. "Some industry sources indicate they want 'to stay in March' circumstances for as long as possible. This is a pleasant surprise to us, as March has the toughest comps of the year and was facing the early disruption of Clear Channel's 'Less Is More' effort."

In a separate report, Boyle said that as consumers turn toward more

personalized media devices, radio must expand its reach to compete. "Broadcast has always faced competition, but what is different today is the speed at which consumer habits are changing vs. the pace at which nontraditional media is keeping up," he wrote, pointing to the expanding popularity of technologies like digital video recorders and video-capable cell phones.

Boyle did credit some in the broadcast industry for taking action: "What is encouraging to us is that the TV and radio industries have 'woken up' and are moving to create programming that is more enjoyable, exclusive and portable; are improving audience measurement;

and are eliminating paperwork to simplify ad-agency life." In particular, he mentioned Emmis, which is increasing its online sales efforts, and Radio One, which is expanding into cable and Internet ventures.

In other news, Guzman & Co. analyst Jake Balzer initiated coverage on Beasley Broadcast Group, giving the stock an "outperform" rating and a \$21 target price. Balzer said Beasley's presence in major markets and small size make it an appealing investment option.

"Given our bullish stance on radio, we see a pure radio play like Beasley as attractive," Balzer said in the March 30 report. "We think Beasley is well-positioned in markets with

## TRANSACTIONAL GLANCE

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

- WMCJ-AM/Cullman, AL \$75,000
- KVFR-FM/Laytonville, CA \$50,000
- KMZT-AM/Piedmont (San Francisco), CA \$5.1 million
- WYXC-AM/Cartersville, GA \$500,000
- KTCM-FM/Kingman, KS \$1.7 million
- NEW-FM (CP)/Lockwoods Folly Town, NC Undisclosed
- WLOG-FM/Markleysburg (Uniontown), PA \$10,000
- KPDB-FM/Big Lake, TX Undisclosed
- WHFD-FM/Lawrenceville, VA \$100,000

Full transaction listings, posted daily, can be found at [www.radioandrecords.com](http://www.radioandrecords.com).

- **KNRC-AM/Englewood (Denver-Boulder), CO**  
**PRICE: \$5.53 million**  
**TERMS: Asset sale for cash**  
**BUYER: New Radio Venture, headed by Manager Maria Elena Llansa. No phone listed. It owns one other station: KMYL-AM/Phoenix.**  
**SELLER: NRC Broadcasting, headed by Chairman/CEO Tim Brown. Phone: 303-296-7026**  
**BROKER: Guy & Larry Patrick of Patrick Communications represented New Radio, while Jody McCoy of Media Services Group represented NRC.**

Dollars to Date:

**\$556,755,438**

(Last Year: \$1,838,642,951)

Stations Traded This Year:

**238**

(Last Year: 846)

above-average growth potential, such as Miami and Las Vegas, which should allow Beasley to outpace the radio market on the whole."

Meanwhile, Barrington Research analyst James Goss on Friday raised his rating on Cox Radio's stock from "underperform" to "market perform," citing the company's recent success in fending off marketplace challenges.

"For the last couple of years Cox Radio has had to deal with competitive issues unique to certain markets that compounded the generally difficult overall radio-industry advertising revenue environment," Goss said. "At this stage we feel the company is not burdened with unusual issues, as they have largely been addressed."

— Joe Howard

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Kansas City/KUDL-FM	#2
San Antonio/EQXT-FM	#1
Orlando/WMGF-FM	#1
West Palm Beach/WEAL-FM	#1
Richmond/WTFR-FM	#1
Dayton/WLQT-FM	#2
Tucson/KMXZ-FM	#1
Albany/WYJB-FM	#2
Allentown/WLEV-FM	#1
Albuquerque/KMCA-FM	#2
Knoxville/WJXS-FM	#2
Omaha/KEFM-FM	#2
Wilmington/WJBR-FM	#1
Greenville, NC/WMGV-FM	#1
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# The View From The Agency Side

## Making ads work for programming

As accountability and return on investment play increasingly large roles in the way advertising decisions are made, it's becoming more and more important for programming and sales to work together. Few people understand that overlap better than Dr. Renee Fraser.

Fraser is President/CEO of Fraser Communications in Santa Monica, CA, the largest female-owned ad agency in Southern California. The agency was recently honored at the Addy Awards in Los Angeles for its spot for the L.A. Metropolitan Water District. A psychologist by training, Fraser also teaches at the Annenberg School in the University of Southern California graduate program



**Renee Fraser**

**R&R:** Does that mean you're doing multiple types of creative?

**RF:** Definitely. For example, on the Internet, we do a lot more in banner advertising in terms of editorial, where we build content that will engross and engage the consumer. Because it's really all about engagement. It's engaging them so you can make them feel good about your brand and have them spend as much time with

you as possible. I think that's true of any medium, but you have to do it in the context of the medium and how they're absorbing or consuming it.

**R&R:** How has radio advertising evolved for you in building campaigns?

**RF:** With Cedars-Sinai Medical Center, we've developed a whole campaign around "The people of Cedars-Sinai." It's more about storytelling and about the lives of the people and why they've chosen to work there and what they see as their expertise, as opposed to simply citing facts about the institution.

**R&R:** So what you're doing is hoping that good feeling about the people will rub off on the medical center.

**RF:** Yes, but we're pretty astute about it. We

**R&R:** Is it correct to say that advertising decisions are being based more than ever on return on investment rather than cost per point?

**RF:** ROI is critical to all our clients. It's getting more granular than ever before. So it's not just the effectiveness of an overall campaign, it's which medium is performing in which way.

And it's getting more complicated because consumers don't really recall very well the specific mediums from which they received information, and they don't even discriminate very well between editorial and advertising. What we're seeing is, we have to tailor the message, and the nature of the information in the message, to the medium.

## LEADERSHIP SPOTLIGHT

What I'm learning about leadership is that it's important to be humble. In my view, it's more effective to say "Teach me" than to act on presumptions about things you may not fully understand.



To me, a good leader is one who's not afraid to jump in the trenches with their staff. It's one who is willing to take out the garbage, mail out product and make the tough calls when the time comes. Leaders have a vision for the future of their company, and that vision is imparted to and reflected in the staff.

Part of being a good leader depends on the staff you surround yourself with. You have to listen to them, trust them and encourage them to come back to you with the results you're looking for. I surround myself with those with good work ethics, positive attitudes, interesting personalities and potential to be future leaders.

### Rob Poznanski, GM, Inpop Records

Each week **R&R** invites successful people in and outside the radio and recording industries to share their thoughts on defining and communicating leadership.

put key facts in there. We use Ed Asner as our voice because he cuts through the clutter and has a lot of credibility, and he delivers a lot of the rational, "left brain" messages in terms of the serious side of the whole thing. We use the people to kind of warm it up, to talk about the compassion and their real commitment.

When we listened to the media and we listened to the clutter of radio advertising — I know you probably don't like my saying that, but there's so much radio advertising, and so much of it is direct-response — we felt we needed to find a way to engage people, and that's why we created this campaign, using actual interviews with the people who work at Cedars-Sinai.

It's almost like content, in a way. They're listening to the radio and they're hearing spot after spot. They may hear a news story, they may hear a lifestyle story, then they hear our spot, which is a window on the world of the people at Cedars-Sinai.

**R&R:** Does this work across formats?

**RF:** Yes, we use it on News and music stations. We measure it in terms of response. We

definitely track that on all of our spots to see patterns of people calling or going to the website as a result of our commercials.

**R&R:** How has the relationship with radio stations evolved from the old days, when a seller walked in with a ranker and a proposal and expected to do a deal?

**RF:** We do a little more than that. I'd like to do a lot more than that, and, frankly, that's part of what I push with my media director. Let's look at the content on the show; I think it's so important to be next to editorial content that's relevant to people when you can be.

**R&R:** Are you finding that stations are responsive?

**RF:** Yes. They'll add content, or they'll sometimes develop a "Medical Minute," which we appreciate. What we're really telling them, in some cases, is the research they need to do on their listeners.

We're saying, "We know there are people in your audience with conditions and who are looking for solutions." We're saying, "Why

Continued on Page 10

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# Jack Clones And Wannabes Beware

There's more to it than 'We play anything'

By Mike Henry

The "Jack" revolution in American radio has officially begun. Two and a half years after CKKS (Jack FM)/Vancouver debuted at No. 1 12+ for Paragon client Rogers Media, there are eight Jacks in the United States. The two most recent launches were Infinity's KCBS/Los Angeles and Susquehanna's WGLD/Indianapolis.

There are also countless Jack clones (Ben, Dave, Bob, Hank ... hey, where's Mike?), with a new one seemingly appearing every day. Meanwhile, numerous stations are adjusting their current positions to play more titles and more variety. Many radio stations are plunging in headfirst, without understanding the nuances of the format.

As co-creator of the Jack format with Rogers Media and the Bohn & Associates consultants in Canada, it may come as a surprise that I'm the one raising a red flag this early into the revolution. However, Jack stations are built on unique principles that go far beyond the music and weave through every aspect of the radio station.

Some of the clones treat these principles as hit-and-miss menu options, and the non-clone stations that are broadening their playlists as a defensive measure are taking even greater risks. As some of these stations are about to discover, the margin for error is tiny.

First, let's look at the Jack clones. Simply giving a station a human name does not create a unique market position. Jack wasn't the first human-named station, having been preceded for years by a few Bobs and a number of Alices, but the ratings results for Jack have far outpaced these other human-named stations.

I predict the same thing will happen when the ratings of many of the clones are compared to those of the pure Jack stations. Regardless of the name of the station, it is the total station pack-

age that delivers ratings. The name "Jack" isn't special, but the package that Jack is wrapped in is viewed by listeners as being very special. History will show whether the clones can replicate Jack's results without all the same pieces in place.

Now let's talk about the radio stations that are suddenly broadening their playlists and defensively positioning against a possible Jack attack. In some cases, this may be a good move. In other cases, broadening musically will lead them down the wrong road.

Some formats, such as Alternative, have needed musical broadening for quite some time. Other stations and formats, such as Classic Rock and AC, are relied on by their listeners for familiar and popular music. Broadening the playlists of mainstream formats too much will undermine the familiarity and, ultimately, the cume and core of these stations.

Radio as a whole is tagged as being repetitious and lacking variety. But if you challenge Classic Rock or AC fans, for example, with unfamiliar or stylistically incompatible music, they will no longer be being superserved by their favorite radio stations. Yes, media habits have changed, and terms like *shuffle* and *random* are now commonplace among the most media-savvy consumers, but many listeners to narrow mainstream formats expect these radio stations to be familiar and comfortable, not challenging.

I will go on the record again: There is room for one super-broad, variety-based Jack station in



Mike Henry

YOU DON'T KNOW JACK

## The View From The Agency Side

Continued from Page 8

don't you have programs related to improving your health and making you more active?" — particularly for a slightly older audience. This is a 35+ phenomenon.

Then we'll put our advertising around it because we know it's going to be relevant to their ears. You don't have to limit the content. Talk about all the issues your listeners want to hear. We want to advertise in that realm, where all those topics are being discussed.

**R&R:** *The programmer still has to make the call on whether this kind of programming is right for the station.*

**RF:** Right, for the integrity of the program. It's harder with music stations, because the content doesn't tend to be the kind of subject matter we're talking about. We go to a Talk or a News station, where we know there are personalities and that these are areas of interest that would be consistent with the station's mission. It's a matter of us saying, "Listen, we know this is going to be relevant to consumers. Find a way to develop content around it."

**R&R:** *Are there areas radio people should be paying more attention to?*

**RF:** The role of the website at the radio station. I understand this is more of a philosophical discussion. I don't think the radio stations have done a very good job of developing the sites; I see them as a minimally valuable tool.

Demonstrate to me that people are going to your website for something meaningful, as opposed to prizes or something.

**R&R:** *Now that Infinity's News stations are streaming and inserting separate commercials in their web streams, you may be solicited to buy spots to reach that audience.*

**RF:** I haven't seen much trend data in terms of how many consumers listen to the radio through their computer. I suspect it will inevitably happen as the younger audience gradually ages. The computer, to them, is a natural component of their lives, like iPods.

We know now that people are downloading content on their iPods, and that's another realm we're thinking about: Will we change the message to them because their listening habits are different?

**R&R:** *Do you find that your media mix is different than it's been in the past?*

**RF:** We still use a lot of radio. Radio is very important to us as a tool. It gives us a lot of reach. It gives us an opportunity for frequency. We're challenged and considering how to use 30s and 10s and 15s vs. 60s, but we're excited about that, because I think the consumer is used to shorter chunks of information.

**R&R:** *Storytelling with shorter commercials is a challenge for some people.*

**RF:** We're going to have to find other ways to cut through and engage people beyond the traditional story concept, which has a pretty good formula. It's harder to do that with 30s and 10s and 15s.

We're also challenged with satellite radio, because it's attracting a small but affluent segment, but it's going to grow. We know that the demographics are highly desirable. I assume they'll eventually be selling advertising across the spectrum of their programs.

**R&R:** *When you have people who are already predisposed to spending money for their entertainment, that can't be ignored.*

**RF:** That's right. But for now, where we're seeing more weight in terms of our advertising budgets is on the Internet. Radio is still a primary tool for us; it's still a valuable way to reach people and to be able to build frequency. But what we're in the business of doing for our clients is building relationships with the consumer, and we have to use the medium knowing its merits and nuances to strengthen and build a "non-rational relationship" with the consumer, so they feel well-connected and positive toward the brand. Radio enables us to do that.

People are spending more and more time in their cars and using radio as a companion.

every market. While the Jack format captures the enviable "variety" position, there is still the need for tightly focused and familiar stations to exist.

Radio should not overreact to the Jack phenomenon, but, unfortunately, that appears to have already begun. Without proper strategy in place, expect many of the clones to disappear due to faulty wiring. Expect many of the stations

broadening their playlists without a cohesive package to ultimately suffer in the ratings and retreat to their old familiar turf. Jack's here — hold on to your Jack strap!

*Mike Henry is CEO of Paragon Media Strategies, where he has helped create 10 different radio formats, including Jack FM.*

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## Who To Root For In MGM V. Grokster

Not sure? Lots of folks will be happy to help out

The Supreme Court has begun hearing arguments in *MGM v. Grokster*, the case that will determine whether decentralized peer-to-peers Grokster and StreamCast-owned Morpheus are liable for the massive copyright infringement being committed by their users. A decision is expected in June.

It seems like this has been going on forever, doesn't it? But *MGM v. Grokster* has moved along pretty quickly as these things go: It dates back to October 2001, when the RIAA labels sued Fast-Track-based P2Ps Grokster and StreamCast, then known as Music City. The movie studios stepped into the fray later, but what's helped expedite things is that this case has never actually gone to trial. Citing the 1984 Supreme Court *Sony v. Universal* decision, both the District Court and the Ninth Circuit granted the P2Ps' requests for summary judgment.

In *Sony v. Universal*, a.k.a. the *Betamax* case, the Supreme Court found that products that can be used to infringe are legal if they have substantial noninfringing uses and if the manufacturer can't control what the end users are doing. P2Ps clearly have substantial noninfringing uses, even if hardly anybody takes advantage of them, and, on decentralized P2Ps — so say the people who run them — traffic can't be monitored, filtered or otherwise controlled.

*Betamax* has clearly been crucial for technology development in the U.S., keeping inventors from having to worry every minute about whether they'll be held liable if somebody somewhere thinks of something infringing to do with their inventions. It was *Betamax* that saved the Diamond Rio MP3 player from label lawsuits and made the iPod possible.

It's possible that the Supreme Court took on *MGM v. Grokster* with an eye to clarifying whether *Betamax* — which has been under pretty steady assault from content owners and, occasionally, legislators, especially since the outlaw Napster reared its furry little head in 1999 — still holds in these complicated days.

No doubt about it, this is a critically important case; a win by either side could have enormous implications. And that means a lot of people have a lot to say about it.

### The Press Is Heard From

The *Los Angeles Times*, though it's based in the home of so much of the content industry, comes down on the side of the techies, saying in an editorial last week, "What the entertainment industry wants is veto power over technology with the potential to be used illegally. That's not in society's best interest.

"If those creating the peer-to-peer networks could be held liable for illegal activity, where do we draw the line? Why not go after the manu-

facturers of operating systems, hard drives and CD burners that can also play a role in illegal activity?"

On the other side of the country, *Boston Globe* tech reporter Hiawatha Bray is calmer. He writes, "Expect [the court] to tread lightly. Even if the court allows for some kind of legal assault against today's file-swapping programs, it will preserve loopholes big enough to allow the theft of every album and Hollywood hit ever made.

"Which will put us back where we started, with otherwise honest people picking the pockets of musicians and desperate entertainment companies filing suits against those who ought to be their best customers. It's a grisly prospect. But technology got us into this mess, and perhaps it can dig us out." Bray points to legal P2P-like startup Peer Impact, now in beta, and the upcoming Mashboxx-Snocap filtered-P2P option as possible sources of help.

**"P2P systems are clearly inducing infringement by the users. Those systems need to be held accountable."**

Sheryl Crow

*Forbes* is pretty sharp about these matters, and at the magazine's website, tech columnist Arik Hesseldahl says rights holders ought to just get a grip. "Embrace new technology," he advises. "Find a way to use it to offer your content to consumers who will reward you with their hard-earned money. Give them good music to listen to and good movies to watch, in new formats that are friendly for iPods and PCs and all manner of new digital devices. Make them easy to use, as easy if not easier than those found on the file-sharing services you so dislike, and you'll make a mint. Stop litigating and legislating, and get back to the business of entertaining."

### The Lobbyists Weigh In

But not everybody thinks the rights owners

ought to be the ones to adjust. At the Recording Artists Coalition, they see the P2Ps as the problem. The RAC was formed in 2001 to represent artists in contract-law and artists'-rights matters, but, like everybody else, the group has been forced to shift its focus to the peer-to-peer wars.

Recording artist Sheryl Crow is a VP of the RAC, and she's released a statement explaining why *Betamax* should not apply in *MGM v. Grokster*. She writes, "By using the VCR machine, no one could possibly distribute millions of perfectly reproduced copies to all those who wished to have a copy. With the VCR machine, even a second copy turned out to be of measurably inferior quality.

"This is not a question of overturning the *Betamax* case. The VCR machine will still be legal. This is a question of balancing the rights of creators with current technology. P2P systems are clearly inducing infringement by the users. Those systems need to be held accountable. They can and should incorporate filters to prevent the illegal downloading of copyrighted material, and until such time as they do, Grokster and similar, competitive systems should be held liable for the infringement and damage they are doing to the creative community and the public at large."

The Electronic Frontier Foundation, unsurprisingly, is on the other side. In fact, EFF head Fred von Lohmann is the lead attorney for StreamCast in the case. The EFF doesn't believe that merely stopping Grokster, StreamCast and similar P2Ps is the point of this case at all; it thinks the 28 plaintiffs are "aiming to set a precedent to use against other technology companies (P2P and otherwise)."

In an editorial for *Law.com* after the P2Ps won in the Ninth Circuit, von Lohmann wrote, "The entertainment industry in *MGM v. Grokster* argued that the defendants had control over their end users because 'the software itself could be altered to prevent users from sharing copyrighted files.' In other words, the plaintiffs argued that the software companies should be liable simply because they could have designed their software differently (read: more to the liking of the entertainment industry)."

Had the court accepted that view of vicarious infringement, Von Lohmann says, "technology companies would have faced a flood of litigation and threats of same over whether they had 'done enough' to prevent infringements."

That's what the Consumer Electronics Association is worried about too. The ordinarily straitlaced CEA went so far as to hold a rally "in favor of technology, innovation and creativity" on the steps of the Supreme Court as arguments in the case began.

The CEA says, "The court's finding could substantially alter the 1984 *Betamax* decision, which found on principle that a product that can be used to violate copyright is legal so long as it has substantial uses that don't infringe on copyrights. The *Betamax* doctrine is the foundation of this nation's explosive technological growth over the last 20 years and is particularly critical to new digital technology."

P2PNet.net is a long-standing clearinghouse for peer-to-peer information and pro-pirate propaganda, and it spoke with StreamCast head Mike Weiss about the case this week. Says Weiss, "If we win, so does America. That's how big a case this is."

Weiss says the high-visibility fight "blows the cartel's theory that P2P file-sharing companies are thieves that lurk in the shadows." (In P2P circles, rights owners are always called a "cartel.")

He goes on, "A ruling in favor of technology against the overreaching efforts of the copyright cartel will absolutely be a landmark decision. The bigger question is, what will the future of the tech

industry be in America? If the entertainment industry succeeds, are we going to live in a society where every file is fingerprinted, every user tagged, every search monitored and every result filtered?" (That would be his comment on the upcoming Mashboxx-Snocap effort.)

### What If We Win?

Whatever happens in *MGM v. Grokster*, the content industries will go on doing pretty much what they've been doing. They'll keep making music and movies, games and software, and they'll distribute and sell them like they always have. These companies are still making plenty of money, and they're not going anywhere. So the first thing that happens if they win is that they get to go back to suing corporations for P2P infringement instead of, or along with, individuals.

**"Embrace new technology. Find a way to use it to offer your content to consumers who will reward you with their hard-earned money."**

Arik Hesseldahl

But will they indeed begin to use veto-by-law-suit to control technologies they don't like? Content companies are well aware that there will be trouble if they start seriously getting in the way of technologies consumers love and want. Additionally, if there is a genuine prospect of bringing P2P piracy under some kind of control, the entertainment industry may be less inclined to panic in the face of innovations that threaten the status quo.

If the P2Ps win, the labels and studios keep suing individual P2P pirates, the consumer electronics industry breathes a sigh of relief, and maybe we return to an uneasy peace between the content and tech businesses. But it's likely the content lobby will appeal to Congress for some legislative help against the pirates. At that point, Sen. Orrin Hatch's controversial and overreaching Inducing Infringements of Copyright Act will come out of the mothballs it's been sitting in since the end of last year.

The CE industry shouted down the IICA the last time it arose, in part by proposing a compromise bill that was tailored very specifically to addressing the P2P problem (showing a willingness to throw the P2Ps overboard that made it quite clear how the rest of the tech industry feels about the position it's been put in by the pirate profiteers). But whether the CE industry has enough clout to fight the IICA or a similar law when Congress is motivated by a P2P win in *MGM v. Grokster* is very much an open question.

So if the content side wins, we'll have a content industry that could theoretically decide which new technologies live and die based on its own prejudices and perceived interests. If the P2Ps win, we'll have an unprecedented motivation for legislators to create laws that, if they look anything like the IICA, could put a tighter lid on technological innovation than even the content industries could want — possibly with criminal, not just civil, penalties attached for violators.

So who should you be rooting for in *MGM v. Grokster*? Beats the heck out of me.

## 'Tons Of Variety' On WOZN/Greensboro

Entercom's Hot AC WOZN (The Zone)/Greensboro on April 1 changed gears and headed in a "Jack"-like Adult Hits direction. The new mix of music features hits from all radio formats and includes songs like Men At Work's "Who Can It Be Now," Brothers Johnson's "Strawberry Letter 23" and Bruce Springsteen's "Dancing in the Dark."

The station's fate is apparently now in its listeners' hands: On the WOZN website, a message reads, "On Friday, April 1, [the morning team of] Wicker, AJ, Skip & Neil took over The Zone and began playing music from all genres. You have the opportunity to vote on what you want for 98.7. Do you want to keep this unique blend of music? Or should we go back to a very tight list of well-researched music? Tons of variety with all styles new and old, or only modern music — you choose."

Another Hot AC may also be about to flip to a "variety" format: WRQX/Washington has been stunting with an iPod-like takeover by morning man Jack Diamond since late March.

### Gonzalez

Continued from Page 3

Gonzalez reports. "I am confident that his continued leadership and broad industry experience will ensure that Univision Radio remains the No. 1 Spanish-language radio company serving the U.S. Hispanic community."

Gonzalez said, "I am grateful for the opportunity to expand my role at Univision Radio and work with the company's talented and dedicated teams at all our stations. Univision Radio has a history of providing the highest-quality Spanish-language programming choices on the airwaves, and I am committed to upholding that tradition."

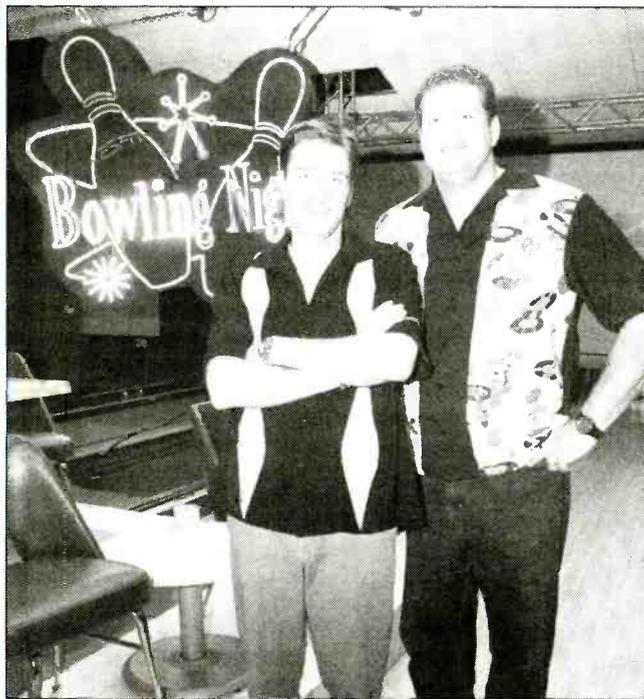
Gonzalez, who began his career as morning talent for KITE/Corpus Christi, TX after graduating from high school, told R&R, "The company wanted to add to our already-strong regional and national programming team, so I am going to put my general-management career on hold for now. We have a war to fight!"

### WDRQ

Continued from Page 1

along with most of the airstaff. Morning host Jay Towers reportedly remains under contract to ABC Radio/Detroit.

Kosbau likened WDRQ's new incarnation to "a packed MP3 player in shuffle mode," and he said ABC Radio/Detroit chose the name "Doug-FM" for "the express pur-



**IT'S ALWAYS TIME FOR BOWLING** ESPN Radio's Mike Greenberg (l) and Mike Golic (r), co-hosts of Mike & Mike in the Morning, set up shop at Strike Miami to tape a new ESPN original show, ESPN Bowling Night. The duo, along with PBA bowler Norm Duke, will host a superstar-filled bowling tournament featuring 16 athletes that will be televised for the next six Tuesdays on ESPN.

## Citadel Rocks To 'The Max' In Memphis

After stunting for several days, WXXM/Memphis officially flipped to Rock on April 1 under the moniker "98-1 The Max." The station was formerly Classic Hits WSRR (The Cat).

PD Steve Drumm takes afternoon host duties. WYNU/Jackson, TN midday personality Megan White transfers in for middays, and the station picks up Alice Cooper's United Stations Radio Network-syndicated show for nights.

"We found Memphis Rock listeners weren't satisfied." They didn't feel like they had much of a choice, and they didn't feel like they were being serviced very well," Drumm told R&R. "So we've done our research, talked to a lot of people, and we're here to service this city as Memphis' Rock station."

pose of letting listeners know how different we intend to be from other radio stations in the market."

The 8am hour on Tuesday at Doug-FM featured songs by Elton John, Janet Jackson, Eddie Money, David Bowie, Meat Loaf, Guns N' Roses, Natalie Merchant, Bruce Springsteen, Stevie Nicks & Don Henley, Sugarloaf and Wang Chung.

WDRQ had been CHR/Pop since 1996 and previously had an 11-year run as AC WLTJ. The station's first incarnation, from 1972-85, was as WDRQ, serving as Detroit's home for disco music at the height of the genre's popularity.

— Adam Jacobson

## EXECUTIVE ACTION

### 'Hot 107.7' Debuts As WRAX/Birmingham Moves

Citadel on April 1 debuted Urban AC WUHT (Hot 107.7)/Birmingham. The 107.7 frequency had been home to Alternative WRAX, which moves down the dial to 100.5.

Veteran Urban programmer Kevin "Coolin'" Fox, most recently Asst. PD for WRBO/Memphis, becomes PD of Hot, which is currently running jockless and using the positioner "Birmingham's new No. 1 for R&B hits." Citadel has already signed ABC Radio's syndicated program *Love, Lust & Lies*, hosted by Michael Baisden, for afternoons.

"Hot 107.7 is Birmingham's new Urban adult choice," Fox told R&R. "We are targeting adult females 25-40. This market is currently served by two very good Urban properties. WBHJ skews younger, WBHK skews older, and our research saw a hole in the 25-45 age range.

"Some of the artists we'll play include Usher, Beyoncé, Alicia Keys, Anita Baker, Luther Vandross, New Edition, Cameo, Frankie Beverly & Maze and Prince. We have a real nice adult mix, and this station is definitely for the grown and sexy. We've put together a radio station that we know is going to win."

Fox's previous PD stints include stops at WQQK/Nashville and CFXJ (Flow 93.5)/Toronto. He has also been OM for Radio One/Augusta and for Taylor Broadcasting/Macon, GA. Fox started his career as an air personality, working for KKDA/Dallas, WYLD/New Orleans, WHQT/Miami, WJBT/Jacksonville and WPEG/Charlotte.

### Medlin

Continued from Page 3

Meanwhile, Phatty moves from afternoon drive to mornings to replace Ron Michaels, the middayer

who had been filling in for the *Monsters of the Morning* show since December 2004. As Michaels returns to middays, Launa, who had been filling the midday shift, moves back to nights.

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# NATIONAL MUSIC

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 April 5 are listed below.

**LIVE 365 .COM**

Travis Storch • 866-365-HITS

This week's Live365 is frozen.

## Top Pop

GREEN DAY Boulevard Of Broken Dreams  
KELLY CLARKSON Since U Been Gone  
MARIO Let Me Love You  
ROB THOMAS Lonely No More  
USHER I/FABOLOUS Caught Up

## Top Christian

TONEX Make Me Over  
RELIENT K Be My Escape  
FRED HAMMOND Celebrate (He Lives)  
ISRAEL & NEW BREED Again I Say Rejoice  
DONALD LAWRENCE Healed

## Top Folk

CATIE CURTIS It's The Way You Are  
SARAH HARMER Pendulums  
WAIFS Lighthouse  
ALANIS MORISSETTE Everything  
RACHEL PROCTOR Me And Emily



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

Steve Blatter

## Alt Nation

Rich McLaughlin  
BLOC PARTY Banquet  
KASABIAN LSF  
GREEN DAY St. Jimmy

## The Pulse

Haneen Arafat  
BACKSTREET BOYS Incomplete

## Sirius Hits 1

Kid Kelly  
PUSSYCAT DOLLS Don't Cha  
MOBY Beautiful  
BRITNEY SPEARS Do Somethin'  
BETTER THAN EZRA A Lifetime

## Hot Jamz

Geronimo  
112 I/FOXY BROWN U Already Know  
TEAIRRA MARI Make Her Feel Good  
AKON Lonely  
CHRISTINA MILIAN I/TWISTA For Real

## New Country

Al Skop  
RASCAL FLATTS Fast Cars And Freedom

## Octane

Jose Mangin  
DARK NEW DAY Brother  
ALTER BRIDGE Broken Wings  
ADEMA Tornado

## Spectrum

Gary Schoenwetter  
CROOKED FINGERS Call To Love  
AQUALUNG Brighter Than Sunshine  
THEVERY CORPORATION Heart Is A Lonely...  
LUCY Buy A Dog  
AIMEE MANN Going Through The Motions  
JOHN POPPER PROJECT Everything  
RYAN ADAMS & THE CARDINALS Let It Ride  
BRUCE SPRINGSTEEN Devils & Dust

## Faction

Pendarvis  
MILLENCOLIN Ray  
ROCK 'N' ROLL SOLDIERS Anthem

## Shade 45

Lil Shawn  
FOXY BROWN Art Of War

## AOL Radio@Network

Ron Nenni 415-934-2790

## Top Pop

Jeff Graham  
GOOD CHARLOTTE We Believe  
AMERIE One Thing

## Top Jams

Donya Floyd  
MARQUES HOUSTON All Because Of You  
DESTINY'S CHILD Girl

## Top Jazz

Beville Darden  
MARCUS MILLER I/ERIC CLAPTON Silver Rain



Phil Hall • 972-991-9200

## Real Country

Richard Lee  
RANDY TRAVIS Angels



Ken Moultrie • 800-426-9082

## The Alan Kabel Show — Mainstream AC

Steve Young/Teresa Cook  
MICHAEL BUBLÉ Home

## Mainstream Country

Hank Aaron  
GEORGE STRAIT You'll Be There

## New Country

Hank Aaron  
RASCAL FLATTS Fast Cars And Freedom

## Lia

Ken Moultrie/Hank Aaron  
PAT GREEN Baby Doll  
HANNA-McEVEN Something Like A Broken Heart  
DARRYL WORLEY If Something Should Happen

## Danny Wright

Ken Moultrie/Hank Aaron  
REBA McENTIRE My Sister  
RASCAL FLATTS Fast Cars And Freedom

## 24 HOUR FORMATS

Jon Holiday • 303-784-8700

## Adult Hit Radio

Jon Holiday  
GWEN STEFANI I/EVE Rich Girl

## U.S. Country

Penny Mitchell  
MIRANDA LAMBERT Bring Me Down  
SUGARLAND Something More  
JOSH GRACIN Stay With Me (Brass Bed)



Charlie Cook • 661-294-9000

## Adult Rock & Roll

Jeff Gonzer  
BRUCE SPRINGSTEEN Devils & Dust  
DEF LEPPARO No Matter What

## Soft AC

Andy Fuller  
MAROON 5 Sunday Morning  
CELINE DION In Some Small Way

## Bright AC

Jim Hays  
ALICIA KEYS If I Ain't Got You

## Mainstream Country

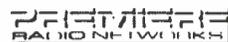
David Felker  
BIG & RICH Big Time  
BLAKE SHELTON Goodbye Time

## Hot Country

Jim Hays  
SUGARLAND Something More

## Young & Verna

David Felker  
SHEDAISSY Don't Worry 'Bout A Thing



## After Midnite

Sam Thompson  
KEITH ANDERSON Pickin' Wildflowers  
DARRYL WORLEY If Something Should Happen



## Country Today

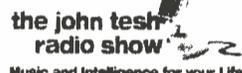
John Glenn  
BUDDY JEWELL If She Were Any Other Woman

## AC Active

Dave Hunter  
JACK JOHNSON Sitting, Waiting, Wishing  
DAVE MATTHEWS BAND American Baby  
GWEN STEFANI I/EVE Rich Girl  
JOSS STONE Right To Be Wrong

## Alternative Now!

Polychronopolis  
32 LEAVES Never Even There  
GORILLAZ Feel Good Inc.



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Scott Meyers • 888-548-8637

## Nightly Tesh Show

GOO GOO DOLLS Give A Little Bit

## Weekend Tesh Show

MICHAEL BUBLÉ Home



Jay Frank • 310-526-4247

## Audio

AMOS LEE Arms Of A Woman  
ARMOR FOR SLEEP Car Underwater  
BRUCE SPRINGSTEEN Devils & Dust  
C-MURDER Y'all Heard Of Me  
JAMIE O' NEAL Somebody's Hero  
JILL SCOTT Cross My Mind  
LIFE OF AGONY Love To Let You Down  
SORAYA Lie For You  
BLACK MARIA Betrayal  
THEORY OF A DEADMAN No Surprise

## Video

COWBOY TROY I Play Chicken With The Train  
GORILLAZ Feel Good Inc.  
HOT HOT HEAT Goodnight, Goodnight  
JILL SCOTT Cross My Mind  
PITBULL Toma  
GETD BOYS I Tried  
YING YANG TWINS Wait

« musicsnippet.com »

Tony Lamptey • 866-552-9118

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OUTLAWZ Real Talk

## R&B

OMARION Touch  
MARIO How Could You

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## HIT LIST

Justin Prager

HILARY DUFF Haters  
GOOD CHARLOTTE We Believe  
MARIO How Could You  
MAROON 5 Must Get Out  
JESSE McCARTNEY She's No You  
KELLY OSBOURNE One Word

## ROCK

Gary Susalis

3 DOORS DOWN It's Not Me  
ADEMA Tornado  
ALTER BRIDGE Save Me  
SYSTEM OF A DOWN B.Y.O.B.

## ALTERNATIVE

Gary Susalis

A STATIC LULLABY Stand By  
ARMOR FOR SLEEP Car Underwater  
ELKLAND I Think I Hate Her  
FEEDER Feeling A Moment  
HIDDEN IN PLAIN VIEW Ashes Ashes  
KILLS The Good Ones  
MB3 Don't Save Us From The Flames  
MAE Suspension

## TODAY'S COUNTRY

Liz Opoka

KEITH ANDERSON Pickin' Wildflowers  
JEFF BATES Long, Slow Kiss  
TRACEY BYRD Tiny Town  
MARK CHESNUTT A Hard Secret To Keep

## ADULT ALTERNATIVE

Liz Opoka

DAVE MATTHEWS BAND American Baby  
WALLFLOWERS The Beautiful Side Of...

## SMOOTH JAZZ

Akim Bryant  
GEORGE DUKE Duke

## AMERICANA

Liz Opoka  
DAVID OLNEY No One Knows What Love Is

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Mark "In The Dark" Shands

The hottest tracks at DMX Fashion Retail, targeted at 18-24 adults.

DAFT PUNK Robot Rock  
KELLY OSBOURNE One Word  
PLUMMET 50 Ways To Leave Your Lover  
NEW ORDER Krafty  
JENNIFER GREEN How Can I Be Falling  
SUZANNE PALMER Home  
SCHILLER I Feel You  
KASKADE Everything  
JASON WALKER Set It Free

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

## ADULT CONTEMPORARY

Jason Shiff  
DAVE MATTHEWS BAND American Baby  
SARAH McLACHLAN Push  
RYAN CABRERA 40 Kinds Of Sadness  
KEANE Everybody's Changing  
WALLFLOWERS The Beautiful Side Of Somewhere  
AFTERS Beautiful Love

## INTERNATIONAL HITS

Mark "In The Dark" Shands  
KYLIE MINOGUE Give You Up  
TONY CHRISTIE Amarillo  
MARIAH CAREY It's Like That

## RHYTHMIC DANCE

Danielle Ruysschaert  
SNOOP DOGG Drop It Like It's Hot (Remix)  
JENNIFER GREEN How Can I Be Falling (Denry Tsettos Mix)  
BLAZE Most Precious Love  
ANNA VISSI Call Me



Artist/Title	Total Plays
BOWLING FOR SOUP 1985	79
ALY & A.J. Do You Believe In Magic	76
GWEN STEFANI I/EVE Rich Girl	75
JESSE McCARTNEY Beautiful Soul	74
KELLY CLARKSON Since U Been Gone	71
KELLY CLARKSON Breakaway	71
JOJO Leave (Get Out)	71
BLACK EYED PEAS Let's Get It Started	70
JESSE McCARTNEY Because You Live	60
CHEETAH GIRLS I Won't Say	36
USHER Caught Up	31
AVRIL LAVIGNE My Happy Ending	30
DIANA DEGARMO Emotional	29
NELLY I/T. McGRAW Over And Over	29
JOJO Baby It's You	29
LIL ROMEO I/N. CANNON My Cinderella	29
ASHLEE SIMPSON Pieces Of Me	29
RAVEN SYMONÉ Backflip	28
YELLOWCARD Ocean Avenue	27
KELLY CLARKSON Miss Independent	26

Playlist for the week of March 28-April 3.



## WEST

1. AARON CARTER Saturday Night
2. MARK KNOPFLER The Trawlerman's Song
3. TROY ANDREWS QUINTET Softly, As In A...
4. COLLECTIVE SOUL Better Now
5. AQUALUNG Brighter Than Sunshine

## MIDWEST

1. AARON CARTER Saturday Night
2. MARK KNOPFLER The Trawlerman's Song
3. MICHAEL BUBLÉ Home
4. TROY ANDREWS QUINTET Softly, As In A...
5. COLLECTIVE SOUL Better Now

## SOUTHWEST

1. AARON CARTER Saturday Night
2. MARK KNOPFLER The Trawlerman's Song
3. AQUALUNG Brighter Than Sunshine
4. COLLECTIVE SOUL Better Now
5. TROY ANDREWS QUINTET Softly, As In A...

## NORTHEAST

1. AARON CARTER Saturday Night
2. MARK KNOPFLER The Trawlerman's Song
3. MICHAEL BUBLÉ Home
4. TROY ANDREWS QUINTET Softly, As In A...
5. AQUALUNG Brighter Than Sunshine

## SOUTHEAST

1. AARON CARTER Saturday Night
2. AQUALUNG Brighter Than Sunshine
3. TROY ANDREWS QUINTET Softly, As In A...
4. MARK KNOPFLER The Trawlerman's Song
5. MICHAEL BUBLÉ Home

# NATIONAL MUSIC

## CMT

COUNTRY MUSIC TELEVISION

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

### ADDS

CLEOUS T. JUOD Paycheck Woman  
TIM MCGRAW Drugs Or Jesus

### TOP 20

	Plays	TW	LW
KENNY CHESNEY Anything But Mine	31	28	
LEE ANN WOMACK I May Hate Myself In...	30	29	
SHANIA TWAIN Don't!	29	29	
TOBY KEITH Honkytonk U	29	28	
BLAINE LARSEN How Do You Get That Lonely	29	23	
RASCAL FLATTS Bless The Broken Road	28	29	
KEITH URBAN You're My Better Half	28	29	
SUGARLAND Baby Girl	28	26	
MONTGOMERY GENTRY Gone	27	29	
HOT APPLE PIE Hillbillies	27	26	
COWBOY TROY I Play Chicken With The Train	27	12	
KEITH URBAN Making Memories Of Us	26	12	
BLAKE SHELTON Goodbye Time	25	25	
JO DEE MESSINA My Give A Damn's Busted	24	26	
SHEDAISY Don't Worry 'Bout A Thing	32	27	
MIRANDA LAMBERT Me And Charlie Talking	22	14	
BRAD PAISLEY Mud On The Tires	21	28	
CRIAG MORGAN That's What I Love About	16	15	
CHARLIE ROBINSON El Cerrito Place	15	15	
TRACE ADKINS Songs About Me	15	13	

Airplay as monitored by Mediabase 24/7 between March 28-April 3.



GREAT AMERICAN COUNTRY™

Jim Murphy, VP/Programming  
26.5 million households

### ADDS

JOEY MARTIN R-E-D  
TIM MCGRAW Drugs Or Jesus

### GAC TOP 20

BLAKE SHELTON Goodbye Time
SUGARLAND Baby Girl
LEE ANN WOMACK I May Hate Myself In The Morning
JO DEE MESSINA My Give A Damn's Busted
TRACE ADKINS Songs About Me
WRIGHTS Down This Road
TDBY KEITH Honkytonk U
BUDDY JEWELL If She Were Any Other Woman
BLAINE LARSEN How Do You Get That Lonely
JOSH GRACIN Nothin' To Lose
DIERKS BENTLEY Lot Of Leavin' Left To Do
SHANIA TWAIN Don't!
KEITH URBAN Making Memories Of Us
CRAIG MORGAN That's What I Love About Sunday
SHEDAISY Don't Worry 'Bout A Thing
ALAN JACKSON Monday Morning Church
JOE NICHOLS What's A Guy Gotta Do
ANDY GRIGGS If Heaven
KEITH ANDERSON Pickin' Wildflowers
SHELLY FAIRCHILD Tiny Town

Information current as of April 8.



Pos.	Artist	Avg. Gross (in 000s)
1	GEORGE STRAIT	\$809.4
2	CHER	\$590.9
3	JOSH GROBAN	\$562.8
4	MOTLEY CRUE	\$519.2
5	HILARY DUFF	\$501.9
6	YANNI	\$440.0
7	DURAN DURAN	\$315.2
8	LARRY THE CABLE GUY	\$288.5
9	RASCAL FLATTS	\$253.2
10	DAVID COPPERFIELD	\$241.2
11	BILL GAITHER & FRIENDS "HOMECOMING"	\$218.7
12	SLIPKNOT	\$194.4
13	RON WHITE	\$181.4
14	TIM CONWAY/H. KORMAN "TOGETHER..."	\$175.1
15	BRAD PAISLEY	\$173.6

Among this week's new tours:

AVRIL LAVIGNE  
CITIZEN COPE  
JAMES TAYLOR  
JUDAS PRIEST  
NICKEL CREEK

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

## TELEVISION

### Tube Tops

Dierks Bentley, Big & Rich, Kenny Chesney, Heart, Alan Jackson, Toby Keith, Reba McEntire, Brad Paisley, Keith Urban and Gretchen Wilson are slated to perform live from Nashville on the 2005 CMT Music Awards (Monday, 4/11, 8pm ET/PT). Before the show, Cowboy Troy with Big & Rich; Miranda Lambert; and Sugarland are set to perform on the CMT Music Awards Pre-Party (6:30pm ET/PT).

### Friday, 4/8

• Michael Bubl , *The View* (ABC, check local listings for time).

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

• The Four Tops, *Late Show With David Letterman* (CBS, check local listings for time).

• Queen Latifah and Trust Company, *Last Call With Carson Daly* (NBC, check local listings for time).

• Sean "P. Diddy" Combs, *The Tony Danza Show* (check local listings for time and channel).

### Saturday, 4/9

• Green Day, *Saturday Night Live* (NBC, 11:30pm ET/PT).

### Monday, 4/11

• Ringside, *The Ellen DeGeneres Show* (check local listings for time and channel).

• Fantasia, *Jay Leno*.

### Tuesday, 4/12

• Mariah Carey, *Good Morning America* (ABC, 7am ET/PT).

• Hall & Oates, *Ellen DeGeneres*.

• Il Divo, *Jay Leno*.

• Frankie J, *Jimmy Kimmel*.  
• Duran Duran, *Late Night With Conan O'Brien* (NBC, check local listings for time).

• Lifehouse, *Carson Daly*.

### Wednesday, 4/13

• Mario, *The View*.

• Ray LaMontagne, *David Letterman*.

• Hall & Oates, *Jimmy Kimmel*.

• Aqualung, *Late Late Show With Craig Ferguson* (CBS, check local listings for time).

### Thursday, 4/14

• The Killers, *Jay Leno*.

• Mariah Carey, *David Letterman*.

• Widespread Panic, *Conan O'Brien*.

— Julie Gidlow

72 million households



Lori Parkerson  
202-380-4425



### 20 ON 20 (XM 20)

Michelle Boros  
DESTINY'S CHILO Girl  
TRILLVILLE Some Cut  
LUDACRIS Number One Spot  
CAESARS Jerk It Out  
GAME Hate It Or Love It

### BPM (XM81)

Alan Freed  
MARIAH CAREY It's Like That  
PARIS HILTON Screwed  
PLUMMET 50 Ways To Leave Your Lover  
KASSI Threw It All Away  
DTB PROJECT I/ANDREA BRITTON Winter  
TINA ANN Rise Again (Valentin Radio)

### HIGHWAY 16 (XM16)

Ray Knight  
COWBOY TROY I Play Chicken With The Train  
TRACY BYRD Tiny Town  
HANNA-McEUN Something Like A Broken Heart

### SQUIZZ (XM48)

Charlie Logan  
SYSTEM OF A DOWN B.Y.O.B.  
PAPA ROACH Take Me  
ALTER BRIDGE Metalingus  
Z-TRIP Walking Dead  
C.D.C. Paranoid Opioid

### U-POP (XM29)

Zach Overking  
RACHID TAHA Rock El Casbah  
SUNSET STRIPPERS Falling Stars  
GWEN STEFANI Hollaback Girl  
GREEN DAY Holiday  
FADERS No Sleep Tonight

### THE LOFT (XM50)

Mike Marrone  
AIMEE MANN Going Through The Motions  
INARA GEDRGE Fools Work  
MIKE DOUGHTY Looking At The World From...  
MIKE DOUGHTY Madeline And Nine  
RYAN ADAMS & THE CARDINALS Let It Ride

### RAW (XM66)

Leo G.  
BEANIE SIGEL The B. Coming  
FAT JOE All Or Nothing

### WATERCOLORS (XM71)

Trinity  
ACOUSTIC ALCHEMY Lilac Lane  
KENNY G. I/EARTH, WIND & FIRE The Way You Move

### X COUNTRY (XM12)

Jessie Scott  
RICK SCHELL Salt Of The Earth  
LOS LOBOS Live At The Fillmore  
TONY FURTADO Bare Bones

### XM CAF  (XM45)

Bill Evans  
BECK Guero  
MARCUS MILLER Silver Rain  
WALLFLOWERS Rebel, Sweetheart  
AIMEE MANN The Forgotten Arm  
RYAN ADAMS Cold Roses  
LICE Never Ending

36 million households

Cindy Mahmood,  
VP/Music Programming  
& Entertainment



### VIDEO PLAYLIST

50 CENT Candy Shop  
BOBBY VALENTINO Slow Down  
T.I. You Don't Know Me  
GAME I/50 CENT Hate It Or Love It  
AMERIE One Thing  
OMARION O  
NIVEA I/LIL JON...Okay  
TRILLVILLE I/CUTTY Some Cut  
BROOKE VALENTINE I/LIL JON & BIG BOI Girl Fight  
FANTASIA Truth Is  
LUDACRIS Number One Spot

### RAP CITY

TRILLVILLE I/CUTTY Some Cut  
T.I. Bring 'Em Out  
WEBBIE I/BUN B. Give Me That  
MIKE JONES I/S. THUG & P. WALL Still Tippin'  
GAME I/50 CENT How We Do  
SNOOP DOGG I/J. TIMBERLAKE Signs  
LUDACRIS Get Back  
CASSIOW I'm A Hustla  
50 CENT Candy Shop

Video playlist for the week of April 3

Video playlist for the week of March 28-April 3.



David Cohn  
General Manager

2

LUDACRIS Number One Spot	41
50 CENT Candy Shop	40
GAME Hate It Or Love It	39
FAT JOE So Much More	34
T.I. You Don't Know Me	34
TRILLVILLE Some Cut	32
USED All That I've Got	31
BRAVERY An Honest Mistake	31
MIKE JONES I/SLIM THUG... Still Tippin'	31
GREEN DAY Holiday	30
KILLERS Mr. Brightside	27
WEEZER Beverly Hills	26
COMMON The Corner	25
MY CHEMICAL ROMANCE Helena	24
MARS VOLTA The Widow (I'll Never Sleep Alone)	23
RISE AGAINST Give It All	22
DADDY YANKEE Gasoline	22
CIARA I/LUDACRIS Oh	21
QUEENS OF THE STONE AGE Little Sister	21
PAPA ROACH Scars	20

Video playlist for the week of March 28-April 3.

75 million households

Rick Krinn  
Exec. VP



### ADDS

MICHAEL BUBL  Feeling Good  
LIFEHOUSE You And Me

ALICIA KEYS Karma  
EMINEM Mockingbird  
MARIAH CAREY It's Like That  
ROB THOMAS Lonely No More  
3 DOORS DOWN Let Me Go  
GREEN DAY Boulevard Of Broken Dreams  
JOHN LEGEND Ordinary People  
GWEN STEFANI I/EVE Rich Girl  
U2 Sometimes You Can't Make It On Your Own  
CROSSFADE Cold  
GREEN DAY Holiday  
HOWIE DAY Collide  
JET Look What You've Done  
JACK JOHNSON Sitting, Waiting, Wishing  
KILLERS Mr. Brightside  
LISA MARIE PRESLEY Dirty Laundry  
JOSS STONE Right To Be Wrong  
USHER Caught Up  
ASYLN Be The Girl  
BECK E-Pro

Video playlist for the week of April 4-11



**AL PETERSON**  
apeterson@radioandrecords.com

# The Future Of News

Radio news execs debate challenges, opportunities ahead

**I**t would seem that in today's world none of us is in short supply when it comes to news and information. At any given moment we can get news on demand from traditional outlets like radio and TV and from a myriad of other, less traditional sources.

Log on to the World Wide Web and you'll find bloggers competing with traditional news organizations to break stories and serve up news to you exactly the way you want it, every hour of every day. You can get your news and information via streaming audio on your desktop or even "unplugged" on your wireless laptop.

Satellite dishes offer hundreds of channels for news, information and entertainment. You can even have news sent directly to you on a schedule of your choosing via cell phone or the BlackBerry you are probably carrying around with you right now.

Welcome to the future. And experts and prognosticators tell us we've seen only the tip of a technological iceberg that will change the way newsrooms operate and how newspeople do their jobs. What are the challenges and opportunities ahead for news and information providers in the rapidly changing media environment that will produce tomorrow's radio listeners? Can radio — perhaps the most traditional of all media — effectively compete as a news provider in the growing new media world?

Those questions and more were the topic of a discussion during the recent R&R Talk

Radio Seminar in Los Angeles. Gathered on the dais to talk about "The Future of News" was a diverse group of news and radio executives: AP Radio's **Thom Callahan**, WTOP/Washington's **Jim Farley**, ABC News Radio's **Steve Jones**, Fox News Radio's **Kevin Magee** and longtime N/T programmer and onetime radio newsmen **Jack Swanson** of KGO & KSFO/San Francisco. Leading the discussion was veteran CBS Radio News executive **Harvey Nagler**. While it's not possible to present the entire discussion on these pages, here are some of the highlights.

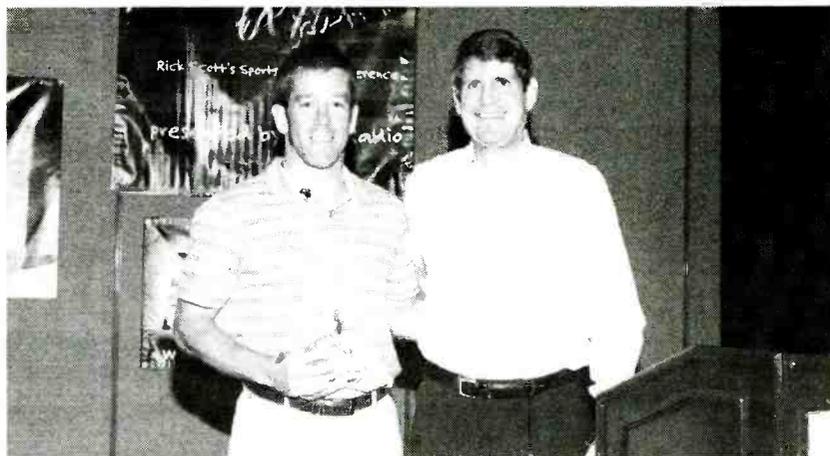


**Thom Callahan**

### Are We History?

Challenging the panelists right out of the gate, Nagler asked the group, "So what is the future of radio news — are we history?" Establishing his position early, Magee replied, "I think the future of radio news is extremely bright. In fact, I think radio news will help radio overall find its future."

Jones echoed this sentiment, suggesting that today is a great time for any station to become an affiliate of a major radio network and a great time to be programming News/Talk. "Networks today understand that radio's



**TAKE A BOW** That's WHB/Kansas City VP/Sales Sandy Cohen (l) receiving the 2005 Sports Radio Sales Manager of the Year Award from Emmis Communications Chairman/CEO Jeff Smulyan at the recent Rick Scott Sports Radio Conference.

needs are different and not necessarily uniform," he said.

"The networks are all out there trying to prove their value to you by being relevant to your needs and those of your listeners. Sure there are threats out there, but to be unduly pessimistic and worried about it is not healthy."

Callahan noted that the issue is not whether or not people will continue to be interested in getting news, it's about how and where they will get it in the future. "We're all busier than ever trying to find new ways to satisfy the public's seemingly insatiable appetite for news and information," he said. "In whatever way news is delivered — by whatever means technology brings — the need for news will remain very, very strong, in my opinion."

Farley summed up his thoughts on the relevance of radio news succinctly by asking the audience, "Would you rather be running a News or Talk station or a music station right now?" He then ticked off what News and Talk programmers should be worried about: "You should be concerned about how much content you own and how much you rent, lease or obtain through an affiliation. Do you either own the rights, or can you get a license to re-

distribute that content via multiple sources that your station controls?

"Forget the problems with distribution — whether it's satellite or iPod or anything else — it's content that is king. Radio owns great content, and we are sitting in the catbird seat because of it. Don't forget that."

Bringing a different perspective to the discussion was Swanson, who told the room he



**Jim Farley**

was probably less optimistic about the future than some of his co-panelists. "I have no dog in this fight," he said. "Everyone else here is interested in making sure there is a future for radio news or they're out of work. Is there a future for radio news? I have no idea, but I do know there is certainly a future for news, information and storytelling."

"Technology has accelerated to meet the demands of the consumers who are telling us that they want what they want how they want it and when they want it. And I'm not sure that AM or FM — or any kind of radio, for that matter — is the way most people are going to get their information several years from now."

### How Do We Win New Listeners?

Nagler then asked the panelists how the industry will combat the competition for new,

**A LOSS FELT AROUND THE WORLD  
BROUGHT HOME TO THE HEARTS OF YOUR LISTENERS**

**abc NEWS RADIO**  
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younger listeners from things like iPods, cellular phones, satellite radio and the Internet.

"Radio needs an ad campaign that essentially asks listeners, 'What are you missing?'" said Magee. "Radio needs to create that nagging doubt in listeners' minds that when their headphones are plugged into that iPod or they're listening to that commercial-free music channel on satellite, they're apt to miss something big, something that radio can bring to them better and more quickly."

Jones said, "We're still immediate and free, and, depending on our ability to get out there and tell the story, we are going to continue to succeed." Noting the shooting of a judge in an Atlanta courthouse earlier that morning, Jones observed, "If you watched television coverage of the story, it wasn't that good. The radio coverage was much more compelling. Reporters were on the scene reporting on events from their cell phones as they happened."

"It was exciting as it unfolded live on the radio, and that's something you cannot get from your iPod and that you're not going to hear on satellite. Our strength has always been the ability to deliver breaking news content, and we need to tell our story to consumers better than we've been doing."

### The Importance Of The Internet

While acknowledging that everyone in the room had a vested interest in the future success of terrestrial radio, Callahan cited the Internet as an important component of the future of news for radio.

"I think it is the Internet, more than any other electronic media out there, that we have to make sure we have a footprint on," he said. "In the year 2000, 51 million people went to the Internet on a daily basis. That number has grown to over 70 million today."

"The number of Americans consuming news online daily has increased from 19 mil-

lion in 2000 to 35 million in 2004. At this trend rate it will not be long before more than half of the country's news consumers will be getting their information on the Internet."

Farley — who has successfully used the Internet to extend the brand of Bonneville's News WTOP for several years now — urged attendees to rethink their approach when it comes to news and information product.

"Stop thinking of yourself as just being in radio," he said. "If you have news content, you are a content provider, and you can put that content on radio, online, on iPods or any other delivery system that comes along in the future."

**"Technology has accelerated to meet the demands of the consumers who are telling us all that they want what they want how they want it and when they want it."**

Jack Swanson

"If you think of yourself as a content provider first, and you can provide that content across all platforms that are available, you will survive. All of the new technologies need content, so those who own and produce great content will survive."

### A Dissenting Opinion

After offering his respect to his colleagues on the dais, Swanson voiced a dissenting opinion. "I don't think it is about content at all," he said. "If radio news is to survive, I suggest it will be because of storytelling. That's how it began. Before the printing press and before Marconi, people traded information via storytellers."

"I would submit that it's still about compelling storytelling. If we can continue to tell stories better than anyone else — which is what's really behind the surge of listening to Talk radio, by the way — while also providing information, we will all remain viable."

Commenting on his personal experience with the way the younger generation uses radio today, Swanson continued, "My high school-aged son doesn't have a radio. He can't give you radio station call letters or their dial positions. He finds radio to be kind of quaint and old."

"Meanwhile, he plays an iPod like it's a violin. So I know if I am going to reach this young man, it's going to have to be through a different technology, such as podcasting or downloading information and news to him on demand."

Suggesting that perhaps what's missing in today's radio news is more personalities, Swanson took a moment to reminisce. "I remember when radio news was full of peculiar people," he said.

"Paul Harvey used to be peculiar. How about John Cameron Swayze? He was very peculiar. Edward R. Murrow? Wearing a trench coat and smoking cigarettes, he'd take you to a movie star's house and give you an inside tour. They were all peculiar — and all great storytellers."

"Everyone thinks that all the great news people of the past were like Walter Cronkite. Cronkite was a terrific actor who looked like he ought to be an anchorman, but the great disservice he did was that, after Walter Cronkite, everyone in news stopped being peculiar."

"Peculiar is interesting. Different is interesting. Storytellers who fascinate me are interesting. Interesting is what will attract my son and his generation. Just being good, but vanilla — I don't think that cuts it anymore."

### PR Push Needed

Farley noted that one of terrestrial radio's biggest challenges today is to overcome the incredibly effective public relations campaign that has been waged by satellite radio providers to marginalize the traditional radio indus-

**"Don't cry that the sky is falling if you are not making the moves that are necessary to get you heard where new audiences and new consumers can find and use you."**

Jim Farley

try. "There are 1 billion radios in the United States, and only 4 million of them are capable of receiving a satellite radio signal," he said.

"But the perception is that satellite radio is somehow this big, gigantic industry. People have gotten that perception from a terrific public relations campaign in the business and consumer media. They have done a fantastic job."

But, Farley said, with the right effort, perception can be changed. "Remember that it was only a couple of years ago — before Fox

News burst their bubble — that the impression was that CNN was the giant of news organizations in the country," he said. "But at the time CNN had no more people viewing it on any given night than the total number of people living on the island of Manhattan."

"It's about perception, and we, as an industry, have not done a good job of promoting that we still produce product and content that is compelling and interesting. We've done a bad job, and, at this point, I don't know that we are ever going to get today's 20-somethings to tune to their radio. But we can find them and reach them through other means, like podcasting or streaming audio."

"Don't cry that the sky is falling if you are not making the moves that are necessary to get you heard where new audiences and new consumers can find and use you."



Steve Jones



Harvey Nagler



Jack Swanson



Kevin Magee

## Trends Taste & Travel



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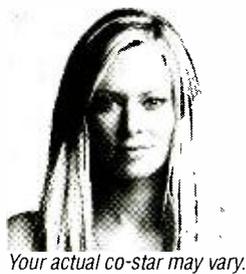
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## Sleeping Your Way To The Top

**N**ow that March Madness is over, we can finally give the proper gratuitous ink to our favorite promotion that was very loosely based on the NCAA finals. The asylum escapees at Citadel Alternative **KKND (106.7 The End)/New Orleans** set new standards for promotional greatness (or is that grate-ness?) with their innovative "March Mattress" competition. Here's PD **Sig** to elaborate: "We randomly matched 64 contestants with teams in brackets.



Your actual co-star may vary.

The person with the winning team gets to star in a porn movie being filmed here in New Orleans." You heard right: An adult film company is headed to the Big Easy (no pun intended), and they offered The End (again, no pun....) the chance to give away a role (roll?) in the movie.

The brackets were creatively named the "Dirty 32," the "Meat 16," the "Erect Eight" and the all-important "Final Four-nication." "Everyone was freaking out, because the reality set in that if they won, they're going to be expected to show up at a real porn set sometime this month," Sig says. "I'm trying to get the production people to let me write the scene, but I'm not sure if they're going to go for that."

### The Programming Dept.

- **WRMF/West Palm Beach PD Dennis Winslow** has resigned but will hang around until a replacement is found. Winslow replaced Chris Shebel late last year when Shebel left for **KNGY (Energy 92.7)/San Francisco**.

- Longtime PD **Michael Lee** has left Clear Channel Active Rocker **WTFX/Louisville**. Find him at [mleewqmf@yahoo.com](mailto:mleewqmf@yahoo.com).

- As **KNEV & KWYL/Reno, NV Director/Programming Pattie Moreno** leaves for her new OM/PD gig at **XMOR/San Diego**, **KNEV MD/afternoon jock Jeff Cooper** is tapped lightly on both shoulders with a sword, dubbing him "Sir Interim PD." Lemon bundt cake and Tab were later consumed in the lobby.

- **Adam Michaels** is upped from "interim" to "regular" PD of Three Eagles **CHR/Pop KFRX/Lincoln, NE**. Michaels replaces Ryan Sampson, now Asst. PD of Sirius Hits 1.

- **Brian Lassiter** is the new MD/midday talent on Entercom Urban AC **WVKL (95-7 R&B)/Norfolk**, replacing Karen Parker Chesson, who's now morning co-host.

- Congrats to **Joel Grey**, PD of Bonneville's **KKLT (98-7 The Peak)/Phoenix**, who just inked a sweet new two-year deal.

### The Savior Of The Format

Our buddies at Infinity Alternative **KITS (Live 105)/San Francisco** spent Easter weekend being hilariously sacrilegious with their "What Would Jesus Play Weekend." Jesus himself stopped by the station to cut some promos explaining his love for the number 3: "There's that Holy Trinity thing with me in it; plus, remember how I rose from the dead after three



Hello, thou art Caller 7!

days?" Sounding remarkably chipper for a guy over 2,000 years old, Jesus went on to explain that Live 105 would celebrate His glory all weekend by playing three songs from all of his favorite artists. "I love all my children — even musicians," Jesus said. "Big ups to all the true believers keeping it real on Live 105. Word!" PD

Sean Demery and staff were busy roasting S'mores — in hell — and were unable to respond to our inquiries.

### Formats You'll Flip Or Re-image Over

- After days of stunting, PD **Wes McCain** slapped a new coat of paint on Clear Channel **CHR/Pop WDKF/Dayton**. Whew! It's not Jack! Introducing the new "Channel 94-5." *Valentine in the Morning* gives way to live and local with McCain and comedian/Promotion Director **Quinn** taking over wakeups. **WJFX/Ft. Wayne, IN** midday guy **Clayton** joins as imaging guy/afternoon driver.

- Pappas Radio **KMPH/Fresno** makes the move from FM Talk to Rhythmic AC as "Vibe 107.5, Old School & Today's R&B" under PD Mark Thomas. John Lund of Lund Media Research helped design the format and is consulting.

- Mapleton gets busy in Medford, OR, dumping **CHR/Rhythmic on KTMT-FM** after eight years in favor of the "iPod on shuffle" stylings of "93.7 Mike FM — Playing ... Anything!" Seconds later clusterbuddy **KTMT-AM** dropped Sports and picked up the syndicated "Radio Lazer" Regional Mexican format.

### Jack/Steve/Doug/Armando, Etc.

During the flurry of fake format flips on April Fool's Day, several actually stuck, like **WDRQ/Detroit** going "Doug" (see Page 1). Another one was **KDRB/Des Moines**, which flipped



Holy crap! Here comes The Bus!

from **CHR/Rhythmic** to the Jack-esque "The Bus." No injuries were reported. **KDRB PD Greg Chance** and **MD Steve Wazz** still have their fallback positions at **CHR/Pop clusterbuddy KKDM**.

### Frequencies You'll Flip Over

- Cumulus Rocker **KIOL/Houston** is poised to annex the 103.7 signal of currently silent sister **KUST** on April 23. Cumulus Market Manager Pat Fant tells **ST** that rock will spew forth on both signals until the second week in May, when 97.5 will flip to a new, top-secret format, and 103.7 will become **KIOL's** new home. Stay tuned!

- Citadel Alternative **WRAX/Birmingham** has moved from 107.7 down to 100.5. **WRAX** afternoon talent **Luka** exits, replaced by new PD **Ken Wall**, who will use the red-state-approved airname **Dubya**.

### Jock-O-Rama

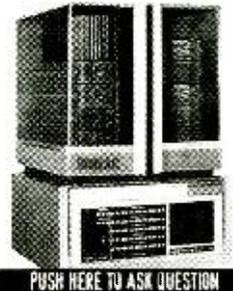
- **WXXL (XL106.7)/Orlando PD Adam Cook** hires new night jock **Kooz** of **WFLZ/Tampa**, where he enjoyed a split identity: "He was Froggy with *The MJ Morning Show* and **Kooz** when he had his own airshift," says Cook. At **WXXL** he replaces **Chad Pitt**, now doing afternoons.

- **WIOQ (Q102)/Philadelphia PD Todd Shannon** has filled his night opening with midday personality **Jessie Jordan**. That moves the remaining half of *The Freak Show*, **The Original Rocco**, to 10pm-2am. Shannon says, "We're actually creating a new daypart — imagine that!"

- **Joe Vlazny**, a.k.a. **Joey V.**, is tapped as afternoon guy/Creative Services Director at **KNGY (Energy 92.7)/San Francisco**. The move reunites him with PD **Chris Shebel** — they used to work together at the late **WKIE/Chicago** back in the

day. Most recently Mr. V was doing afternoons and imaging at **KKDL/Dallas**.

- New **KWIE (Wild 96)/River-side PD Mikey Fuentes** assumes command of the morning show, teaming up with existing sidekick **Jose Padron**. Seconds later **Cecilia** was plucked from the relative obscurity of part-time and thrust into the blinding light of middays. Fuentes also announced the hiring of veteran talent **Otto Mation™** (pictured) for overnights. "Otto has a long-standing track record of success in a number of major markets," Fuentes tells **ST**.



What's the capital of South Dakota?

## RR TIMELINE

### 1 YEAR AGO

- Premiere Radio Networks promotes Sr. VP/Operations **Gary Krantz** to Exec. VP/Music Operations.
- **WXMM/Norfolk** names **Jay Slater PD**.
- **Smilin' Tom Fridley** promoted to PD of **WYLL & WZFS/Chicago**.

### 5 YEARS AGO

- **Art Bell** announces his retirement.
- Elektra Entertainment Group elevates **Dana Keil** to VP/AC Promotion.
- **Scott Savage** named VP/GM at Fox Sports Radio Network.



Art Bell

### 10 YEARS AGO

- Atlantic publicity chief **Ron Shapiro** promoted to Sr. VP/GM.
- **Phil Costello** moves to Sr. VP/Promotion at Capitol Records.
- **Dave Douglas** named PD of **WAAF/Boston**.

### 15 YEARS AGO

- **Burt Baumgartner** upped to VP/Promotion at Columbia.
- **Miller London** appointed VP/Product Development, Black Music at RCA.
- Greater Media Radio Group VP **Herb McCord** resigns to form Granite Broadcasting Corporation.



Burt Baumgartner

### 20 YEARS AGO

- **Jheryl Busby** promoted to Sr. VP/Black Music at MCA.
- **Tom Watson** named Director/Operations & Programming at **KJR/Seattle**.
- **Craig Scott** accepts the VP/GM post at **KCMO-AM & FM/Kansas City**.

### 25 YEARS AGO

- **Lee Armstrong** named PD of **WVON/Chicago**.
- **Randy Ostin** named National Director/Promotion & A&R at Front Line Management.
- **Susan Glazer** promoted to Atlantic Records Director/Marketing Administration.

### 30 YEARS AGO

- **Charlie Van Dyke** named PD of **KHJ/Los Angeles**.
- **Roger W. Morgan** appointed PD of **KROY/Sacramento**.
- **Steve Clark** moves to **WBBF/Rochester, NY** as MD/air personality.



Charlie Van Dyke

"We are excited to be adding him to the Wild 96 team." Mation starts Monday.

- WPOW (Power 96)/Miami morning host **Al B. Syk** departs after four years, setting off a chain jock reaction: **DJ Laz** moves *The Pimp Show* from afternoons to mornings, followed by **Chi Chi** in middays and then **Lucy Lopez**, who shifts from nights to afternoons. **Teddy T** and **Baby Bree** are now doing nights.

- *Rover's Morning Glory*, based at Infinity's WXTM/Cleveland, home of R&R Convention 2005, adds its third affiliate and first non-Infinity station: Clear Channel Alternative **WMAD/Madison**. Former WMAD morning guy **Kevin O'Connor** has returned to his former gig: afternoons on Classic Rock sister WIBA.

- Midday goddess **Lori Bradley** is leaving Sandusky Hot AC KLSY (Mix 92.5)/Seattle to spend more time with her family. PD Bill West needs a replacement, like, pronto. Mail your coolest package to West at 3650 131st Ave. SE, Suite 550, Seattle, WA 98006, or e-mail [billw@mix925.com](mailto:billw@mix925.com).

- WSTO (Hot 96)/Evansville, IN morning team **Booker & Diane** are now "Booker & Sarah" — mostly because **Diane Douglas** has crossed the hall to sister AC WIKY, where she's teamed up with Dennis Jon Bailey. Hot 96 morning show producer **Sarah** is upped to full-fledged partner and will now have to endure Booker's questionable personal hygiene habits on a full-time basis.

- WPST/Trenton, NJ morning co-host **Mark Vanness** exits after 6 1/2 years. Now, meet the new guy: **Chris**

**Centore**, a.k.a. **Connor**, formerly of WMXB/Richmond, who will team up with current co-hostess Chris Rollins. Reach Vanness at 215-269-9697 or [markontheair@aol.com](mailto:markontheair@aol.com).

- He left KWYE/Fresno two weeks ago; now, **Steve Trejo** returns to Sacramento and joins D-Lo and Willy on the morning show at Infinity sister CHR/Rhythmic KSFM.

- KNDD (107.7 The End)/Seattle Asst. PD **Jim Keller** once again dons the headphones, taking over middays as **Jennifer White** joins *The Morning Alternative* with DJ No Name.

- WZNE (The Zone)/Rochester midday personality **Ty** has left the building.

- **Mark Duggan** joins Beasley '80s KSTJ (Star 102.7)/Las Vegas for middays and imaging duties.



A Norm by any other name...

- Let's meet the new morning co-hostess painstakingly stalked and captured, er, hired by PD KJ "Norm" Bryant at Citadel CHR/Pop WWYL (Wild 104)/Binghamton, NY: **Kirsten Van Slyke**, who, inexplicably, is giving up a perfectly good TV career at the local Fox affiliate on Norm's lame promise of free CDs. She joins existing host Riley on the newly named *Wild Morning Mess*.

### Sadly, No April's Fool's Stunt

- In what can best be described as a very George Costanza-esque exit, VP/Rock Formats **Howard Leon** has officially left Universal after nine years and change. He can be reached at 917-627-9260 or his new home e-mail, [howleon@gmail.com](mailto:howleon@gmail.com).

- After five years with Island Def Jam, Los Angeles Regional promo pro **Alex Garofalo** exits as the result of consolidation. Reach him at 310-663-4838 or [alexgarofalo@tmail.com](mailto:alexgarofalo@tmail.com).

### Life After Radio!

- Clear Channel/Atlanta Director/Marketing **Scott Baker** has left the company to pursue his life's passion: photography. Got film? Find Baker at 404-556-2814 or [scott@scott-bakerphotography.com](mailto:scott@scott-bakerphotography.com).

- WXNR/Greenville, NC Asst. PD/MD/afternoon artist **Charlie Shaw** is also leaving the radio business. "She says she's going back to school," says WXNR PD Jay Sanders. "But I think this is all due to the fact that I'm too mean."

### News/Talk/Sports Topics

- After more than four decades (yes, you heard right) behind the mike, **Noel Heckerson**, co-host of the KMBZ/Kansas City *Morning News* with Ellen Schenk, announced that he's retiring at the end of the year.

- The New York State Broadcasters Association inducted 32 new members, including **Don Imus**, host of the nationally-syndicated *Imus in the Morning* show, and three generations of hosts of the famous *Rambling With Gambling* program: **John B.**, **John A.** and **John R. Gambling**. Also inducted: former WBLN and WLIB PD **Frankie Crocker**, Museum of Television & Radio founder **William Paley** and legendary newsman **Walter Cronkite**.

- We would like to extend our best wishes for a complete recovery to ABC *World News Tonight* anchor **Peter Jennings**, who was recently diagnosed with lung cancer. Jennings, who will begin outpatient chemotherapy treatment next week, plans to continue anchoring his nightly newscast throughout his treatment.



Get well soon, Pete!

## TELEVISION

TOP 10 SHOWS Total Audience (109.6 million households)	March 28-April 3 Adults 18-49
1 <i>CSI</i>	1 <i>American Idol</i> (Tues.)
2 <i>American Idol</i> (Tues.)	2 <i>Desperate Housewives</i>
3 <i>American Idol</i> (Wed.)	3 <i>American Idol</i> (Wed.)
4 <i>Desperate Housewives</i>	4 <i>CSI</i>
5 <i>Without A Trace</i>	5 <i>Survivor: Palau</i>
6 <i>Survivor: Palau</i>	6 <i>Grey's Anatomy</i>
7 <i>House</i>	7 <i>House</i>
8 <i>Lost</i>	8 <i>Without A Trace</i>
9 <i>Grey's Anatomy</i>	9 <i>Lost</i>
10 <i>CBS NCAA Basketball</i> (North Carolina vs. Michigan St.)	10 <i>CBS NCAA Basketball</i> (North Carolina vs. Michigan St.)

Source: Nielsen Media Research

## FILMS

### BOX OFFICE TOTALS

April 1-3

Title	Distributor	\$ Weekend	\$ To Date
1	<i>Sin City</i> (Miramax)*	\$29.12	\$29.12
2	<i>Beauty Shop</i> (MGM/UA)*	\$12.80	\$16.64
3	<i>Guess Who</i> (Sony)	\$12.71	\$41.04
4	<i>Robots</i> (Fox)	\$9.82	\$104.42
5	<i>Miss Congeniality 2...</i> (WB)	\$8.13	\$31.12
6	<i>The Pacifier</i> (Buena Vista)	\$5.80	\$96.11
7	<i>The Ring Two</i> (DreamWorks)	\$5.68	\$68.04
8	<i>The Upside Of Anger</i> (New Line)	\$4.02	\$8.60
9	<i>Hitch</i> (Sony)	\$2.90	\$171.26
10	<i>Ice Princess</i> (Buena Vista)	\$2.74	\$18.75

\*First week in release. All figures in millions.

Source: ACNielsen EDI

**COMING ATTRACTIONS:** This week's openers include *Sahara*, starring Matthew McConaughey. The film's *Bulletproof/Ryko* soundtrack features such classic rock cuts as *The Faces'* "Stay With Me," *Grand Funk's* "We're an American Band," *Lynyrd Skynyrd's* "Sweet Home Alabama," *Steppenwolf's* "Magic Carpet Ride," *Dr. John's* "Right Place Wrong Time," *The Kinks'* "In a Foreign Land," *Little Feat's* "Time Loves a Hero," *The Marshall Tucker Band's* "Fire on the Mountain" and more.

— Julie Gidlow

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abc RADIO NETWORKS

# HITS TOP 50 ALBUMS

THE INDUSTRY'S NO. 1 RETAIL CHART April 8, 2005

LW	TW	ARTIST	ALBUM	LABEL	POWERINDEX	CHANGE
1	1	50 CENT	The Massacre	Shady/Aftermath/Interscope	193,789	-41%
-	2	BECK	Guero	Interscope	150,340	-
-	3	BEANIE SIGEL	The B.Coming	Def Jam/IDJMG	134,357	-
-	4	ONE TWELVE	Pleasure & Pain	Def Soul/IDJMG	118,934	-
-	5	WILL SMITH	Lost & Found	Interscope	98,778	-
2	6	NOW VOL. 18	Various	Epic	97,291	-63%
-	7	LARRY THE CABLE GUY	Right To Bare Arms	Warner Bros.	88,104	-
3	8	FRANKIE J.	The One	Columbia	63,108	-52%
5	9	JACK JOHNSON	In Between Dreams	Brushfire/Universal	61,746	-34%
4	10	GREEN DAY	American Idiot	Reprise	59,847	-43%
8	11	KILLERS	Hot Fuss	Island/IDJMG	52,711	-29%
7	12	KELLY CLARKSON	Breakaway	RCA/RMG	48,485	-47%
13	13	CIARA	Goodies	LaFace/Zomba Label Group	46,317	-22%
14	14	GAME	The Documentary	Aftermath/G-Unit/Interscope	40,594	-30%
9	15	GWEN STEFANI	Love, Angel, Music, Baby	Interscope	39,764	-41%
-	16	BRAVERY	The Bravery	Island/IDJMG	33,169	-
23	17	JOHN LEGEND	Get Lifted	Columbia	33,128	-23%
6	18	QUEENS OF THE STONE AGE	Lullabies To Paralyze	Interscope	32,465	-64%
24	19	LUDACRIS	The Red Light District	Def Jam/IDJMG	31,375	-24%
12	20	JENNIFER LOPEZ	Rebirth	Epic	30,721	-49%
37	21	AKON	Trouble	SRC/Universal	30,647	-11%
18	22	RAY CHARLES	Genius Loves Company	Concord	30,478	-40%
21	23	EMINEM	Encore	Shady/Aftermath/Interscope	29,518	-36%
19	24	3 DOORS DOWN	Seventeen Days	Republic/Universal	29,069	-42%
-	25	DADDY YANKEE	Barrio Fino	Universal Music Latino	28,170	-
33	26	T.I.	Urban Legend	Atlantic	28,106	-21%
22	27	USHER	Confessions	LaFace/Zomba Label Group	27,852	-37%
25	28	RASCAL FLATTS	Feels Like Today	Lyric Street	26,322	-36%
10	29	LIFEHOUSE	Lifehouse	DreamWorks	26,049	-59%
31	30	MY CHEMICAL ROMANCE	Three Cheers For Sweet Revenge	Reprise	25,560	-29%
28	31	MAROON 5	Songs About Jane	Octone/J/RMG	24,139	-36%
15	32	JESSE MCCARTNEY	Beautiful Soul	Hollywood	24,128	-57%
40	33	FANTASIA	Free Yourself	J/RMG	24,104	-26%
32	34	OMARION	O	Epic	23,016	-36%
43	35	LIL' JON & THE EASTSIDE BOYZ	Crunk Juice	TVT	22,786	-26%
16	36	TWEET	It's Me Again	Atlantic	22,761	-58%
-	37	MAE	The Everglow	Tooth & Nail	22,637	-
20	38	KENNY CHESNEY	Be As You Are	BNA	22,243	-54%
11	39	TRACE ADKINS	Songs About Me	Capitol	22,072	-64%
34	40	GRETCHEN WILSON	Here For The Party	Epic	22,029	-38%
49	41	CROSSFADE	Crossfade	Columbia	21,724	-20%
38	42	MOBY	Hotel	V2	21,400	-37%
46	43	MARS VOLTA	Frances The Mute	Strummer/Universal	21,392	-26%
30	44	RAY!	Soundtrack	WSM Soundtracks	21,101	-42%
-	45	SNOOP DOGG	R&G (Rhythm & Gangsta)	Geffen	20,595	-
41	46	MARIO	Turning Point	J/RMG	20,399	-36%
-	47	THRICE	If We Could Only See Us Now	Island/IDJMG	20,329	-
35	48	U2	How To Dismantle An Atomic Bomb	Interscope	19,986	-44%
-	49	THEORY OF A DEADMAN	Gasoline	Roadrunner/IDJMG	19,400	-
50	50	DESTINY'S CHILD	Destiny Fulfilled	Columbia	19,360	-28%

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## ON ALBUMS

### Beck Brews A Big Bow

Like a massive inversion layer hanging over the L.A. basin, 50 Cent continues to loom over the Top 50 Albums chart. It's the fifth straight No. 1 finish for the Shady/Aftermath/Interscope sales monster.

But that doesn't mean there aren't some significant stories coming out of retail. The big-



Beck

gest involves the surprisingly big first week enjoyed by Beck's *Guero* (Interscope), which boogaloes into the No. 2 position off of 150,000 units. It's powered by tremendous press and significant Internet action — it shot right to the top of the iTunes album chart the day of release — not to mention a boost from Starbucks, which is turning into a major player in the adult marketplace. By the way, that 150,000 represents the Beckster's biggest week at retail. Ever. By far.

Behind Beck, at No. 3, is Beanie Sigel



50 Cent

(Def Jam/IDJMG) at 134,000, followed by the same label's *One Twelve*, whose 119,000 beats the group's numeric moniker.

In the No. 5 position is Will Smith (Interscope), whose TV blitz helps him come on strong for a finish just a kiss away from 100,000. Rocket scientists reading this drivel may have already noticed that Interscope scores three out of the top five, with cousin label Def Jam/IDJMG nailing down the other two. Can UMG get any more dominant?

The fifth and final top 10 debut belongs to blue-collar comic Larry The Cable Guy, whose 88,000 bow (good for No. 7) is the biggest debut for a comedy album in the modern sales era. Don't that jest beat all, y'all?

The other noteworthy bow belongs to new band *The Bravery*, whose self-titled de-

but (Island/IDJMG) comes in at No. 16 off a robust 33,000 — just five slots behind feuding labelmates *The Killers*.

Here's the rest of the top 10: Epic's *Now 18* (No. 6), Columbia's *Frankie J* (No. 8), *Brushfire/Universal's Jack Johnson* (No. 9) and *Reprise's Green Day* (No. 10).

Next week: Look for debuts from *Faith Evans* and *Lisa Marie Presley*.



Bravery



**MIKE TRIAS**  
mtrias@radioandrecords.com

## What The Phunk?

Maybe that's what you were thinking when you saw the artists Going for Adds next week. Spring is here, and the labels have responded by letting loose a bevy of heavy-hitting artists from the past and present.

**Black Eyed Peas** invade Pop airwaves with "Don't Phunk With My Heart," the lead single from their upcoming album *Monkey Business*. BEP aren't fooling around when it comes to guest appearances on this CD — James Brown, John Legend and surf-guitar legend Dick Dale all reportedly loaned their talents to the project.



**Black Eyed Peas**

As for "Phunk," the video for the single, directed by The Malloys, premiered on VH1 April 4. Up next for the Peas is a huge promotional push, with one of the biggest events being the 2005 Essence Music Festival, presented by Coca Cola. This year's festival, which highlights a yearlong celebration of *Essence* magazine's 35th anniversary, will take place July 1-3 in New Orleans, and BEP will headline the last day.

BEP will have some tough competition for the title of Most Added at Pop next week. Among the contenders are **The Backstreet Boys**, who are back with their new single, "Incomplete." The song is our first look at their upcoming *Never Gone*, which is the boy band's first album since 2000's *Black and Blue*. It is slated for release in June.



**Backstreet Boys**

Reportedly, *Never Gone* derives its name from a track on the album that Kevin Richardson wrote for his father. However, as it has been a while since we've seen the quintet, perhaps they are also saying that they never left the game — or even that they never really broke up. The Backstreet Boys are already in the midst of a comeback tour.

They will visit Southern and Midwestern markets in the coming weeks, until their current tour wraps in Norfolk on April 18.

Speaking of comebacks, Liam Gallagher (vocals), Noel Gallagher (guitar), Andy Bell (bass) and Gem Archer (guitar), a.k.a. **Oasis**, will stage one when they unveil their first CD in three years, *Don't Believe the Truth*. The album, the band's sixth, is slated to drop May 31. Alternative and Triple A audiences will be the first to sample the album as the band goes for adds with "Lyla."

Says Noel about the song, "It's The Who. 'Lyla' was specifically designed for pogoing. We wrote 66 tracks, and 'Lyla' was one that we revisited late on, and it's ended up on the album. I'm happy with every track on the album." North American audiences will get their fill of Oasis when the band visits Toronto on June 17 and proceeds to play a mini-tour ending in Philadelphia on June 25. As an added treat, Jet will serve as Oasis' opening act for those dates.



**Oasis**

**Seether** are ready to heal what ails Rock, Active Rock and Alternative as they deliver their "Remedy" next week. The song is the first single from the band's forthcoming album *Karma and Effect*. Seether were preparing to record the album early last year when fate stepped in. "Broken," a track they had recorded for their first album, *Disclaimer*, and rerecorded as a duet with Evanescence's Amy Lee, became a surprise hit for the band, prompting them to re-release *Disclaimer* with some new material and put off *K&E*. Says Seether bassist-vocalist Dale Stewart, "As much as the delay frustrated us, I think we have a better album to show for it."

## R&R Going For Adds™

Week Of 4/11/05

### CHR/POP

- ANNA NALICK Breathe (2am) (Columbia)
- BACKSTREET BOYS Incomplete (Jive/Zomba Label Group)
- BLACK EYED PEAS Don't Phunk With My Heart (A&M/Interscope)
- FRANKIE J. f/BABY BASH Obsession (No Es Amor) (Columbia)
- GOOD CHARLOTTE We Believe (Daylight/Epic)
- KELLY CLARKSON Behind These Hazel Eyes (RCA/RMG)
- PRETTY RICKY Grind With Me (Atlantic)

### CHR/RHYTHMIC

- B5 All I Do (Bad Boy/Atlantic)
- BEANIE SIGEL f/SNOOP DOGG Don't Stop (Roc-A-Fella/IDJMG)
- BG f/HOMEBWOI Where Da At (Chopper City/Koch)
- FRANKIE J. How To Deal (Columbia)

### URBAN

- B5 All I Do (Bad Boy/Atlantic)
- BEANIE SIGEL f/SNOOP DOGG Don't Stop (Roc-A-Fella/IDJMG)
- BG f/HOMEBWOI Where Da At (Chopper City/Koch)
- NATALIE Goin' Crazy (Latium/Universal)
- SYLEENA JOHNSON f/R. KELLY Hypnotic (Jive/Zomba Label Group)

### URBAN AC

No Adds

### GOSPEL

No Adds

### COUNTRY

- BRITTONJACK Fallin' (Lofton Creek)
- CAROLINA RAIN Louisiana Love (Equity Music Group)
- FANNY GRACE Sweet Tea And Cadillac (Windswept/Quarterback)
- JOSH GRACIN Stay With Me (Brass Bed) (Lyric Street)
- LEE ANN WOMACK He Oughta Know That By Now (MCA)
- MARK CHESNUTT A Hard Secret To Keep (Vivaton)
- SHOOTER JENNINGS 4th Of July (Universal South)
- STEVE HOLY Go Home (Curb)

### AC

- BRYAN ADAMS This Side Of Paradise (Mercury/IDJMG)
- LISA MARIE PRESLEY Dirty Laundry (Capitol)

### HOT AC

- LISA MARIE PRESLEY Dirty Laundry (Capitol)
- PAU LEE & DEBRIS It's Supernatural (Harold Road)

### SMOOTH JAZZ

- JONATHAN BUTLER Fire & Rain (Rendezvous)
- ROBIN AVERY f/WARREN HILL Drive (Green Eyes)

### ROCK

- JUDAS PRIEST Worth Fighting For (Epic)
- PAPA ROACH Take Me (Geffen)
- SEETHER Remedy (Wind-up)

### ACTIVE ROCK

- JUDAS PRIEST Worth Fighting For (Epic)
- PAPA ROACH Take Me (Geffen)
- SEETHER Remedy (Wind-up)

### ALTERNATIVE

- EIGHTEEN VISIONS I Let Go (Epic)
- OASIS Lyla (Epic)
- PAPA ROACH Take Me (Geffen)
- SEETHER Remedy (Wind-up)

### TRIPLE A

- ANNE HEATON Underdog (Q Division)
- EELS Trouble With Dream (Vagrant)
- EMILIANA TORRINI Sunny Road (Rough Trade/SRG)
- JACKIE GREENE Honey I Been Thinking... (Verve Forecast/VMG)
- LOUDON WAINWRIGHT III Hank And Fred (Sovereign Artists)
- MARK GEARY f/JOSH RITTER Ghosts (Signature Sounds)
- OASIS Lyla (Epic)
- ROBERT EARL KEEN What I Really Mean (Koch)
- TRANSGLOBAL UNDERGROUND Kahleegi Stomp (Triloka)

### CHRISTIAN AC

- PHIL BAQUIE God Of Mercy (Independent)
- WATERMARK Knees To The Earth (Rocketown)

### CHRISTIAN CHR

- ROSS WRIGHT BAND Resurrection (Devotion)

### CHRISTIAN ROCK

- ROSS WRIGHT BAND Resurrection (Devotion)
- THEHUNGR Heart Cry (Sevencent)

### INSPO

- ANDY CHRISMAN Adore You (Upside/SHELTER)
- PHIL BAQUIE God Of Mercy (Independent)

### CHRISTIAN RHYTHMIC

No Adds

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

## RAB

Continued from Page 1  
industry evolves and adapts to the new consumer-centric marketplace." In February local revenue was flat vs. the same month a year ago, na-

tional revenue was down 1%, and nonspot was off 5%, combining for a total revenue report that showed no change from last year. In January 2005 local was up 2%, national was up 6%, and nonspot rose 2%, for a

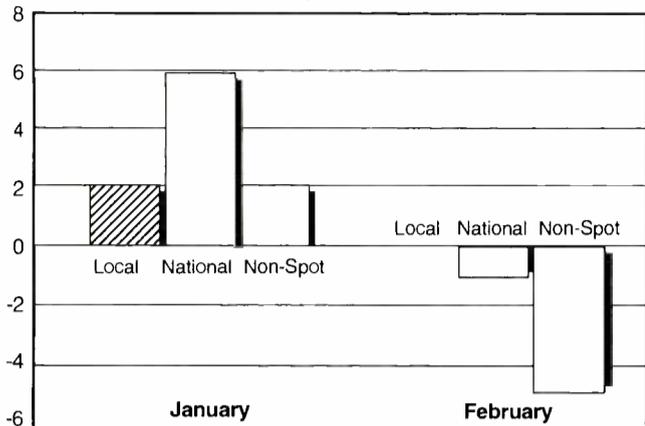
total revenue improvement of 3% over January 2004.

Year to date, local revenue is up 1%, national is up 2%, and nonspot is up 2%, adding up to a total revenue picture that is 1% better than the same two-month period a year ago. Two months into 2004, revenue showed the same 1% improvement compared with 2003.

Fries urged the broadcast and advertising industries to be mindful of the evolution that's occurring in just about every area of radio right now. "Radio is in a growth mode in every aspect as innovative new formats debut, new advertising platforms are developed and digital radio technology is rolled out," he said. What effect the industrywide push toward lower inventory levels might be having is yet to be determined.

The monthly revenue report is based on data obtained from more than 150 radio markets. It is compiled by the accounting firm of Miller, Kaplan, Arase & Co.

Radio Revenue Jan.-Feb. 2005



Here is the breakout by category of January and February 2005 national revenue vs. 2004. Through the first two months of this year total revenue is 1% higher than for the same period a year ago.

## Smulyan

Continued from Page 1

said that while he supports Clear Channel's "Less Is More" effort, he wonders if the plan's spotlight on selling more 30-second spots at the expense of 60-second spots is the right approach.

"Every time you see research — and we do lots of it — when you ask somebody how they view one 60-second spot vs. two 30-second spots, we have years and years of data that says they view each interruption almost the same," Smulyan said. "In fact, we have some data that says listeners view a 10-second spot as the same interruption as a 60. So, from a clutter standpoint, you may be better off with more 60s and fewer 30s or 10s."

However, Smulyan noted that the move toward shorter ads is ultimately good for the radio industry. "I think the renewed interest in making radio a 30-second medium is bringing new people in," he said. "It's a great opportunity to get new advertisers interested and shift some others. Our business is based on what the customers want, and you want to create an environment that

works for advertisers, but we're not going to try to sell somebody 30-second spots if they don't have an interest."

Smulyan also believes that the radio industry erred by overly hyping the benefits of consolidation during the boom of the late 1990s, saying that excitement led to the high growth expectations that investors and analysts now hold for the business. "There was so much hoopla about radio with consolidation that I think we, as an industry, made an egregious mistake and oversold it to people," Smulyan said.

In fact, he described a call he received a year ago from an investor who wondered when radio was going to "get back to normal" with annual revenue growth rates of 13%-15%. "I've been in this business since almost the last stages of the Truman administration, and it was never a business with consistent 15% revenue growth," said Smulyan. "But it is a business that consistently, over time, has been able to average 6%-8%, which leads to some very nice cash-flow growth."

### 'Tsunami Song' Repercussions

Commenting on the recent prob-

lems at Emmis' CHR/Rhythmic WQHT (Hot 97)/New York, Smulyan said that he's "never seen a couple of screw-ups like what we've seen in New York," referring to the now-infamous "Tsunami Song" parody and a "Smackfest" promotion. Smulyan said, however, "It happens. In any business over the course of time you're going to have things that go really right and things that go really wrong."

"The ironic thing is, if you look at the Arbitrends that just came out, Hot 97 had a wonderful book. I can tell you that it wasn't part of our plan to have this controversy that would increase our ratings, but clearly it has affected us."

Smulyan also noted that WQHT has seen some loss in business. "Some of the business we lost at Hot went to Kiss [Urban AC sister WRKS], but I can't defend it," he said. "The 'Tsunami Song' was an egregious mistake. We're not proud of it."

The *Indianapolis Star* recently reported that, according to unnamed Emmis officials, the company lost "millions" in advertising over the controversy surrounding Hot 97.

Additional reporting by Dana Hall.

## Rose

Continued from Page 1

spoken with Rose a week before his passing. "He had called because a fan had contacted him and had a question about KFRC, and Don wanted to get the information right," Harlow said. "He was that kind of guy." Harlow added that Rose said that his health was not good and that he might have had walking pneumonia.

Longtime Bay Area air talent Bobby Ocean, who worked with Rose at KFRC-AM until its switch to Adult Standards, called Rose "our favorite clown." Ocean told *R&R*, "I saw him come in to KFRC. I heard they were bringing him in from Philadelphia, and he was just different. The only person close to what he did that we

had here was [longtime Boston air personality] Dale Dorman."

Ocean compared Rose to comedian Rip Taylor, known for throwing confetti and for his flamboyant ways. "Rose's confetti was all of his 'wild tracks' and drop-ins," he said. "I had my doubts at first, but he became very much loved at KFRC."

Before joining KFRC-AM in October 1973 — news that was featured as the top story in the first-ever weekly edition of *R&R* — Rose spent five years in mornings at legendary Top 40 WFIL/Philadelphia. Before that he worked at Top 40 WQXI/Atlanta. Rose began his career at KOIL/Omaha in 1956 and later worked at KTSA/San Antonio and WEBC/Duluth, MN. He is survived by his wife of 45 years, Kae; five children; and nine grandchildren.

## Holly

Continued from Page 3

and I look forward to contributing in a bigger way. Plus, it opens up great opportunities for other good pro-grammers. Everybody wins."

Holly joined Clear Channel/Phoenix in March 2000 as KESZ's PD. He added KYOT PD duties in October 2000 and KNIX's PD chores in October 2002. Before joining Clear Channel Holly was one of the original personalities on crosstown Country competitor KMLE when it debuted in 1988. He became KMLE's PD in 1994, was elevated to Director/Operations in July 1995 and left in 1996.



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## MUSEXPO Plays In Los Angeles

The United Nations of music and media

While Los Angeles has long been hailed as the entertainment capital of the world, when it comes to ferreting out new trends in music, the City of Angels has, sadly, lagged behind other North American municipalities. Austin has South by Southwest, Toronto boasts North by Northeast, Miami is the proud home of the Winter Music Conference, and New York hosts the CMJ Music Marathon (and was formerly home to the late, lamented New Music Seminar).

Despite several attempts over the past few decades, Los Angeles has yet to cultivate a celebration of new music to call its own. But that's about to change, with the inaugural MUSEXPO, a four-day new-music and networking extravaganza slated to take place on the famed Sunset Strip May 1-4.

Organized by the team at A&R Worldwide, MUSEXPO is attracting a veritable who's who of international tastemakers and talent, all gathering in sunny Southern California for an unparalleled week of seminars and showcases.

With attendees flying in from Australia, New Zealand, Portugal, Germany, Sweden, the U.K. and Canada, MUSEXPO represents a one-stop networking shop, a United Nations of music and media allowing participants unprecedented access to the movers and shakers of the worldwide music scene while showcasing the hottest new sounds from around the globe.

"I am attending MUSEXPO because, with its strong international network, A&R Worldwide has the ability to bring together the world's top music talent finders and developers," says Nick Gatfield, Managing Director of Universal/Island Records Group U.K. "MUSEXPO will provide a unique opportunity for global artist discovery and marketing opportunities."

MUSEXPO will address international music- and media-industry creative issues while identifying artist-development solutions and opportunities in the ever-evolving global music marketplace.

The event will be attended by label presidents;



**Belasco**

A&R and publishing executives; managers; agents; programmers from some of the world's most influential radio stations; film, TV and interactive music supervisors; and media bookers and promoters, all united by a desire to build new relationships, discover promising artists and realize new business opportunities.



**Cass**

Registration is strictly controlled to maintain A&R Worldwide's high standards, thus enhancing the interpersonal experience and enabling maximum productivity. "As tastemakers ourselves, our network includes A&R Worldwide as a critical resource," says Steve Schnur, worldwide head of music for trend-setting video-game manufacturer Electronic Arts.

"Their vast knowledge and connections add to their ability to musically forecast the future with us. If they are putting on this conference, we will be there for sure."

### Inspiration

The seeds of MUSEXPO were planted four years ago, when yours truly launched a successful series of dinners in New York, Berlin, London and Los Angeles with similarly minded professionals. "These exclusive dinners were organized by Sat with the purpose of bringing together friends and contacts from the radio, A&R, publishing and artist-management communities to engage in creative dialogue and establish fresh business relationships," says A&R Worldwide Managing Director Jim McKeon.

"The mission of these networking dinners and MUSEXPO is to encourage forward-thinking executives from the international music and media communities to connect with other creative professionals with the purpose of discovering new music and developing unconventional ways of doing business in a rapidly changing market.

"Our goal is to create a new red-letter date on the global music-business calendar — an annual event that will ultimately bring thousands of

music and media creative talents and executives from around the world to Los Angeles each spring."

### Executive Roundtables

MUSEXPO is attracting major players from throughout the international music industry, including Atlantic Records Group COO/co-Chairman Craig Kallman, Atlantic Records Chairman/CEO and Lava Records President Jason Flom, Universal Music & Video Distribution President Jim Urie, Sony Music Label Group U.S. Exec. VP David Massey, Clear Channel Entertainment Chairman/CEO Brian Becker, Deja Musique Canada Chairman Donald K. Donald, Network Management's Peter Leak (Dido, Avril Lavigne), Chrysalis Music Group USA President Kenny MacPherson, R&R Publisher/CEO Erica Farber, KCRW/Los Angeles head of music Nic Harcourt, Pollack Media Group Chairman/CEO Jeff Pollack, XM Satellite Radio Chief Programming Officer Lee Abrams, Sanctuary Artist Management's Peter

once-in-a-lifetime opportunity to strut their stuff on some of the world's most famed stages. As word of MUSEXPO spread, hundreds of acts from Austin to Auckland and from Brisbane to Berlin submitted their demos to the A&R Worldwide staff, which then faced the daunting task of choosing the groups that best represent the cream of emerging international talent. Among the 26 acts selected, 11 different countries are represented:



**Engerica**

Asher, BBC Radio 1 head of music Alex Jones-Donnelly, BBC Radio 1 presenter and host of MTV Europe's *Gonzo* Zane Lowe, BBC Radio 2 head of music Colin Martin, The Firm Sr. VP/Music Peter Katsis and EMI Music Sr. VP/Digital Music Ted Cohen, among many other luminaries.

MUSEXPO will also feature a special keynote panel hosted by CNN's Larry King. "We are honored that Larry King has agreed to support MUSEXPO," says McKeon. "He will host and interview a small, distinguished group of international industry leaders. Instead of the normal one-person, one-keynote approach, we will kick off MUSEXPO on the morning of May 2 with this unique keynote panel of top internationally known music- and media-industry leaders."

King, who has interviewed everyone from rock stars to royalty to captains of industry during a distinguished career in broadcasting, will introduce and conduct this panel in much the same manner and format as his renowned *Larry King Live* program.

Other panel topics include "Global Talent Booking & Touring: Insight Into the Live Entertainment Industry," featuring noted promoters from around the world sharing trade secrets; "Artist Development Via Consumer Media: Creating Opportunities for Artists to Reach Worldwide Consumers through Film, Television, Video Games and

Advertising," examining alternative methods of getting your music into the marketplace; and "Radio Broadcasters Breaking Bands: Radio's Royalty — Pushing Boundaries While Maintaining Programming Integrity," focusing on several of the world's best-known DJs and programmers.

Artist managers and A&R execs will explore "A&R Worldwide: Artist Discovery & Development, Present & Future," and there will be fo-

rums on international artist management and distribution and a panel on digital and new media, featuring such digital upstarts as MySpace President and founder Tom Anderson and CD Baby President and founder Derek Sivers.

### Showcases On The Strip

Headquartered at the Wyndham Bel Age Hotel in West Hollywood, MUSEXPO is within walking distance of such legendary Sunset Strip venues as the Viper Room, the Roxy and the Key Club. Nightly showcases will allow bands a



once-in-a-lifetime opportunity to strut their stuff on some of the world's most famed stages.

As word of MUSEXPO spread, hundreds of acts from Austin to Auckland and from Brisbane to Berlin submitted their demos to the A&R Worldwide staff, which then faced the daunting task of choosing the groups that best represent the cream of emerging international talent. Among the 26 acts selected, 11 different countries are represented:

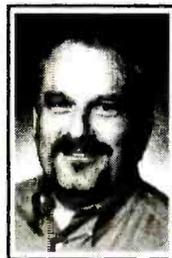
- Australia: Intercooler, Missy Higgins, Res-in Dogs
- Canada: Jonas
- England: Belasco, Boo 2, Cass, Engerica, J.A.C., Jem Cooke, McQueen, Story One, Verra Cruz
- Francy: Soshy
- Germany: Diva International, Reamonn, Warren Suicide
- Gibraltar: Breed 77
- Ireland: The Mono Band
- New Zealand: Goldenhorse
- Portugal: The Gift
- Sweden: Shout Out Louds
- United States: Del Castillo, The Hero Factor, Mic Jones, Silent Gray

Several MUSEXPO artists made waves at the recent SXSW fest in Austin, including Austin hometown heroes Del Castillo, Australian chanteuse Missy Higgins, Irish act The Mono Band and Swedish pop rockers The Shout Out Louds, and the diverse international flavor of the MUSEXPO musical lineup is inspiring even more excitement.

Alex Jones-Donnelly of BBC Radio 1 says, "I'm coming to MUSEXPO because it represents a major presence for up-and-coming repertoire that will impact the global market. MUSEXPO has the pulse of breaking music and international radio trends and movements. A&R Worldwide has established itself as a credible organization that brings together the best creative minds in the world in the right type of networking environment."

What are you waiting for? Take advantage of this opportunity to get in on the ground floor of what promises to become a leading event for the international music industry. Registration is still open, but the hotel is filling up fast. You have only one opportunity to participate in the inaugural MUSEXPO. For further information, be sure to visit [www.musexpo.net](http://www.musexpo.net).

Send your unsigned or signed releases to:  
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**KEVIN CARTER**  
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# Two Satellites, No Waiting

XM & Sirius are doing CHR in space

**W**ith all the brouhaha these days regarding XM and Sirius, we figured it was time to take a closer look at the brain trust behind the Pop programming on both extraterrestrial radio services and what that programming consists of. On XM we're dealing with PD Michelle Cartier; over on Sirius it's an old friend of the R&R family, former Hot AC Editor Kid Kelly. Consider this an advance look inside XM's 20on20 and Sirius' Hits 1 channels, both of which will be joining R&R's CHR/Pop Indicator panel in our next reporting-panel revision.

## XM: 20on20

**Michelle Cartier**

**Fancy-ass title:** PD of XM's 20on20.

**About 20on20:** It is our fully interactive countdown channel, playing only today's hottest music chosen by the listeners. There are no boundaries or limits; it's what you want to hear. And, really, it's all that matters.

**The hook:** You can vote for your favorite song via phone, e-mail or on-line at [20on20.xmradio.com](http://20on20.xmradio.com). We roll through the top 20 songs chosen by the fans, retabulate, and do it all over again. It's a new countdown each and every time, and there's nothing on the radio like this.

**Brief career recap:** I've worked at KHKS (Kiss-FM)/Dallas, KDGE/Dallas and now XM.

**What possessed you to get into this business?** Honestly, it was an easy and fun way to

get school credit from my internship. Then they couldn't get me to leave the station.

**Early influences:** Joel Folger, Kidd Kraddick, Domino.

**Most influential radio station growing up:** KEGL (97.1 The Eagle)/Dallas and KDGE (94.5

The Edge)/Dallas, back when it was definitely Alternative. I remember listening to Alex Luke, George Gimarc and Jerry Lentz, and it was like nothing I'd ever heard before.

**First exciting radio gig:** That's like choosing a favorite child. It wasn't my first gig, but hosting the Blockbuster Rockfest in Dallas in front of 350,000 people was a definite highlight.

**Family:** My mom and my brother, both in Dallas.

**What stations are present in your car as we speak?** My lovely XM MyFi presets are 20on20, The '80s, Ethel, The City, XMU and The Flow.

**What CDs are in your car player as we speak?**



**Michelle Cartier**

## What's On Sirius

Here are the top 20 from Hits 1 for the week of March 28:

TW	LW	ARTIST	Title
113	110	KILLERS	Mr. Brightside
110	110	KELLY CLARKSON	Since U Been Gone
108	111	GREEN DAY	Boulevard Of Broken Dreams
69	53	ROB THOMAS	Lonely No More
68	62	NATALIE	Goin' Crazy
67	67	GOOD CHARLOTTE	I Just Wanna Live
67	65	3 DOORS DOWN	Let Me Go
65	52	HOWIE DAY	Collide
64	61	ALICIA KEYS	Karma
61	66	WILL SMITH	Switch
60	59	50 CENT	Candy Shop
56	55	BOWLING FOR SOUP	Almost
53	34	J.T. EXPERIENCE	Party Like A Rock Star
52	49	KEANE	Somewhere Only We Know
50	61	ASLYN	Be The Girl
49	57	SNOOP DOGG	Signs
46	41	GWEN STEFANI	Hollaback Girl
43	65	TIM MCGRAW	Live Like You Were Dying
43	47	GREEN DAY	American Idiot
39	38	AARON CARTER	Saturday Night

## What's On XM

Here are the top 20 from 20on20 for the week of March 28.

TW	LW	ARTIST	Title
94	91	GREEN DAY	Boulevard of Broken Dreams
89	90	FRANKIE J	Obsession (No Es Amor)
88	88	GWEN STEFANI f/EVE	Rich Girl
88	87	USHER	Caught Up
87	88	KELLY CLARKSON	Since U Been Gone
74	67	THE KILLERS	Mr. Brightside
74	64	3 DOORS DOWN	Let Me Go
72	68	TEGAN & SARA	Walking With A Ghost
71	65	ROB THOMAS	Lonely No More
68	65	SNOOP DOGG	Signs
67	66	EMINEM	Mockingbird
67	63	MARIAH CAREY	It's Like That
66	60	ALICIA KEYS	Karma
65	32	NATALIE	Goin' Crazy
64	69	THE GAME	How We Do
59	49	CROSSFADE	Cold
56	47	AVRIL LAVIGNE	Nobody's Home
54	49	MAROON 5	Sunday Morning
54	38	BOWLING FOR SOUP	Almost
53	54	GAVIN DeGRAW	I Don't Want To Be

I can't believe how funny this looks when I put it on paper, but it's true: Gwen Stefani, Marilyn Manson, Ashlee Simpson, Garbage, 50 Cent and The White Stripes. Seriously. Ha!

**Hobbies:** Writing and playing music, reading every magazine I can, hanging out with friends — and sleep is awfully nice too.

**Guilty-pleasure music:** Just look at what's in my CD player, I guess.

**Secret passion:** Writing.

**The one gadget you can't live without:** XM MyFi and my Treo.

**Wheels:** Ford Escape — it's just enough SUV.

**Favorite sports team:** Dallas Stars.

**Favorite food:** Sushi.

**Favorite local restaurant:** Spices (they serve sushi, not strippers).

**Favorite cereal:** Lucky Charms.

**Favorite junk food:** Nachos.

**Favorite city in the world:** Los Angeles.

**Favorite vacation destination:** Anywhere with a beach.

**Favorite TV show:** *Ellen*.

**Last movie you saw:** *The Aviator*.

**Last movie you rented:** *Eternal Sunshine of the Spotless Mind*, *Napoleon Dynamite*.

**Read any good books lately?** Does *US Weekly* count?

**What current radio stations, other than your own, do you admire, and why?** I used to admire stations when they were somewhat original. Now they all seem the same — except on XM. That's why I'm here.

**Pets:** None, but I'd like to have another rottweiler someday. Grrrrr...

**Interesting body piercings or tattoos:** God, no, life is painful enough.

**Eye color:** Brown.

**Birthplace:** Dallas.

**Ever gone toilet-papering?** Um, yeah.

**Ever been in a car accident?** Just a minor one.

**Croutons or bacon bits?** Croutons.

**Favorite day of the week:** Saturday.

**Favorite word or phrase:** "Hella" or "Oh, for fuck's sake!"

**Favorite drink:** Bacardi and Diet Coke.

**Favorite ice cream:** Chocolate.

**Favorite fast-food restaurant:** Taco Bueno. Oh, I miss Texas.

**Which store would you choose to max out your credit card?** Urban Outfitters.

**Most annoying thing people ask you:** "What's your password?" (Why have one at all then? Duh.)

**Last person you went out to dinner with:** If the paparazzi didn't catch it, it never happened.

## Sirius: Hits 1

**Kid Kelly**

**Fancy-ass title:** Sirius Sr. Director/Music Programming and Hits 1 PD

**Brief career recap:** Worked at 31 radio stations, the most tours of duty (three separate times) at WHZZ (Z100)/New York — from weekender to OM. *Backtrax USA* host for 14 years.

**What possessed you to get into this business?** From the time I was 7 years old, it's the only thing I ever wanted to do.

**Early influences:** Too many to mention (from the 31 other radio stations).

**Most influential radio station growing up:** WXLO (99X)/New York, WCAU/Philadelphia, Z100.

**First exciting radio gig:** My first job, WNOU/Willimantic, CT, and my first real job, WKSE/Buffalo.

**Family:** My wife, Kathy, and our dog.

**What stations are present in your car as we speak?** I don't have a car.

**What CDs are in your player as we speak?** I also don't have a CD player.

**Hobbies:** Radio.

**Guilty-pleasure music:** Listening for cool music to air on the radio.

**Secret passion:** Doing "it" with the radio on.

**Name the one gadget you can't live without?** My radio.

**Favorite sports teams:** I only know two things, and sports is not one of 'em.

**Favorite food:** Thai.

**Favorite local restaurant:** Mr. Chow in New York.

**Favorite cereal:** Fruit Loops.

**Favorite junk food:** Nacho Cheese Doritos.

**Favorite city in the world:** Vegas is nice this time of year.

**Favorite vacation destination:** The hammock on my patio, with a beer — and a radio.

**Favorite TV show:** *Desperate Housewives*, *Boston Legal*.

**Last movie you saw:** *Austin Powers* — "Yeah, baby!"

**Last movie you rented:** Rented?

**Read any good books lately?** *The History of KHJ*.

**Favorite nontrade publication:** *Maxim*.

**What current radio stations, other than your own, do you admire, and why?** I love 'em all — they're doing radio!



**Kid Kelly**

# CHR/POP TOP 50

April 8, 2005

POWERED BY  
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+ / - PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	KELLY CLARKSON Since U Been Gone (RCA/RMG)	8534	-72	764453	18	118/0
3	2	USHER Caught Up (LaFace/Zomba Label Group)	7712	+195	599177	14	118/0
2	3	GREEN DAY Boulevard Of Broken Dreams (Reprise)	7492	-293	602662	15	119/0
4	4	FRANKIE J. f/BABY BASH Obsession (No Es Amor) (Columbia)	7185	+161	654994	11	117/0
5	5	GWEN STEFANI f/EVE Rich Girl (Interscope)	6317	-491	520880	16	119/0
7	6	50 CENT Candy Shop (Shady/Aftermath/Interscope)	6150	+370	521408	8	108/0
6	7	CIARA f/MISSY ELLIOTT 1, 2 Step (LaFace/Zomba Label Group)	5576	-341	490991	20	115/0
9	8	50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)	5480	+195	473722	15	109/0
8	9	NATALIE Goin' Crazy (Latium/Universal)	5412	+79	372663	9	116/0
12	10	ALICIA KEYS Karma (J/RMG)	5391	+601	489424	16	117/0
10	11	MARIO Let Me Love You (J/RMG)	4629	-350	345171	20	117/0
11	12	EMINEM Mockingbird (Shady/Aftermath/Interscope)	4311	-659	332481	16	113/0
13	13	ROB THOMAS Lonely No More (Atlantic)	4262	+40	321470	8	111/0
19	14	AKON Lonely (SRC/Universal)	4042	+889	324428	6	102/4
17	15	3 DOORS DOWN Let Me Go (Republic/Universal)	3811	+344	244555	13	101/0
14	16	JESSE MCCARTNEY Beautiful Soul (Hollywood)	3748	-295	289378	23	116/0
16	17	GAVIN DEGRAW I Don't Want To Be (J/RMG)	3445	-96	285576	28	111/0
20	18	KILLERS Mr. Brightside (Island/IDJMG)	3424	+589	279535	9	104/1
15	19	GAME f/50 CENT How We Do (Aftermath/G-Unit/Interscope)	3309	-320	253997	11	94/0
23	20	TRICK DADDY Sugar (Gimme Some) (Slip-N-Slide/Atlantic)	3083	+491	200487	9	88/6
21	21	BOWLING FOR SOUP Almost (Silvertone/Jive/Zomba Label Group)	2880	+67	192014	12	109/1
18	22	MARIAH CAREY It's Like That (Island/IDJMG)	2584	-849	163093	10	108/0
22	23	DESTINY'S CHILD Soldier (Columbia)	2522	-281	168861	19	107/0
24	24	JET Look What You've Done (Atlantic)	2355	-45	244662	11	89/0
25	25	OMARION O (Epic)	2300	+407	132000	5	94/7
27	26	WILL SMITH Switch (Interscope)	2135	+302	115513	7	89/4
31	27	GAME f/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)	2007	+527	203721	3	77/11
29	28	HOWIE DAY Collide (Epic)	1968	+301	131098	6	75/4
30	29	JENNIFER LOPEZ f/FAT JOE Hold You Down (Epic)	1818	+242	132290	5	87/7
26	30	JAY-Z & LINKIN PARK Numb/Encore (Warner Bros.)	1718	-131	171426	18	102/0
33	31	PAPA ROACH Scars (Geffen)	1673	+230	94520	7	87/3
32	32	GAVIN DEGRAW Chariot (J/RMG)	1576	+107	97512	5	97/3
38	33	DESTINY'S CHILD Girl (Columbia)	1521	+296	80113	3	81/4
28	34	LIL' JON & THE EASTSIDE BOYZ f/USHER & LUDACRIS Lovers & Friends (TVT)	1514	-244	88569	16	73/0
37	35	CROSSFADE Cold (Columbia)	1465	+209	59193	10	63/3
34	36	TIM MCGRAW Live Like You Were Dying (Curb)	1399	-23	86962	7	42/0
Debut	37	GWEN STEFANI Hollaback (Interscope)	1102	+524	147962	1	87/59
40	38	MAROON 5 Sunday Morning (Octone/J/RMG)	1096	-41	79298	18	88/0
48	39	BABY BASH Baby I'm Back (Universal)	959	+280	78955	2	46/5
44	40	TRILLVILLE Some Cut (BME/Warner Bros.)	931	+173	43042	2	47/5
43	41	JOHN LEGEND Ordinary People (Columbia)	883	-30	44626	3	63/0
47	42	NIVEA f/LIL' JON & YOUNGBLOODZ Okay (Jive/Zomba Label Group)	868	+183	42394	3	47/5
49	43	MARIO How Could You (J/RMG)	862	+202	43349	2	63/6
Debut	44	RYAN CABRERA 40 Kinds Of Sadness (E.V.L.A./Atlantic)	854	+257	40917	1	54/3
39	45	EMINEM Like Toy Soldiers (Shady/Aftermath/Interscope)	779	-393	67380	13	71/0
35	46	SNOOP DOGG f/JUSTIN TIMBERLAKE Signs (Doggystyle/Geffen)	754	-587	45449	10	102/0
36	47	KEANE Somewhere Only We Know (Interscope)	747	-527	29062	13	86/0
Debut	48	KELLY CLARKSON Behind These Hazel Eyes (RCA/RMG)	636	+193	87115	1	30/8
45	49	EMINEM f/DR. DRE & 50 CENT Encore (Shady/Aftermath/Interscope)	621	-115	62854	19	24/0
Debut	50	ASLYN Be The Girl (Capitol)	605	+31	17851	1	38/0

## MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
GWEN STEFANI Hollaback (Interscope)	59
JESSE MCCARTNEY She's No You (Hollywood)	49
SIMPLE PLAN Untitled (Lava)	19
LIFEHOUSE You And Me (Geffen)	13
GAME f/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)	11
MARIAH CAREY We Belong Together (Island/IDJMG)	10
AMERIE One Thing (Columbia)	8
KELLY CLARKSON Behind These Hazel Eyes (RCA/RMG)	8

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
AKON Lonely (SRC/Universal)	+889
ALICIA KEYS Karma (J/RMG)	+601
KILLERS Mr. Brightside (Island/IDJMG)	+589
GAME f/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)	+527
GWEN STEFANI Hollaback (Interscope)	+524
TRICK DADDY Sugar (Gimme Some) (Slip-N-Slide/Atlantic)	+491
OMARION O (Epic)	+407
50 CENT Candy Shop (Shady/Aftermath/Interscope)	+370
BACKSTREET BOYS Incomplete (Jive/Zomba Label Group)	+365
3 DOORS DOWN Let Me Go (Republic/Universal)	+344

## NEW & ACTIVE

AMERICAN HI-FI The Geeks Get The Girls (Maverick/Reprise)	Total Plays: 528, Total Stations: 37, Adds: 3
SIMPLE PLAN Untitled (Lava)	Total Plays: 518, Total Stations: 65, Adds: 19
SWITCHFOOT This Is Your Life (Columbia)	Total Plays: 507, Total Stations: 31, Adds: 0
LUDACRIS Number One Spot (Def Jam South/IDJMG)	Total Plays: 470, Total Stations: 35, Adds: 1
MARIAH CAREY We Belong Together (Island/IDJMG)	Total Plays: 460, Total Stations: 49, Adds: 10
SUM 41 Pieces (Island/IDJMG)	Total Plays: 454, Total Stations: 35, Adds: 1
AMERIE One Thing (Columbia)	Total Plays: 441, Total Stations: 31, Adds: 8
LIFEHOUSE You And Me (Geffen)	Total Plays: 418, Total Stations: 26, Adds: 13
CAESARS Jerk It Out (Astralwerks/EMC)	Total Plays: 417, Total Stations: 34, Adds: 6
YING YANG TWINS Wait (The Whisper Song) (TVT)	Total Plays: 397, Total Stations: 12, Adds: 4

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at [www.radioandrecords.com](http://www.radioandrecords.com).

119 CHR/Pop reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/27-4/2. 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 Arbitron Inc. (© 2005, Arbitron Inc.) © 2005 Radio & Records.



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Tracy Austin  
KRBE/Houston



Richard Palmese  
RCA Music Group



Tom Poleman  
WHTZ/New York



Dave Reynolds  
Universal



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# CHR/POP TOP 50 INDICATOR

April 8, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	KELLY CLARKSON Since U Been Gone (RCA/RMG)	3982	-49	77570	18	63/1
2	2	GREEN DAY Boulevard Of Broken Dreams (Reprise)	3886	-24	75102	15	64/1
3	3	USHER Caught Up (LaFace/Zomba Label Group)	3858	+148	70857	14	62/1
5	4	FRANKIE J. f/BABY BASH Obsession (No Es Amor) (Columbia)	3675	+113	70992	11	64/1
4	5	GWEN STEFANI f/EVE Rich Girl (Interscope)	3648	+1	68388	16	63/1
7	6	NATALIE Goin' Crazy (Latium/Universal)	3167	+298	62385	9	64/1
6	7	CIARA f/MISSY ELLIOTT 1, 2 Step (LaFace/Zomba Label Group)	3110	-93	56551	19	60/1
8	8	ROB THOMAS Lonely No More (Atlantic)	2743	+58	54155	8	62/1
10	9	MARIO Let Me Love You (J/RMG)	2397	-73	47935	19	53/1
12	10	3 DOORS DOWN Let Me Go (Republic/Universal)	2390	+218	44490	14	59/1
13	11	ALICIA KEYS Karma (J/RMG)	2273	+294	46381	16	55/2
9	12	EMINEM Mockingbird (Shady/Aftermath/Interscope)	2115	-462	40055	14	54/1
11	13	JESSE MCCARTNEY Beautiful Soul (Hollywood)	2074	-169	41526	22	52/1
14	14	50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)	2020	+87	37861	14	54/1
15	15	50 CENT Candy Shop (Shady/Aftermath/Interscope)	1945	+106	33960	8	54/0
20	16	AKON Lonely (SRC/Universal)	1830	+528	33611	5	58/4
16	17	BOWLING FOR SOUP Almost (Silvertone/Jive/Zomba Label Group)	1794	+47	35239	13	54/2
19	18	KILLERS Mr. Brightside (Island/IDJMG)	1668	+361	32891	9	50/1
17	19	GAVIN DEGRAW I Don't Want To Be (J/RMG)	1533	-107	27879	24	44/1
18	20	MARIAH CAREY It's Like That (Island/IDJMG)	1293	-322	22398	11	40/1
23	21	JET Look What You've Done (Atlantic)	1208	+126	24639	12	42/2
21	22	GAME f/50 CENT How We Do (Aftermath/G-Unit/Interscope)	1172	-88	23506	10	44/2
22	23	DESTINY'S CHILD Soldier (Columbia)	1060	-176	18401	19	38/1
24	24	WILL SMITH Switch (Interscope)	1001	+21	20554	7	44/2
26	25	TRICK DADDY Sugar (Gimme Some) (Slip-N-Slide/Atlantic)	975	+91	17592	8	45/4
29	26	DESTINY'S CHILD Girl (Columbia)	963	+260	19609	3	43/6
31	27	OMARION O (Epic)	839	+189	16182	4	37/4
30	28	HOWIE DAY Collide (Epic)	835	+141	15333	8	37/5
27	29	GAVIN DEGRAW Chariot (J/RMG)	819	+19	15478	5	40/3
33	30	PAPA ROACH Scars (Geffen)	769	+176	15685	8	34/2
25	31	SNOOP DOGG f/JUSTIN TIMBERLAKE Signs (Doggystyle/Geffen)	684	-217	11296	9	27/1
28	32	FRICKIN' A Jessie's Girl (Toucan Cove/Alert)	675	-41	13909	11	28/0
34	33	JENNIFER LOPEZ f/FAT JOE Hold You Down (Epic)	645	+69	13914	4	29/1
37	34	RYAN CABRERA 40 Kinds Of Sadness (E.V.L.A./Atlantic)	611	+138	11694	3	33/4
43	35	GAME f/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)	599	+266	11199	2	40/11
44	36	BABY BASH Baby I'm Back (Universal)	481	+159	9344	2	20/2
35	37	MAROON 5 Sunday Morning (Octone/J/RMG)	473	-91	10828	19	21/0
38	38	MARIO How Could You (J/RMG)	450	+63	10026	2	26/2
32	39	LIL' JON & THE EASTSIDE BOYZ f/USHER & LUDACRIS Lovers & Friends (TVT)	438	-201	8212	15	20/0
Debut	40	GWEN STEFANI Hollaback (Interscope)	368	+318	6021	1	37/26
48	41	AARON CARTER Saturday Night (Trans Continental Records)	347	+80	6777	2	26/3
42	42	TYDYL WAVE Lay Down (Independent)	335	-2	6363	4	15/2
45	43	CROSSFADE Cold (Columbia)	331	+30	7249	3	15/2
39	44	TIM MCGRAW Live Like You Were Dying (Curb)	311	-63	5841	10	14/0
40	45	JAY-Z & LINKIN PARK Numb/Encore (Warner Bros.)	310	-54	6181	18	12/0
Debut	46	TRILLVILLE Some Cut (RME/Warner Bros.)	309	+50	5779	1	17/3
47	47	GOOD CHARLOTTE I Just Wanna Live (Daylight/Epic)	305	+28	5189	16	8/0
49	48	JOHN LEGEND Ordinary People (Columbia)	248	-19	4925	2	16/0
-	49	AMERICAN HI-FI The Geeks Get The Girls (Maverick/Reprise)	236	+1	4317	2	14/1
50	50	GOO GOO DOLLS Give A Little Bit (Warner Bros.)	231	-33	4705	17	9/0

65 CHR/Pop reporters. Songs ranked by total plays for the airplay week of Sunday 3/27 - Saturday 4/2.  
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## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
GWEN STEFANI Hollaback (Interscope)	26
KELLY CLARKSON Behind These Hazel Eyes (RCA/RMG)	16
SIMPLE PLAN Untitled (Lava)	12
GAME f/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)	11
JESSE MCCARTNEY She's No You (Hollywood)	9
BACKSTREET BOYS Incomplete (Jive/Zomba Label Group)	9
DESTINY'S CHILD Girl (Columbia)	6
MARIAH CAREY We Belong Together (Island/IDJMG)	6
HOWIE DAY Collide (Epic)	5
LIFEHOUSE You And Me (Geffen)	5
CAESARS Jerk It Out (Astralwerks/EMC)	5
AKON Lonely (SRC/Universal)	4
TRICK DADDY Sugar (Gimme Some) (Slip-N-Slide/Atlantic)	4
OMARION O (Epic)	4
RYAN CABRERA 40 Kinds Of Sadness (E.V.L.A./Atlantic)	4

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
AKON Lonely (SRC/Universal)	+528
KILLERS Mr. Brightside (Island/IDJMG)	+361
GWEN STEFANI Hollaback (Interscope)	+318
NATALIE Goin' Crazy (Latium/Universal)	+298
ALICIA KEYS Karma (J/RMG)	+294
GAME f/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)	+266
DESTINY'S CHILD Girl (Columbia)	+260
3 DOORS DOWN Let Me Go (Republic/Universal)	+218
OMARION O (Epic)	+189
PAPA ROACH Scars (Geffen)	+176
BABY BASH Baby I'm Back (Universal)	+159
USHER Caught Up (LaFace/Zomba Label Group)	+148
HOWIE DAY Collide (Epic)	+141
RYAN CABRERA 40 Kinds Of Sadness (E.V.L.A./Atlantic)	+138
JET Look What You've Done (Atlantic)	+126
FRANKIE J. f/BABY BASH Obsession (No Es Amor) (Columbia)	+113
MARIAH CAREY We Belong Together (Island/IDJMG)	+108
50 CENT Candy Shop (Shady/Aftermath/Interscope)	+106
TRICK DADDY Sugar (Gimme Some) (Slip-N-Slide/Atlantic)	+91
50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)	+87
SIMPLE PLAN Untitled (Lava)	+86
KELLY CLARKSON Behind These Hazel Eyes (RCA/RMG)	+81
AARON CARTER Saturday Night (Trans Continental Records)	+80
JOHNNY FREEMAN The Love (Southern Signal)	+80
JENNIFER LOPEZ f/FAT JOE Hold You Down (Epic)	+69
U2 Sometimes You Can't Make It On Your Own (Interscope)	+69
MARIO How Could You (J/RMG)	+63
AMERIE One Thing (Columbia)	+63
ROB THOMAS Lonely No More (Atlantic)	+58
CAESARS Jerk It Out (Astralwerks/EMC)	+58

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America's Best Testing CHR/Pop Songs  
12 + For The Week Ending 4/8/05

Artist Title (Label)	TW	LW	Famil.	Burn	W 12-17	W 18-24	W 25-34
KELLY CLARKSON Since U Been Gone (RCA/RMG)	4.30	4.26	98%	32%	4.12	4.44	4.35
GREEN DAY Boulevard Of Broken Dreams (Reprise)	4.10	4.05	99%	44%	4.19	4.04	4.08
3 DOORS DOWN Let Me Go (Republic/Universal)	4.09	4.00	85%	13%	4.23	4.13	4.39
ROB THOMAS Lonely No More (Atlantic)	4.06	4.01	90%	13%	4.06	4.17	4.29
KILLERS Mr. Brightside (Island/IDJMG)	4.01	3.78	77%	13%	4.44	3.95	4.06
BOWLING... Almost (Silvertone/Jive/Zomba Label Group)	3.97	4.00	84%	18%	4.47	3.90	4.02
RYAN CABRERA True (E.V.L.A./Atlantic)	3.93	3.92	99%	40%	4.18	4.04	4.02
JESSE MCCARTNEY Beautiful Soul (Hollywood)	3.90	3.75	99%	40%	4.04	4.05	3.72
ALICIA KEYS Karma (J/RMG)	3.84	3.67	94%	28%	3.98	3.84	3.94
WILL SMITH Switch (Interscope)	3.84	-	66%	12%	4.04	3.98	3.92
GAVIN DEGRAW I Don't Want To Be (J/RMG)	3.80	3.72	98%	50%	3.84	3.96	3.71
JET Look What You've Done (Atlantic)	3.71	3.69	86%	23%	3.96	3.65	3.82
CIARA f/M. ELLIOTT 1, 2 Step (LaFace/Zomba Label Group)	3.70	3.62	98%	48%	3.88	3.65	4.02
GWEN STEFANI f/EVE Rich Girl (Interscope)	3.60	3.64	99%	47%	3.46	3.63	3.79
NATALIE Goin' Crazy (Latium/Universal)	3.60	3.49	81%	22%	3.67	3.59	3.70
JAY-Z & LINKIN PARK Numb/Encore (Warner Bros.)	3.57	3.60	97%	45%	3.44	3.66	3.91
FRANKIE J. f/BABY BASH Obsession... (Columbia)	3.57	3.71	94%	37%	3.75	3.44	3.83
EMINEM Mockingbird (Shady/Aftermath/Interscope)	3.56	3.66	98%	43%	3.88	3.65	3.83
USHER Caught Up (LaFace/Zomba Label Group)	3.56	3.76	97%	43%	3.64	3.54	3.80
MARIO Let Me Love You (J/RMG)	3.44	3.61	98%	53%	3.52	3.33	3.59
MARIAH CAREY It's Like That (Island/IDJMG)	3.41	3.31	88%	31%	3.47	3.35	3.40
50 CENT Candy Shop (Shady/Aftermath/Interscope)	3.40	3.17	94%	38%	3.82	3.55	3.55
S. DOGG f/J. TIMBERLAKE Signs (Doggystyle/Geffen)	3.40	3.25	75%	21%	3.55	3.74	3.22
AKON Lonely (SRC/Universal)	3.39	3.08	74%	23%	3.84	3.41	3.47
EMINEM Like Toy Soldiers (Shady/Aftermath/Interscope)	3.37	3.37	96%	44%	3.62	3.35	3.83
50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)	3.34	3.32	93%	38%	3.73	3.52	3.20
TRICK DADDY Sugar (Gimme Some) (Slip-N-Slide/Atlantic)	3.28	3.05	60%	22%	3.53	3.35	3.29
DESTINY'S CHILD Soldier (Columbia)	3.21	3.19	99%	62%	3.30	3.15	3.29
LIL' JON... f/USHER & LUDACRIS Lovers & Friends (TVT)	3.12	3.03	87%	46%	3.17	3.32	3.34

Total sample size is 311 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic is a registered trademark of RateTheMusic.com. The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.



CHR/POP TOP 30



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	USHER Caught Up (LaFace/Zomba Label Group)	524	-14	11	7/0
2	2	GWEN STEFANI f/EVE Rich Girl (Interscope)	453	-36	14	5/0
3	3	GREEN DAY Boulevard Of Broken Dreams (Reprise)	438	-23	14	5/0
4	4	50 CENT Candy Shop (Shady/Aftermath/Interscope)	407	-10	7	6/0
7	5	SUM 41 Pieces (Island/IDJMG)	401	+24	11	7/0
8	6	SHAWN DESMAN Let's Go (Vik/Sony BMG Canada)	371	+28	8	5/0
6	7	K-OS Man I Used To Be (Astralwerks/EMC)	367	-25	14	7/0
5	8	KELLY CLARKSON Since U Been Gone (RCA/RMG)	366	-27	16	7/0
9	9	FRANKIE J. f/BABY BASH Obsession... (Columbia)	362	+19	6	6/0
10	10	ROB THOMAS Lonely No More (Atlantic)	353	+10	7	8/1
11	11	MARIAH CAREY It's Like That (Island/IDJMG)	298	-43	9	7/0
17	12	ALICIA KEYS Karma (J/RMG)	276	+36	5	7/0
16	13	NATALIE Goin' Crazy (Latium/Universal)	254	+2	4	8/0
14	14	EMINEM Mockingbird (Shady/Aftermath/Interscope)	254	-17	9	5/0
13	15	CIARA f/M. ELLIOTT 1, 2 Step (LaFace/Zomba Label Group)	248	-68	18	7/0
12	16	MARIO Let Me Love You (J/RMG)	244	-79	17	5/0
22	17	KILLERS Mr. Brightside (Island/IDJMG)	227	+30	4	5/1
20	18	AVRIL LAVIGNE He Wasn't (Arista/RMG)	226	+7	4	5/0
28	19	DIVINE BROWN Old Skool Love (Blacksmith)	225	+64	2	6/0
18	20	GAME f/50 CENT How We Do (Aftermath/G-Unit/Interscope)	219	-20	10	6/0
21	21	WILL SMITH Switch (Interscope)	206	+9	4	5/0
25	22	3 DOORS DOWN Let Me Go (Republic/Universal)	189	+6	2	3/0
15	23	S. DOGG f/J. TIMBERLAKE Signs (Doggystyle/Geffen)	187	-77	7	5/0
Debut	24	AKON Lonely (SRC/Universal)	186	+85	1	6/3
19	25	SIMPLE PLAN Shut Up (Atlantic)	181	-51	9	4/0
Debut	26	GAME f/50 CENT Hate It... (Aftermath/G-Unit/Interscope)	179	+74	1	4/2
27	27	JULY BLACK Stay The Night (Universal)	179	+16	2	5/0
26	28	DAVID USHER Love Will Save The Day (MapleMusic)	179	+15	3	4/0
Debut	29	BACKSTREET BOYS Incomplete (Jive/Zomba Label Group)	173	+172	1	6/5
29	30	JET Look What You've Done (Atlantic)	163	+2	3	4/0

14 Canadian CHR reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/27-4/2. 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. © 2005 Radio & Records. \* Indicates Cancion.



ARTIST: Akon

LABEL: SRC/Universal

By MIKE TRIAS/ASSOCIATE EDITOR

I don't even have a computer, so I didn't know what was going on," Bobby Vinton told the *Pittsburgh Post-Gazette* about how his hit "Mr. Lonely" was sampled and sped up for Akon's current hit, "Lonely." "After [Akon] talked with me, they went to Epic and got the rights to use the original record. They sent me a copy — I didn't know what it was, but my wife and children think it's great."



Though Vinton still doesn't quite understand why his classic tune was sped up and sampled in the name of hip-hop, he doesn't mind — he's getting paid. And it looks like he'll be reaping the benefits of the song for a while to come. Akon's "Lonely" continues its ascension on the charts, rising this week to No. 14\* at Pop and No. 5\* at Rhythmic. The song has stealthily become a bigger hit than

Akon's first single, "Locked Up," and shows no sign of letting up any time soon.

Chart success equals album sales, and Akon's debut album, *Trouble*, was recently certified gold. "Trouble evolved from the struggles I went through and what I did and am still doing to correct those things," says the singer-songwriter-producer born Aliaune Thiam.

When Akon was just 7 years old, he and his family moved from the African nation of Senegal to New Jersey. It was in America that Akon was first exposed to hip-hop, a sound he initially rejected. "I thought it was rubbish, because I didn't understand the concept of people talking over music," he says. "But as I started growing up, living a little and listening to the lyrics, I realized that I was going through a lot of stuff these rappers were talking about and I could relate."

Though his youth was filled with school and legal troubles, Akon — inspired by his father, Mor Thiam, a world-renowned percussionist and master of the djembe — turned to music to set his life straight. Akon later drew upon his experiences to write and produce the songs for *Trouble*. "I've got a habit of writing about everything I go through, and this album gives a glimpse of where I am now," he says.



**BACKSTREET'S BACK, ALL RIGHT!** The Backstreet Boys are releasing *Never Gone*, their first studio album since 2000, and they're out touring and visiting lots of people in support of the album and its lead-off single, "Incomplete." Seen here raising a ruckus in Boston are (l-r) Jive Records' John Strazza, bandmembers Brian Littrell and AJ McLean, Jive rep Allyson Levy, WXKS-FM (Kiss 108)/Boston PD Cadillac Jack and bandmembers Nick Carter and Howie Dorough.

Please Send Your Photos

R&R wants your best snapshots (color or black & white).

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

R&R, c/o Keith Berman: [kberman@radioandrecords.com](mailto:kberman@radioandrecords.com)

# CHR/POP REPORTERS

Stations and their adds listed alphabetically by market

**KCDD/Abilene, TX**  
 OM: Brad Elliott  
 PD: Youngblood  
 13 NIVEA I/LIL' JON & YOUNGBLOODZ  
 10 GWEN STEFANI

**WFLY/Albany, NY\***  
 OM: Kevin Callahan  
 PD: John Fox  
 MD: Christy Taylor  
 4 TRICK DADDY  
 OMARION  
 JESSE MCCARTNEY  
 GWEN STEFANI

**WKKF/Albany, NY\***  
 PD: Rob Dawes  
 GWEN STEFANI

**KKDB/Albuquerque, NM\***  
 OM: Eddie Haskell  
 PD: Kris Abrams  
 APD: Mark Anderson  
 MD: Carlos Duran  
 2 JESSE MCCARTNEY  
 1 RYAN CABRERA

**KQID/Alexandria, LA**  
 PD: Ron Roberts  
 TRILLVILLE  
 ALTRER BRIDGE  
 GWEN STEFANI  
 JOHN FRITZ

**WAEW/Allentown, PA\***  
 PD: Laura St. James  
 MD: Mike Kelly  
 No Adds

**KPRF/Amarillo, TX**  
 OM: John McQueen  
 PD: Marshall Blevis  
 LUDACRIS  
 YOUNG TWIN  
 KELLY CLARKSON

**KGDT/Anchorage, AK**  
 OM: Mark Murphy  
 PD: Bill Stewart  
 12 BOWLING FOR SOUP  
 11 WILL SMITH

**WXX/Appleton, WI\***  
 PD: David Burns  
 RELIENT K  
 JESSE MCCARTNEY

**WSTR/Atlanta, GA\***  
 PD: Dan Bowen  
 APD: J. R. Ammons  
 MD: Michael Chase  
 No Adds

**WWWQ/Atlanta, GA\***  
 OM: PD: Dyan Sprague  
 MD: Jeff Miles  
 OMARION  
 MARIAH CAREY

**KHFI/Austin, TX\***  
 OM: Mac Daniels  
 PD: Tommy Austin  
 APD: Brenda Fred  
 MD: Desiree Gott  
 15 BABY BASH  
 1 KELLY CLARKSON  
 SIMPLE PLAN  
 LIFEHOUSE

**WBZN/Bangor, ME**  
 OM: Paul Dupuis  
 PD: Dan Cashman  
 APD: Arlen "Kid" Jameson  
 U2  
 BABY BASH  
 KELLY CLARKSON

**WFME/Baton Rouge, LA\***  
 PD: Kevin Campbell  
 1 JESSE MCCARTNEY  
 VANISHED  
 GWEN STEFANI  
 LIFEHOUSE  
 KELLY CLARKSON

**KQXY/Beaumont, TX\***  
 OM: Jim West  
 PD: Bradin Shaw  
 APD: Patrick Sanders  
 1 GAME I/50 CENT  
 SIMPLE PLAN  
 GWEN STEFANI

**KRSQ/Billings, MT**  
 OM: Tom Oakes  
 PD: Kyle McCoy  
 10 BABY BASH  
 3 GWEN STEFANI

**WXYK/Biloxi, MS\***  
 OM: Jay Taylor  
 PD: Lucas  
 3 BROOKE VALENTINE I/BIG BOI & LIL' JON  
 GWEN STEFANI  
 FEATURES

**WWYL/Binghamton, NY**  
 OM: Ed Walker  
 PD: KJ Bryant  
 No Adds

**WQEN/Birmingham, AL\***  
 OM: Doug Hamand  
 PD: Tommy Chuck  
 MD: Madison Reeves  
 5 GAME I/50 CENT  
 4 OMARION  
 2 DESTINY'S CHILD  
 GWEN STEFANI

**KSAS/Boise, ID\***  
 PD: Hess Grigg  
 1 JESSE MCCARTNEY  
 CAESARS  
 NIVEA I/LIL' JON & YOUNGBLOODZ  
 SIMPLE PLAN  
 LIFEHOUSE

**KZMG/Boise, ID\***  
 PD: Jim Allen  
 10 YOUNG TWIN  
 1 AMERICAN HI-FI  
 GWEN STEFANI  
 LIFEHOUSE  
 JESSE MCCARTNEY

**WXKS/Boston, MA\***  
 PD: Cadillac Jack McCartney  
 APD/MD: David Corey  
 SIMPLE PLAN  
 PUSSYCAT OOLLS

**KNDE/Bryan, TX**  
 PD/MD: Lesley K.  
 No Adds

**WKSE/Buffalo, NY\***  
 MD: Brian Wilde  
 No Adds

**WXXX/Burlington\***  
 OM: Ben Hamilton  
 MD: Pete Belair  
 3 JESSE MCCARTNEY  
 2 AMERICAN HI-FI  
 BONNIE MCKEE  
 FANTASIA  
 BABY BASH  
 AMERICAN HI-FI  
 FEATURES  
 U2  
 GWEN STEFANI

**WZKL/Canton, OH\***  
 PD: John Stewart  
 MD: Sue Tyler  
 OESTINY'S CHILD  
 BABY BASH  
 SIMPLE PLAN  
 LIFEHOUSE  
 JENNIFER LOPEZ I/FAT JOE  
 GWEN STEFANI

**WRZE/Cape Cod, MA**  
 OM/MD: Steve McVie  
 19 AMERIE  
 18 OESTINY'S CHILD  
 5 TYDYL WAVE  
 1 AARON CARTER

**KZIA/Cedar Rapids, IA**  
 OM: Rob Norton  
 PD: Kevin Walker  
 PD/MD: Ric Swann  
 APD: Johnny Waiver  
 GAVIN DEGRAW  
 AKON

**WQOB/Champaign, IL**  
 OM/MD: John McKeighan  
 28 RYAN CABRERA  
 28 KELLY CLARKSON  
 10 TRICK DADDY  
 7 GWEN STEFANI

**WSSX/Charleston, SC\***  
 OM/MD: Special Ed  
 APD/MD: MARIH CAREY  
 GWEN STEFANI

**WNKS/Charlotte\***  
 PD: John Reynolds  
 MD: Keli Reynolds  
 27 TRICK DADDY  
 GAME I/50 CENT  
 JENNIFER LOPEZ I/FAT JOE  
 GAVIN DEGRAW  
 NIVEA I/LIL' JON & YOUNGBLOODZ

**WKXJ/Chattanooga, TN\***  
 OM: Kris Van Dyke  
 PD: Riggs  
 APD: Mike Michonski  
 MD: Heather Backman  
 3 LIFEHOUSE

**WKSC/Chicago, IL\***  
 PD: Rod Phillips  
 MD: Jeff Murray  
 1 TRILLVILLE  
 MARIO  
 JESSE MCCARTNEY  
 GWEN STEFANI

**KLRS/Chico, CA**  
 PD/MD: Eric Brown  
 15 KELLY CLARKSON  
 12 PUSSYCAT DOLLS  
 11 LIFEHOUSE  
 11 JESSE MCCARTNEY

**WKFS/Cincinnati, OH\***  
 OM: Scott Reinhart  
 PD: Tommy Bodean  
 MD: Jordan  
 7 BROOKE VALENTINE I/BIG BOI & LIL' JON  
 GWEN STEFANI

**WAKS/Cleveland, OH\***  
 OM: Kevin Metheny  
 OM: Jeff Zukauskas  
 PD: Dan Mason  
 APD/MD: Kasper  
 MARIAH CAREY  
 GWEN STEFANI

**KKMG/Colorado Springs, CO\***  
 OM: Bobby Irwin  
 PD: Chad Ruter  
 HOWIE DAY  
 BOBBY VALENTINO  
 KELLY CLARKSON

**WNOK/Columbia, SC\***  
 PD: Toby Knapp  
 MD: Pancho  
 No Adds

**WCGO/Columbus, GA**  
 OM/MD: Bob Quick  
 1 AKON  
 1 GAME I/50 CENT  
 1 GWEN STEFANI  
 1 KELLY CLARKSON  
 1 JESSE MCCARTNEY

**WNCI/Columbus, OH\***  
 PD: Michael McCoy  
 APD/MD: Joe Kelly  
 10 CAESARS  
 GWEN STEFANI

**WJYY/Concord (Lake Regions), NH**  
 PD/MD: AJ Dukette  
 CROSSFADE  
 OESTINY'S CHILD  
 GAME I/50 CENT  
 KELLY CLARKSON

**WGIC/Cookeville, TN**  
 OM: Marty McFly  
 PD: Scooter  
 MD: Freaky Dave  
 6 CAESARS  
 5 GWEN STEFANI  
 3 GAME I/50 CENT

**KHKS/Dallas, TX\***  
 PD: Patrick Davis  
 APD/MD: Fernando Ventura  
 4 OMARION  
 GWEN STEFANI  
 NB RIDAZ I/ANGELINA

**WDFW/Dayton, OH\***  
 OM: Tony Tilford  
 PD: Wes McCain  
 7 JESSE MCCARTNEY  
 BOBBY VALENTINO  
 FANTASIA  
 BABY BASH  
 AMERICAN HI-FI  
 PRETTY RICKY

**WGTZ/Dayton, OH\***  
 OM: J.D. Kunes  
 PD/AM/D: Scott Sharp  
 1 PAPA ROACH  
 U2  
 GWEN STEFANI

**WVYB/Daytona Beach, FL\***  
 OM: Frank Scott  
 PD/MD: Kotter  
 11 LIFEHOUSE  
 1 AMERIE  
 JESSE MCCARTNEY

**KFMD/Denver, CO\***  
 PD: Jim Lawson  
 MD: Jo Jo Turnbeough  
 1 JESSE MCCARTNEY  
 GWEN STEFANI

**KKDM/Des Moines, IA\***  
 PD: Greg Chance  
 MD: Steve Wazz  
 1 JESSE MCCARTNEY  
 PUSSYCAT DOLLS  
 GWEN STEFANI

**WDRQ/Detroit, MI\***  
 PD: Alex Tear  
 APD: Jay Towers  
 MD: Keith Curry  
 No Adds

**WKQI/Detroit, MI\***  
 PD: Dom Theodore  
 APD/MD: Beau Daniels  
 MD: Marcia Gan  
 9 NIVEA I/LIL' JON & YOUNGBLOODZ  
 PAPA ROACH  
 GWEN STEFANI

**WLVI/Elmira, NY**  
 OM/MD: Gary Knight  
 APD: Brian Stoll  
 11 LINKIN PARK  
 11 NELLY I/TIM MCGRAW  
 11 KELLY CLARKSON  
 6 MARIAH CAREY  
 6 TRILLVILLE

**WNKI/Elmira, NY**  
 PD/MD: JJ Morgan  
 4 GWEN STEFANI

**WRTS/Erie, PA**  
 OM: Rick Rambaldo  
 PD: Dan Edwards  
 APD/MD: Jessica Curry  
 5 GAVIN DEGRAW  
 4 GAME I/50 CENT  
 4 LIFEHOUSE  
 3 SIMPLE PLAN

**KDUK/Eugene, OR**  
 OM: Chris Sargent  
 PD: Valerie Steele  
 22 GWEN STEFANI  
 19 GAME I/50 CENT  
 19 DESTINY'S CHILD  
 12 PAPA ROACH  
 5 SIMPLE PLAN

**WSTO/Evansville, IN**  
 OM: Tim Huel sing  
 PD: Stan "The Man" Priest  
 APD: Josh Strickland  
 MD: Brad Booker  
 21 BACKSTREET BOYS  
 7 JOHNNY FREEMAN

**WDAY/Fargo**  
 OM/MD: Mike "Big Dog" Kapel  
 MD: Troy Dayton  
 CAESARS  
 HOWIE DAY  
 SIMPLE PLAN

**KMCK/Fayetteville, AR**  
 PD: Jerry Kidd  
 APD/MD: JJ Ryan  
 KELLY CLARKSON  
 JESSE MCCARTNEY

**KMXF/Fayetteville, AR**  
 OM: Tom Travis  
 PD/MD: Ike D.  
 27 OESTINY'S CHILD  
 13 TRICK DADDY  
 11 GAME I/50 CENT  
 10 GWEN STEFANI

**WWCK/Flint, MI\***  
 PD: Scott Free  
 2 GAME I/50 CENT  
 SIMPLE PLAN  
 GWEN STEFANI

**WJMX/Florence, SC**  
 OM: Randy Wilcox  
 PD/MD: Scotty G.  
 HOWIE DAY  
 CROSSFADE  
 NIVEA I/LIL' JON & YOUNGBLOODZ  
 DESTINY'S CHILD  
 GAME I/50 CENT  
 BACKSTREET BOYS

**KWYE/Fresno, CA\***  
 PD: Mike Yeager  
 APD: Ryder  
 MD: Nikki Thomas  
 24 DESTINY'S CHILD  
 6 GAVIN DEGRAW

**KSME/Ft. Collins, CO\***  
 PD: Chris Kelly  
 MD: Jo Jo Turnbeough  
 RYAN CABRERA  
 JESSE MCCARTNEY  
 GWEN STEFANI

**WXKB/Ft. Myers, FL\***  
 PD: Matt Johnson  
 APD/MD: Randy Sherwyn  
 CAESARS  
 MARIO

**KISR/Ft. Smith, AR**  
 OM/MD: "Big Dog" Rick Hayes  
 APD: Cunningham Rham  
 MD: Michael Oldham  
 5 U2  
 5 SIMPLE PLAN  
 5 GAME I/50 CENT  
 5 MARIAH CAREY

**KZBB/Ft. Smith, AR**  
 OM: Lee Matthews  
 PD/MD: Todd Chase  
 6 HOWIE DAY  
 6 GWEN STEFANI

**WYKS/Gainesville, FL\***  
 PD: Jeri Banta  
 APD/MD: Alan Fox  
 1 JESSE MCCARTNEY  
 BABY BASH

**KSMB/Lafayette, LA\***  
 PD: Bobby Novosad  
 APD/MD: Andrew "A.G." Gordon  
 8 PUSSYCAT DOLLS  
 2 YOUNG TWIN  
 GWEN STEFANI

**WLAN/Lancaster, PA\***  
 PD: JT Bosch  
 APD/MD: Holly Love  
 12 JESSE MCCARTNEY  
 GOOD CHARLOTTE

**WSNX/Grand Rapids, MI\***  
 PD: Eric O'Brien  
 APD/MD: Broadway  
 2 JENNIFER LOPEZ I/FAT JOE  
 SUM 41  
 SIMPLE PLAN

**WKZL/Greensboro, NC\***  
 PD: Jeff McHugh  
 APD: Terrie Knight  
 MD: Marcia Gan  
 11 TRICK DADDY  
 GWEN STEFANI

**WERD/Greenville, NC\***  
 PD: Tony Banks  
 APD/MD: Chris "Hollywood" Mann  
 2 SIMPLE PLAN  
 1 RYAN CABRERA  
 GWEN STEFANI

**WRHT/Greenville, NC\***  
 OM/MD: Jeff Davis  
 APD/MD: Blake Larson  
 BROOKE VALENTINE I/BIG BOI & LIL' JON  
 AMERIE  
 LIFEHOUSE  
 JESSE MCCARTNEY  
 GWEN STEFANI

**WFBC/Greenville, SC\***  
 PD: Nikki Nile  
 APD/MD: Kobe  
 No Adds

**WHKF/Harrisburg, PA\***  
 PD/MD: Jeff Hurley  
 6 MARIO  
 PRETTY RICKY  
 PUSSYCAT DOLLS  
 GOOD CHARLOTTE

**WKSS/Hartford, CT\***  
 PD: Rick Vaughn  
 MD: Jo Jo Brooks  
 3 GAME I/50 CENT  
 2 RELIENT K  
 GWEN STEFANI  
 MARIAH CAREY  
 JESSE MCCARTNEY

**KRBE/Houston, TX\***  
 PD: Tracy Austin  
 MD: Leslie Whittle  
 1 OMARION  
 AKON  
 JESSE MCCARTNEY  
 GWEN STEFANI

**WKEE/Huntington**  
 PD: Jim Davis  
 APD/MD: Gary Miller  
 BACKSTREET BOYS  
 KELLY CLARKSON  
 JESSE MCCARTNEY

**WZYP/Huntsville, AL\***  
 PD: Keith Scott  
 MD: Ally "Lisa" Elliott  
 SIMPLE PLAN  
 JESSE MCCARTNEY

**WNQU/Indianapolis, IN\***  
 OM: David Edgar  
 PD: Chris Edge  
 MD: Dylan  
 No Adds

**WYDY/Jackson, MS\***  
 OM/MD: Johnny O  
 APD/MD: Nate West  
 BOBBY VALENTINO  
 LIFEHOUSE  
 JENNIFER LOPEZ I/FAT JOE  
 JESSE MCCARTNEY  
 GWEN STEFANI

**WAPE/Jacksonville, FL\***  
 OM/MD: Cat Thomas  
 APD/MD: Tony Mann  
 JESSE MCCARTNEY

**WFKS/Jacksonville, FL\***  
 PD: Skip Kelly  
 JESSE MCCARTNEY

**WGLU/Johnstown, PA**  
 PD: Mitch Edwards  
 APD/MD: Jonathan Reed  
 TRILLVILLE  
 GWEN STEFANI  
 YOUNG TWIN  
 RYAN CABRERA  
 KELLY CLARKSON

**KSYN/Joplin, MO**  
 PD: Jason Knight  
 APD: Steve Kraus  
 SIMPLE PLAN  
 LIFEHOUSE  
 BACKSTREET BOYS  
 KELLY CLARKSON

**KCHZ/Kansas City, MO\***  
 OM/MD: Maurice DeVoe  
 SIMPLE PLAN  
 YOUNG TWIN  
 GWEN STEFANI

**KMXV/Kansas City, MO\***  
 MD: Jamie Cox  
 20 JESSE MCCARTNEY  
 LIFEHOUSE  
 GWEN STEFANI

**WWST/Knoxville, TN\***  
 PD: Rich Bailey  
 MD: Scott Bohannon  
 6 WILL SMITH

**WAZY/Lafayette, IN**  
 PD: Tommy Frank  
 2 BACKSTREET BOYS

**KSMB/Lafayette, LA\***  
 PD: Bobby Novosad  
 APD/MD: Andrew "A.G." Gordon  
 8 PUSSYCAT DOLLS  
 2 YOUNG TWIN  
 GWEN STEFANI

**WLAN/Lancaster, PA\***  
 PD: JT Bosch  
 APD/MD: Holly Love  
 12 JESSE MCCARTNEY  
 GOOD CHARLOTTE

**WHZZ/Lansing, MI\***  
 OM/MD: Jason Addams  
 APD: David Bryan  
 MD: Keith Curry  
 ANNA NALICK  
 GWEN STEFANI

**WLKT/Lexington, KY\***  
 OM/MD: Barry Fox  
 TRILLVILLE  
 SIMPLE PLAN  
 MARIAH CAREY  
 JESSE MCCARTNEY

**KLAL/Little Rock, AR\***  
 PD: Randy Cain  
 APD: Ed Johnson  
 MD: Charlotte  
 FEATURES  
 SIMPLE PLAN  
 MARIO  
 JESSE MCCARTNEY

**KIIS/Los Angeles, CA\***  
 PD: John Ivey  
 APD/MD: Julie Pilat  
 No Adds

**WDJX/Louisville, KY\***  
 PD: Shane Collins  
 No Adds

**WZKF/Louisville, KY\***  
 PD/MD: Chris Randolph  
 6 AMERIE  
 GAVIN DEGRAW  
 CROSSFADE  
 GWEN STEFANI

**KZLI/Lubbock, TX**  
 OM: Wes Neesmann  
 PD/MD: Kidd Carson  
 67 CIARA I/MISSY ELLIOTT  
 67 KELLY CLARKSON  
 67 GWEN STEFANI I/EVE  
 66 FRANKIE J. I/BABY BASH  
 65 USHER  
 64 EMINEM  
 47 DESTINY'S CHILD  
 46 ALICIA KEYS  
 46 MARIO  
 45 JESSE MCCARTNEY  
 45 SNOOP DOGG I/JUSTIN  
 TIMBERLAKE  
 45 3 DOORS DOWN  
 43 MARIAH CAREY  
 40 RYAN CABRERA  
 40 GAVIN DEGRAW  
 40 BOWLING FOR SOUP  
 39 ROB THOMAS  
 39 JENNIFER LOPEZ  
 30 GREEN DAY  
 24 NELLY  
 24 LINDSAY LOHAN  
 22 AVRIL LAVIGNE  
 11 NATALIE  
 10 LUDACRIS  
 8 AKON  
 8 50 CENT  
 7 OMARION  
 7 WILL SMITH  
 7 TRICK DADDY  
 6 JET  
 5 KILLERS  
 4 GAME I/50 CENT

**WQGN/New London, CT**  
 PD: Kevin Palana  
 MD: Shawn Murphy  
 5 GWEN STEFANI  
 5 MARIAH CAREY  
 5 RUDOLPH LANES

**WEZB/New Orleans, LA\***  
 OM/MD: Mike Kaplan  
 APD: Charlie Scott  
 MD: Stevie G  
 NIVEA I/LIL' JON & YOUNGBLOODZ  
 GAME I/50 CENT  
 GWEN STEFANI

**WHIT/New York, NY\***  
 PD: Tom Poleman  
 APD: Sharon Dastur  
 MD: Paul "Cubby" Bryant  
 20 JESSE MCCARTNEY

**KBAT/Odessa, TX**  
 OM: John Moesch  
 PD: Leo Caro  
 MD: Cory Knight  
 16 MARIAH CAREY  
 13 KELLY CLARKSON  
 10 MARIO

**KCRS/Odessa, TX**  
 MD: Nate Rodriguez  
 22 GWEN STEFANI  
 22 RYAN CABRERA

**KJVD/Oklahoma City, OK\***  
 PD: Mike McCoy  
 MD: J. Rod  
 1 MARIAH CAREY  
 GWEN STEFANI

**WAOA/Melbourne, FL\***  
 PD: Beau Richards  
 MD: Eric Deniro  
 1 GAME I/50 CENT  
 JESSE MCCARTNEY

**WHBQ/Memphis, TN\***  
 PD: Karson with a K  
 APD/MD: Lugnut  
 GWEN STEFANI  
 MARIO

**WHYI/Miami, FL\***  
 PD: Rob Roberts  
 APD: Donnie Michaels  
 MD: Michael Yo  
 1 JESSE MCCARTNEY  
 GWEN STEFANI

**WXSS/Milwaukee, WI\***  
 OM/MD: Brian Kelly  
 APD/MD: Jojo Martinez  
 4 KELLY CLARKSON

**KDWB/Minneapolis, MN\***  
 PD: Rob Morris  
 MD: Derek Moran  
 2 TRILLVILLE  
 JESSE MCCARTNEY

**WABB/Mobile, AL\***  
 OM: Jay Hasting  
 PD/MD: Jammer  
 CAESARS  
 GWEN STEFANI

**WYOK/Mobile, AL\***  
 OM: Dan Balla  
 APD/MD: Brian Sims  
 19 JESSE MCCARTNEY  
 16 YOUNG TWIN  
 15 GAME I/50 CENT  
 15 MARIAH CAREY  
 10 LUDACRIS  
 7 PRETTY RICKY  
 SIMPLE PLAN  
 GWEN STEFANI

**KHOP/Modesto, CA\***  
 OM: Richard Perry  
 PD: Chase Murphy  
 2 AMERIE  
 JESSE MCCARTNEY  
 GWEN STEFANI

**KNOE/Monroe, LA**  
 PD: Bobby Richards  
 U2  
 TYDYL WAVE

**WHHY/Montgomery, AL**  
 OM: Bill Jones  
 PD/MD: Steve Smith  
 1 GWEN STEFANI  
 SIMPLE PLAN

**WVAQ/Morgantown, WV**  
 OM: Hoppy Kercheval  
 PD: Lucy Neff  
 APD: Brian Mo  
 MD: Meghan Durst  
 HOWIE DAY  
 PAPA ROACH  
 SIMPLE PLAN  
 GAME I/50 CENT  
 LIFEHOUSE  
 JESSE MCCARTNEY

**WRVW/Nashville, TN\***  
 PD/MD: Rich Davis  
 No Adds

**WBL/Nassau, NY\***  
 OM: Nancy Cambino  
 PD: JJ Rice  
 APD: Al Levine  
 MD: LJ Zabietski  
 No Adds

**WFHN/New Bedford, MA**  
 PD: James Reitz  
 MD: David Duran  
 2 BROOKE VALENTINE I/BIG BOI & LIL' JON  
 2 PUSSYCAT DOLLS  
 1 GWEN STEFANI  
 1 GAVIN DEGRAW  
 1 BOBBY VALENTINO

**WKCI/New Haven, CT\***  
 PD: Chaz Kelly  
 MD: Kerry Collins  
 10 WILL SMITH  
 GWEN STEFANI

**WQGN/New London, CT**  
 PD: Kevin Palana  
 MD: Shawn Murphy  
 5 GWEN STEFANI  
 5 MARIAH CAREY  
 5 RUDOLPH LANES

**WEZB/New Orleans, LA\***  
 OM/MD: Mike Kaplan  
 APD: Charlie Scott  
 MD: Stevie G  
 NIVEA I/LIL' JON & YOUNGBLOODZ  
 GAME I/50 CENT  
 GWEN STEFANI

**WKGS/Rochester, NY\***  
 PD: Erick Anderson  
 MD: Nick DiTucci  
 GWEN STEFANI

**WPXY/Rochester, NY\***  
 PD: Mike Danger  
 APD: Carson  
 MD: J.B.  
 JESSE MCCARTNEY  
 GWEN STEFANI

**WZOK/Rockford, IL**  
 PD/AM/D: Jenna West  
 14 ALICIA KEYS  
 13 BLACK EYED PEAS  
 12 HOBBASTANK  
 SIMPLE PLAN  
 GAME I/50 CENT

**WXFL/Orlando, FL\***



**DANA HALL**  
dhall@radioandrecords.com

# Building A Brand Name

## What jocks can learn from mixers

**M**ixers are notorious for having their hands in a number of cookie jars, so to speak. They're in the clubs, on the radio, making mix tapes, producing artists, in the streets, in the bank and even in programming departments. They could be considered the hip-hop format's Renaissance men.

Just look at successful entrepreneurs like Funkmaster Flex and Kid Capri, who have taken their role as mixer and turned themselves into brand names. How do they do it all and do it well? We spoke recently with several well-known mixers about how they network, how they brand themselves and, ultimately, how they make that dough.

### Quick Silva WPGC/Washington

First of all, what I tell both mixers and jocks all the time is don't be just one or the other.



**Quick Silva**

You're more valuable to the station and yourself if you can be both a mixer and a radio personality. Don't limit yourself in any way. Because I'm both a mixer on-air and a personality who talks, listeners know my name, my personality and my face. If you're just a jock, you might want to try your hand at the turntables. You don't have to do the clubs, just be able to do a little something on the air.

The same goes for mixers. Don't limit yourself. That's why I dropped the DJ from my name — because it limited how people viewed me. Now I'm just Quick Silva. Look at Funkmaster Flex or Kid Capri — they don't call themselves DJ Flex or DJ Kid Capri. They are overall personalities.

I also made it a point to expand my territory beyond one market. Not only do I have the radio gig and clubs in DC, I also do a lot of events and club nights in Baltimore. That's

why they call me the Mid-Atlantic region's No. 1 DJ. In fact, partly because of this, Pepsi just named me one of its six national all-star mixers.

They called me out of the blue and said I was chosen, so now I will be included in their national advertising campaign, along with mixers from New York, Los Angeles, Chicago and Atlanta. They're doing ads in consumer magazines and on radio stations. Right now, with the popularity of hip-hop, you have a lot of mainstream companies trying to jump on the bandwagon to reach the hip-hop listener. Using mixers is an obvious choice.

At the radio station, I make an effort to get involved in the programming department. PDs tend to be more open to a mixer's opinions on records than a jock's. They listen to mixers because we work in the clubs and it's our job to make people happy with the music we're playing, so we're less likely to hype the records we like personally. We see the business side of it. We can also appreciate the programming value of a record.

I've always had a hustle on the side. I promote parties and club nights. So not only am I the mixer and the host, I also promote the event beforehand, buy advertising and book everything. I also have a record pool called Direct Drive Record Pool that services mixers in DC, Baltimore and Virginia, and now we've even branched out as far south as Atlanta.

The way I look at it, I need to make sure I have a job, a way of supporting myself, whether I'm with the station or not. If WPGC flipped format tomorrow — which is highly unlikely — I'd still be working in DC. How many jocks can say that?

### DJ Irie WEDR (99 Jamz)/Miami

It's very important that you build a large and diverse audience. In radio jocks are often associated solely with the format of the station they work for. But, especially in a diverse market like Miami, you have to learn to be versatile and to appeal to a wide range of people.

I'm a mixer for WEDR, but that's only one aspect of my career. I'm also the DJ and host for the Miami Heat games. Through those games I reach across racial, economic and regional borders.

I'm also a club DJ. I mix in the clubs six nights a week, and every club, every night is a slightly different clientele. I might go from

mixing all hip-hop and R&B on the air Saturday night at WEDR to a club where I'm playing only 10% hip-hop.

It's also important to align yourself with major brand names and companies in your market. That's where your business savvy has to shine through. I find that mixers tend to be more entrepreneurial than a lot of jocks. We are also very good networkers. As a mixer, you are out there hustling, meeting a lot of people.

That's how I got the gig with the Heat. I was DJ'ing for the radio station at a party at a private home, and a guy came up and asked me to DJ his birthday. At his party the following week I noticed all these Heat players. Turns

**"It's very important that you build a large and diverse audience. In radio jocks are often associated solely with the format of the station they work for. But you have to learn to be versatile and to appeal to a wide range of people."**

### DJ Irie

out he was the assistant to Chris Riley [Heat coach Pat Riley's wife]. When the Heat decided they wanted to do something different at halftime, he and another guy in the Heat's marketing department who knew me from the clubs threw my name in the hat.

Initially, I turned down the gig, because I thought that what I did — the music I played — wouldn't work for the Heat's crowd. But then I realized that I could adapt and, at the same time, bring some of my personality to the table. It was an opportunity I couldn't turn down. I've been doing it since 2000.



**DJ Irie**

For most jocks, radio is their full-time gig, earning them a decent salary. For mixers, it's not. Some mixers don't even get paid by the radio station; they just do it for the exposure. It's a vehicle for them. They really make their money in the clubs and at private events. So, in essence, they work for themselves. I had the club scene before radio, and I'm sure I will be working it long after my radio career is over.

But the radio part of my career is very important. I've always looked at it as a way of building my relationships with artists and labels. I don't know if jocks look at what they do in the same way. They view their work at the radio station as a career. There's nothing wrong with that, but they can do a lot of things outside of the radio station to help brand themselves.

I don't wait for the station to get me gigs hosting events or to hook me up with companies to do corporate sponsorships. I have my

own website, which gets my name and face out there as well. On the website I document everything I do, which allows a potential employer or anyone who wants to hire me to see what I can do. In fact, I'm about to wrap my personal automobile, just like a station would have their van or SUV wrapped. Like a website, it's another form of advertising and branding yourself in the market.

### Cosmic Key

#### WUSL (Power 99)/Philadelphia

I have a record pool, and I just started a DJ'ing school called Strik Skillz that's just getting off the ground. I do two club nights a week in addition to the station work. I'm a pretty busy guy.

I knew early on I didn't want to be just a mixer. I wanted to grow, so I got into programming. I don't want to go around finding artists. I hope to be a PD one day. Right now I'm Asst. MD at Power 99.

A lot of mixers make a name for themselves on mix tapes. They're good for when you're starting out, but I don't do them anymore because I'm doing so many other things. It's also not as profitable as it was when I was doing it, which was from 1990-2001. Back then you could charge \$10-\$12 for a mix-tape CD, but now you'll only get about \$2 per CD. Bootleggers can press up your stuff so fast. But if you get really hot on mix tapes, you might be able to get a show on satellite radio or even a syndicated show.

Some DJs have marketing companies, but it's a conflict for me, since I work in programming. Some mixers will also start entertainment companies to launch their own artists and will put out mix tapes featuring their artists.

The dumbest thing you can do as a mixer is to not look toward your future. You don't want to be 50 years old and still in the clubs — you can't do it forever. When you're a mixer, there's no pension plan.

### Clinton Sparks

#### Sirius Satellite Radio and Smashtime Radio

I have my syndicated show, *Smashtime Radio*, which is on WBOT (Hot 97.7)/Boston; WERQ (92Q)/Baltimore; WZMX (Hot 93.7)/Hartford; and WQSL (92.3 The Beat)/Greenville, NC, and we were just added to a station in Montreal. I also do a show on Shade 45 on Sirius (Eminem's channel), live from New York every Wednesday night.

My very first radio show was with Superaudio, but then I broke off on my own. I got all these stations without a syndication company. When I started in radio I had a five-year plan, and my goal was to brand my own show to the point where it was popular enough to syndicate nationally. I was also trying to brand my company to become the next Superaudio.

I have a website, [www.mixunit.com](http://www.mixunit.com), that gets 7 million hits a month. We're about to relaunch it in five weeks. It's going to be like a hip-hop Amazon.com, where people can get vinyl, do online gambling, get ringtones — all things



**Clinton Sparks**

**"If WPGC flipped format tomorrow — which is highly unlikely — I'd still be working in DC. How many jocks can say that?"**

### Quick Silva

# CHR/RHYTHMIC TOP 50

April 8, 2005

POWERED BY  
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	50 CENT Candy Shop (Shady/Aftermath/Interscope)	6604	-61	820786	12	80/0
3	2	GAME f/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)	5302	+600	688292	9	76/0
2	3	FRANKIE J. f/BABY BASH Obsession (No Es Amor) (Columbia)	4947	-73	469629	13	64/0
4	4	TRILLVILLE Some Cut (BME/Warner Bros.)	4320	+412	480065	16	74/1
6	5	AKON Lonely (SRC/Universal)	4054	+307	361580	9	67/1
8	6	YING YANG TWINS Wait (The Whisper Song) (TVT)	3605	+135	366544	9	82/2
5	7	50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)	3480	-278	442990	17	77/0
9	8	BABY BASH Baby I'm Back (Universal)	3392	-72	331158	12	63/0
7	9	GAME f/50 CENT How We Do (Aftermath/G-Unit/Interscope)	3073	-443	366604	21	73/0
10	10	NATALIE Goin' Crazy (Latinum/Universal)	3006	-251	254693	17	57/0
14	11	BOBBY VALENTINO Slow Down (DTP/Def Jam/IDJMG)	2957	+214	317532	10	71/1
12	12	MARIO Let Me Love You (J/RMG)	2713	-326	375947	22	82/0
19	13	T.I. You Don't Know Me (Grand Hustle/Atlantic)	2598	+337	266890	8	71/2
15	14	OMARION O (Epic)	2581	-137	219201	13	65/1
11	15	LIL' JON & THE EASTSIDE BOYZ f/USHER & LUDACRIS Lovers & Friends (TVT)	2535	-531	283177	19	37/0
13	16	USHER Caught Up (LaFace/Zomba Label Group)	2416	-471	278904	14	74/0
22	17	BROOKE VALENTINE f/BIG BOI & LIL' JON Girlfight (Virgin)	2412	+337	221011	9	73/5
17	18	CIARA f/MISSY ELLIOTT 1, 2 Step (LaFace/Zomba Label Group)	2302	-182	244878	25	78/0
21	19	NIVEA f/LIL' JON & YOUNGBLOODZ Okay (Jive/Zomba Label Group)	2256	+59	205906	17	70/2
20	20	LUDACRIS Number One Spot (Def Jam South/IDJMG)	2223	-12	202969	7	74/0
18	21	TRICK DADDY Sugar (Gimme Some) (Slip-N-Slide/Atlantic)	2199	-255	139932	15	64/0
27	22	CIARA f/LUDACRIS Oh (LaFace/Zomba Label Group)	2095	+649	237732	5	73/3
24	23	AMERIE One Thing (Columbia)	2079	+396	301139	7	63/12
16	24	EMINEM Mockingbird (Shady/Aftermath/Interscope)	2075	-504	216989	18	56/0
23	25	MARIAH CAREY It's Like That (Island/IDJMG)	1724	-279	186824	12	71/0
29	26	PRETTY RICKY Grind With Me (Atlantic)	1660	+370	148297	3	61/10
35	27	MARIAH CAREY We Belong Together (Island/IDJMG)	1484	+609	175306	2	62/10
26	28	T.I. Bring 'Em Out (Grand Hustle/Atlantic)	1476	-99	203707	19	71/0
25	29	DESTINY'S CHILD Soldier (Columbia)	1406	-245	113896	19	67/0
30	30	MARIO How Could You (J/RMG)	1391	+120	106304	6	70/1
32	31	DESTINY'S CHILD Girl (Columbia)	1327	+252	118466	3	55/3
39	32	50 CENT Just A Lil' Bit (Shady/Aftermath/Interscope)	1183	+407	212976	3	18/13
33	33	NB RIDAZ f/ANGELINA Notice Me (Upstairs)	1165	+140	84740	5	33/1
31	34	FANTASIA Truth Is (J/RMG)	1095	-49	152519	11	46/3
28	35	PITBULL f/LIL' JON Toma (TVT)	1001	-297	92042	10	47/0
43	36	CASSIDY I'm A Hustla (J/RMG)	928	+237	129706	3	52/11
38	37	112 U Already Know (Def Soul/IDJMG)	913	+124	155931	7	43/2
34	38	DADDY YANKEE Gasolina (VI Music)	893	-30	129976	19	15/0
36	39	M. JONES f/S. THUG & P. WALL Still... (SwishaHouse/Asylum/Warner Bros.)	885	+62	87916	5	37/2
48	40	GWEN STEFANI Hollaback (Interscope)	829	+260	65045	2	32/5
40	41	JENNIFER LOPEZ f/FAT JOE Hold You Down (Epic)	762	+22	83473	7	39/2
44	42	K YOUNG Happy Together (Traacherous)	732	+75	65389	6	35/4
37	43	TORI ALAMAZE Don't Cha (Universal)	716	-87	93661	17	28/0
41	44	JOHN LEGEND Ordinary People (Columbia)	706	-26	166927	9	30/0
42	45	MASHONDA Back Of The Club (J/RMG)	694	-5	59980	4	46/2
45	46	FANTASIA Baby Mama (J/RMG)	677	+33	94091	6	27/0
46	47	GWEN STEFANI f/EVE Rich Girl (Interscope)	659	+15	93131	15	15/0
47	48	ALICIA KEYS Karma (J/RMG)	554	-62	79069	19	19/0
Debut	49	FAT JOE So Much More (Terror Squad/Atlantic)	549	+232	69387	1	58/12
Debut	50	FAITH EVANS Again (Virgin)	357	+26	46656	1	20/2

## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
C.A.S.H. My, My, My (BlackGround/Universal)	25
XSCAPE What's Up (Rock City)	22
50 CENT Just A Lil' Bit (Shady/Aftermath/Interscope)	13
AMERIE One Thing (Columbia)	12
FAT JOE So Much More (Terror Squad/Atlantic)	12
CASSIDY I'm A Hustla (J/RMG)	11
MARIAH CAREY We Belong Together (Island/IDJMG)	10
PRETTY RICKY Grind With Me (Atlantic)	10

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
CIARA f/LUDACRIS Oh (LaFace/Zomba Label Group)	+649
MARIAH CAREY We Belong Together (Island/IDJMG)	+609
GAME f/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)	+600
TRILLVILLE Some Cut (BME/Warner Bros.)	+412
50 CENT Just A Lil' Bit (Shady/Aftermath/Interscope)	+407
AMERIE One Thing (Columbia)	+396
PRETTY RICKY Grind With Me (Atlantic)	+370
BROOKE VALENTINE f/BIG BOI & LIL' JON Girlfight (Virgin)	+337
T.I. You Don't Know Me (Grand Hustle/Atlantic)	+337
AKON Lonely (SRC/Universal)	+307

## NEW & ACTIVE

<b>BONE BROTHERS</b> Hip Hop Baby (Koch) Total Plays: 350, Total Stations: 14, Adds: 0
<b>MARQUES HOUSTON</b> All Because Of You (T.U.G.) Total Plays: 345, Total Stations: 23, Adds: 4
<b>SLY BOOGY</b> It's Nuthin' (J/RMG) Total Plays: 343, Total Stations: 14, Adds: 0
<b>CUBAN LINK f/MYA</b> Sugar Daddy (MOB) Total Plays: 297, Total Stations: 20, Adds: 1
<b>R. KELLY</b> In The Kitchen (Jive/Zomba Label Group) Total Plays: 267, Total Stations: 10, Adds: 0
<b>J-KWON f/PETEY PABLO &amp; EBONY EYEZ</b> Get XXX'd (Jive/Zomba Label Group) Total Plays: 255, Total Stations: 20, Adds: 0
<b>NELLY f/JUNG TRU &amp; KING JACOB</b> Errtime (Derry/Fo' Reel/Universal) Total Plays: 251, Total Stations: 35, Adds: 3
<b>YOUNG GUNZ</b> Set It Off (Roc-A-Fella/IDJMG) Total Plays: 244, Total Stations: 13, Adds: 3
<b>MEMPHIS BLEEK</b> Like That (Roc-A-Fella/IDJMG) Total Plays: 234, Total Stations: 13, Adds: 1
<b>NINO BROWN f/BABY BASH</b> Eye Candy (M.I.A./Triple X) Total Plays: 216, Total Stations: 14, Adds: 0

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at [www.radioandrecords.com](http://www.radioandrecords.com).

84 CHR/Rhythmic reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/27-4/2. 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 Arbitron Inc. (© 2005, Arbitron Inc.) © 2005 Radio & Records.



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America's Best Testing CHR/Rhythmic Songs 12 + For The Week Ending 4/8/05

Table with columns: Artist Title (Label), TW, LW, Familiarity, Burn, Persons 12-17, Persons 18-24, Persons 25-34. Lists top 50 songs like 'Candy Shop' by 50 Cent and 'How Could You' by Mario.

Total sample size is 329 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.

Building A Brand Name

Continued from Page 30

hip-hop-related. I also have www.smashwax.com, which carries vinyl from all over the country. I came up with this concept because, in the past, when I would travel to different cities doing shows, I would give away my vinyl from different regions to other DJs because they couldn't get it.

I just dropped the album Maybe You Been Brainwashed, which features P. Diddy, Miri Ben-Ari, Fabolous, Busta Rhymes, Clipse, Mobb Deep, Memphis Bleek, Joe Budden and some others. I produced all of the tracks on the album. It was originally supposed to be just a mix tape, but the buzz was so big that it came out as an album.

I'm also working on a hip-hop children's television show. It'll be like Sesame Street or a modern-day "Schoolhouse Rock." That idea came about because I have an 11-month-old son, and I noticed that the children's shows he watches don't have any hip-hop on them. Then my wife asked the doctor what type of music to play for our baby, and he told her not to let him listen to hip-hop.

It's crazy that people are still afraid of hip-hop. Not all of it is violent. I'd like to get artists to appear and do songs that are appropriate for young children. I remember back when I was young, I wasn't smart in school, but I could always remember hip-hop lyrics. Talib Kweli and Common have said they would write for the show, and I'm working on a treatment now. I'm talking to different networks.

When it comes to handling your business, you have to learn patience. You need to be able to tolerate the bullshit and shadiness. You have to have a strong work ethic, and you can't take a weekend off. This has to be something that you love to do. If you don't have a passion for it, you won't succeed.

REPORTERS

Stations and their adds listed alphabetically by market

Grid of reporter information for various markets including Atlanta, Baltimore, Boston, Chicago, Dallas, Denver, Detroit, Houston, Los Angeles, Miami, Minneapolis, New York, Philadelphia, Phoenix, Portland, Raleigh, Sacramento, San Antonio, San Diego, San Francisco, Seattle, Springfield, Tampa, and Washington DC. Each entry includes station call letters and reporter name.



Monitored Reporters 106 Total Reporters 84 Total Monitored 22 Total Indicator

Did Not Report, Playlist Frozen (3): KQX/Wichita Falls, TX KUJ/Tri, WA WWRX/New London, CT

April 8, 2005

RateTheMusic.com  
BY MEDIABASE

America's Best Testing Urban Songs 12 +  
For The Week Ending 4/8/05

Artist Title (Label)	TW	LW	Famil.	Burn	Pers. 12-17	Pers. 18-24	Pers. 25-34
GAME #50 CENT Hate It... (Aftermath/G-Unit/Interscope)	4.28	—	76%	13%	4.30	4.26	4.39
50 CENT Candy Shop (Shady/Aftermath/Interscope)	4.18	4.22	98%	29%	4.12	4.23	3.80
MARIO Let Me Love You (J/RMG)	4.17	4.03	99%	43%	4.24	4.31	4.04
50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)	4.11	4.02	98%	32%	4.09	4.16	3.89
GAME #50 CENT How We Do (Aftermath/G-Unit/Interscope)	4.10	4.02	99%	34%	4.21	4.25	4.09
112 U Already Know (Def Soul/IDJMG)	4.02	4.11	52%	8%	4.14	4.28	3.73
CIARA #M. ELLIOTT 1, 2 Step (LaFace/Zomba Label Group)	4.00	3.97	99%	48%	3.97	4.09	3.63
LIL' JON & THE EASTSIDE BOYZ... Lovers & Friends (TVT)	3.99	4.09	98%	44%	4.01	4.06	3.87
T.I. You Don't Know Me (Grand Hustle/Atlantic)	3.96	3.98	80%	16%	3.98	4.11	3.63
TWISTA #FAITH EVANS Hope (Atlantic/Capitol)	3.94	3.95	81%	19%	3.85	3.80	3.98
USHER Caught Up (LaFace/Zomba Label Group)	3.91	3.93	99%	43%	3.89	3.89	3.89
T.I. Bring 'Em Out (Grand Hustle/Atlantic)	3.91	3.93	92%	34%	3.95	4.02	3.76
MARIAH CAREY It's Like That (Island/IDJMG)	3.90	3.90	89%	20%	3.92	4.04	3.54
BOBBY VALENTINO Slow Down (DTP/Def Jam/IDJMG)	3.89	—	45%	7%	3.86	3.95	3.64
FAITH EVANS Again (Capitol)	3.86	—	49%	8%	3.88	3.79	4.07
FANTASIA Truth Is (J/RMG)	3.85	3.82	78%	20%	3.85	3.92	3.64
AMERIE One Thing (Columbia)	3.85	3.75	75%	18%	3.89	3.82	4.08
NVEA #LIL' JON & YOUNGBLOODZ Okay (Jive/Zomba Label Group)	3.79	3.86	68%	16%	3.72	3.72	3.74
LUDACRIS Number One Spot (Def Jam South/IDJMG)	3.78	3.86	86%	23%	3.82	3.89	3.64
TRILLVILLE Some Cut (BME/Warner Bros.)	3.77	3.79	75%	21%	3.83	3.97	3.49
DESTINY'S CHILD Soldier (Columbia)	3.76	3.77	97%	49%	3.76	3.85	3.50
TRICK DADDY Sugar (Gimme Some) (Slip-N-Slide/Atlantic)	3.72	3.77	82%	22%	3.67	3.68	3.64
OMARION O (Epic)	3.70	3.78	88%	30%	3.74	3.85	3.44
YING YANG TWINS Wait (TVT)	3.57	3.66	61%	18%	3.55	3.77	2.97
JOHN LEGEND Ordinary People (Columbia)	3.50	3.66	75%	32%	3.67	3.64	3.76
BROOKE VALENTINE #BIG BOI & LIL' JON Girlfight (Virgin)	3.49	3.63	69%	19%	3.43	3.49	3.24
TYRA Country Boy (Universal)	3.31	3.14	73%	26%	3.23	3.31	3.00
FANTASIA Baby Mama (J/RMG)	3.31	3.48	58%	19%	3.18	3.14	3.32
R. KELLY In The Kitchen (Jive/Zomba Label Group)	3.31	3.36	50%	19%	3.21	3.28	3.00

Total sample size is 308 respondents. Total average favorability estimates are based on a scale of 1-5. (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic.com is a registered trademark of RateTheMusic.com. The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.

## STUDIO STATS

ARTIST: Anointed  
LABEL: Sony Urban/Integrity  
CURRENT PROJECT: *Now Is the Time*  
IN STORES: Now  
CURRENT SINGLE: "Gonna Lift Your Name"  
TOP SPINS AT: WPGC-AM/Washington; WCAO-AM/Baltimore; WENN/Birmingham; WHLH/Jackson, MS  
By DARNELLA DUNHAM  
ASST. RHYTHMIC/URBAN EDITOR



Personal stats: Steve Crawford and Da'dra Crawford Greathouse are the brother-and-sister gospel duo Anointed. The Columbus, OH natives have made music together for years, and they come from a large musical family. They are accomplished artists who have released six albums, and their accolades include numerous Dove awards, a pair of Stellar awards and four Grammy nominations. Anointed started in 1988 as a quartet and released their first album in 1993. Two members left the group after an exhausting 1999 tour, but the Crawfords maintained Anointed. Even though they make powerful music in the studio, they tend to make new fans whenever they perform live.

Influences: Andrae Crouch heavily influenced Steve and Da'dra's father, Barry, and Crouch's influence is also felt by Anointed. "We have always been absolutely in awe of Andrae," says Da'dra.

On *Now Is the Time* they pay tribute to the living gospel legend by remaking Crouch's "Jesus Is Lord," and he's also featured on the track.

The album: Steve and Da'dra are well-rounded artists who produce and write many of their songs. The two wrote or co-wrote every song on *Now Is the Time*, their first project released on Sony, except "Jesus Is Lord." Anointed are now trying to make an impact on mainstream audiences without abandoning their core gospel fans. The album blends traditional gospel with R&B, funk and a little bit of rock. Warren Dubb (Mary Mary, Reuben Studdard, Kierra "KiKi" Sheard) and Roger Ryan (Shirley Caesar, Faith Evans) produced a few tracks for the album.

See them live: April 5, Dallas; April 9, Raleigh; April 15, Chicago; April 16, Cleveland; April 17, Detroit.

## REPORTERS

Stations and their adds listed alphabetically by market

WJZ/Albany, GA  
PD: Jammin' Jay  
No Adds

WZLX/Albany, GA  
PD: Bill Jones  
PD: Hozie Mack  
No Adds

WAZ/Albany, NY  
PD: Sugar Bear  
APD: Wonder Woman  
No Adds

KBCE/Alexandria, LA  
PD: James Alexander  
PD: Denise Thomas  
15 112  
8 KEM  
FAT JOE  
TANK

KEDG/Alexandria, LA  
OM: Jay Stevens  
MD: Wade Hampton  
56 112  
55 WEBBIE #BUN B  
10 TANK  
5 360 INFINITE  
5 TOCKA

WHTA/Atlanta, GA  
PD: Jerry Smokin' B  
APD: Dimitrios Stevens  
MD: Ramona Debraux  
40 GUCCI MANE  
THREE 6 MAFIA  
LIL' JON & THE EASTSIDE BOYZ #BQ  
HAGAN

WVEE/Atlanta, GA  
PD: Tony Brown  
MD: Tasha Love  
2 WEBBIE #BUN B  
12 STYLES P  
2 112  
BROOKE VALENTINE #BIG BOI & LIL' JON

WFXA/Augusta, GA  
OM: Ron Thomas  
2 CASSIDY  
10 BOYZ IN DA HOOD  
THREE 6 MAFIA

WPRW/Augusta, GA  
PD: Tim "Fattz" Snel  
MD: TuTu  
THREE 6 MAFIA  
TANK

WERQ/Baltimore, MD  
PD: Victor Starr  
MD: Neke Howse  
13 YOUNG GUNZ  
2 GUCCI MANE

WBVU/Biloxi, MS  
OM: Walter Brown  
PD: Terrence Bibb  
THREE 6 MAFIA  
TANK

WJZD/Biloxi, MS  
PD: Rob Neal  
AKON  
PI #LIL' JON  
THREE 6 MAFIA  
MEMPHIS BLEEK  
VIVIAN GREEN

WBOT/Boston, MA  
PD: Lamar "LBO" Robinson  
10 MEMPHIS BLEEK  
6 YOUNG GUNZ

WBLK/Buffalo, NY  
PD: Chris Reynolds  
2 FAT JOE  
MARIO

WVWZ/Charleston, SC  
OM: Terry Base  
MD: Yonni Rude  
19 AKON  
THREE 6 MAFIA  
TANK  
ANTHONY HAMILTON

WPGE/Charlotte, NC  
PD: Terri Thomas  
MD: Deon Cole  
No Adds

WJTT/Chattanooga, TN  
PD: Keith Landecker  
MD: Magic Crutcher  
9 TANK  
TOCKA  
ASHANTI  
THREE 6 MAFIA

WGGI/Chicago, IL  
OM: Eroy Smith  
APD: Tiffany Green  
32 R. KELLY  
14 STYLES P  
12 I  
7 FAITH EVANS  
6 CASSIDY

WVWX/Chicago, IL  
PD: Jay Alan  
MD: Barbara McDowell  
1 FAT JOE

WMSU/Columbus, MS  
OM: James Alexander  
MD: Shama Young  
32 112  
30 BOBBY VALENTINO  
30 CIARA #LUDACRIS

WCKX/Columbus, OH  
PD: Rob Neal  
MD: Warren Stevens  
3 FAT JOE  
1 MARIAH CAREY  
1 PRETTY RICKY

KKDA/Dallas, TX  
PD: Skip Cheatham  
No Adds

WDTJ/Detroit, MI  
PD: Stan Branson  
APD: Alice Marie  
8 AKON  
THREE 6 MAFIA

WJMI/Jackson, MS  
OM: Stan Branson  
APD: Alice Marie  
8 AKON  
THREE 6 MAFIA

WJBT/Jacksonville, FL  
OM: Gail Austin  
PD: G-Wiz  
1 PRETTY RICKY  
TANK

KPRS/Kansas City, MO  
OM: Andre Carson  
PD: Myron Fears  
6 TANK

KIIZ/Killeen, TX  
OM: Tim Thomas  
PD: The BabySitter  
7 LYSE JENNINGS  
7 TOCKA

KRRD/Lafayette, LA  
PD: Don Lov  
AKON  
THREE 6 MAFIA  
TANK

WJMH/Lake Charles, LA  
OM: Bryan Taylor  
PD: Erik Thomas  
APD: Gina Cook  
TANK

KJMM/Lake Charles, LA  
OM: Erik Thomas  
APD: Gina Cook  
TANK

KZWA/Lake Charles, LA  
OM: Anthony Bartie  
MD: Tammy Toutsant  
12 GAMB 1.50 CLINT  
6 PRETTY RICKY

WYNN/Florence, SC  
OM: Matt Scurry  
PD: Gerald McSwain  
MD: Pam Jordan  
12 GUCCI MANE  
5 PRETTY RICKY  
AKON

WJMN/Dothan, AL  
OM: JR Wilson  
PD: MD: Tony Black  
5 AKON  
1 TOCKA  
360 INFINITE

WZFX/Fayetteville, NC  
OM: Mac Edwards  
PD: Jeff Anderson  
APD: Mike Tech  
10 AKON  
7 FAT JOE  
5 FANTASIA  
TANK

WYNN/Florence, SC  
OM: Matt Scurry  
PD: Gerald McSwain  
MD: Pam Jordan  
12 GUCCI MANE  
5 PRETTY RICKY  
AKON

WTMG/Gainesville, FL  
PD: Scott Hinds  
APD: Terence Anderson  
PD: Kenny Smoov  
MD: DJ Vicious  
25 CIARA #LUDACRIS  
15 CASSIDY  
10 FAT JOE  
10 WEBBIE #BUN B  
5 MARIAH CAREY

WBTX/Lexington, KY  
PD: Jay Alexander  
No Adds

WJRH/Jackson, MS  
PD: Kwasi Kwa  
THREE 6 MAFIA

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

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MEDIABASE

\*Monitored Reporters  
101 Total Reporters  
70 Total Monitored  
31 Total Indicator

Did Not Report, Playlist Frozen (3):  
Music Choice R&B-Hip Hop/Satellite  
WMKS/Macon, GA  
WUVA/Charlottesville, VA



**DANA HALL**  
dhall@radioandrecords.com

# Guilty Until Proven Innocent?

Terry Alexander's story

By Darnella Dunham, Assistant Urban/Rhythmic Editor

**Two years ago the radio industry was shocked to learn that longtime WEDR (99 Jamz)/Miami afternoon host Terry Alexander had been arrested on drug-trafficking charges related to a 2001 incident in nearby Coral Gables, FL. DEA informant Edwin Waterval accused Alexander of setting up a deal to sell 500 tablets of ecstasy to an undercover DEA agent.**

On March 24 the state dropped all charges against Alexander. The Miami Herald reported that the state couldn't continue its case because the key witness, Waterval, had disappeared. The paper also reported that DEA agents said they initially arrested Alexander because they were "fed up" with dead ends in their investigation.

**R&R** Asst. Urban/Rhythmic Editor Darnella Dunham spoke with Alexander about his two-year ordeal and his hopes for his radio career as he moves forward. Here's what he had to say.

**R&R:** Explain what happened to you.

**TA:** Two years ago six DEA agents came to my door, arrested me and took me down for conspiracy and trafficking of ecstasy pills.



**Terry Alexander**

**R&R:** What was going through your mind as all this was happening? Did you know they were going to come after you that day?

**TA:** No. As a matter of fact, I was off from work. I was getting over a little cold, and I didn't go in to work that day. At 6 or 7

that evening they knocked on the door, and the deputy arrested me for something that had happened two years earlier that I had no clue about. By the time I got to the DEA office, the helicopters were already in the air from the news media, and I still didn't know what it was all about.

**R&R:** Do you know if the media was alerted by the DEA?

**TA:** They alerted the media before they arrested me, and while I was inside the house they even radioed the media and said, "Here he comes."

**R&R:** I remember seeing your arrest on the news. I distinctly recall that when you walked out and were in handcuffs, you held your head up high. When most people are arrested, their first instinct is to look down. What made you walk with your head high?

**TA:** First of all, I knew the charges were false, but the DEA officers told me that I couldn't beat it, and since I was there, I might as well tell them what was happening in the streets.

**R&R:** So they were hoping that you could lead them to other people who were actually involved?

**TA:** What they were talking about was, because of my job and what I do, I should know what was going on in the streets. They wanted me to give them a name, to tell them what was going on out there and who was doing what. But I wouldn't talk, because when I go to the clubs, I just do my thing, and then I'm gone.

I asked them, "If I don't tell you something you want to hear, are you going to make me look bad in front of the media?" And they said, "That's the way the game is played."

**"If you care about your audience, they will care about you. It's about how you treat them, and a lot of listeners were there for me."**

**R&R:** How did you go through that whole situation, knowing that you hadn't done anything wrong?

**TA:** When they told me "That's the way the game is played," right then I made up my mind that the only recourse I had was to fight — and to fight until the end — even though I was looking at a mandatory 15 years if convicted.

**R&R:** What happened to your job at WEDR?

**TA:** In March of 2003 I was relieved of my duties.

**R&R:** What was your reaction?

**TA:** It was surprising. I always thought that anyone could be accused of anything, but it doesn't mean that you're guilty. I figured I'd have my job until the outcome was known, and then they could do whatever they wanted. But it sounded so bad, I guess the company figured it was something it didn't need to deal with.

**R&R:** How did you cope with losing your job on top of everything else?

**TA:** At the beginning it was tough, because I was angry. But what can you do?

**R&R:** How do you put everything back together now? Where do you go from here?

**TA:** You have to piece your life back together. Do you go back to your old station? It's been two years, and there have been some changes at WEDR. In a situation like this, your old job may not be there. You have to try to get a job somewhere, so I'm back in the market.

**R&R:** Have you reached out to management at WEDR? It was reported in the Miami Herald that your lawyer said something to the effect that if the charges were dropped, Cox might be able to bring you back on in some capacity. But that was said a couple of years ago. Is that still true today?

**TA:** If you look at the TV interviews, that was said then. But, like I said, two years have gone by, and things have changed. It may not be a station-management decision anymore; it may come from corporate. I have no clue.

**R&R:** What are your biggest challenges personally and professionally now that you're starting over?

**TA:** One thing about conspiracy charges is that they do not have to show any covert action. Conspiracy is basically an ace in the hole they use if they can't get you with something concrete.

They also use conspiracy because they don't have to show any overt actions. They can say, "I think he knew about what was happening because he knew this person or that person," and they can mold that to come up with conspiracy. A lot of people are in prison because of it.

That's just one thing I wanted to make clear about this whole conspiracy charge — it's tough to prove your innocence. A lot of people serve time for it. You have to fight, you have to spend money for lawyers, you have to go through all the courts and stuff to try to prove your innocence. You're supposed to be innocent until proven guilty, but that's not always the reality. If you're charged, you're guilty, and then you have to prove yourself innocent. That's the way it seems to me.

But back to your original question, you have to get back to the grind again. It brings me back 20 years ago, to when I first started in radio. I have to get out and put my airchecks out there and get my name back out. I need to send stuff out all over the country and, hopefully, land a good job with a really good company.

**R&R:** Are you open to opportunities outside of Miami, or would you like to stay in the market?

**TA:** My preference is to stay in Miami, because I've been here so long. Miami radio is a lot different than it was 12 years ago, when I started here, but before this all happened I survived those changes, and I'm proud of that. I would love to stay, but sometimes it doesn't work that way. Radio is what I do, and it's what I love.

**R&R:** Do you feel bitter about what happened?

**TA:** You can't help but be somewhat bitter. The bitterness comes from the police saying to me, "Terry, we know this is not your gig, but since we have you here, let us know what's happening in the streets. If not, we'll mess up your reputation." They said, "That's the way the game is played," but my life is not a game. They had no qualms about it. It didn't faze them whatsoever.

I'm not talking about all police officers, just the particular people I dealt with that day. I'm pretty sure 85% of them are good, just doing what they're supposed to do, but sometimes you run into some who are not like that.

As a matter of fact, before they paraded me in front of the cameras when they were about to take me from the DEA, it was a big joke to them. The bitterness comes from that.

**"It could have gone away faster, but I didn't want to compromise by trying to do a plea bargain or something. That's not the way I am; my reputation means too much to me."**

As far as the workplace and the people at WEDR, I wouldn't say I feel bitterness. I was kind of surprised because I didn't think you would get fired just because you were accused of something, but I guess the publicity was too negative.

You really can't blame a company for being that way, because they have their reputation to uphold. But even when a police officer is involved in a shooting, he is pulled off the street and put on desk duty until the outcome is known. That's what I thought would happen to me.

**R&R:** How has this experience changed you?

**TA:** It's a tough thing. It could have gone away faster, but I didn't want to compromise by trying to do a plea bargain or something. That's not the way I am; my reputation means too much to me.

When I made up my mind, I was committed to the fact that it was either going to be feast or famine. Either it was going to be prison, or I would be off free, period, without any negotiations or deals or anything like that. It makes you tougher on the inside and gives you patience.

You can't actively seek a job, because the first thing people ask is, "Is it over?" And I had to tell them, "No, it's not over." The response was always, "Call me back when it's over." It wears on you, but it also lets you know that you have to stand for something, even though your freedom may be in jeopardy.

**R&R:** Any parting advice?

**TA:** Always be careful, because you don't know what people are up to. As radio people, you constantly deal with the public, doing clubs, gigs and appearances, so keep your nose clean. At the same time, if anyone ever ends up in a situation where they're wrongly accused of a crime, they should fight, and fight with all their might.

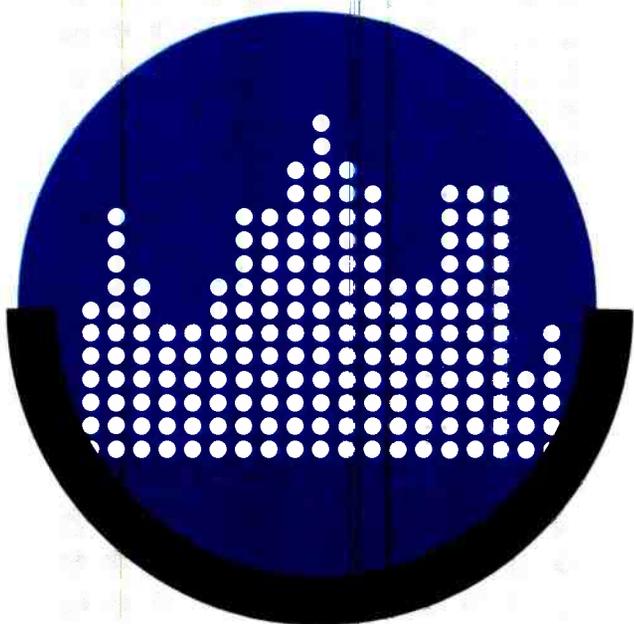
**R&R:** Is there anyone you'd like to thank for their support over the past two years?

**TA:** I really appreciate Joe Bullard, James T., Jim Sears, Jerry Boulding and a host of others who supported me. There were listeners who would see me and say, "Terry, keep your head up." There were even corrections officers who'd tell me not to give up.

A lot of people turned away from me and were uncomfortable about my situation. I understand, but it makes me appreciate the people who were there for me even more.

In black radio, people look at some announcers as a part of their family. If you care about your audience, they will care about you. It's about how you treat them, and a lot of listeners were there for me.

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What?

The Power of Urban Radio, a morning of discussion and information focusing on Urban Radio and the African-American consumer market

Where?

New York City, Grand Hyatt Hotel

When?

Wednesday, April 27th, 8:30AM-2:00PM

Why?

To demonstrate the unsurpassed marketing power of Urban Radio. During the morning's mix of speakers, panel discussions, attendees will discover the power of Urban Radio and its connection with the \$656 billion African-American marketplace.

The buzz is growing around *Interep's 7th Annual "Power of Urban Radio - The New Emerging General Market"*

This year's symposium will focus on the emergence of the Urban Market as the new General Market and its significance to the future of radio advertising. For the first time, industry leaders *Inner City Broadcasting Corporation, Emmis NY* and *Radio One* have joined forces to help spearhead this event.

Keynote speaker is *Dr. Nat Irvin II, founder and president of Future Focus 2020*. Come find out why Dr. Irvin believes that young urban America will be a major influence on the national and global economy in the next decade.

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# URBAN TOP 50

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April 8, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	50 CENT Candy Shop (Shady/Aftermath/Interscope)	3401	-310	422444	11	69/0
2	2	T.I. You Don't Know Me (Grand Hustle/Atlantic)	3355	+218	370216	15	67/0
5	3	YING YANG TWINS Wait (The Whisper Song) (TVT)	2819	+149	302242	9	64/0
3	4	FANTASIA Truth Is (J/RMG)	2696	-170	326392	17	66/0
10	5	AMERIE One Thing (Columbia)	2689	+331	353554	11	63/0
7	6	OMARION O (Epic)	2581	-30	299069	16	56/0
13	7	GAME f/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)	2569	+399	386062	6	66/0
4	8	TRILLVILLE Some Cut (BME/Warner Bros.)	2563	-193	271361	21	64/0
12	9	LUDACRIS Number One Spot (Def Jam South/IDJMG)	2492	+280	307278	8	64/0
6	10	JOHN LEGEND Ordinary People (Columbia)	2275	-338	277241	16	64/0
8	11	NIVEA f/LIL' JON & YOUNGBLOODZ Okay (Jive/Zomba Label Group)	2248	-210	202563	18	64/0
11	12	FANTASIA Baby Mama (J/RMG)	2244	-28	229324	10	69/0
9	13	LIL' JON & THE EASTSIDE BOYZ f/USHER & LUDACRIS Lovers & Friends (TVT)	2175	-201	261232	18	9/0
18	14	BOBBY VALENTINO Slow Down (DTP/Def Jam/IDJMG)	2090	+391	252326	7	61/0
14	15	MARIO Let Me Love You (J/RMG)	1940	-122	254566	24	69/0
16	16	112 U Already Know (Def Soul/IDJMG)	1939	+151	231006	9	62/1
17	17	BROOKE VALENTINE f/BIG BOI & LIL' JON Girlfight (Virgin)	1877	+158	175251	11	60/2
20	18	CIARA f/LUDACRIS Oh (LaFace/Zomba Label Group)	1845	+263	205090	4	70/1
15	19	GAME f/50 CENT How We Do (Aftermath/G-Unit/Interscope)	1789	-268	239372	18	60/0
19	20	M. JONES f/S. THUG & P. WALL Still... (SwishaHouse/Asylum/Warner Bros.)	1728	+40	171416	12	66/0
22	21	FAITH EVANS Again (Virgin)	1480	+96	146417	8	60/0
25	22	MARIO How Could You (J/RMG)	1419	+193	161154	6	60/1
29	23	CASSIDY I'm A Hustla (J/RMG)	1352	+330	136022	7	54/3
27	24	MARQUES HOUSTON All Because Of You (T.U.G.)	1282	+110	98352	8	46/0
24	25	R. KELLY In The Kitchen (Jive/Zomba Label Group)	1258	-14	126551	10	57/1
34	26	DESTINY'S CHILD Girl (Columbia)	1173	+280	127757	3	59/2
21	27	T.I. Bring 'Em Out (Grand Hustle/Atlantic)	1173	-237	159229	19	67/0
26	28	50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)	1115	-68	177365	16	24/0
23	29	USHER Caught Up (LaFace/Zomba Label Group)	1106	-192	114998	13	58/0
32	30	WEBBIE f/BUN B Give Me That (Asylum/Trill)	1085	+136	88386	5	48/4
28	31	DESTINY'S CHILD Soldier (Columbia)	913	-175	101210	20	67/0
35	32	TWEET f/MISSY ELLIOTT Turn Da Lights Off (Atlantic)	863	+7	90147	10	43/0
33	33	MARIAH CAREY It's Like That (Island/IDJMG)	842	-105	80021	12	58/0
37	34	DESTINY'S CHILD Cater 2 U (Columbia)	794	+102	129669	5	1/0
31	35	TRICK DADDY Sugar (Gimme Some) (Slip-N-Slide/Atlantic)	766	-231	66984	12	40/0
36	36	LYFE JENNINGS Must Be Nice (Columbia)	762	+57	64127	7	37/0
44	37	MARIAH CAREY We Belong Together (Island/IDJMG)	744	+277	75775	2	50/5
30	38	TYRA Country Boy (Universal)	693	-323	46142	19	34/0
40	39	BOYZ IN DA HOOD Dem Boyz (Bad Boy/Atlantic)	691	+65	43663	3	38/1
42	40	GUCCI MANE Icy (Big Cat)	649	+56	42127	3	34/4
43	41	N2U f/JERMAINE DUPRI Baby Mama Love (Virgin)	609	+29	34521	6	37/0
39	42	JA RULE f/LLOYD Caught Up (Murder Inc./IDJMG)	586	-46	44128	5	42/0
48	43	FAT JOE So Much More (Terror Squad/Atlantic)	569	+169	55246	2	58/14
38	44	LIL' JON f/ICE CUBE Roll Call (TVT)	560	-93	52603	8	36/0
41	45	TWISTA f/FAITH EVANS Hope (Atlantic/Capitol)	541	-64	52609	16	29/0
Debut	46	50 CENT Just A Lil' Bit (Shady/Aftermath/Interscope)	514	+192	81515	1	0/0
Debut	47	PRETTY RICKY Grind With Me (Atlantic)	420	+71	33519	1	40/8
46	48	JENNIFER LOPEZ f/FAT JOE Hold You Down (Epic)	417	-42	21189	4	36/2
Debut	49	MEMPHIS BLEEK Like That (Roc-A-Fella/IDJMG)	414	+137	38280	1	38/7
Debut	50	YOUNG GUNZ Set It Off (Roc-A-Fella/IDJMG)	394	+183	35200	1	45/7

## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
TANK I Love Them Girls (BlackGround/Universal)	31
THREE 6 MAFIA Who I Is (Columbia)	24
AKON Lonely (SRC/Universal)	20
FAT JOE So Much More (Terror Squad/Atlantic)	14
PRETTY RICKY Grind With Me (Atlantic)	8
YOUNG GUNZ Set It Off (Roc-A-Fella/IDJMG)	7
MEMPHIS BLEEK Like That (Roc-A-Fella/IDJMG)	7
ANTHONY HAMILTON I'm A Mess (So So Def/Zomba Label Group)	7
MARIAH CAREY We Belong Together (Island/IDJMG)	5

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
GAME f/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)	+399
BOBBY VALENTINO Slow Down (DTP/Def Jam/IDJMG)	+391
AMERIE One Thing (Columbia)	+331
CASSIDY I'm A Hustla (J/RMG)	+330
LUDACRIS Number One Spot (Def Jam South/IDJMG)	+280
DESTINY'S CHILD Girl (Columbia)	+280
MARIAH CAREY We Belong Together (Island/IDJMG)	+277
CIARA f/LUDACRIS Oh (LaFace/Zomba Label Group)	+263
COMMON The Corner (GOOD/Geffen)	+219
T.I. You Don't Know Me (Grand Hustle/Atlantic)	+218

## NEW & ACTIVE

COMMON The Corner (GOOD/Geffen)	Total Plays: 390, Total Stations: 42, Adds: 4
RAHEEM DEVAUGHN Guess Who Loves You More (Jive/Zomba Label Group)	Total Plays: 332, Total Stations: 32, Adds: 0
TORI ALAMAZE Don't Cha (Universal)	Total Plays: 306, Total Stations: 9, Adds: 0
STEVIE WONDER So What The Fuss (Motown/Universal)	Total Plays: 300, Total Stations: 25, Adds: 3
VIVIAN GREEN Gotta Go, Gotta Leave (Columbia)	Total Plays: 228, Total Stations: 25, Adds: 2
NELLY f/JUNG TRU & KING JACOB Errtime (Derry/Fo' Reel/Universal)	Total Plays: 216, Total Stations: 39, Adds: 3
C-MURDER f/B.G. Y'All Heard Of Me (Tru/Koch)	Total Plays: 205, Total Stations: 14, Adds: 0
AKON Lonely (SRC/Universal)	Total Plays: 183, Total Stations: 24, Adds: 20
PITBULL f/LIL' JON Toma (TVT)	Total Plays: 176, Total Stations: 18, Adds: 4
ANTHONY HAMILTON I'm A Mess (So So Def/Zomba Label Group)	Total Plays: 166, Total Stations: 36, Adds: 7

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at [www.radioandrecords.com](http://www.radioandrecords.com).

70 Urban reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/27-4/2. 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 Arbitron Inc. (© 2005, Arbitron Inc.) © 2005 Radio & Records.



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# URBAN AC TOP 30

April 8, 2005

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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	FANTASIA Truth Is (J/RMG)	1683	-27	226616	17	51/0
2	2	JOHN LEGEND Ordinary People (Columbia)	1374	-9	149525	13	24/0
4	3	KEM I Can't Stop Loving You (Motown/Universal)	1250	+56	138005	12	54/0
3	4	BRIAN MCKNIGHT Evertime You Go Away (Motown/Universal)	1222	-1	133428	15	50/0
6	5	JILL SCOTT Whatever (Hidden Beach/Epic)	1165	+95	125817	21	49/0
7	6	MARIO Let Me Love You (J/RMG)	1122	+63	155726	15	16/0
5	7	LALAH HATHAWAY Forever, For Always, For Love (GRP/VMG)	989	-84	134395	29	45/0
8	8	STEVIE WONDER So What The Fuss (Motown/Universal)	942	-14	121940	4	55/0
9	9	GERALD LEVERT So What (If You Got A Baby) (Atlantic)	838	-54	93083	10	52/1
11	10	FAITH EVANS Again (Virgin)	692	+68	80306	8	49/3
10	11	ANITA BAKER How Does It Feel (Blue Note/Virgin)	661	-127	89545	25	46/0
12	12	LUTHER VANDROSS Think About You (J/RMG)	608	-7	76594	70	43/0
13	13	ALICIA KEYS f/TONY, TONI, TONE & JERMAINE PAUL Diary (J/RMG)	567	+11	60372	42	35/0
15	14	PRINCE Call My Name (Columbia)	530	+71	70160	45	36/0
14	15	TINA TURNER Open Arms (Capitol)	447	-35	32900	11	38/0
20	16	AL GREEN Perfect To Me (Blue Note/Virgin)	396	+81	21599	7	34/4
16	17	MINT CONDITION I'm Ready (Image)	386	+7	24111	6	30/3
18	18	RAHSAAN PATTERSON Forever Yours (Artistry Music)	347	-10	18356	9	29/0
17	19	LEDISI f/BONEY JAMES My Sensitivity (Gets In The Way) (GRP/VMG)	339	-18	29450	11	25/0
21	20	RAHEEM DEVAUGHN Guess Who Loves You More (Jive/Zomba Label Group)	300	+58	24390	4	31/5
22	21	DESTINY'S CHILD Girl (Columbia)	282	+50	23230	3	26/2
24	22	SAMSON Atmosphere (Five Eight's)	232	+32	11318	7	16/2
23	23	ALICIA KEYS Karma (J/RMG)	205	+2	55433	18	12/0
30	24	TEMMORA f/HOWARD HEWETT There's No Me (LEG)	204	+74	7896	3	18/0
27	25	TROY JOHNSON It's You (Sought After Entertainment)	200	+34	6805	3	17/0
Debut	26	FANTASIA Free Yourself (J/RMG)	196	+105	34905	1	22/21
Debut	27	URBAN MYSTIC Long Ways (Sobe)	163	+56	6877	1	22/0
25	28	ANGIE STONE f/ANTHONY HAMILTON Stay For Awhile (J/RMG)	158	-12	11286	18	14/0
Debut	29	SMOKIE NORFUL I Understand (EMI Gospel)	157	+91	16692	1	25/5
26	30	KENNY G. f/EARTH, WIND & FIRE The Way You Move (Arista/RMG)	143	-24	7343	11	19/0

## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
FANTASIA Free Yourself (J/RMG)	21
TAMIA Things I Collected (Rowdy/Motown)	17
RAHEEM DEVAUGHN Guess Who Loves You More (Jive/Zomba Label Group)	5
SMOKIE NORFUL I Understand (EMI Gospel)	5
AL GREEN Perfect To Me (Blue Note/Virgin)	4
FAITH EVANS Again (Virgin)	3

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
FANTASIA Free Yourself (J/RMG)	+105
JILL SCOTT Whatever (Hidden Beach/Epic)	+95
SMOKIE NORFUL I Understand (EMI Gospel)	+91
MONICA So Gone (J/RMG)	+81
AL GREEN Perfect To Me (Blue Note/Virgin)	+81
URBAN MYSTIC Where Were You? (Sobe)	+77
TEMMORA f/HOWARD HEWETT There's No Me (LEG)	+74

## NEW & ACTIVE

CARLTON BLOUNT My Wife (Magnatar)	Total Plays: 131, Total Stations: 13, Adds: 0
JON B. What I Like About You (Sanctuary Urban)	Total Plays: 85, Total Stations: 18, Adds: 3
KIERRA "KIKI" SHEARD You Don't Know (EMI Gospel)	Total Plays: 79, Total Stations: 8, Adds: 2
ALLURE Frustrated (Lightyear)	Total Plays: 53, Total Stations: 10, Adds: 1

56 Urban AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premier Radio Networks. Songs ranked by total plays for the airplay week of 3/27-4/2. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. © 2005, Arbitron Inc.) © 2005 Radio & Records.

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at [www.radioandrecords.com](http://www.radioandrecords.com).

## REPORTERS

Stations and their adds listed alphabetically by market

**WOVE/Albany, GA**  
DM: Bill Jones  
PD: Hozie Mack  
No Adds

**KSYU/Albuquerque, NM\***  
DM: Bill May  
PD: Tim Jones  
APD/MD: Jaimey Barreras  
No Adds

**WAKB/Augusta, GA\***  
DM/MD: Ron Thomas  
No Adds

**WKSP/Augusta, GA\***  
DM: Mike Kramer  
PD/MD: Tim "Fattz" Snell  
APD: Cher Best  
5 RAHEEM DEVAUGHN  
FANTASIA  
MINT CONDITION

**WWIN/Baltimore, MD\***  
DM: Tim Watts  
APD/MD: Keith Fisher  
No Adds  
1 AL GREEN  
1 MINT CONDITION

**KQXL/Baton Rouge, LA\***  
DM/MD: Mya Vernon  
2 FANTASIA  
TAMIA

**WBHK/Birmingham, AL\***  
DM: Jay Dixon  
PD: Darryl Johnson  
MD: Lou Bennett  
No Adds

**WMGL/Charleston, SC\***  
DM/MD: Terry Base  
MD: TK Jones  
2 FANTASIA  
WADE O BROWN  
TAMIA

**WXST/Charleston, SC\***  
DM/MD: Michael Tee  
1 MINT CONDITION  
TAMIA

**WBVA/Charlotte\***  
DM/MD: Tom Avery  
No Adds

**WQNC/Charlotte\***  
DM: Devin Stowe  
No Adds

**WSRB/Chicago, IL\***  
DM: Tracie Reynolds  
APD/MD: RAHEEM DEVAUGHN  
FANTASIA  
TAMIA

**WVAZ/Chicago, IL\***  
DM/MD: Elroy Smith  
APD/MD: Armando Rivera  
5 FAITH EVANS

**WZAK/Cleveland, OH\***  
DM/MD: Kim Johnson  
MD: Bobby Rush  
2 FANTASIA

**WLXC/Columbia, SC\***  
DM: Doug Williams  
2 FANTASIA  
TAMIA

**WVDM/Columbia, SC\***  
DM: Mike Love  
MD: Lori Mack  
2 TAMIA  
FANTASIA

**WAGH/Columbus, GA**  
DM: Brian Waters  
PD/MD: Queen Rashwade  
MD: Edward Lewis  
No Adds

**WMXL/Columbus, MS**  
DM/MD: Bobby Wonder  
22 URBAN MYSTIC  
22 STEVIE WONDER  
5 FANTASIA

**WXMG/Columbus, OH\***  
DM: Paul Strong  
PD: Warren Stevens  
1 SMOKIE NORFUL

**WROU/Dayton, OH\***  
DM/MD: J.D. Kunes  
1 SMOKIE NORFUL

**WMXD/Detroit, MI\***  
DM: KJ Holiday  
PD: Jamillah Muhammad  
APD: Onell Stevens  
MD: Sheila Little  
RAHEEM DEVAUGHN

**WUKS/Fayetteville, NC\***  
DM: Garrett Davis  
MD: Calvin Pee  
TAMIA  
DESTINY'S CHILD

**WDDZ/Flint, MI\***  
DM: Trey Michaels  
MD: Yvonne Daniels  
2 FANTASIA  
1 AL GREEN  
KIERRA "KIKI" SHEARD

**WCMG/Florence, SC**  
DM: Matt Scurry  
PD: Emie Dee  
FANTASIA

**WFLM/Ft. Pierce, FL\***  
DM: Mike James  
PD/MD: James T.  
APD: Tamara Gant  
No Adds

**WOMG/Greensboro, NC\***  
DM: Shylene Cole  
5 RAHEEM DEVAUGHN  
2 FANTASIA

**KMJQ/Houston, TX\***  
DM: Nate Bell  
APD/MD: Sam Choice  
No Adds

**WTLC/Indianapolis, IN\***  
DM: Brian Wallace  
8 AL GREEN  
7 RAHEEM DEVAUGHN

**WJXI/Jackson, MS\***  
DM/MD: Stan Branson  
2 FANTASIA  
TAMIA

**WSOL/Jacksonville, FL\***  
DM/MD: KJ Brooks  
No Adds

**KMJK/Kansas City, MO\***  
DM: Jerold Jackson  
PD/MD: Mark Raymond  
2 SMOKIE NORFUL  
2 FANTASIA

**KSSM/Killeen, TX**  
DM/MD: Mark Raymond  
APD: Monica Reid  
TAMIA

**KNEK/Lafayette, LA\***  
DM: D-Rock  
5 SAMSON  
TAMIA

**KOKY/Little Rock, AR\***  
DM: Joe Booker  
PD/MD: Mark Dylan  
2 FANTASIA  
TAMIA

**KJLH/Los Angeles, CA\***  
DM: Andrae Russell  
20 DESTINY'S CHILD  
3 FANTASIA  
1 MARY MARY

**WMLM/Louisville, KY\***  
DM: Tim Gerard Giron  
No Adds

**WRBV/Macon, GA**  
DM/MD: Chris Williams  
8 URBAN MYSTIC  
7 SMOKIE NORFUL

**KJMS/Memphis, TN\***  
DM: Nate Bell  
APD/MD: Eileen Collier  
1 AL GREEN  
1 JON B.

**WHOT/Miami, FL\***  
DM: Tony Fields  
APD/MD: Karen Vaughn  
No Adds

**WJMR/Milwaukee, WI\***  
DM/MD: Lauri Jones  
No Adds

**WDLT/Mobile, AL\***  
DM: Steve Crumley  
MD: Kathy Barlow  
1 FANTASIA  
TAMIA  
ALLURE

**KJMG/Monroe, LA**  
DM: Chris Collins  
9 FANTASIA

**WWMG/Montgomery, AL**  
DM/MD: Barry Elliott  
No Adds

**WQOK/Nashville, TN\***  
DM/MD: Derrick Corbett  
4 FANTASIA  
TAMIA

**WYBC/New Haven, CT\***  
DM: Wayne Schmidt  
PD: Juan Castillo  
APD: Angela Malerba  
No Adds

**KMEZ/New Orleans, LA\***  
DM/MD: LeBron "LBJ" Joseph  
APD: Wacey Davis  
TAMIA

**WYLD/New Orleans, LA\***  
DM: Carla Boatner  
PD: AJ Appleberry  
No Adds

**WBLN/New York, NY\***  
DM: Brian Cleary  
MD: Denise Womack  
No Adds

**WRKS/New York, NY\***  
DM: Tony Beasley  
MD: Julie Gustines  
9 FAITH EVANS

**WKUS/Norfolk, VA\***  
DM/MD: Eric Mychaels  
No Adds

**WVKL/Norfolk, VA\***  
DM: Dick Lamb  
PD: Don London  
MD: Brian O'Brien  
No Adds

**KRMP/Oklahoma City, OK\***  
DM/MD: Terry Monday  
MD: Eddie Brasco  
TAMIA

**WCFB/Orlando, FL\***  
DM: Steve Holbrook  
PD: Kevin Gardner  
No Adds

**WDAS/Philadelphia, PA\***  
DM: Thea Michem  
APD/MD: Jo Gamble  
3 GERALD LEVERT  
2 FAITH EVANS

**WFXC/Raleigh, NC\***  
DM: Cy Young  
APD/MD: Jodi Berry  
No Adds

**WKJS/Richmond, VA\***  
DM/MD: Al Payne  
MD: Freddy Foxx  
2 SMOKIE NORFUL

**WVBE/Roanoke, VA\***  
DM/MD: Walt Ford  
2 FANTASIA  
SAMSON

**WSBY/Salisbury, MD**  
DM: Brian Cleary  
PD/MD: Kenny Love  
MD: Ron Banks  
12 STEVIE WONDER  
12 CASSIOY  
12 MANNIE FRESH/UTATEEZE  
12 ALLURE  
12 FANTASIA  
9 SLIM THUG  
4 MIKE JONES VS LIM THUG & PAUL WALL  
50 CERT  
1 JON B.  
GERALD LEVERT

**KBLX/San Francisco, CA\***  
DM: Kevin Brown  
MD: Kimmie Taylor  
No Adds

**Music Choice Smooth R&B/Satellite**  
DM/MD: Damon Williams  
MD: Lamonda Williams  
15 RAHEEM DEVAUGHN  
13 EARTH, WIND & FIRE/URAPHAEL SAADIQ  
12 GERALD LEVERT  
8 ANTHONY HAMILTON  
8 TINA TURNER  
8 LEDISI/IBONEY JAMES  
7 VIVIAN GREEN  
7 AMEL LARREUX  
7 JILL SCOTT  
6 RAHSAAN PATTERSON  
6 FAITH EVANS  
6 R. KELLY  
5 USHER

**Sirius Heart & Soul/Satellite**  
DM/MD: B.J. Stone  
MD: Sasha Montero  
No Adds

**Sirius Slow Jamz/Satellite**  
DM: B.J. Stone  
PD: Tonya Byrd  
No Adds

**The Touch/Satellite**  
DM: Phil Hall  
PD: Stan Boston  
APD/MD: Hollywood Hernandez  
RAHEEM DEVAUGHN

**XM The Flow/Satellite**  
DM: Lori Parkerson  
PD: Maxx Myrick  
25 FAITH EVANS  
21 AMEL LARREUX

**WLVA/Savannah, GA**  
DM: Brad Kelly  
PD/MD: Gary Young  
APD: Jewel Carter  
No Adds

**KMJM/St. Louis, MO\***  
DM/MD: Chuck Atkins  
No Adds

**WFUN/St. Louis, MO\***  
DM: Garth Adams  
2 FANTASIA  
1 MINT CONDITION

**WPHR/Syracuse, NY\***  
DM: Rich Lauber  
PD: Butch Charles  
APD/MD: Kenny Dees  
16 FANTASIA  
1 TAMIA

**WHBX/Tallahassee, FL**  
DM/MD: Hurricane Dave  
APD: Victor Duncan  
No Adds

**WIMX/Toledo, OH\***  
DM: Rocky Love  
MD: Brock Brown  
TAMIA

**WHUR/Washington, DC\***  
DM: Dave Dickinson  
MD: Traci LaTrelle  
4 FANTASIA  
TAMIA

**WMMJ/Washington, DC\***  
DM: Mike Chase  
No Adds

**WKXS/Wilmington, NC**  
APD: La'Thanya Russ  
4 BRIAN MCKNIGHT  
4 YOLANDA ADAMS

**POWERED BY  
MEDIABASE**

\*Monitored Reporters

74 Total Reporters

56 Total Monitored

18 Total Indicator

Did Not Report,  
Playlist Frozen (1):  
WTUG/Tuscaloosa, AL

# WADE O. BROWN

## "WHERE DO WE GO FOR LOVE"

9 NEW ADDS: KNEK, KQXL, KOKY, WLXC, WVDM, KRMP, WUKS, WTUG, WMGL



For more information please contact:  
The Jesus Garber Company: (323) 469-1504

# GOSPEL TOP 30

April 8, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
2	1	<b>DONNIE MCCLURKIN</b> I Call You Faithful (Verity)	934	+50	34925	20	31/1
1	2	<b>SMOKIE NORFUL</b> I Understand (EMI Gospel)	897	-38	37908	21	32/0
3	3	<b>J MOSS</b> We Must Praise (Gospo Centric)	646	-15	27521	31	24/0
4	4	<b>DETRICK HADDON</b> God Is Good (Verity)	518	-27	22144	33	21/1
8	5	<b>JAMES FORTUNE</b> You Survived (World Wide Gospel)	508	+3	21300	9	25/1
6	6	<b>BISHOP TD JAKES</b> f/ <b>MICAH STAMPLEY</b> Take My Life (Dexterity/EMI Gospel)	506	-8	24660	26	22/0
5	7	<b>DONALD LAWRENCE</b> Healed (Verity)	506	-34	18413	28	18/0
7	8	<b>TED &amp; SHERI</b> Celebrate (Word/Curb/Warner Bros.)	503	-8	19087	17	21/0
9	9	<b>LASHUN PACE</b> For My Good (EMI Gospel)	471	-29	14958	12	20/0
12	10	<b>TIM BOWMAN</b> My Praise (Liquid 8)	435	+29	18219	16	18/1
11	11	<b>BEBE WINANS</b> Safe From Harm (Still Waters/TMG)	424	+12	19690	10	22/0
10	12	<b>BENITA WASHINGTON</b> Thank You (Light)	421	-6	16397	20	16/0
13	13	<b>ISRAEL AND NEW BREED</b> Friend Of God (Integrity Gospel)	399	0	10942	11	19/0
14	14	<b>GMWA MASS CHOIR</b> Only A Test (Gospo Centric)	370	-19	16036	23	17/0
16	15	<b>RUBEN STUDDARD</b> I Need An Angel (J/RMG)	360	+22	11518	13	14/1
15	16	<b>FORTITUDE</b> He's Alright (Word/Curb/Warner Bros.)	359	-13	14725	20	13/0
18	17	<b>R. ALLEN GROUP</b> f/ <b>K. FRANKLIN</b> Something About The Name Jesus (Tyscot/Taseis)	334	+11	9903	9	14/0
19	18	<b>LORI PERRY</b> I Found It In You (Palance)	303	-19	11554	15	18/1
17	19	<b>DENETRIA CHAMP</b> Go On Through It (JDI)	297	-37	14596	19	13/0
Debut	20	<b>YOLANDA ADAMS</b> Be Blessed (Atlantic)	295	+125	12576	1	19/8
20	21	<b>DAMON LITTLE</b> Do Right (World Wide Gospel)	281	0	15075	10	15/0
22	22	<b>TWINKIE CLARK</b> He Lifted Me (Verity)	275	+17	12738	13	12/0
23	23	<b>JONATHAN BUTLER</b> Don't You Worry (Maranatha!)	262	+10	12387	6	12/0
21	24	<b>STEPHEN HURD</b> Lead Me To The Rock (Integrity Gospel)	258	-23	12584	13	13/0
27	25	<b>JOHNNY SANDERS</b> I Trust God (Platinum)	250	+17	10672	3	12/0
25	26	<b>MIAMI MASS CHOIR</b> Glory, Glory (Majo)	244	+1	9373	4	14/1
24	27	<b>DONALD LAWRENCE</b> f/ <b>HEZEKIAH WALKER</b> You Covered Me (Verity)	243	-7	6113	8	11/0
26	28	<b>ANOINTED</b> Gonna Lift Your Name (Sony Urban/Integrity)	240	-2	11038	3	15/0
30	29	<b>KURT CARR</b> God Blocked It (Gospo Centric)	239	+57	10132	2	11/3
Debut	30	<b>MISSISSIPPI MASS CHOIR</b> I'm Not Tired Yet (Malaco)	226	+63	7319	1	11/3

34 Gospel reporters. Songs ranked by total plays for the airplay week of Sunday 3/27 - Saturday 4/2.  
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## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
<b>YOLANDA ADAMS</b> Be Blessed (Atlantic)	8
<b>DARIUS BROOKS</b> Your Will (EMI Gospel)	4
<b>MICAH STAMPLEY</b> War Cry (EMI Gospel)	3
<b>KURT CARR</b> God Blocked It (Gospo Centric)	3
<b>MISSISSIPPI MASS CHOIR</b> I'm Not Tired Yet (Malaco)	3
<b>LASHUN PACE</b> Hey (EMI Gospel)	3
<b>DETRICK HADDON</b> God Didn't Give Up (Verity)	3

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
<b>YOLANDA ADAMS</b> Be Blessed (Atlantic)	+125
<b>ALVIN DARLING</b> All Night (Emtro)	+67
<b>MISSISSIPPI MASS CHOIR</b> I'm Not Tired Yet (Malaco)	+63
<b>KURT CARR</b> God Blocked It (Gospo Centric)	+57
<b>DONNIE MCCLURKIN</b> I Call You Faithful (Verity)	+50
<b>DETRICK HADDON</b> God Didn't Give Up (Verity)	+49
<b>MARY MARY</b> Heaven (Sony Urban/Columbia)	+49
<b>TYE TRIBBETT &amp; G.A.</b> Everything Part 1, Part 2 (Sony Music)	+47
<b>MIGHTY CLOUDS OF JOY</b> If Jesus Can't Fix It (EMI Gospel)	+34
<b>LASHUN PACE</b> Hey (EMI Gospel)	+33

## NEW & ACTIVE

**TYE TRIBBETT & G.A.** Everything Part 1, Part 2 (Sony Music)  
Total Plays: 189, Total Stations: 8, Adds: 2

**ANDERSON SANCTUARY CHOIR** Lord I Thank You (Malaco)  
Total Plays: 185, Total Stations: 12, Adds: 1

**KIRK FRANKLIN & TRIN-I-TEE 5:7** Wake Up (Gospo Centric)  
Total Plays: 181, Total Stations: 6, Adds: 0

**ANTHONY EVANS** Even More (INO)  
Total Plays: 180, Total Stations: 8, Adds: 0

**ISRAEL... & BYRON CAGE** Give Thanks (Gospo Centric)  
Total Plays: 175, Total Stations: 8, Adds: 1

Songs ranked by total plays

## REPORTERS

Stations and their adds listed alphabetically by market

<b>WPZE/Atlanta, GA</b> OM: Frank Johnson PD: Connie Flint 23 KEITH WUNDERBOY JOHNSON 22 MEN OF STANDARD 17 WINFIELD PARKER 16 YOLANDA ADAMS	<b>WWIN/Baltimore, MD</b> PD: Jeff Majors APD: Jean Alston LASHUN PACE	<b>WMPZ/Chattanooga, TN</b> OM: Keith Landecker PD: Andrea Perry 6 YOLANDA ADAMS 5 GOSPEL WONDERS	<b>KHVN/Dallas, TX</b> PD/MD: Warren Brooks 10 AJ	<b>KPRT/Kansas City, MO</b> OM: Andra Carson PD: Myron Evans APD: Freddie Bell MD: Debbie Johnson 19 MIAMI MASS CHOIR	<b>WMBM/Miami, FL</b> OM: E. Claudette Freeman PD/MD: Greg Cooper 30 KURT CARR 30 MIGHTY CLOUDS OF JOY	<b>WDAS/Philadelphia, PA</b> OM: Thea Michem PD: Joe Tamburo APD/MD: Jo Gamble No Adds	<b>WPGC/Washington, DC</b> PD/MD: Cheryl Jackson 20 TYE TRIBBETT & G.A. 19 DETRICK HADDON 18 STEPHEN HURD 18 FRED HAMMOND
<b>WTHB/Augusta, GA</b> OM/MD: Ron Thomas APD: Sister Mary King Cannon 3 LASHUN PACE	<b>WVOK/Baton Rouge, LA</b> PD/MD: Karwin Feeling 21 LOUISIANA STATE MASS 21 ALVIN DARLING 14 DETRICK HADDON 12 MISSISSIPPI MASS CHOIR	<b>WJMO/Cleveland, OH</b> OM/MD: Kim Johnson 20 DARIUS BROOKS 20 LORI PERRY	<b>WCHB/Detroit, MI</b> PD: Spudd MICAH STAMPLEY	<b>WVLC/Indianapolis, IN</b> OM: Brian Wallace PD: Paul Robinson MD: Donovan Hartwell MICAH STAMPLEY TEXAS BOYZ	<b>WGOK/Mobile, AL</b> OM: Dan Sala PD/MD: Felicia Albritton No Adds	<b>WNNL/Raleigh, NC</b> OM/MD: Jerry Smith APD: Dennis Lee MD: Melissa Wade 11 MICAH STAMPLEY 9 DARIUS BROOKS	<b>WYCB/Washington, DC</b> PD: Ron Thompson No Adds
<b>WCAQ/Baltimore, MD</b> PD/MD: Lee Michaels 12 DONNIE MCCLURKIN 9 MISSISSIPPI MASS CHOIR 8 FIRST CREATION 7 KURT CARR 6 CHERYL PEPSII RILEY 5 HEZEKIAH WALKER	<b>WENN/Birmingham, AL</b> OM: Doug Hamand PD: Willis Price No Adds	<b>WFMV/Columbia, SC</b> PD: Tony "Gee" Green APD/MD: Monica Washington 10 BISHOP MICHAEL V. KELSEY 10 TAMPA EXPERIENCE 10 STEPHEN HURD 9 MISSISSIPPI MASS CHOIR	<b>WHLH/Jackson, MS</b> OM: Steve Kelly PD: Jewell Roberts MD: Torrez Harris 5 PINNACLE PROJECT (KIM RUTHERFORD 5 EVELYN TURRENTINE-AGEE	<b>WVHL/Jackson, MS</b> OM: Stan Branson PD/MD: Percy Davis 7 LORI PERRY 3 YOLANDA ADAMS	<b>WPRF/New Orleans, LA</b> PD: Lebron "LBJ" Joseph APD: Kris "Cap'n Kins" McCoy 13 THERESA MORTON 12 LORI 12 ANGIE STONE (EDDIE LEVERT	<b>WPZZ/Richmond, VA</b> OM: Jerry Smith PD: Reggie Baker 18 NU BEGINNING (DAMON LITTLE 11 DENETRIA CHAMP 11 DARIUS BROOKS DEANDRE PATTERSON	<b>Note: For complete adds, see R&amp;R Music Tracking.</b>
<b>WYLD/New Orleans, LA</b> OM: Carla Boatner PD: AJ Appleberry APD/MD: Lorita Pettit No Adds	<b>WXTX/Charleston, SC</b> OM: Terry Base PD: Edwin "Cher" Wright APD/MD: James Wallace No Adds	<b>WJVD/Columbus, OH</b> OM: Jerry Smith PD: Dawn Mosby 13 BISHOP EDGIE LONG... DARIUS BROOKS LASHUN PACE	<b>WVAD/Jackson, MS</b> OM: Stan Branson PD/MD: Percy Davis 7 LORI PERRY 3 YOLANDA ADAMS	<b>WLOK/Memphis, TN</b> PD: Eileen Collier APD/MD: Tracy Bethea 19 MARY MARY 18 YOLANDA ADAMS 14 MISSISSIPPI MASS CHOIR	<b>WYLB/New Orleans, LA</b> OM: Caria Boatner PD: AJ Appleberry APD/MD: Lorita Pettit No Adds	<b>ABC's Rejoice/Satellite</b> PD: Willie Mae Mcner 22 ANDERSON SANCTUARY CHOIR 21 YOLANDA ADAMS 20 ALVIN DARLING	<b>34 Total Reporters</b>
<b>WVXZ/Norfolk, VA</b> OM: John Shorby PD: Dale Murray 4 PREACHERS KID 4 YOLANDA ADAMS 4 BROTHERS IN UNITY	<b>Sheridan Gospel Network/Satellite</b> PD: Michael Gamble APD/MD: Morgan Dukes 36 RUBEN STUDDARD 29 BISHOP LEONARD SCOTT	<b>WJVC/Washington, DC</b> PD: Ron Thompson No Adds	<b>WYLB/Washington, DC</b> PD: Ron Thompson No Adds	<b>WVAD/Jackson, MS</b> OM: Stan Branson PD/MD: Percy Davis 7 LORI PERRY 3 YOLANDA ADAMS	<b>WYLD/New Orleans, LA</b> OM: Caria Boatner PD: AJ Appleberry APD/MD: Lorita Pettit No Adds	<b>34 Total Indicator</b>	<b>Did Not Report, Playlist Frozen (2): WAGG/Birmingham, AL WJVC/Charleston, SC</b>



# The Legendary Mighty Clouds of Joy

IN THE HOUSE OF THE LORD live in Houston  
Featuring their SMASH single "Been So Good"

The PIONEERS of Contemporary Gospel Music!  
A 1 All-time selling Gospel Group to date!  
First Gospel Group to Perform on Soultrain!  
Received a host of accolades and awards  
including 11 Grammy nominations!

Performed with legends like Aretha Franklin, Ray Charles,  
James Brown, Paul Simon, the Rolling Stone and more!

Contact: Eboni Funderburk/Manager of National Promotion (615) 371-6890 efunderburk@emicmg.com

# COUNTRY



**LON HELTON**  
lhelton@radioandrecords.com

## Record Reps: Phone, Fax & E-Mail

Our annual guide to country label promotion departments

It's been a year since we last ran a compilation of country promo staffs and how to reach them. A lot can change in a year, as evidenced by the additions to — and deletions from — the list of country labels. As a public service, here's an updated version. Also, here's a key to some of the abbreviations: "NSD" is National Sr. Director, "ND" is National Director, "FD" is Field Director, "FP" is Field Promotion, "C" is Central, "MA" is Mid-Atlantic, "MC" is Mid-Central, "MR" is Market Research, "MS" is Mid-South, "MW" is Midwest, "NC" is North-Central, "NP" is National Promotion, "Reg." is Regional, "W" is West Coast, and "Sec." is Secondary.



	Phone	Fax	E-mail@903music.com
VP/SW: Bill Mayne	615-695-5265	615-695-5270	bmayne
MW: Bill Heltemes	859-586-1225	859-586-1404	bheltemes
NE: Cliff Blake	603-749-6772	603-749-6790	cblake
SE: Larry Hughes	615-695-5265	615-695-5270	lhughes
W: Ray Randall	206-330-2130	206-350-5959	rrandall



	Phone	Fax	E-mail@sonybm.com
VP: Bobby Kraig	615-301-4420	615-301-4438	bobby.kraig
NSD: Teddi Bonadies	615-301-4422	615-301-4438	teddi.bonadies
Dir./SE: Jeri Detweiler	615-301-4421	615-301-4438	jeri.detweiler
Dir./W: Lori Hartigan	760-929-1019	760-929-0577	lori.hartigan
Mgr./SW: Dawn Ferris	972-480-5142	972-480-5159	dawn.ferris
Mgr./MW: Bryan Frasher	615-301-4424	615-301-4438	bryan.frasher
Mgr./NE: David Friedman	301-228-2975	301-228-2976	david.friedman
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Continued on Page 40

# COUNTRY

## Record Reprs....

Continued from Page 39



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# COUNTRY TOP 50

April 8, 2005

POWERED BY  
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS	+/- POINTS	TOTAL PLAYS	+/- PLAYS	TOT. AUD. (00)	+/- AUD. (00)	WEEKS ON	TOTAL ADDS
	1	<b>1</b> CRAIG MORGAN That's What I Love About Sunday (BBR)	12981	11	4706	-70	459213	251	22	116/0
	3	<b>2</b> KENNY CHESNEY Anything But Mine (BNA)	12169	659	4480	+247	407022	25065	14	116/0
	2	3 SUGARLAND Baby Girl (Mercury)	10988	-1379	4092	-580	377180	-48042	35	115/0
	4	<b>4</b> BROOKS & DUNN It's Getting Better All The Time (Arista)	10865	356	4066	+125	370343	14158	18	116/0
	5	<b>5</b> MONTGOMERY GENTRY Gone (Columbia)	10625	497	3894	+205	350508	16538	19	116/0
	6	<b>6</b> JO DEE MESSINA My Give A Damn's Busted (Curb)	10057	1123	3692	+433	328860	23727	14	116/1
	8	<b>7</b> ANDY GRIGGS If Heaven (RCA)	8431	423	3182	+148	281665	13051	23	116/0
	10	<b>8</b> LEE ANN WOMACK I May Hate Myself In The Morning (MCA)	8360	516	3143	+155	256595	-940	23	114/0
	11	<b>9</b> GRETCHEN WILSON Homewrecker (Epic)	8088	365	2992	+202	270952	16433	9	116/0
	9	<b>10</b> TOBY KEITH Honkytonk U (DreamWorks)	7973	33	2984	+51	265628	4206	10	116/0
	12	<b>11</b> JOE NICHOLS What's A Guy Gotta Do (Universal South)	7652	197	2789	+121	245981	5576	19	116/0
	13	<b>12</b> TIM MCGRAW Drugs Or Jesus (Curb)	6942	246	2554	+113	229093	10399	10	115/0
	14	<b>13</b> TRACE ADKINS Songs About Me (Capitol)	6494	307	2522	+129	198773	5289	16	111/0
	15	<b>14</b> MARTINA MCBRIDE God's Will (RCA)	6443	304	2426	+91	208527	11569	17	111/0
	16	<b>15</b> DIERKS BENTLEY Lot Of Leavin' Left To Do (Capitol)	6350	454	2342	+187	201436	12221	12	113/1
	17	<b>16</b> BLAINE LARSEN How Do You Get That Lonely (Giantslayer/BNA)	5763	208	2090	+68	178512	7283	21	110/1
	18	<b>17</b> LONESTAR Class Reunion (That Used To Be Us) (BNA)	5312	604	2065	+205	158836	9647	13	109/2
	21	<b>18</b> BIG & RICH Big Time (Warner Bros.)	4332	380	1570	+151	126487	15879	9	101/1
	19	<b>19</b> PHIL VASSAR I'll Take That As A Yes (The Hot Tub Song) (Arista)	4310	221	1565	+100	129261	7813	18	98/5
	20	<b>20</b> JEFF BATES Long, Slow Kisses (RCA)	4112	47	1569	+60	125401	3403	25	99/1
	23	<b>21</b> KEITH URBAN Making Memories Of Us (Capitol)	3954	913	1400	+373	123294	26564	4	102/8
	22	22 SHANIA TWAIN Don't! (Mercury/IDJMG)	3497	-77	1389	-2	97321	-6145	12	97/0
	24	<b>23</b> KEITH ANDERSON Pickin' Wildflowers (Arista)	3138	181	1303	+103	84626	8633	15	91/5
	26	<b>24</b> DARRYL WORLEY If Something Should Happen (DreamWorks)	2959	283	1200	+106	87511	9322	7	95/8
Breaker	<b>25</b>	GEORGE STRAIT You'll Be There (MCA)	2918	1253	1021	+532	96418	31919	2	92/33
	27	<b>26</b> BLAKE SHELTON Goodbye Time (Warner Bros.)	2772	363	1201	+143	81314	12490	10	95/3
	28	<b>27</b> BOBBY PINSON Don't Ask Me How I Know (RCA)	2668	284	907	+87	76134	6174	9	80/6
	30	<b>28</b> RASCAL FLATTS Fast Cars And Freedom (Lyric Street)	2606	857	1004	+248	84385	28082	3	99/13
	29	<b>29</b> SHEDAISY Don't Worry 'Bout A Thing (Lyric Street)	2345	162	992	+53	65450	1878	11	91/4
	31	<b>30</b> PAT GREEN Baby Doll (Universal/Republic/Mercury)	2027	299	688	+78	57285	12391	6	67/8
	36	<b>31</b> ALAN JACKSON The Talkin' Song Repair Blues (Arista)	1735	569	631	+218	58150	19833	3	67/12
	33	<b>32</b> TRICK PONY It's A Heartache (Asylum/Curb)	1660	39	726	+47	46617	826	10	72/1
	34	<b>33</b> TRAVIS TRITT I See Me (Columbia)	1648	84	675	+40	51220	-312	7	60/1
	35	<b>34</b> BUDDY JEWELL If She Were Any Other Woman (Columbia)	1632	217	688	+89	44451	7039	9	69/1
	37	<b>35</b> VAN ZANT Help Somebody (Columbia)	1432	299	552	+129	43238	6265	4	57/9
	41	<b>36</b> REBA MCENTIRE My Sister (MCA)	1355	452	535	+163	38600	10688	4	61/7
	38	<b>37</b> HANNA-MCEUEN Something Like A Broken Heart (MCA)	1260	151	475	+48	28131	3744	6	64/0
	39	<b>38</b> AARON LINES Waitin' On The Wonderful (BNA)	1083	86	475	+39	31413	3273	9	57/1
	40	<b>39</b> BRIAN MCCOMAS The Middle Of Nowhere (Lyric Street)	987	24	422	+32	20017	-433	5	56/1
	43	<b>40</b> LEANN RIMES Probably Wouldn't Be This Way (Asylum/Curb)	970	203	348	+75	27574	7059	2	39/6
	42	<b>41</b> TRENT WILLMON The Good Life (Columbia)	878	-24	216	+7	27723	-149	26	9/0
	45	<b>42</b> RASCAL FLATTS Skin (Lyric Street)	818	72	236	+13	31953	2972	9	5/0
	47	<b>43</b> GEORGE CANYON My Name (Universal South)	730	55	343	+41	20313	2651	5	38/1
	46	<b>44</b> DIAMOND RIO One Believer (Arista)	706	-15	290	+7	17025	-1882	5	40/1
Debut	<b>45</b>	HOT APPLE PIE Hillbillies (DreamWorks)	616	145	267	+64	16025	3116	1	34/4
	48	<b>46</b> KENI THOMAS Not Me (Morraine)	615	2	253	-3	17247	-843	12	29/2
Debut	<b>47</b>	SUGARLAND Something More (Mercury)	577	482	182	+152	14539	11822	1	38/36
Debut	<b>48</b>	LAUREN LUCAS What You Ain't Gonna Get (Warner Bros.)	513	241	285	+155	12688	7036	1	32/3
	49	49 JAMIE O'NEAL Somebody's Hero (Capitol)	387	-139	130	-30	13406	-1687	2	30/19
Debut	<b>50</b>	SHELLY FAIRCHILD Tiny Town (Columbia)	383	33	199	+13	7104	921	1	27/0

## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
SUGARLAND Something More (Mercury)	36
GEORGE STRAIT You'll Be There (MCA)	33
JASON ALDEAN Hicktown (BBR)	26
JAMIE O'NEAL Somebody's Hero (Capitol)	19
RASCAL FLATTS Fast Cars And Freedom (Lyric Street)	13
MIRANDA LAMBERT Bring Me Down (Epic)	13
BLUE COUNTY That Summer Song (Asylum/Curb)	13
ALAN JACKSON The Talkin' Song Repair Blues (Arista)	12
VAN ZANT Help Somebody (Columbia)	9
REBECCA LYNN HOWARD No One Will Ever Love Me (Arista)	9

## MOST INCREASED POINTS

ARTIST TITLE LABEL(S)	TOTAL POINT INCREASE
GEORGE STRAIT You'll Be There (MCA)	+1253
JO OEE MESSINA My Give A Damn's Busted (Curb)	+1123
KEITH URBAN Making Memories Of Us (Capitol)	+913
RASCAL FLATTS Fast Cars And Freedom (Lyric Street)	+857
KENNY CHESNEY Anything But Mine (BNA)	+659
LONESTAR Class Reunion (That Used To Be Us) (BNA)	+604
ALAN JACKSON The Talkin' Song Repair Blues (Arista)	+569
LEE ANN WOMACK I May Hate Myself In The Morning (MCA)	+516
MONTGOMERY GENTRY Gone (Columbia)	+497
SUGARLAND Something More (Mercury)	+482

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
GEORGE STRAIT You'll Be There (MCA)	+532
JO OEE MESSINA My Give A Damn's Busted (Curb)	+433
KEITH URBAN Making Memories Of Us (Capitol)	+373
RASCAL FLATTS Fast Cars And Freedom (Lyric Street)	+248
KENNY CHESNEY Anything But Mine (BNA)	+247
ALAN JACKSON The Talkin' Song Repair Blues (Arista)	+218
MONTGOMERY GENTRY Gone (Columbia)	+205
LONESTAR Class Reunion (That Used To Be Us) (BNA)	+205
GRETCHEN WILSON Homewrecker (Epic)	+202
DIERKS BENTLEY Lot Of Leavin' Left To Do (Capitol)	+187

## BREAKERS

GEORGE STRAIT  
You'll Be There (MCA)  
33 Adds • Moves 32-25

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at [www.radioandrecords.com](http://www.radioandrecords.com).

116 Country reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total points for the airplay week of 3/27-4/2. Bullets appear on songs gaining points and/or plays or remaining flat from previous week. If two songs are tied in total points, the song with the larger increase in points is placed first. Songs below No. 1 and down in points and plays for three consecutive weeks are moved to recurrent. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Points lists the songs with the greatest week-to-week increases in total points. Station Weight = AQH Persons + (Market rank X 10) divided by 4180. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2005, Arbitron Inc.) © 2005 Radio & Records.



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# COUNTRY TOP 50 INDICATOR

April 8, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS	+/- POINTS	TOTAL PLAYS	+/- PLAYS	TOT. AUD. (00)	+/- AUD. (00)	WEEKS ON	TOTAL ADDS
2	1	KENNY CHESNEY Anything But Mine (BNA)	5220	160	4182	+132	123769	4336	15	108/0
3	2	BROOKS & DUNN It's Getting Better All The Time (Arista)	5117	137	4096	+97	120629	3565	18	107/0
1	3	CRAIG MORGAN That's What I Love About Sunday (BBR)	4924	-202	3980	-183	119913	-3999	21	106/0
5	4	JO DEE MESSINA My Give A Damn's Busted (Curb)	4351	280	3474	+212	103416	7894	13	107/1
6	5	MONTGOMERY GENTRY Gone (Columbia)	4347	355	3529	+279	104367	7519	19	106/3
4	6	SUGARLAND Baby Girl (Mercury)	4332	-497	3401	-460	99754	-12467	36	99/0
8	7	ANDY GRIGGS If Heaven (RCA)	4184	281	3336	+214	96493	6537	24	103/0
9	8	TOBY KEITH Honkytonk U (DreamWorks)	3819	51	3064	+65	90236	1603	10	108/0
14	9	GRETCHEN WILSON Homewrecker (Epic)	3541	344	2848	+274	84856	8486	8	107/1
12	10	JOE NICHOLS What's A Guy Gotta Do (Universal South)	3515	225	2796	+157	82340	4418	20	106/0
7	11	LEE ANN WOMACK I May Hate Myself In The Morning (MCA)	3395	-514	2668	-501	81379	-11961	23	89/0
13	12	TIM MCGRAW Drugs Or Jesus (Curb)	3209	-72	2601	-43	75306	-992	11	107/1
15	13	MARTINA MCBRIDE God's Will (RCA)	3040	231	2475	+175	73544	5575	17	95/1
16	14	TRACE ADKINS Songs About Me (Capitol)	2951	200	2390	+167	71507	5320	16	100/5
17	15	DIERKS BENTLEY Lot Of Leavin' Left To Do (Capitol)	2826	269	2325	+220	67844	6922	12	99/4
18	16	LONESTAR Class Reunion (That Used To Be Us) (BNA)	2687	137	2167	+104	63546	3742	13	95/1
19	17	BLAINE LARSEN How Do You Get That Lonely (Giantslayer/BNA)	2480	129	2048	+87	58961	3385	18	87/0
11	18	BILLY DEAN Let Them Be Little (Curb)	2435	-970	1897	-842	58025	-23285	27	80/0
25	19	KEITH URBAN Making Memories Of Us (Capitol)	2087	607	1727	+487	49426	14924	4	98/12
21	20	BLAKE SHELTON Goodbye Time (Warner Bros.)	2064	135	1724	+119	48770	3504	13	95/2
22	21	BIG & RICH Big Time (Warner Bros.)	2018	225	1606	+141	47909	5640	9	88/1
23	22	DARRYL WORLEY If Something Should Happen (DreamWorks)	1791	198	1450	+169	42018	4849	8	96/1
20	23	SHANIA TWAIN Don't! (Mercury/IDJMG)	1763	-167	1358	-151	41089	-4143	13	74/0
24	24	PHIL VASSAR I'll Take That As A Yes (The Hot Tub Song) (Arista)	1659	163	1354	+116	40715	3852	19	74/3
34	25	GEORGE STRAIT You'll Be There (MCA)	1594	877	1347	+717	34011	17872	2	90/26
27	26	RASCAL FLATTS Fast Cars And Freedom (Lyric Street)	1570	492	1249	+411	37645	12794	4	88/10
26	27	SHEDAISY Don't Worry 'Bout A Thing (Lyric Street)	1307	120	1038	+88	31365	3107	11	74/1
28	28	ALAN JACKSON The Talkin' Song Repair Blues (Arista)	1239	193	1038	+165	26949	4563	3	73/7
30	29	BOBBY PINSON Don't Ask Me How I Know (RCA)	1119	158	930	+119	27231	4385	6	69/4
29	30	KEITH ANDERSON Pickin' Wildflowers (Arista)	1096	133	829	+108	25783	2971	15	59/6
31	31	TRAVIS TRITT I See Me (Columbia)	942	66	811	+64	23443	1601	7	63/4
32	32	TRICK PONY It's A Heartache (Asylum/Curb)	871	31	714	+32	20633	707	8	54/3
33	33	BUDDY JEWELL If She Were Any Other Woman (Columbia)	820	-10	721	-8	19682	-349	9	50/1
37	34	PAT GREEN Baby Doll (Universal/Republic/Mercury)	804	139	692	+119	18619	3728	6	53/6
35	35	REBA MCENTIRE My Sister (MCA)	784	108	647	+89	18447	2774	5	56/8
38	36	HANNA-MCEUEN Something Like A Broken Heart (MCA)	640	34	513	+34	14855	1183	7	46/1
39	37	BRIAN MCCOMAS The Middle Of Nowhere (Lyric Street)	526	44	399	+43	11548	995	6	35/3
41	38	VAN ZANT Help Somebody (Columbia)	523	171	468	+155	12718	3911	3	47/10
43	39	LEANN RIMES Probably Wouldn't Be This Way (Asylum/Curb)	457	165	393	+114	9887	4031	3	35/8
40	40	GEORGE CANYON My Name (Universal South)	446	28	398	+27	10053	602	6	34/3
42	41	AARON LINES Waitin' On The Wonderful (BNA)	363	16	282	+13	8931	837	12	25/2
44	42	ZONA JONES Two Hearts (D/Quarterback)	299	36	287	+28	6318	678	7	25/2
48	43	LAUREN LUCAS What You Ain't Gonna Get (Warner Bros.)	269	58	193	+49	5745	1354	2	20/6
46	44	HOT APPLE PIE Hillbillies (DreamWorks)	264	30	220	+32	6196	633	3	27/4
Debut	45	SUGARLAND Something More (Mercury)	258	214	188	+170	6740	5559	1	22/20
47	46	DIAMOND RIO One Believer (Arista)	228	0	173	+3	4920	-125	5	16/1
49	47	AMBER DOTSON I'll Try Anything (Capitol)	224	22	223	+19	4780	584	2	25/0
Debut	48	JOHN STONE Hell And Half Of Georgia (Tootsie's)	151	97	115	+54	2786	1740	1	9/2
Debut	49	JAMIE O'NEAL Somebody's Hero (Capitol)	150	102	132	+100	3149	1900	1	17/14
Debut	50	GLENN CUMMINGS Good Old Days (Gulf Coast)	142	5	136	+6	2872	22	1	17/0

108 Country reporters. Songs ranked by total plays for the airplay week of Sunday 3/27 - Saturday 4/2.  
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## MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
GEORGE STRAIT You'll Be There (MCA)	26
SUGARLAND Something More (Mercury)	20
JAMIE O'NEAL Somebody's Hero (Capitol)	14
KEITH URBAN Making Memories Of Us (Capitol)	12
RASCAL FLATTS Fast Cars And Freedom (Lyric Street)	10
VAN ZANT Help Somebody (Columbia)	10
REBA MCENTIRE My Sister (MCA)	8
LEANN RIMES Probably Wouldn't Be This Way (Asylum/Curb)	8
ALAN JACKSON The Talkin' Song Repair Blues (Arista)	7

## MOST INCREASED POINTS

ARTIST TITLE LABEL(S)	TOTAL POINT INCREASE
GEORGE STRAIT You'll Be There (MCA)	+877
KEITH URBAN Making Memories Of Us (Capitol)	+607
RASCAL FLATTS Fast Cars And Freedom (Lyric Street)	+492
MONTGOMERY GENTRY Gone (Columbia)	+355
GRETCHEN WILSON Homewrecker (Epic)	+344
ANDY GRIGGS If Heaven (RCA)	+281
JO DEE MESSINA My Give A Damn's Busted (Curb)	+280
DIERKS BENTLEY Lot Of Leavin' Left To Do (Capitol)	+269
MARTINA MCBRIDE God's Will (RCA)	+231

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
GEORGE STRAIT You'll Be There (MCA)	+717
KEITH URBAN Making Memories Of Us (Capitol)	+487
RASCAL FLATTS Fast Cars And Freedom (Lyric Street)	+411
MONTGOMERY GENTRY Gone (Columbia)	+279
GRETCHEN WILSON Homewrecker (Epic)	+274
DIERKS BENTLEY Lot Of Leavin' Left To Do (Capitol)	+220
ANDY GRIGGS If Heaven (RCA)	+214
JO DEE MESSINA My Give A Damn's Busted (Curb)	+212
MARTINA MCBRIDE God's Will (RCA)	+175
SUGARLAND Something More (Mercury)	+170

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# COUNTRY CALLOUT AMERICA<sup>®</sup> BY

EXCLUSIVE NATIONAL MUSIC RESEARCH ESTIMATES April 8, 2005

Callout America<sup>®</sup> song selection is based on the top 35 titles from the R&R Country chart for the airplay week of March 27-April 2.

ARTIST Title (Label)	TOTAL POSITIVE	PASSION	INDEX	NEUTRAL	FAMILIARITY	DISLIKE	STRONGLY DISLIKE
<b>CRAIG MORGAN</b> That's What I Love About Sunday (BBR)	57.8%	83.8%	4.39	11.8%	99.3%	3.8%	0.0%
<b>SUGARLAND</b> Baby Girl (Mercury)	42.3%	75.5%	4.11	15.5%	98.3%	5.5%	1.8%
<b>KENNY CHESNEY</b> Anything But Mine (BNA)	40.0%	73.8%	4.12	16.0%	95.3%	4.3%	1.3%
<b>BROOKS &amp; DUNN</b> It's Getting Better All The Time (Arista)	38.5%	72.0%	4.02	13.5%	95.3%	6.5%	3.3%
<b>BLAINE LARSEN</b> How Do You Get That Lonely (Giantslayer/BNA)	34.8%	69.3%	3.99	20.0%	96.3%	5.8%	1.3%
<b>JOE NICHOLS</b> What's A Guy Gotta Do (Universal South)	34.0%	68.3%	3.93	20.0%	96.8%	4.3%	4.3%
<b>LEE ANN WOMACK</b> I May Hate Myself In The Morning (MCA)	30.8%	66.5%	3.90	19.8%	95.3%	6.0%	3.0%
<b>ANDY GRIGGS</b> If Heaven (RCA)	32.0%	65.3%	3.96	20.5%	92.8%	5.5%	1.5%
<b>JO DEE MESSINA</b> My Give A Damn's Busted (Curb)	25.3%	63.8%	3.85	18.3%	91.3%	7.3%	2.0%
<b>MONTGOMERY GENTRY</b> Gone (Columbia)	31.3%	63.8%	3.88	20.0%	94.0%	8.3%	2.0%
<b>BILLY DEAN</b> Let Them Be Little (Curb)	29.8%	62.5%	3.81	20.5%	95.3%	9.3%	3.0%
<b>TOBY KEITH</b> Honkytonk U (DreamWorks)	29.3%	62.3%	3.85	20.3%	92.0%	5.8%	3.8%
<b>TRACE ADKINS</b> Songs About Me (Capitol)	26.5%	60.3%	3.79	21.8%	92.5%	7.0%	3.5%
<b>MARTINA MCBRIDE</b> God's Will (RCA)	33.5%	60.0%	3.84	24.0%	94.0%	5.5%	4.5%
<b>JEFF BATES</b> Long, Slow Kisses (RCA)	22.3%	59.8%	3.74	22.8%	93.8%	10.0%	1.3%
<b>PHIL VASSAR</b> I'll Take That As A Yes (The Hot Tub Song) (Arista)	24.5%	57.0%	3.67	21.8%	93.0%	9.0%	5.3%
<b>TIM MCGRAW</b> Drugs Or Jesus (Curb)	21.8%	56.5%	3.69	21.0%	90.0%	8.5%	4.0%
<b>DIERKS BENTLEY</b> Lot Of Leavin' Left To Do (Capitol)	16.8%	54.5%	3.69	24.8%	88.0%	7.3%	1.5%
<b>GRETCHEN WILSON</b> Homewrecker (Epic)	23.5%	53.0%	3.72	24.0%	87.3%	6.8%	3.5%
<b>TRICK PONY</b> It's A Heartache (Asylum/Curb)	23.0%	52.8%	3.74	18.8%	83.0%	8.5%	3.0%
<b>KEITH ANDERSON</b> Pickin' Wildflowers (Arista)	20.8%	49.8%	3.61	25.3%	87.0%	6.8%	5.3%
<b>BLAKE SHELTON</b> Goodbye Time (Warner Bros.)	19.3%	48.3%	3.69	27.0%	83.5%	6.3%	2.0%
<b>LONESTAR</b> Class Reunion (That Used To Be Us) (BNA)	15.5%	46.5%	3.60	29.5%	85.5%	8.3%	1.3%
<b>DARRYL WORLEY</b> If Something Should Happen (DreamWorks)	14.8%	44.3%	3.60	25.0%	78.8%	7.0%	2.5%
<b>TRAVIS TRITT</b> I See Me (Columbia)	13.0%	41.3%	3.54	22.5%	75.0%	8.5%	2.8%
<b>SHANIA TWAIN</b> Don't! (Mercury/EJMG)	17.0%	40.5%	3.46	22.3%	78.5%	10.5%	5.3%
<b>KEITH URBAN</b> Making Memories Of Us (Capitol)	16.8%	40.5%	3.59	23.3%	74.8%	8.8%	2.3%
<b>PAT GREEN</b> Baby Doll (Universal/Republic/Mercury)	15.5%	40.3%	3.62	24.0%	72.5%	6.0%	2.3%
<b>RASCAL FLATTS</b> Fast Cars And Freedom (Lyric Street)	11.0%	38.5%	3.56	22.0%	70.0%	8.5%	1.0%
<b>SHEDAISY</b> Don't Worry 'Bout A Thing (Lyric Street)	16.5%	37.8%	3.53	24.0%	74.0%	9.5%	2.8%
<b>BIG &amp; RICH</b> Big Time (Warner Bros.)	14.0%	37.5%	3.45	30.8%	81.0%	10.3%	2.5%
<b>VAN ZANT</b> Help Somebody (Columbia)	11.0%	37.0%	3.52	24.0%	70.5%	8.0%	1.5%
<b>BUDDY JEWELL</b> If She Were Any Other Woman (Columbia)	12.8%	36.5%	3.45	23.0%	72.3%	8.5%	4.3%
<b>BOBBY PINSON</b> Don't Ask Me How I Know (RCA)	9.3%	30.0%	3.30	25.5%	69.8%	10.3%	4.0%
<b>HANNA-MCEUEN</b> Something Like A Broken Heart (MCA)	10.5%	29.0%	3.36	25.0%	66.0%	8.5%	3.5%

## CALLOUT AMERICA<sup>®</sup> HOT SCORES

### This Week At Callout America

By John Hart

It's never old news, but it is unusual that Craig Morgan's "That's What I Love About Sunday" holds on to No. 1 at Callout America for its eighth consecutive week. Morgan has the No. 1 passion song in all cells. The strength of this song is amazing.

Blaine Larsen moves into the top five titles this week at No. 5 with "How Do You Get That Lonely," which is up strong from No. 10 last week. It's also the No. 5 passion song, and it is the No. 4 song with younger, 25-34 listeners.

Montgomery Gentry's "Gone" is new to the top 10 titles for the week, up from No. 11 last week and landing at No. 9; it's also the No. 9 passion song for the week. Male listeners are the strength, ranking this song at No. 6 for the week and making it the No. 3 passion song.

Jo Dee Messina is also new to the top 10, with "My Give a Damn's Busted" moving from No. 3 to No. 10; it's also the No. 14 passion song. Core 35-44 listeners rank this song at No. 10.

Trace Adkins' "Songs About Me" moves strong from No. 20 overall last week to No. 13 this week. Male listeners rank it at No. 12, while females rank it at No. 13. Younger listeners, 25-34, rank the song at No. 10.

Total sample size is 400 persons weekly, with a margin of error of plus or minus 5%. Scoring is done each week using live interviewers conducting an interview with each respondent. Scores are: 5) I like it a lot; in fact, it's one of my favorites; 4) I like it; 3) It's OK, just so-so; 2) I don't like it; and 1) I strongly dislike it. The index score is an average of all 1-to-5 scores. The total positive score is an aggregate of the 4 and 5 scores. To be included in weekly callout, songs must have entered the top 40 positions on R&R's Country airplay chart. The sample is composed of 400 25-54-year-olds who identify country as their favorite music and who listen daily to competitive Country radio in the sample markets. The sample is 50% male/female and evenly distributed in the 25-34, 35-44 and 45-54 demos. The sample is balanced by region and markets within each region. Bullseye Callout is conducted in these regions and markets. SOUTH: Charleston, SC; Charlotte; Baton Rouge; Nashville; Atlanta. MIDWEST: Flint, MI; Indianapolis; Madison; Omaha; Cincinnati. EAST: Harrisburg; Rochester, NY; Springfield, MA; Providence; Washington, DC. WEST: Modesto, CA; Salt Lake City; Colorado Springs, CO; Portland, OR; Houston. © 2005 Radio & Records. © 2005 Bullseye Marketing Research, Inc.



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America's Best Testing Country Songs  
12 + For The Week Ending 4/8/05

Artist Title (Label)	TW	LW	Famil.	Burn	Per. 25-54	W 25-54	M 25-54
CRAIG MORGAN That's What I Love About Sunday (BBR)	4.25	4.16	98%	22%	4.28	4.37	4.21
JOSH GRACIN Nothin' To Lose (Lyric Street)	4.21	4.23	96%	24%	4.17	4.33	4.04
SUGARLAND Baby Girl (Mercury)	4.16	4.18	98%	27%	4.17	4.10	4.23
BLAKE SHELTON Goodbye Time (Warner Bros.)	4.15	4.11	68%	5%	4.19	4.29	4.09
BLAINE LARSEN How Do You Get... (Giantslayer/BNA)	4.10	4.06	90%	16%	4.08	4.23	3.96
KENNY CHESNEY Anything But Mine (BNA)	4.09	4.10	96%	23%	4.07	4.17	3.98
BROOKS & DUNN It's Getting Better All The Time (Arista)	4.09	4.04	95%	18%	4.09	4.19	4.01
JOE NICHOLS What's A Guy Gotta Do (Universal South)	4.09	4.03	93%	18%	4.13	4.14	4.12
DIERKS BENTLEY Lot Of Leavin' Left To Do (Capitol)	4.08	4.10	80%	7%	4.01	4.08	3.95
MONTGOMERY GENTRY Gone (Columbia)	4.04	4.00	95%	24%	3.98	4.04	3.94
ANDY GRIGGS If Heaven (RCA)	4.02	4.07	91%	21%	4.09	4.26	3.96
MARTINA MCBRIDE God's Will (RCA)	4.01	4.00	97%	27%	4.05	4.17	3.94
BILLY DEAN Let Them Be Little (Curb)	4.01	3.86	97%	27%	4.16	4.39	3.97
LEE ANN WOMACK I May Hate Myself... (MCA)	3.99	3.84	97%	23%	4.04	3.83	4.21
TRACE ADKINS Songs About Me (Capitol)	3.97	3.94	94%	15%	3.94	3.94	3.94
GRETCHEN WILSON Homewrecker (Epic)	3.95	3.86	91%	16%	4.00	3.83	4.15
JO DEE MESSINA My Give A Damn's Busted (Curb)	3.94	3.93	95%	15%	3.92	3.96	3.90
LONESTAR Class Reunion (That Used To Be Us) (BNA)	3.91	3.62	85%	15%	3.89	3.94	3.85
JEFF BATES Long, Slow Kisses (RCA)	3.89	3.93	75%	14%	3.94	4.15	3.78
DARRYL WORLEY If Something Should... (DreamWorks)	3.88	3.77	56%	7%	3.88	3.95	3.82
SHEDAISY Don't Worry 'Bout A Thing (Lyric Street)	3.86	-	68%	9%	3.83	3.76	3.88
MIRANDA LAMBERT Me And Charlie Talking (Epic)	3.85	3.72	91%	21%	3.86	3.70	3.99
JAMIE O'NEAL Trying To Find Atlantis (Capitol)	3.81	3.76	95%	25%	3.78	3.73	3.82
TOBY KEITH Honkytonk U (DreamWorks)	3.79	3.68	93%	22%	3.80	3.54	4.00
PHIL VASSAR I'll Take That As A Yes... (Arista)	3.77	3.70	92%	28%	3.68	3.79	3.59
TIM MCGRAW Drugs Or Jesus (Curb)	3.76	3.59	92%	23%	3.76	3.91	3.63
KEITH ANDERSON Pickin' Wildflowers (Arista)	3.76	3.55	62%	12%	3.67	3.79	3.57
BIG & RICH Big Time (Warner Bros.)	3.68	3.46	75%	19%	3.63	3.73	3.54

Total sample size is 343 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.



## COUNTRY TOP 30



LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	SUGARLAND Baby Girl (Mercury)	568	+15	8	11/0
2	2	KENNY CHESNEY Anything But Mine (BNA)	562	+19	10	8/0
3	3	JO DEE MESSINA My Give A Damn's Busted (Curb)	519	-4	7	8/0
8	4	MONTGOMERY GENTRY Gone (Columbia)	485	+28	11	11/0
6	5	AARON LINES Waitin' On The Wonderful (BNA)	485	+21	10	10/0
7	6	TOBY KEITH Honkytonk U (DreamWorks)	471	+9	6	12/0
4	7	BROOKS & DUNN It's Getting Better All The Time (Arista)	452	-52	14	13/0
9	8	SHANIA TWAIN Don't! (Mercury/IDJMG)	443	-10	10	13/0
5	9	JOSH GRACIN Nothin' To Lose (Lyric Street)	443	-54	16	11/0
15	10	CRAIG MORGAN That's What I Love About Sunday (BBR)	433	+56	4	10/0
10	11	GEORGE CANYON My Name (Universal South)	427	+7	9	12/0
11	12	PAUL BRANDT Home (Orange/Universal)	399	-16	10	9/0
14	13	CAROLYN DAWN JOHNSON Dress Rehearsal (Arista)	392	-1	8	12/0
17	14	GRETCHEN WILSON Homewrecker (Epic)	381	+17	4	15/1
13	15	TIM MCGRAW Drugs Or Jesus (Curb)	379	-22	6	11/0
16	16	EMERSON DRIVE If You Were My Girl (DreamWorks)	374	+8	5	14/0
21	17	DIERKS BENTLEY Lot Of Leavin' Left To Do (Capitol)	335	+60	4	9/1
18	18	BILLY DEAN Let Them Be Little (Curb)	335	-5	12	9/0
12	19	RASCAL FLATTS Bless The Broken Road (Lyric Street)	325	-77	16	12/0
22	20	DERIC RUTTAN Take The Wheel (Lyric Street)	306	+36	3	13/1
19	21	MARTINA MCBRIDE God's Will (RCA)	290	-1	6	6/0
28	22	KEITH URBAN Making Memories Of Us (Capitol)	288	+72	2	8/1
20	23	BRAD JOHNER She Moved (Royalty)	288	+9	4	11/0
24	24	LEE ANN WOMACK I May Hate Myself... (MCA)	274	+8	12	12/0
25	25	JOE NICHOLS What's A Guy Gotta Do (Universal South)	265	+13	6	6/1
26	26	BLAINE LARSEN How Do You... (Giantslayer/BNA)	256	+11	3	10/0
23	27	TRACE ADKINS Songs About Me (Capitol)	249	-20	6	8/0
Debut	28	ROAD HAMMERS I'm A Road... (Open Road/Universal)	230	+61	1	11/3
30	29	MICHAEL CAREY Watching You...e (Ranbach)	223	+13	3	6/1
Debut	30	BIG & RICH Big Time (Warner Bros.)	207	+50	1	9/2

20 Canadian Country reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/27-4/2. 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. © 2005 Radio & Records. \* Indicates Cancun.

## COUNTRY FLASHBACK

### 1 YEAR AGO

• No. 1: "When The Sun Goes Down" — Kenny Chesney w/ Uncle Kracker

### 5 YEARS AGO

• No. 1: "How Do You Like Me Now?" — Toby Keith

### 10 YEARS AGO

• No. 1: "Thinkin' About You" — Trisha Yearwood

### 15 YEARS AGO

• No. 1: "Hard Rock Bottom Of Your Heart" — Randy Travis

### 20 YEARS AGO

• No. 1: "There's No Way" — Alabama

### 25 YEARS AGO

• No. 1: "I'd Love To Lay You Down" — Conway Twitty

### 30 YEARS AGO

• No. 1: "Before The Next Teardrop Falls" — Freddy Fender

## NEW & ACTIVE

JON RANDALL Baby Won't You Come Home (Epic)

Total Plays: 138, Total Stations: 21, Adds: 1

AMBER DOTSON I'll Try Anything (Capitol)

Total Plays: 135, Total Stations: 27, Adds: 1

AMANDA WILKINSON No More Me And You (Universal South)

Total Plays: 88, Total Stations: 15, Adds: 2

JASON ALDEAN Hicktown (BBR)

Total Plays: 84, Total Stations: 30, Adds: 26

MIRANDA LAMBERT Bring Me Down (Epic)

Total Plays: 76, Total Stations: 16, Adds: 13

COWBOY TROY I Play Chicken With The Train (Raybaw/Warner Bros.)

Total Plays: 75, Total Stations: 10, Adds: 2

TRACY BYRD Tiny Town (BNA)

Total Plays: 55, Total Stations: 13, Adds: 5

REBECCA LYNN HOWARD No One Will Ever Love Me (Arista)

Total Plays: 54, Total Stations: 13, Adds: 9

BLUE COUNTY That Summer Song (Asylum/Curb)

Total Plays: 21, Total Stations: 15, Adds: 13

## Please Send Your Photos

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# COUNTRY REPORTERS

Stations and their ads listed alphabetically by market

<b>KBCY/Abilene, TX</b> OM: Brad Elliott PD/MD: JB Cloud APD: Doc Alexander 15 SUGARLAND 15 RASCAL FLATS	<b>WKNN/Biloxi, MS</b> OM: Walter Brown PD: Kipp Gregory No Ads	<b>WUBE/Cincinnati, OH</b> PD: Marty Thompson APD: Kathy O'Connor MD: Duke Hamilton 4 REBECCA LYNN HOWARD 5 SUGARLAND 2 RASCAL FLATS 2 REBA MCENTIRE	<b>WKDQ/Evansville, IN</b> PD/MD: Jon Prell 15 SUGARLAND 15 PAT GREEN 15 JASON ALDEAN HOT APPLE PIE 15 VAN ZANT	<b>WRBT/Harrisburg, PA</b> OM: Chris Tyler APD: Newman 2 GEORGE STRAIT HOT APPLE PIE JASON ALDEAN	<b>WTL/Lansing, MI</b> PD: Jay J. McCrae APD/MD: Chris Tyler 4 COMBOY TROY	<b>WTR/Myrtle Beach, SC</b> PD: Steve Stewart 5 TRICK PONY 5 BRIAN MCCOMAS	<b>WOKQ/Portsmouth, NH</b> OM: Mark Ericson PD: Mark Jennings APD/MD: Dan Lunnie No Ads	<b>KKJG/San Luis Obispo, CA</b> PD/MD: Pepper Daniels 12 SUGARLAND 12 PAT GREEN 12 VAN ZANT 5 BRITANNY WELLS	<b>WIBW/Topeka, KS</b> OM: Ed O'Donnell PD: Rich Bowers APD/MD: Stephanie Lynn 8 LEANN RIMES 8 JASON ALDEAN 8 VAN ZANT
<b>WQMX/Akron, OH</b> OM/MD: Kevin Mason APD: Ken Steel RASCAL FLATS	<b>WZKX/Biloxi, MS</b> PD: Bryan Rhodes MD: Gwen Wilson 1 ALAN JACKSON 2 BOBBY PINSON 1 GEORGE STRAIT	<b>WYGY/Cincinnati, OH</b> OM: TJ Holland PD: Stephen Giurtari APD/MD: Dawn Michaels 2 SUGARLAND 2 CRAG MORRISAN	<b>WVFX/Fargo</b> OM: Janice Whitmore PD: Eric Heyer MD: Scott Winston 15 GEORGE STRAIT 3 LUCKY SHY 3 JAMIE O'NEAL 3 BRITANNY WELLS	<b>WVYZ/Hartford, CT</b> PD: Justin Case MD: Jay Thomas 2 GEORGE STRAIT PAT GREEN	<b>WBUL/Lexington, KY</b> PD/MD: Ric Larson 4 ALAN JACKSON KEITH ANDERSON	<b>WKDF/Nashville, TN</b> OM/MD: Dave Kelly MD: Kim Leslie 2 SUGARLAND	<b>WCTK/Providence, RI</b> MD: Sam Stevens 3 GEORGE STRAIT 1 JAMIE O'NEAL	<b>KRAZ/Santa Barbara, CA</b> MD: Kim Leslie 8 JAMIE O'NEAL 4 JASON ALDEAN	<b>WTCM/Traverse City, MI</b> OM/MD: Jack O'Malley No Ads
<b>WGNA/Albany, NY</b> PD: Buzz Brindle MD: Bill Earley 3 BLAKE SHELTON 1 JASON ALDEAN 1 SUGARLAND	<b>WHWK/Binghamton, NY</b> PD/MD: Ed Walker 15 JOHN MELLENCAMP 16 SHOOTER JENNINGS NEAL MCCOY GEORGE STRAIT	<b>WGAR/Cleveland, OH</b> PD: Meg Stevens MD: Chuck Collier No Ads	<b>WKIX/Fayetteville, AR</b> PD: Dave Ashcraft APD/MD: Jake McBride No Ads	<b>KILT/Houston, TX</b> PD: Jeff Garrison MD: Greg Frey 1 TRACY BYRD 5 RASCAL FLATS MARK CHESTNUT	<b>WLXX/Lexington, KY</b> OM: Robert Lindsey MD: Karl Shannon 18 GEORGE STRAIT 17 JEFF BATES 8 JONIA JONES 4 REBA MCENTIRE	<b>WSM/Nashville, TN</b> PD: John Sebastian MD: Frank Seres 3 JAMIE O'NEAL SHEDASY	<b>WLLR/Quad Cities, IA</b> PD: Jim O'Hara MD: Ron Evans No Ads	<b>KSNM/Santa Maria, CA</b> PD/MD: Tim Brown 11 KEITH URBAN 11 KEITH URBAN 10 DIAMOND RIO 5 BLUE COUNTY	<b>KIIM/Tucson, AZ</b> OM: Herb Crowe PD/MD: Buzz Jackson 1 HOT APPLE PIE VAN ZANT GEORGE CANYON
<b>KBQI/Albuquerque, NM</b> PD: Tim Jones MD: Jeff Jay 1 KEITH URBAN RASCAL FLATS JASON ALDEAN	<b>WDXB/Birmingham, AL</b> PD: Tom Hanrahan APD/MD: Jay Cruze 7 TRICK PONY 2 JAMIE O'NEAL 2 GEORGE STRAIT 2 SUGARLAND KEITH URBAN	<b>WKCC/Colorado Springs, CO</b> PD: Travis Daily MD: Valerie Hart SUGARLAND PAT GREEN BOBBY PINSON	<b>WKML/Fayetteville, NC</b> PD: Paul Johnson MD: Deano 13 JOE MESSINA 8 TIM MCCRAW 7 DIERKS BENTLEY ALAN JACKSON MARK CHESTNUT	<b>KKBQ/Houston, TX</b> PD: Johnny Chiang MD: Christi Brooks 1 GEORGE STRAIT	<b>KZKX/Lincoln, NE</b> OM: Jim Steel PD: Brian Jennings APD/MD: Carol Turner 5 KEITH ANDERSON	<b>WCTY/New London, CT</b> PD/MD: Jimmy Lehn 1 BOBBY PINSON JASON ALDEAN MIRANDA LAMBERT	<b>WQDR/Raleigh, NC</b> PD: Lisa McKay APD/MD: Mike Maddawg Biddle KEITH URBAN 1 BOBBY PINSON JASON ALDEAN MIRANDA LAMBERT	<b>WCTQ/Sarasota, FL</b> OM/MD: Mark Wilson APD: Heidi Decker 12 GEORGE STRAIT DARRYL WORLEY BRIAN MCCOMAS	<b>WVZD/Tupelo, MS</b> OM: Rick Stevens PD: Bill Hughes 8 TRACY BYRD 8 PAT GREEN 8 JAMIE O'NEAL
<b>KRST/Albuquerque, N.M.</b> OM/MD: Eddie Haskell MD: Paul Bailey LEANN RIMES JASON ALDEAN AMANDA WILKINSON	<b>WPSK/Blacksburg, VA</b> OM/MD: Scott Stevens APD/MD: Sean Sumner 7 SUGARLAND 7 TRACE ADKINS	<b>KKCS/Colorado Springs, CO</b> PD: Cody Carlson ALAN JACKSON AMBER DOUTSON LEANN RIMES	<b>KAFF/Flagstaff, AZ</b> PD: Chris Halstead APD/MD: Hugh James 10 SUGARLAND 8 DAVID BALL 8 JASON ALDEAN 8 AMANDA WILKINSON	<b>WTCR/Huntington</b> PD: Judy Eaton MD: Dave Poole 5 SUGARLAND 5 RASCAL FLATS 5 DOUG STONE 5 BRITANNY WELLS	<b>KSSN/Little Rock, AR</b> PD/MD: Chad Heritage 19 GEORGE STRAIT 1 SHEDASY ALAN JACKSON	<b>WGH/Norfolk, VA</b> OM/MD: John Shemby APD/MD: Mark McKay 1 SUGARLAND JASON ALDEAN	<b>KOUT/Rapid City, SD</b> PD/MD: Mark Houston 33 GEORGE STRAIT 16 RASCAL FLATS	<b>KBUL/Reno, NV</b> OM/MD: Tom Jordan MD: Chuck Reeves 2 JAMIE O'NEAL	<b>KNUE/Tyler, TX</b> OM/MD: Michael Cruise 13 GEORGE STRAIT
<b>KRRV/Alexandria, LA</b> PD/MD: Steve Casey 2 HOT APPLE PIE	<b>WBWN/Bloomington, IL</b> OM/MD: Dan Westhoff APD/MD: Buck Stevens 10 VAN ZANT	<b>WCOS/Columbia, SC</b> PD: LJ Smith APD/MD: Glen Garrett 2 GEORGE STRAIT	<b>WFBE/Flint, MI</b> PD: Coyote Collins APD/MD: Dave Geronimo 1 SUGARLAND JAMIE O'NEAL BLUE COUNTY	<b>WTCR/Huntington</b> PD: Judy Eaton MD: Dave Poole 5 SUGARLAND 5 RASCAL FLATS 5 DOUG STONE 5 BRITANNY WELLS	<b>KZLA/Los Angeles, CA</b> OM/MD: R.J. Curtis APD/MD: Tonya Campos SUGARLAND MIRANDA LAMBERT VAN ZANT 10 ALAN JACKSON 6 GEORGE STRAIT 4 PHIL PRITCHETT 3 SHOOTER JENNINGS 3 JONIA JONES REBA MCENTIRE	<b>KHKX/Odessa, TX</b> PD: Mike Lawrence APD/MD: Kelley Peterson 14 TRAVIS TRITT 11 KEITH URBAN 10 VAN ZANT 10 ALAN JACKSON 8 RASCAL FLATS 4 GEORGE STRAIT 4 PHIL PRITCHETT 3 SHOOTER JENNINGS 3 JONIA JONES REBA MCENTIRE	<b>KFRG/Riverside, CA</b> OM: Lee Douglas PD/MD: Don Jeffrey 1 KEITH URBAN GEORGE STRAIT	<b>WVFR/Orlando, FL</b> PD: Brett Sharp MD: Robynn Jaymes REBA MCENTIRE GEORGE STRAIT	<b>WFRG/Jitica, NY</b> OM/MD: Tom Jacobsen 16 LEANN RIMES 16 VAN ZANT
<b>WCTO/Allentown, PA</b> PD: Shelly Easton APD/MD: Sam Malone 3 ALAN JACKSON VAN ZANT AMANDA WILKINSON	<b>WHXK/Bluefield, WV</b> PD/MD: Joe Jarvis 25 GEORGE STRAIT 5 KEITH ANDERSON 3 EDDIE BUSH 1 JOEY MARTIN 1 KEVIN SHARP	<b>WCOL/Columbus, OH</b> PD: John Crenshaw APD/MD: Dan E. Zuko RASCAL FLATS DARRYL WORLEY	<b>WXFL/Florence, AL</b> PD/MD: Gary Murdock 12 DOUG STONE 9 JAMIE O'NEAL 9 AMANDA WILKINSON	<b>WFSM/Indianapolis, IN</b> OM: David Wood PD: Bob Richards MD: J.D. Cannon 2 PHIL VASSAR	<b>WAMZ/Louisville, KY</b> PD/MD: Coyote Cathoun 1 PAT GREEN KENI THOMAS ALAN JACKSON	<b>KNFM/Odessa, TX</b> OM/MD: John Moesch 10 KEITH URBAN	<b>KJUG/Visalia, CA</b> PD/MD: Dave Daniels No Ads	<b>KSUX/Sioux City, IA</b> PD: Bob Rounds APD/MD: Tony Michaels 5 LEANN RIMES 3 REBECCA LYNN HOWARD 2 GEORGE CANYON	<b>WIRK/W Palm Beach, FL</b> PD: Mitch Palm MD: J.R. Jackson JAMIE O'NEAL COMBOY TROY GEORGE STRAIT
<b>KGNC/Amarillo, TX</b> OM: Dan Gorman PD: Tim Butler APD/MD: Patrick Clark No Ads	<b>KIZN/Boise, ID</b> OM/MD: Rich Summers APD/MD: Spencer Burke 1 LAUREN LUCAS	<b>WGSQ/Cookeville, TN</b> OM: Marty McFly PD: Gator Hamson APD: Phillip Gibbons MD: Stewart James KEITH URBAN RASCAL FLATS	<b>KSFS/Fresno, CA</b> PD: Steve Pleshe MD: Jason Hurst 1 KEITH ANDERSON	<b>WMSJ/Jackson, MS</b> PD: Rick Adams MD: Marshall Stewart No Ads	<b>KLLL/Lubbock, TX</b> OM/MD: Jeff Scott APD/MD: Kelly Greene 5 JEFF BATES	<b>KTST/Oklahoma City, OK</b> OM/MD: Tom Travis APD/MD: Anthony Allen No Ads	<b>WACO/Waco, TX</b> OM/MD: Zack Owen 10 GEORGE STRAIT	<b>WBYT/South Bend, IN</b> PD: Clint Marsh JEFF BATES	<b>WVZD/Washington, DC</b> OM: Jeff Wyatt PD: George King MD: Shelley Rose 1 JAMIE O'NEAL 1 JON RANDALL 1 REBECCA LYNN HOWARD
<b>KBRJ/Anchorage, AK</b> OM: Dennis Bookey PD: Matt Valley MD: Billy Hatcher 25 GEORGE STRAIT 3 TRACY BYRD 7 JAMIE O'NEAL	<b>KQFC/Boise, ID</b> APD/MD: Jim Miller 3 ALAN JACKSON 2 PAT GREEN 2 BOBBY PINSON 1 GEORGE STRAIT	<b>KRYS/Corpus Christi, TX</b> PD: Frank Edwards MD: Deena Blake 11 KEITH URBAN 4 TRICK PONY LAUREN LUCAS	<b>KUAD/Ft. Collins, CO</b> PD: Mark Callaghan APD: Dave Jensen MD: Brian Gary 2 SUGARLAND AARON LINES VAN ZANT REBA MCENTIRE	<b>WWSJ/Jackson, MS</b> PD: Tom Freeman No Ads	<b>WROO/Jacksonville, FL</b> PD: Casey Carter DARRYL WORLEY KEITH ANDERSON	<b>WVZD/Washington, DC</b> OM: Jeff Wyatt PD: George King MD: Shelley Rose 1 JAMIE O'NEAL 1 JON RANDALL 1 REBECCA LYNN HOWARD	<b>WBYT/South Bend, IN</b> PD: Clint Marsh JEFF BATES	<b>WVZD/Washington, DC</b> OM: Jeff Wyatt PD: George King MD: Shelley Rose 1 JAMIE O'NEAL 1 JON RANDALL 1 REBECCA LYNN HOWARD	<b>WDEZ/Wausau, WI</b> PD: Bob Jung APD/MD: Vanessa Ryan 18 SUGARLAND 18 LEANN RIMES 18 BOBBY PINSON
<b>KWXX/Asheville, NC</b> OM/MD: Jeff Davis APD: Sharon Green MD: Brian Hatfield 10 PAT GREEN 10 LEANN RIMES	<b>WYRK/Buffalo, NY</b> PD: John Paul APD/MD: Wendy Lynn 1 ALAN JACKSON 1 BLAKE SHELTON GEORGE STRAIT	<b>KPLX/Dallas, TX</b> PD: John Cook APD: Smokey Rivers MD: Cady Alan 18 GEORGE STRAIT 4 RASCAL FLATS 2 VAN ZANT	<b>WCKT/Ft. Myers, FL</b> OM/MD: Steve Amari APD/MD: Dave Logan No Ads	<b>WWSJ/Jackson, MS</b> PD: Tom Freeman No Ads	<b>WVZD/Washington, DC</b> OM: Jeff Wyatt PD: George King MD: Shelley Rose 1 JAMIE O'NEAL 1 JON RANDALL 1 REBECCA LYNN HOWARD	<b>WVZD/Washington, DC</b> OM: Jeff Wyatt PD: George King MD: Shelley Rose 1 JAMIE O'NEAL 1 JON RANDALL 1 REBECCA LYNN HOWARD	<b>WDEZ/Wausau, WI</b> PD: Bob Jung APD/MD: Vanessa Ryan 18 SUGARLAND 18 LEANN RIMES 18 BOBBY PINSON	<b>WVZD/Washington, DC</b> OM: Jeff Wyatt PD: George King MD: Shelley Rose 1 JAMIE O'NEAL 1 JON RANDALL 1 REBECCA LYNN HOWARD	<b>WDEZ/Wausau, WI</b> PD: Bob Jung APD/MD: Vanessa Ryan 18 SUGARLAND 18 LEANN RIMES 18 BOBBY PINSON
<b>WNCY/Appleton, WI</b> OM: Jeff McCarthy PD: Randy Shannon 3 GEORGE STRAIT 2 NEAL MCCOY 1 MIRANDA LAMBERT	<b>WYRK/Buffalo, NY</b> PD: John Paul APD/MD: Wendy Lynn 1 ALAN JACKSON 1 BLAKE SHELTON GEORGE STRAIT	<b>KSCS/Dallas, TX</b> OM/MD: Lomin Patagi APD/MD: Chris Huff No Ads	<b>WVZD/Washington, DC</b> OM: Jeff Wyatt PD: George King MD: Shelley Rose 1 JAMIE O'NEAL 1 JON RANDALL 1 REBECCA LYNN HOWARD	<b>WWSJ/Jackson, MS</b> PD: Tom Freeman No Ads	<b>WVZD/Washington, DC</b> OM: Jeff Wyatt PD: George King MD: Shelley Rose 1 JAMIE O'NEAL 1 JON RANDALL 1 REBECCA LYNN HOWARD	<b>WVZD/Washington, DC</b> OM: Jeff Wyatt PD: George King MD: Shelley Rose 1 JAMIE O'NEAL 1 JON RANDALL 1 REBECCA LYNN HOWARD	<b>WDEZ/Wausau, WI</b> PD: Bob Jung APD/MD: Vanessa Ryan 18 SUGARLAND 18 LEANN RIMES 18 BOBBY PINSON	<b>WVZD/Washington, DC</b> OM: Jeff Wyatt PD: George King MD: Shelley Rose 1 JAMIE O'NEAL 1 JON RANDALL 1 REBECCA LYNN HOWARD	<b>WDEZ/Wausau, WI</b> PD: Bob Jung APD/MD: Vanessa Ryan 18 SUGARLAND 18 LEANN RIMES 18 BOBBY PINSON
<b>WVZD/Washington, DC</b> OM: Jeff Wyatt PD: George King MD: Shelley Rose 1 JAMIE O'NEAL 1 JON RANDALL 1 REBECCA LYNN HOWARD	<b>WVZD/Washington, DC</b> OM: Jeff Wyatt PD: George King MD: Shelley Rose 1 JAMIE O'NEAL 1 JON RANDALL 1 REBECCA LYNN HOWARD	<b>WVZD/Washington, DC</b> OM: Jeff Wyatt PD: George King MD: Shelley Rose 1 JAMIE O'NEAL 1 JON RANDALL 1 REBECCA LYNN HOWARD	<b>WVZD/Washington, DC</b> OM: Jeff Wyatt PD: George King MD: Shelley Rose 1 JAMIE O'NEAL 1 JON RANDALL 1 REBECCA LYNN HOWARD	<b>WVZD/Washington, DC</b> OM: Jeff Wyatt PD: George King MD: Shelley Rose 1 JAMIE O'NEAL 1 JON RANDALL 1 REBECCA LYNN HOWARD	<b>WVZD/Washington, DC</b> OM: Jeff Wyatt PD: George King MD: Shelley Rose 1 JAMIE O'NEAL 1 JON RANDALL 1 REBECCA LYNN HOWARD	<b>WVZD/Washington, DC</b> OM: Jeff Wyatt PD: George King MD: Shelley Rose 1 JAMIE O'NEAL 1 JON RANDALL 1 REBECCA LYNN HOWARD	<b>WVZD/Washington, DC</b> OM: Jeff Wyatt PD: George King MD: Shelley Rose 1 JAMIE O'NEAL 1 JON RANDALL 1 REBECCA LYNN HOWARD	<b>WVZD/Washington, DC</b> OM: Jeff Wyatt PD: George King MD: Shelley Rose 1 JAMIE O'NEAL 1 JON RANDALL 1 REBECCA LYNN HOWARD	<b>WVZD/Washington, DC</b> OM: Jeff Wyatt PD: George King MD: Shelley Rose 1 JAMIE O'NEAL 1 JON RANDALL 1 REBECCA LYNN HOWARD

**POWERED BY**  
**MEDIABASE**  
Monitored Reporters  
224 Total Reporters  
116 Total Monitored  
108 Total Indicator  
Did Not Report,  
Playlist Frozen (3):  
WAIB/Tallahassee, FL  
WBBN/Laurel, MS  
WXTA/Erie, PA



**JULIE KERTES**  
jkertes@radioandrecords.com

## More On Satellite

### What real listeners really think

A couple of weeks ago ("Combating Satellite Radio," 3/25) I asked programmers for their opinions of satellite radio as a new form of competition and what they were doing to combat it. Some of the PDs I spoke with were skeptical about the viability of satellite, but others were taking a proactive stance against it. After the article came out I was contacted by KFVY/Ventura, CA PD Mark Elliott, who let me in on a research study his wife's company recently conducted.

Elliott's wife works for a major car company that has done extensive research on satellite radio buyers. The company, which shall remain nameless, is debating whether to continue offering satellite radio as an option or to include it as standard equipment. These are the key points Elliott shared:



**Mark Elliott**

- The typical buyer of satellite radio likes toys. These are usually customers who purchase high-end automobiles. In other words, a Honda buyer probably wouldn't spend the money for satellite radio, whereas an Acura buyer probably would.

- Stats show that the majority of Americans buy more practical cars.
- For people who buy subscriptions, the novelty of satellite radio starts to fade after about six to nine months. Most people say they need more local information than satellite provides and, believe it or not, they miss the jocks.

Elliott says, "It is human behavior to miss what we have when it's gone. The bottom line is that listeners start to use their terrestrial radio station again, along with satellite. Satellite becomes another choice, just like the iPod."

"We'll still get cume, but we will see lower TSL. However, as long as you have cume, you always have an opportunity to get them to listen longer. It's not about forced listening today, it's about creating listening occasions that are more memorable."

I turned to my personal focus group, a few girlfriends in the AC and Hot AC demo, and asked them for their opinions on satellite radio. Each woman has dabbled in satellite after purchasing a car that came with a free three-month trial. Here's what they had to say.

#### Heather Ho

##### AE, Verizon Wireless; Single, Mid-30s

There are pros to satellite radio. You have an incredible selection, and you're not listening to the run-of-the-mill, generic stuff that is played on radio today. You get to listen to a much more eclectic collection of music, like world music. What commercial radio station plays world music?

Not having commercials is another advantage. I don't hate listening to commercials. Some

**"It is human behavior to miss what we have when it's gone. The bottom line is that listeners start to use their terrestrial radio station again, along with satellite. Satellite becomes another choice, just like the iPod."**

**Mark Elliott**

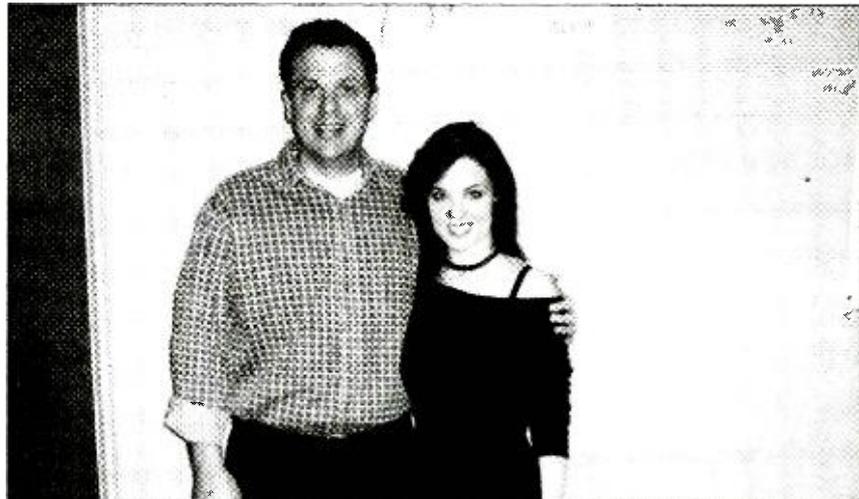
are entertaining, but only the first or second time I hear them. After that, they become noise. There are certain commercials that appeal to me, like gift-with-purchase commercials for cosmetics — that is informative to me. But 90% of the time I zone them out, or I switch the station.

Satellite also offers a station that's dedicated to local weather and traffic, which I find is a big plus. Another nice thing about satellite is that it's "segmented": You know that stations 10 to 20 will be era-type stations or that the Jazz stations are channels 70 to 80. It's much easier to navigate through all the stations according to what genre you desire. With regular radio, the scan button takes you through everything.

With regard to the vast selection, I can see that it might be overwhelming to some, but when you go to a restaurant with a vast menu, you always find something you like and stick with it. The same goes for music. Another thing I love about satellite radio is that it identifies the songs and artists on my screen, so if I hear something I like, I can get that information right then and there in case I want to buy it. With terrestrial radio, DJs don't always give that information.

**Heather Ho**

artists on my screen, so if I hear something I like, I can get that information right then and there in case I want to buy it. With terrestrial radio, DJs don't always give that information.



**HANGING WITH RADIO** KLSY (Mix 92.5)/Seattle recently hosted a special acoustic performance by Columbia recording artist Anna Nalick (r). She's seen here with Mix 92.5 morning man Mitch Elliott.

What terrestrial has that satellite doesn't are the personalities. But, again, terrestrial radio plays too many commercials, and the music is repetitious. I'd listen more if there were fewer commercials and a wider selection of music and if the DJs would ID the songs that are being played.

#### Carol Fitzgerald

##### Stay-At-Home Mother, Age 40

I like the uninterrupted signal of satellite radio. When traveling through different cities, it's nice to have that option. But when I'm looking for my local news or if there are traffic and weather issues, I have to flip it to my regular station, which is kind of a pain. What I don't like about satellite is that I can't find anything local.

There are over 100 stations, and that can be overwhelming at first. But if I look at the menu, I can find a few stations that I like, and, once I tune in, I don't really change them. My kids listen to the top 20 channel, but I listen to the Mix and the '90s station.

I don't miss the DJs from the terrestrial radio stations. I wasn't really attached to DJs before I started listening to satellite, though I did listen



**Carol Fitzgerald**

to a morning show that I enjoyed. I miss some of that interaction, because they talked about stuff that was going on, like what was on television the night before, but I don't miss the commercials. The best thing about satellite radio is that there are none.

What I miss about terrestrial radio is knowing who's singing the songs. That information is digitized on some car stereos, but my car radio doesn't list the artist and title. I'd like to know that information in case I want to buy the song. I don't have an MP3 player — I guess that's what I need.

I bought Green Day recently because I love "Boulevard of Broken Dreams." Am I even in that demographic? Aren't they a punk band? It took me a long time to figure out who it was — XM never told me.

I listen to satellite 80% of the time and terrestrial 20%. You know why? I'm lazy. I just leave it on. When I go to terrestrial, it's usually for news or traffic information. I miss terrestrial not for the music, but for the information.

People may think there are too many choices in satellite, but once you find your stations, you never have to change them. As for price, it's a non-issue. I've not seen the bill, and I have no

**"I miss terrestrial radio not for the music, but for the information."**

**Carol Fitzgerald**

idea how much we are paying. I think it's wrapped into our car payment.

My next purchase will be an MP3 player or iPod or whatever they're called.

#### Lisa Audy

##### Stay-At-Home Mother, Age 39

I had satellite radio for three months, when we purchased our 2005 Acura. After the trial period ended I canceled it, because I didn't want to pay for the subscription, which, I think, was something like \$20 or \$29. I download all my music from Napster now. I make my own CDs. I like the idea of satellite radio, I just don't think it is worth the money.

I listen to CDs 50% of the time and radio the other 50%. I like to be informed about local traffic, weather and news, and I turn to terrestrial for that. I'd listen to terrestrial radio more if there were fewer commercials. I don't listen to personalities on the radio anymore. I did when I was commuting to work; it used to be important to me while driving to work.

Let me clarify, though: It's not that I'm disgruntled with terrestrial radio, it's just that I have more options available to me now. I do find terrestrial radio important because it keeps you in touch and up to date on new artists. If I didn't listen to terrestrial, I would never have known that the song I love so much is by Kelly Clarkson.

#### A Final Point

Just when I think it's all about career and dating or soccer practice and PTA meetings, my girlfriends amaze me by revealing how much music is still a big part of their lives.

Elliot makes this final point: "Radio needs to focus on the people who don't have or who never use satellite. Never mind the percentage of people who will currently do. It's always been about finding out what your audience wants and giving it to them."



**Lisa Audy**

# AC TOP 30

April 8, 2005

POWERED BY  
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ADDS
1	1	KELLY CLARKSON Breakaway (Hollywood)	2347	-111	215696	27	102/1
2	2	LOS LONELY BOYS Heaven (OR Music/Epic)	2099	-25	195003	42	104/0
3	3	JOHN MAYER Daughters (Aware/Columbia)	2092	+28	188902	23	111/0
4	4	TIM MCGRAW Live Like You Were Dying (Curb)	1919	0	141703	26	98/0
6	5	MICHAEL BUBLE Home (143/Reprise)	1757	+195	134673	10	105/0
5	6	MAROON 5 She Will Be Loved (Octone/J/RMG)	1661	-59	152486	24	89/2
7	7	KEITH URBAN You'll Think Of Me (Capitol)	1416	+6	110487	44	103/0
10	8	GOO GOO DOLLS Give A Little Bit (Warner Bros.)	1382	+45	144395	14	80/1
8	9	MARTINA MCBRIDE In My Daughter's Eyes (RCA)	1314	-85	134020	30	101/0
9	10	HALL & OATES I'll Be Around (U-Watch)	1267	-88	82510	29	99/0
11	11	MAROON 5 This Love (Octone/J/RMG)	966	0	112915	48	87/0
12	12	HOOBASTANK The Reason (Island/IDJMG)	909	-6	74823	40	60/0
15	13	RYAN CABRERA True (E.V.L.A./Atlantic)	757	+40	64661	11	64/0
16	14	MERCYME Homesick (INO/Curb)	742	+75	21085	9	71/5
14	15	PHIL COLLINS Don't Let Him Steal Your Heart Away (Atlantic)	716	+1	62553	28	73/0
13	16	KENNY G. f/EARTH, WIND & FIRE The Way You Move (Arista/RMG)	712	-144	49984	12	73/0
17	17	TINA TURNER Open Arms (Capitol)	638	+6	24941	12	71/1
18	18	ROB THOMAS Lonely No More (Atlantic)	534	+61	66327	7	46/3
19	19	SCOTT GRIMES Sunset Blvd. (Velocity)	484	+56	14488	10	60/1
22	20	MAROON 5 Sunday Morning (Octone/J/RMG)	359	+56	38492	6	29/2
20	21	VANESSA WILLIAMS You Are Everything (Lava)	354	+19	14878	8	51/2
23	22	HOWIE DAY Collide (Epic)	342	+61	25112	5	36/3
21	23	FIVE FOR FIGHTING If God Made You (Aware/Columbia)	339	+6	12464	8	43/2
24	24	ROD STEWART Blue Moon (J/RMG)	308	+31	7868	5	51/2
26	25	ELTON JOHN All That I'm Allowed (Universal)	254	+14	8165	7	31/1
27	26	CELINE DION In Some Small Way (Epic)	223	+27	21959	3	25/0
28	27	RASCAL FLATTS Bless The Broken Road (Lyric Street)	177	+11	8086	2	27/3
29	28	FINGER ELEVEN One Thing (Wind-up)	169	+20	15710	11	8/0
25	29	RAY CHARLES f/DIANA KRALL You Don't Know Me (Concord)	151	-92	4350	14	31/0
<b>Debut</b>	30	MICHAEL W. SMITH Bridge Over Troubled Water (Reunion/PLG)	116	+66	1565	1	26/7

115 AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/27-4/2. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Songs below No. 5 are moved to recurrent after 50 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2005, Arbitron Inc.) © 2005 Radio & Records.

## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
SHANIA TWAIN Don't! (Mercury/IDJMG)	16
MICHAEL W. SMITH Bridge Over Troubled Water (Reunion/PLG)	7
JOHN WAITE New York City Girl (No Brakes)	6
MERCYME Homesick (INO/Curb)	5
ROB THOMAS Lonely No More (Atlantic)	3
HOWIE DAY Collide (Epic)	3
RASCAL FLATTS Bless The Broken Road (Lyric Street)	3

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MICHAEL BUBLE Home (143/Reprise)	+195
SHANIA TWAIN Don't! (Mercury/IDJMG)	+102
SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	+95
NORAH JONES Come Away With Me (Blue Note/Virgin)	+82
FAITH HILL Cry (Warner Bros.)	+82
MERCYME Homesick (INO/Curb)	+75
KELLY CLARKSON A Moment Like This (RCA/RMG)	+67
MICHAEL W. SMITH Bridge Over Troubled Water (Reunion/PLG)	+66
ROB THOMAS Lonely No More (Atlantic)	+61
HOWIE DAY Collide (Epic)	+61

## NEW & ACTIVE

SHANIA TWAIN Don't! (Mercury/IDJMG)	Total Plays: 115, Total Stations: 40, Adds: 16
JOHN WAITE New York City Girl (No Brakes)	Total Plays: 98, Total Stations: 24, Adds: 6
STEVIE WONDER So What The Fuss (Motown/Universal)	Total Plays: 67, Total Stations: 13, Adds: 1

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at [www.radioandrecords.com](http://www.radioandrecords.com).

## MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
UNCLE KRACKER f/DOBBIE GRAY Drift Away (Lava)	1082
SHERYL CROW The First Cut Is The Deepest (A&M/Interscope)	997
DIDO White Flag (Arista/RMG)	934
MICHAEL MCDONALD Ain't No Mountain High Enough (Motown/Universal)	930
TRAIN Calling All Angels (Columbia)	918

ARTIST TITLE LABEL(S)	TOTAL PLAYS
MATCHBOX TWENTY Unwell (Atlantic)	884
MARTINA MCBRIDE This One's For The Girls (RCA)	848
FIVE FOR FIGHTING 100 Years (Aware/Columbia)	784
SHANIA TWAIN Forever And For Always (Mercury/IDJMG)	784
COUNTING CROWS Big Yellow Taxi (Geffen/Interscope)	712
JOSH GROBAN You Raise Me Up (143/Reprise)	691
VANESSA CARLTON A Thousand Miles (A&M/Interscope)	683

**michael w smith**  
BRIDGE OVER TROUBLED WATER  
2nd Most Added Again This Week

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## ON THE RECORD

With

**Rob Reed**  
PD/MD, KLRK/Waco, TX



OM, Tom Barfield, likes to say that people don't change the radio dial because of what you're *not* playing, but they *will* change for what you are playing that they don't like. • Being involved in the community is something that I brought to Star after 10-plus years' involvement with a heritage station in a very small town. From joining a July Fourth celebration to hosting golf tournaments that benefit our target demo, we are present and willing to jump in. • The "star" of Star is our music, without a doubt. Our morning show is compelling and relates to listeners. From there, the music keeps the listener tuned in throughout the day. We also air the Pledge of Allegiance from area elementary schools each morning, which brings in new listeners as they listen to their kids saying the Pledge. • Since we are the "listen at work" radio station, hearing Star 92.9 in every business and office I walk in to makes me extremely proud. We played all Christmas music this past holiday season, and I still get comments from people who tell me how much they enjoyed it. Other moments that make me glow are when people tell me how glad they are that Star 92.9 came to Waco.

The chart toppers at AC hold their places this week: **Kelly Clarkson's** "Breakaway" (Hollywood) is No. 1, **Los Lonely Boys' "Heaven"** (Or Music/Epic) is No. 2, and **John Mayer's "Daughters"** (Columbia) is No. 3 ... Most Increased Plays goes to **Michael Bublé's "Home"** (143/Reprise), with +195 plays; the song goes from No. 6 to No. 5. Second Most Increased Plays goes to **Shania Twain's "Don't!"** (Mercury/IDJMG), with +195 plays. It is Most Added for a second week in a row, with 16 adds ... **Michael W. Smith's "Bridge Over Troubled Water"** (Reunion/PLG) debuts at No. 30 ... Over at Hot AC, **Green Day's "Boulevard of Broken Dreams"** (Reprise) remains No. 1, **Rob Thomas' "Lonely No More"** (Atlantic) keeps the No. 2 slot, and Clarkson's "Since U Been Gone" (RCA/RMG) moves up to No. 3 ... **Dave Matthews Band's "American Baby"** (RCA/RMG) goes from 32 to 20 and gets Most Increased Plays, with +456; it's also Most Added this week, with 18 adds ... Debuts at Hot AC this week are **Anastacia's "Left Outside Alone"** (Columbia) at No. 38 and **Michael Tolcher's "Mission Responsible"** (Octone) at No. 39.

— Julie Kertes, AC/Hot AC Editor



New and refreshing would be the words that best describe KLRK (Star 92.9)/Waco, TX. We came into Waco with a mission to give central Texas another type of music. Our mix of Hot AC and mainstream AC has taken the area by storm. • We have kept our concept very simple: We play the hits — proven, reliable music — and we don't add music just to say that we played it first. Our

## artist activity

ARTIST: **Lifehouse**

LABEL: **Geffen**

By **JULIE KERTES**/AC/HOT AC EDITOR

Lifehouse first had success with "Hanging on a Moment," from their multiplatinum debut album, *No Name Face*, on DreamWorks in 2000. Following their quick climb, singer-guitarist Jason Wade, drummer Rick Woolstenhulme and bassist-singer Bryce Soderberg had a more challenging time with their followup album, *Stanley Climbfall*, in 2002.

On March 22, after surviving a label change from DreamWorks to Geffen, Lifehouse released their self-titled Geffen debut. Wade talked to me about the band's new label partnership and the album, of which I cannot get enough.

"We were a little afraid coming in to a new label with brand-new people," he said. "DreamWorks was like a family-run business. We knew everybody in the building, and Geffen seemed like this huge machine. But once we met everybody, it seemed like the same vibe.

"Everyone genuinely seemed to like our new material, and we actually knew Beth Halpern, who came over from DreamWorks and A&R'd the project. Unfortunately, she got let go two weeks before we finished the record, but it was comfortable to have her along for the whole process, because she had the DreamWorks artist mentality that we were accustomed to."

*Lifehouse* is packed with many potential singles. All the songs have great intros and strong hooks — something Wade demonstrates on all his projects. "I'm definitely my worst critic," he said. "I always push myself to get better. I'm really happy the way this record turned out, even though it was difficult with the

whole transition from DreamWorks to Geffen."

What I noticed immediately about the album was that all the songs fit together so perfectly. From the introspective "Walking Away" to the Elliot Smith-flavored "Chapter One," the CD flows seamlessly. "Sonically, we were trying to make the record consistent," said Wade. "On our past records, we were trying to get different sounds on every single song — different guitar sounds, different drum sounds. At the end of the day we liked the songs individually, but some of the songs jumped out, and the final product didn't feel consistent. John Alagia, who produced the record, is also a brilliant engineer, so he had a lot to do with getting the consistent sounds."

My personal favorite is "Come Back Down," which comes with an interesting story. "When we went to Easton, MD for the first time to meet with John Alagia, that was one of the songs that we recorded," Wade said. "It was so magical when we recorded it that we used the demo version on the record. When you capture a song that's being recorded for the first

time, it has a magic to it."

The current single, "You and Me," had an incredible first week at the end of January, with 38 adds. At press time it is No. 11\* on the Hot AC chart. Wade didn't expect such a prosperous week, and he says, "I thought it was going to be more of a struggle, because I feel like it's been a long time since we had a single on the radio."

"There's been so much new music. I got a healthy dose of how difficult it is to follow up a hit with another hit every time. We were surprised that we got so much response. The last couple of weeks have been a steady growth period. We're booked on Leno and Carson Daly, and we're going to play Opening Day at Dodger Stadium, so we're starting to feel the momentum pick up."



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# HOT AC TOP 40

April 8, 2005

POWERED BY  
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	<b>GREEN DAY</b> Boulevard Of Broken Dreams ( <i>Reprise</i> )	3871	-4	268983	17	92/0
2	2	<b>ROB THOMAS</b> Lonely No More ( <i>Atlantic</i> )	3163	-40	212567	9	92/0
4	3	<b>KELLY CLARKSON</b> Since U Been Gone ( <i>RCA/RMG</i> )	3006	+141	205651	15	87/1
3	4	<b>GOO GOO DOLLS</b> Give A Little Bit ( <i>Warner Bros.</i> )	2817	-120	190739	24	91/0
5	5	<b>MAROON 5</b> Sunday Morning ( <i>Octone/J/RMG</i> )	2728	-45	175211	18	93/0
6	6	<b>KELLY CLARKSON</b> Breakaway ( <i>Hollywood</i> )	2372	-65	179024	33	78/0
8	7	<b>3 DOORS DOWN</b> Let Me Go ( <i>Republic/Universal</i> )	2360	+226	126332	14	85/3
7	8	<b>HOWIE DAY</b> Collide ( <i>Epic</i> )	2283	+118	125119	32	82/0
11	9	<b>LIFEHOUSE</b> You And Me ( <i>Geffen</i> )	2056	+152	97415	9	88/6
9	10	<b>MAROON 5</b> She Will Be Loved ( <i>Octone/J/RMG</i> )	2002	-54	138371	39	90/0
12	11	<b>ANNA NALICK</b> Breathe (2am) ( <i>Columbia</i> )	1989	+104	112852	18	80/1
10	12	<b>FINGER ELEVEN</b> One Thing ( <i>Wind-up</i> )	1949	-51	139544	46	88/0
14	13	<b>JET</b> Look What You've Done ( <i>Atlantic</i> )	1908	+122	105519	22	77/0
13	14	<b>RYAN CABRERA</b> True ( <i>E.V.L.A./Atlantic</i> )	1775	-60	79810	14	77/0
16	15	<b>JESSE MCCARTNEY</b> Beautiful Soul ( <i>Hollywood</i> )	1534	+85	77749	12	55/1
17	16	<b>DURAN DURAN</b> What Happens Tomorrow ( <i>Epic</i> )	1375	+75	63001	12	71/4
18	17	<b>U2</b> Sometimes You Can't Make It On Your Own ( <i>Interscope</i> )	1239	+20	56927	7	67/2
20	18	<b>GAVIN DEGRAW</b> Chariot ( <i>J/RMG</i> )	1005	+96	38829	5	62/2
21	19	<b>KILLERS</b> Mr. Brightside ( <i>Island/IDJMG</i> )	1004	+170	46562	10	50/6
32	20	<b>DAVE MATTHEWS BAND</b> American Baby ( <i>RCA/RMG</i> )	927	+456	72606	3	67/18
24	21	<b>TIM MCGRAW</b> Live Like You Were Dying ( <i>Curb</i> )	861	+71	60239	13	33/1
23	22	<b>GWEN STEFANI f/EVE</b> Rich Girl ( <i>Interscope</i> )	838	+32	55140	8	25/2
22	23	<b>NELLY f/TIM MCGRAW</b> Over And Over ( <i>Derry/Fo' Reel/Curb/Universal</i> )	777	-30	57462	20	35/0
27	24	<b>JACK JOHNSON</b> Sitting, Waiting, Wishing ( <i>Brushfire/Universal</i> )	701	+53	30125	8	47/5
19	25	<b>AVRIL LAVIGNE</b> Nobody's Home ( <i>Arista/RMG</i> )	669	-382	35326	14	52/0
26	26	<b>BOWLING FOR SOUP</b> Almost ( <i>Silvertone/Jive/Zomba Label Group</i> )	663	+21	27048	10	43/0
25	27	<b>ASLYN</b> Be The Girl ( <i>Capitol</i> )	650	-44	15682	18	35/1
28	28	<b>JOSS STONE</b> Right To Be Wrong ( <i>S-Curve/EMC</i> )	645	+28	27987	11	32/1
30	29	<b>JEM 24</b> ( <i>ATO/RCA/RMG</i> )	553	+41	14677	7	42/1
31	30	<b>COLLECTIVE SOUL</b> Better Now ( <i>El Music Group</i> )	548	+75	15706	6	34/1
33	31	<b>INGRAM HILL</b> Almost Perfect ( <i>Hollywood</i> )	483	+51	14639	4	32/3
35	32	<b>BETTER THAN EZRA</b> A Lifetime ( <i>Artemis</i> )	428	+89	16470	3	33/4
29	33	<b>VELVET REVOLVER</b> Fall To Pieces ( <i>RCA/RMG</i> )	419	-113	22944	9	30/0
36	34	<b>CARBON LEAF</b> Life Less Ordinary ( <i>Vanguard</i> )	345	+33	7730	6	27/2
37	35	<b>AVION</b> Beautiful ( <i>Red Ink/Columbia</i> )	268	+41	8297	2	17/2
38	36	<b>AFTERS</b> Beautiful Love ( <i>Simple/IND</i> )	264	+60	5849	2	26/3
40	37	<b>SWITCHFOOT</b> This Is Your Life ( <i>Columbia</i> )	215	+35	6426	2	10/2
<b>Debut</b>	38	<b>ANASTACIA</b> Left Outside Alone ( <i>Columbia</i> )	202	+96	5519	1	17/0
<b>Debut</b>	39	<b>MICHAEL TOLCHER</b> Mission Responsible ( <i>Octone</i> )	169	+24	2531	1	17/1
39	40	<b>SIMPLE PLAN</b> Welcome To My Life ( <i>Lava</i> )	166	-24	9493	19	11/0

## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
<b>DAVE MATTHEWS BAND</b> American Baby ( <i>RCA/RMG</i> )	18
<b>LIFEHOUSE</b> You And Me ( <i>Geffen</i> )	6
<b>KILLERS</b> Mr. Brightside ( <i>Island/IDJMG</i> )	6
<b>JACK JOHNSON</b> Sitting, Waiting, Wishing ( <i>Brushfire/Universal</i> )	5
<b>DURAN DURAN</b> What Happens Tomorrow ( <i>Epic</i> )	4
<b>BETTER THAN EZRA</b> A Lifetime ( <i>Artemis</i> )	4
<b>HALL &amp; OATES</b> I Can Dream About You ( <i>U-Watch</i> )	4

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
<b>DAVE MATTHEWS BAND</b> American Baby ( <i>RCA/RMG</i> )	+456
<b>3 DOORS DOWN</b> Let Me Go ( <i>Republic/Universal</i> )	+226
<b>KILLERS</b> Mr. Brightside ( <i>Island/IDJMG</i> )	+170
<b>LIFEHOUSE</b> You And Me ( <i>Geffen</i> )	+152
<b>KELLY CLARKSON</b> Since U Been Gone ( <i>RCA/RMG</i> )	+141
<b>JET</b> Look What You've Done ( <i>Atlantic</i> )	+122
<b>HOWIE DAY</b> Collide ( <i>Epic</i> )	+118
<b>ANNA NALICK</b> Breathe (2am) ( <i>Columbia</i> )	+104
<b>GAVIN DEGRAW</b> Chariot ( <i>J/RMG</i> )	+96
<b>ANASTACIA</b> Left Outside Alone ( <i>Columbia</i> )	+96

## NEW & ACTIVE

**SUM 41 Pieces** (*Island/IDJMG*)  
Total Plays: 149, Total Stations: 12, Adds: 0  
**RELIENT K** Be My Escape (*Capitol/Gotee*)  
Total Plays: 126, Total Stations: 16, Adds: 3  
**CAESARS** Jerk It Dut (*Astralwerks/EMC*)  
Total Plays: 126, Total Stations: 9, Adds: 3

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at [www.radioandrecords.com](http://www.radioandrecords.com).

93 Hot AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/27-4/2. 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 Arbitron Inc. (© 2005, Arbitron Inc.) © 2005 Radio & Records.

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Artist Title (Label)	TW	LW	Famil.	Burn	W 18-34	W 18-24	W 25-34
3 DOORS DOWN Let Me Go (Republic/Universal)	4.29	4.24	90%	11%	4.39	4.36	4.47
GREEN DAY Boulevard Of Broken Dreams (Reprise)	4.15	4.23	99%	41%	4.07	4.27	3.63
ROB THOMAS Lonely No More (Atlantic)	4.11	4.20	92%	14%	4.21	4.15	4.36
LIFEHOUSE You And Me (Geffen)	4.09	4.19	72%	7%	4.09	4.13	4.00
BOWLING... Almost (Silvertone/Jive/Zomba Label Group)	4.07	4.15	79%	8%	3.97	4.00	3.87
KELLY CLARKSON Since U Been Gone (RCA/RMG)	4.04	3.96	97%	34%	4.15	4.22	4.00
HOWIE DAY Collide (Epic)	4.01	3.91	85%	20%	4.00	4.10	3.74
KILLERS Mr. Brightside (Island/IDJMG)	3.99	4.03	79%	15%	3.94	3.97	3.87
KELLY CLARKSON Breakaway (Hollywood)	3.96	3.83	98%	46%	4.03	4.11	3.82
MAROON 5 She Will Be Loved (Octone/JJRMG)	3.91	4.10	99%	51%	4.04	4.09	3.94
GAVIN DEGRAW Chariot (JJRMG)	3.85	3.91	63%	8%	3.93	3.95	3.90
TIM MCGRAW Live Like You Were Dying (Curb)	3.82	3.81	83%	27%	3.80	3.64	4.15
GOO GOO DOLLS Give A Little Bit (Warner Bros.)	3.81	3.70	96%	34%	3.69	3.68	3.74
ANNA NALICK Breathe (2am) (Columbia)	3.79	3.77	68%	16%	3.76	3.69	4.06
JET Look What You've Done (Atlantic)	3.78	3.92	92%	28%	3.79	3.80	3.76
MAROON 5 Sunday Morning (Octone/JJRMG)	3.76	3.92	98%	35%	3.85	4.00	3.51
FINGER ELEVEN One Thing (Wind-up)	3.76	3.78	96%	47%	3.77	3.70	3.94
KEANE Somewhere Only We Know (Interscope)	3.73	3.74	83%	25%	3.70	3.73	3.61
AVRIL LAVIGNE Nobody's Home (Arista/RMG)	3.71	3.71	97%	36%	3.59	3.52	3.76
RYAN CABRERA True (E.V.L.A./Atlantic)	3.71	3.66	94%	40%	3.65	3.77	3.38
VELVET REVOLVER Fall To Pieces (RCA/RMG)	3.70	3.64	71%	21%	3.66	3.53	3.90
JESSE MCCARTNEY Beautiful Soul (Hollywood)	3.67	3.69	96%	36%	3.58	3.59	3.56
ASLYN Be The Girl (Capitol)	3.58	3.65	59%	12%	3.66	3.69	3.45
NELLY ft. MCGRAW Over... (Derryfo' Reel/Curb/Universal)	3.53	3.14	94%	53%	3.62	3.52	3.84
JACK JOHNSON Sitting, Waiting... (Brushfire/Universal)	3.53	3.69	47%	12%	3.43	3.56	3.07
GWEN STEFANI f/VEVE Rich Girl (Interscope)	3.38	3.41	93%	38%	3.50	3.49	3.52
JOHN MAYER Daughters (Arista/Columbia)	3.36	3.44	98%	53%	3.29	3.52	2.77
U2 Sometimes You Can't Make It On Your Own (Interscope)	3.35	3.34	60%	18%	3.25	3.22	3.30
DURAN DURAN What Happens Tomorrow (Epic)	3.29	3.32	61%	19%	3.05	3.04	3.09

Total sample size is 258 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.



## HOT AC TOP 30

POWERED BY MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	ROB THOMAS Lonely No More (Atlantic)	735	-14	8	16/0
3	2	GREEN DAY Boulevard Of Broken Dreams (Reprise)	638	-21	14	10/0
2	3	KELLY CLARKSON Since U Been Gone (RCA/RMG)	619	-48	14	12/0
6	4	3 DOORS DOWN Let Me Go (Republic/Universal)	531	+9	9	11/0
5	5	MICHAEL BUBLE Home (Warner Bros.)	524	-26	7	15/0
8	6	GWEN STEFANI f/VEVE Rich Girl (Interscope)	513	+17	9	8/0
4	7	MAROON 5 Sunday Morning (Octone/JJRMG)	510	-54	14	14/0
7	8	JANN ARDEN Where No One... (Universal Music Canada)	501	-15	9	15/0
10	9	U2 Sometimes You Can't Make It On Your Own (Interscope)	483	+40	6	12/0
9	10	GOO GOO DOLLS Give A Little Bit (Warner Bros.)	449	-9	21	9/0
14	11	LIFEHOUSE You And Me (Geffen)	419	+46	6	15/0
13	12	JET Look What You've Done (Atlantic)	387	-9	9	9/0
17	13	KILLERS Mr. Brightside (Island/IDJMG)	381	+11	5	9/0
20	14	JEREMY FISHER Highschool (Sony BMG Canada)	365	+57	5	10/0
15	15	DURAN DURAN What Happens Tomorrow (Epic)	345	-28	8	12/0
12	16	LOW MILLIONS Eleanor (Manhattan/EMC)	343	-57	17	15/0
19	17	STABILO One More Pill (Virgin Music Canada)	340	-10	11	7/0
16	18	HOWIE DAY Collide (Epic)	339	-33	12	9/0
11	19	KEANE Somewhere Only We Know (Interscope)	335	-72	16	10/0
27	20	COLLECTIVE SOUL Better Now (El Music Group)	314	+87	3	9/0
25	21	DAVID USHER Love Will Save The Day (MapleMusic)	288	+26	3	12/0
22	22	JESSE MCCARTNEY Beautiful Soul (Hollywood)	280	-5	7	5/0
21	23	K-OS Man I Used To Be (Astralwerks/EMC)	280	-21	12	8/0
26	24	SUM 41 Pieces (Island/IDJMG)	268	+33	3	11/1
23	25	NELLY ft. MCGRAW Over And Over (Derryfo' Reel/Curb/Universal)	252	-28	19	9/0
24	26	SARAH MCLACHLAN Push (Arista/RMG)	240	-26	14	8/0
Debut	27	ANNA NALICK Breathe (2am) (Columbia)	239	+52	1	10/2
30	28	GAVIN DEGRAW Chariot (JJRMG)	216	+29	2	10/1
Debut	29	DIVINE BROWN Old Skool Love (Blacksmith)	211	+66	1	11/1
Debut	30	ALICIA KEYS Karma (JJRMG)	199	+76	1	5/0

25 Canadian Hot AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/20-3/26. 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. © 2005 Radio & Records. \* Indicates Cancion.

## REPORTERS

Stations and their ads listed alphabetically by market

<b>WKOD/Akron, OH*</b> OM: Keith Kennedy PD: Randy McClinton APD: Kevin Rish MD: Tred Hulise 2 DAVE MATTHEWS BAND GAVIN DEGRAW	<b>KCIX/Boise, ID*</b> OM: Jeff Cochran APD: Tobin Jeffries INGRAM HILL DAVE MATTHEWS BAND	<b>WVNX/Cincinnati, OH*</b> OM: Mike Mullaney APD: Bobby E. 1 3 DOORS DOWN DAVE MATTHEWS BAND	<b>KIMN/Denver, CO*</b> OM: Keith Abrams PD: Dave Popovich APD: Michael Gilford 4 U2	<b>WWT/Grand Rapids, MI*</b> OM: Doug Montgomery PD: Brian Casey APD: Gwen Stefani f/VEVE LIFEHOUSE	<b>KURB/Little Rock, AR*</b> PD: Randy Cain MD: Becky Rogers No Adds	<b>WPTF/Norfolk, VA*</b> PD: Barry McKay APD/MD: Jason Goodman CARBON LEAF	<b>WMGX/Portland, ME*</b> PD: Randi Kirshbaum APD/MD: Ethan Minton 2 BRUCE SPRINGSTEEN	<b>KLLC/San Francisco, CA*</b> PD: John Peake MD: Greg Dunkin 12 BETTER THAN EZRA MICHAEL TOLCHER LIFEHOUSE	<b>KZPT/Tucson, AZ*</b> OM: Tom Land PD: Greg Dunkin MD: Leslie Loss DAVE MATTHEWS BAND
<b>WRVE/Albany, NY*</b> PD: Randy McClinton APD: Kevin Rish MD: Tred Hulise 2 DAVE MATTHEWS BAND GAVIN DEGRAW	<b>WBMX/Boston, MA*</b> APD/MD: Mike Mullaney 25 GWEN STEFANI f/VEVE	<b>WMWX/Cleveland, OH*</b> MD: Jay Hudson DAVE MATTHEWS BAND	<b>KSTZ/Des Moines, IA*</b> MD: Jimmy Wright No Adds	<b>WOZN/Greensboro, NC*</b> MD: Jim Schaefer MD: Neil Wilson No Adds	<b>KYSR/Los Angeles, CA*</b> OM: Chachi Dene APD: Robert Archer No Adds	<b>KYIS/Oklahoma City, OK*</b> OM/MD: Chris Baker MD: Phil Inzoga DAVE MATTHEWS BAND	<b>KRSK/Portland, OR*</b> PD: Dan Persighi MD: Sheryl Stewart No Adds	<b>KEZR/San Jose, CA*</b> MD: Jim Murphy APD/MD: Michael Martinez No Adds	<b>WRMF/W Palm Beach, FL*</b> PD: Dennis Winslow APD/MD: Any Navarro 9 LIFEHOUSE DURAN DURAN
<b>KPEK/Albuquerque, NM*</b> PD: Tony Manero MD: Deeya McClurkin 1 SWITCHFOOT 1 FEATURES	<b>WTSS/Buffalo, NY*</b> PD: Sue D'Neil MD: Rob Lucas No Adds	<b>WOAL/Cleveland, OH*</b> APD: Alan Fee MD: Rebecca Wilde 14 DAVE MATTHEWS BAND	<b>WVDV/Detroit, MI*</b> PD: Byron "Ron" Harrell 9 DAVE MATTHEWS BAND	<b>WKWZ/Hagerstown, MD*</b> OM/MD: Rick Alexander MD: Jeff Roteman 16 MATCHBOX TWENTY 12 NICKELBACK ANNA NALICK	<b>WYZZ/Charlotte, NC*</b> OM: Phil Thomas MD: John Houston No Adds	<b>KSRZ/Omaha, NE*</b> OM: Tom Land PD: Daria Thomas No Adds	<b>WBWZ/Poughkeepsie, NY</b> OM/MD: Jim Jamm 40 ROB THOMAS	<b>KLSY/Seattle, WA*</b> PD: INGRAM HILL CARBON LEAF ASLYN	<b>WPRO/Washington, DC*</b> OM/MD: Kenny King MD: Carol Parker LIFEHOUSE
<b>KMXS/Anchorage, AK</b> OM/MD: Ross Lennox GAVIN DEGRAW JESSE MCCARTNEY	<b>WXAL/Burlington*</b> PD: Scott McKenzie APD: E.J. Evans 1 BILLY MILLS 1 REJENT K	<b>KVUU/Colorado Springs, CO*</b> PD/MD: AJ Carlsie KILLERS	<b>WKMX/Dothan, AL</b> OM/MD: Phil Thomas MD: John Houston No Adds	<b>WNNK/Harrisburg, PA*</b> OM/MD: John D Dea MD: Denny Logan No Adds	<b>WMBZ/Memphis, TN*</b> PD: Brad Carson No Adds	<b>KSRZ/Omaha, NE*</b> OM: Tom Land PD: Daria Thomas No Adds	<b>WSNE/Providence, RI*</b> MD: Steve Peck MD: Gary Trust BETTER THAN EZRA DAVE MATTHEWS BAND	<b>KPLZ/Seattle, WA*</b> OM: Aisa Hashimoto No Adds	<b>WWZZ/Washington, DC*</b> PD: Kent Phillips APD/MD: Sean Sellers 3 TOMI AMOS
<b>WKSZ/Appleton, WI*</b> OM: Greg Bell PD: Dayton Kane APD/MD: Brian Davis ATTERS	<b>WCOD/Cape Cod, MA</b> OM/MD: Greg Cassidy MD: Cheryl Park No Adds	<b>WBNS/Columbus, OH*</b> OM: Dave Van Stone PD: Jeff Ballentine MD: Sue Leighton No Adds	<b>KBMX/Duluth</b> OM: Johnny Lee Walker PD: Corey Carter APD/MD: J.J. Holiday 11 NATALIE 9 ALICIA KEYS	<b>WMC/Memphis, TN*</b> PD: Lance Ballance KILLERS	<b>WMTI/Hartford, CT*</b> OM/MD: Steve Salsbery APD/MD: Jeannine Jersey No Adds	<b>KBYY/Oxnard, CA*</b> OM: Gail Furlio PD: Jeff Briz MD: Connie Wray 1 DAVE MATTHEWS BAND BETTER THAN EZRA	<b>KLCA/Reno, NV*</b> OM: Bill Schulz MD: Beej Briz MD: Justin Wray 1 DAVE MATTHEWS BAND BETTER THAN EZRA	<b>KWBZ/Spokane, WA*</b> OM: Robert Harder MD: Sam Hill 1 JOSS STONE	<b>KFBZ/Wichita, KS*</b> OM: Eric Summers MD: Carson KILLERS KELLY CLARKSON BETTER THAN EZRA
<b>WAYV/Atlantic City, NJ*</b> PD: Paul Kelly 11 DAVE MATTHEWS BAND SCOTT GRIMES HALL & OATES	<b>WMT/Cedar Rapids, IA</b> OM/MD: JJ Cook APD: John Rivers No Adds	<b>KKPN/Corpus Christi, TX*</b> OM/MD: Scott Holt APD: Brad Wells APD/MD: Drew Michaels REJENT K ATTERS ADAM RICHMAN	<b>KSHI/El Paso, TX*</b> OM: Courtney Nelson PD/MD: Chris Elliott 4 DAVE MATTHEWS BAND ADAM RICHMAN	<b>WMC/Memphis, TN*</b> PD: Lance Ballance KILLERS	<b>WTKI/Milwaukee, WI*</b> OM: Rick Belcher PD: Bob Walker No Adds	<b>KFYV/Oxnard, CA*</b> OM/MD: Mark Elliott No Adds	<b>WVOR/Rochester, NY*</b> PD: Dave LeFrois MD: Joe Bonacci No Adds	<b>WHYN/Springfield, MA*</b> OM/MD: Paul McKay APD: Eric Gregory No Adds	<b>WXLO/Worcester, MA*</b> OM/MD: Mary Knight APD/MD: Mary Knight HALL & OATES
<b>KAMX/Austin, TX*</b> PD: Dusty Hayes APD/MD: Carrie Benjamin 14 MARC BROSSARD TEAM TIM MCGRAW	<b>WCSQ/Charleston, SC*</b> PD: Billy Surf No Adds	<b>KLTV/Corpus Christi, TX*</b> OM/MD: Bert Clark No Adds	<b>KEHK/Eugene, OR</b> OM/MD: Russ Davidson No Adds	<b>WMC/Memphis, TN*</b> PD: Lance Ballance KILLERS	<b>WMTI/Hartford, CT*</b> OM/MD: Steve Salsbery APD/MD: Jeannine Jersey No Adds	<b>KPSI/Palm Springs, CA</b> PD/MD: Michael Storm 4 ANNA NALICK MARIO	<b>WVOR/Rochester, NY*</b> PD: Dave LeFrois MD: Joe Bonacci No Adds	<b>KYKY/Si. Louis, MO*</b> OM: Kevin Robinson APD: Greg Hewitt MD: Jim Myers 2 DURAN DURAN	<b>WMXY/Youngstown, OH*</b> OM: Dan Rivers PD: Jerry Mac MD: Mark French No Adds
<b>KLLY/Bakersfield, CA*</b> OM: E.J. Tyler APD: Erik Fox MD: Forrest Bueller NEW ORDER HALL & OATES ADAM RICHMAN DAVE MATTHEWS BAND	<b>WWSR/Charleston, WV</b> OM: Jeff Whitehead PD: Gary Blake APD: Wade Hill MD: Bruce Clark JACK JOHNSON	<b>KDMX/Dallas, TX*</b> OM: Lisa Thomas 4 DURAN DURAN 4 3 DOORS DOWN	<b>WOSM/Fayetteville, NC*</b> PD/MD: Glenn Michaels 2 KILLERS	<b>WMC/Memphis, TN*</b> PD: Lance Ballance KILLERS	<b>WTKI/Milwaukee, WI*</b> OM: Rick Belcher PD: Bob Walker No Adds	<b>KPSI/Palm Springs, CA</b> PD/MD: Michael Storm 4 ANNA NALICK MARIO	<b>WVOR/Rochester, NY*</b> PD: Dave LeFrois MD: Joe Bonacci No Adds	<b>KYKY/Si. Louis, MO*</b> OM: Kevin Robinson APD: Greg Hewitt MD: Jim Myers 2 DURAN DURAN	<b>WMXY/Youngstown, OH*</b> OM: Dan Rivers PD: Jerry Mac MD: Mark French No Adds
<b>WWWX/Baltimore, MD*</b> OM: Josh Medlock PD: Jason Kidd 11 LIFEHOUSE	<b>WLNK/Charlotte*</b> PD: Neal Sharpe APD/MD: Derek James No Adds	<b>WDAB/Danbury, CT</b> PD: Bill Trotta MD: Scott McDonnell 30 KELLY CLARKSON 12 NATALIE	<b>WQBQ/Fredericksburg, VA</b> OM/MD: Brian Demay APD/MD: Lisa Parker 9 MICHAEL TOLCHER	<b>WMC/Memphis, TN*</b> PD: Lance Ballance KILLERS	<b>WTKI/Milwaukee, WI*</b> OM: Rick Belcher PD: Bob Walker No Adds	<b>KPSI/Palm Springs, CA</b> PD/MD: Michael Storm 4 ANNA NALICK MARIO	<b>WVOR/Rochester, NY*</b> PD: Dave LeFrois MD: Joe Bonacci No Adds	<b>KYKY/Si. Louis, MO*</b> OM: Kevin Robinson APD: Greg Hewitt MD: Jim Myers 2 DURAN DURAN	<b>WMXY/Youngstown, OH*</b> OM: Dan Rivers PD: Jerry Mac MD: Mark French No Adds
<b>WUJM/Biloxi, MS*</b> OM: Jay Taylor PD: Kevin Curley No Adds	<b>WTMX/Chicago, IL*</b> PD/MD: Mary Elin Kachinske No Adds	<b>WMMY/Dayton, OH*</b> PD: Jeff Stevens MD: Shaun Vincent INGRAM HILL AVION	<b>KALZ/Fresno, CA*</b> OM/MD: E. Curtis Johnson MD: Danny Hill No Adds	<b>WMC/Memphis, TN*</b> PD: Lance Ballance KILLERS	<b>WTKI/Milwaukee, WI*</b> OM: Rick Belcher PD: Bob Walker No Adds	<b>KPSI/Palm Springs, CA</b> PD/MD: Michael Storm 4 ANNA NALICK MARIO	<b>WVOR/Rochester, NY*</b> PD: Dave LeFrois MD: Joe Bonacci No Adds	<b>KYKY/Si. Louis, MO*</b> OM: Kevin Robinson APD: Greg Hewitt MD: Jim Myers 2 DURAN DURAN	<b>WMXY/Youngstown, OH*</b> OM: Dan Rivers PD: Jerry Mac MD: Mark French No Adds
<b>WWRV/Binghamton, NY</b> OM: Jim Free PD: Bobby D MD: Josh Wolf No Adds	<b>WKRC/Cincinnati, OH*</b> PD: Patti Marshall APD: Grover Collins MD: Brian Douglas No Adds	<b>KALC/Denver, CO*</b> PD: BJ Harris APD/MD: Rich Stevens No Adds	<b>WINK/Ft. Myers, FL*</b> OM/MD: Bob Grossinger 9 KELLY CLARKSON CAESARS LISA MARIE PRESLEY	<b>WMC/Memphis, TN*</b> PD: Lance Ballance KILLERS	<b>WTKI/Milwaukee, WI*</b> OM: Rick Belcher PD: Bob Walker No Adds	<b>KPSI/Palm Springs, CA</b> PD/MD: Michael Storm 4 ANNA NALICK MARIO	<b>WVOR/Rochester, NY*</b> PD: Dave LeFrois MD: Joe Bonacci No Adds	<b>KYKY/Si. Louis, MO*</b> OM: Kevin Robinson APD: Greg Hewitt MD: Jim Myers 2 DURAN DURAN	<b>WMXY/Youngstown, OH*</b> OM: Dan Rivers PD: Jerry Mac MD: Mark French No Adds

POWERED BY MEDIABASE

Monitored Reporters

111 Total Reporters

93 Total Monitored

18 Total Indicator

Did Not Report

Playlist Frozen (2):

KRUZ/Santa

Barbara, CA

WSPT/Wausau, WI



**CAROL ARCHER**  
carcher@radioandrecords.com

## 35-64 Is The New 25-54

**Sellers can change buyers' attitudes about an older audience**

**This week Interep Exec. VP & Director/Research Stu Naar speaks to issues of consequence for anyone interested in effectively selling Smooth Jazz radio's graying audience. He has good news: There's gold in them thar hills!**

"The focus on 25-54 was always a boom-related demographic grouping," Naar says. "The basic reason for that is the fact that boomers comprised 40% of the youth-oriented society of the '60s. But as a single demo it never makes much sense because it represents two generations. Between the oldest and the youngest boomers you could be talking about a mother and daughter."

Naar explains that advertisers — media buyers, in particular — have been notoriously slow in assimilating this reality about the power of upper demos, much less putting the information to good use.

"Part of it is that the notion is habitual," he says. "For radio, avail requests for 25-54 peaked at 55% around 1995; today that figure is in the low 40s. Eighteen-to-49 is still around, but there is still very little request for the inclusion of older demos."

"There are several points buyers are missing. The big thing that's happening now is that the largest generational cohort is passing 50. That's a very big deal. The youngest boomers passed 40 in 2004, and the leading edge of the boom turns 60 next year. Half of 25-54 does not consist of baby boomers. Meanwhile, half of the neglected 55-64 cell does."

### A Different Mind-Set

Naar continues, "Fifty-five-to-64s, especially, have a lot of discretionary income, and that's always been the case. There's a lot of

money to go around for several obvious reasons: Kids are grown and houses paid off. But there a few things taking place today that advertisers may not be taking into full consideration.



**Stu Naar**

"One is just pure numbers. This group has always had money, and it's always been size x. Today the group is growing at an amazing rate because boomers are growing into it. That first 55+ age cell is growing dramatically.

"The second thing is that boomers — not all of us, but many — have different spending habits than previous generations. When it comes to Smooth Jazz's core demo, 35-64 is the new 25-54. If you're targeting the boom, 35-64 is where the boom is, and the discretionary income too.

"Another factor that people are not taking fully into account is that those of us who are a certain age — say, in our 40s and older — don't want to recognize that we're getting older because we hold a stereotype of what being older means.

"Many of us grew up under our parents' Depression-era mentality. I don't mean that in a negative sense, because they were probably the people who worked hardest in the history of the country. These were people for whom life had been such a struggle that their idea was to save as much as they could and be conservative in their spending habits, and they were closed to new habits and products as they aged.

"The group that's aging now is not the same at all. The people who are attending concerts, traveling a lot and moving around the country are the same group that's now 55+. They're nothing like their parents; they are not going into a senior-citizen mentality. The Depression was real for their folks, but it's history for them."

### Wake Up!

Naar believes that advertisers and consumer-product companies with a broad range of product appeal need to wake up, and fast. "Media outlets, like radio, can push the case to a certain degree, and should, but at the same time advertisers have to be able to accept it," he says.

"You can walk in every day and say, 'Look at what a fantastic audience I have,' and they say, 'Yeah, but I'm targeting this.' You have a problem.

"Early in my rep career there was an agency in Tampa that handled an airline that was requesting 18-49. It was my duty to point out to them that the people who fly back and forth to West Palm Beach — their customer target — were another demographic entirely, the same one we're talking about here: 35-64.

"It's hard for many people to recognize change, and what is helping to fuel the discussion now is not only the fact that 35-64 has discretionary income and their numbers are growing, but that this shift is generating a lot of publicity. You can finally see it being discussed — on

magazine covers, TV shows, on the air — and that will prove a great benefit to media outlets in general.

"Boomers are aging, and younger people — and maybe older ones, who lived through far worse — may be sick of hearing about it, but the fact is, it's important for everyone to open their eyes and ask whether they understand that this segment is growing and valuable and whether there is some reason they are not targeting it.

**"Local stations, which are generating most of radio's revenue, need to not just do the easy things."**

"To reiterate, another component is that boomers have different spending habits. They have always been open to spending for themselves and others — trying new things and new experiences. This is a stereotype, but there is a lot of truth to it.

"Boomers are not set in their ways. They often put off childbearing until later years. Two generations ago people didn't usually leave the town they were born in. Now getting someone to stay is the unusual thing. Boomers are used to spending, and when they pass age 50 or 55, they don't just stop.

"In fact, they may accelerate their spending if their kids are gone and college and the house are paid for. With reasonable health, this generation loves to travel and do different things. They aren't just sitting at home. This crowd is an untapped gold mine. What advertisers must do increasingly is invite these people in."

### A Concerted Effort

Naar suggests the Smooth Jazz radio sales community take the following approach: "First, sellers need to be open to the idea themselves. They also need to go in with the research. If the necessary research isn't available, all of us involved must take the steps to produce it. However, a lot of research is already available through national- or local-market qualitative-rating services.

"When you look at it, you can assess the ste-



**BOTTI BUDDY** Columbia artist Chris Botti has been a road warrior during the journey to a gold record for his latest release, *When I Fall in Love*. One gig, *Jazz on the Green*, for WZJZ/Ft. Myers, drew a record-breaking crowd of over 5,000 fans. Botti (r) is seen here with WZJZ PD Joe Turner.

reotype and then perceive the reality of who buys or uses what. Frequently, these stereotypes don't reflect reality, like targeting men for cars when for many years we've known that women not only buy a lot of cars — about half — they also influence family decisions about the purchase of cars. Women may be much more important to that category than men, but we still get that sometimes, 'We're targeting men 25-54,' and I'm blown away by it. It's old thinking.

"Once you're armed with information, as trite as it sounds, you really need to get in above the buying level, because you're dealing with a 23-year-old buyer who has her own notions about old age but has been given a dictate that says, 'Buy 18-49 and 25-54.'

"The Smooth Jazz seller can acknowledge they may be lacking a little on the younger end and say, 'But if you extend to 35-64, I've got a great qualitative audience for you.' You're stuck, because they've been directed to do one thing. It's really tough to get the person at the end of the food chain to make a change, because they may not have the ability to make that decision.

"All of us talk about getting in above the buyer level and make efforts to do so, but has it been done enough in our industry and for long enough? No. It's one of those initiatives I know from years at a radio station. Big stations in big markets deal directly with agencies on the local level.

"On the national level, Interep is a one of two rep firms, and even if we both do it, we're only impacting a certain amount of business. But local stations, which are generating most of radio's revenue, need to not just do the easy things. The account executive must go to the buyer they deal with and say, 'This needs to be a concerted effort. I need to have relationships with these people.'

"You're also changing a mind-set, and you need to be able to back it up. If you can't meet with the client directly, you must engage the buyer to convey the concept. Does the client want to sell this product? Do they not want this audience that has huge usage up through the 55-64 cell and can afford the product? Do they not want to target them?

"Get tough! When this should be happening is not when an avail is up, because then it's too late. By then you're just playing a defensive game. You need to do this proactively."

Have you ~~seen~~

*heard!*

# Fire and Rain

The new single  
from the  
upcoming album  
**jonathan**

"I listened for 30 seconds and knew we had to add it immediately. It literally gave me a lump in my throat. So, I walked into the studio and introduced it live on air. Vocals this great are really rare."

-- Lori Lewis, PD WSMJ, Baltimore

"I almost cried when I heard it. Jonathan is such an incredible singer... I just couldn't wait to get it on the air."

-- Carol Handley, PD KWJZ, Seattle

"A classic song just oozing with Jonathan Butler soul!"

-- Ken Jones, MD KKSF, San Francisco

# jonathan butler



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Play Now and Report to R&R on April 11

# SMOOTH JAZZ TOP 30

POWERED BY  
MEDIABASE

April 8, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	DAVE KOZ Let It Free (Capitol)	720	+6	90174	23	31/0
3	2	BONEY JAMES f/JOE SAMPLE Stone Groove (Warner Bros.)	683	+5	89019	14	35/1
2	3	KENNY G. Pick Up The Pieces (Arista/RMG)	678	-1	75587	15	31/0
4	4	TIM BOWMAN Summer Groove (Liquid 8)	634	+17	73803	33	30/0
5	5	MINDI ABAIR Come As You Are (GRP/VMG)	590	-23	54059	30	32/0
7	6	PAUL BROWN Moment By Moment (GRP/VMG)	577	+24	76344	26	32/0
6	7	SOUL BALLET Cream (215)	524	-55	60003	31	34/0
8	8	EUGE GROOVE XXL (Narada Jazz)	519	+20	54547	23	31/1
10	9	MICHAEL LINGTON Two Of A Kind (Rendezvous)	396	+16	40894	17	33/0
12	10	NILS Pacific Coast Highway (Baja/TSR)	383	+30	37128	6	32/1
15	11	CHRIS BOTTI No Ordinary Love (Columbia)	382	+38	37292	18	29/0
11	12	MARION MEADOWS Sweet Grapes (Heads Up)	368	-8	43908	38	30/0
13	13	ANITA BAKER How Does It Feel (Blue Note/Virgin)	351	+4	39979	8	25/0
16	14	KENNY G. f/EARTH, WIND & FIRE The Way You Move (Arista/RMG)	348	+46	37157	11	27/1
9	15	NORMAN BROWN Up 'N' At 'Em (Warner Bros.)	346	-46	51934	34	32/0
17	16	DAVID SANBORN Tin Tin Deo (GRP/VMG)	324	+31	47962	12	26/1
18	17	JEFF LORBER Ooh La La (Narada Jazz)	285	+14	24783	8	26/2
22	18	VANESSA WILLIAMS You Are Everything (Lava)	270	+31	23027	6	20/1
20	19	3RD FORCE Believe In Me (Higher Octave)	267	0	26760	10	25/0
19	20	FOURPLAY Fields Of Gold (RCA Victor/RMG)	266	-3	30322	19	23/1
21	21	HALL & OATES I'll Be Around (U-Watch)	265	+4	22163	16	22/0
24	22	PAUL TAYLOR Nightlife (Peak)	260	+52	38858	3	28/3
25	23	STEVE COLE Thursday (Narada Jazz)	251	+70	26389	3	27/2
23	24	SEAL Walk On By (Warner Bros.)	233	+4	21892	18	21/2
28	25	CHUCK LOEB Tropical (Shanachie)	184	+30	17954	4	24/4
27	26	JOYCE COOLING Camelback (Narada Jazz)	178	+16	20941	13	17/0
26	27	PAMELA WILLIAMS Fly Away With Me (Shanachie)	178	+13	16802	11	15/0
29	28	PAUL JACKSON, JR. Never Too Much (GRP/VMG)	171	+23	26733	2	14/0
30	29	MATT BIANCO f/BASIA Ordinary Day (Decca/Universal)	155	+8	10139	2	12/0
-	30	ALEXANDER ZONJIC Leave It With Me (Heads Up)	150	+10	13870	3	12/1

## MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
CHUCK LOEB Tropical (Shanachie)	4
PAUL TAYLOR Nightlife (Peak)	3
CAMIEL I'm Ready (Rendezvous)	3
STEVE COLE Thursday (Narada Jazz)	2
JEFF LORBER Ooh La La (Narada Jazz)	2
SEAL Walk On By (Warner Bros.)	2
NORMAN BROWN West Coast Coolin' (Warner Bros.)	2
AVERAGE WHITE BAND Work To Do (Liquid 8)	2

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
STEVE COLE Thursday (Narada Jazz)	+70
PAUL TAYLOR Nightlife (Peak)	+52
NORMAN BROWN West Coast Coolin' (Warner Bros.)	+51
KENNY G. f/EARTH, WIND & FIRE The Way You Move (Arista/RMG)	+46
MARCUS MILLER f/ERIC CLAPTON Silver Rain (Koch)	+44
CHRIS BOTTI No Ordinary Love (Columbia)	+38
ACOUSTIC ALCHEMY Say Yeah (Higher Octave)	+35
DAVID SANBORN Tin Tin Deo (GRP/VMG)	+31
VANESSA WILLIAMS You Are Everything (Lava)	+31

## MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
GERALD ALBRIGHT To The Max (GRP/VMG)	326
WAYMAN TISDALE Ain't No Stoppin' Us Now (Rendezvous)	298
RICHARD ELLIOT Your Secret Love (GRP/VMG)	297
RAY CHARLES f/DIANA KRALL You Don't Know Me (Concord)	290
CHRIS BOTTI Back Into My Heart (Columbia)	268
PIECES OF A DREAM It's Go Time (Heads Up)	235
NICK COLIONNE It's Been Too Long (3 Keys Music)	226
GEORGE BENSON Softly, As In A Morning Sunrise (GRP/VMG)	208
PAUL JACKSON, JR. Walkin' (Blue Note/EMC)	194
DAN SIEGEL In Your Eyes (Native Language)	189
QUEEN LATIFAH California Dreamin' (Vector)	187
NICK COLIONNE High Flyin' (3 Keys Music)	185
PAUL TAYLOR Steppin' Out (Peak)	177
MICHAEL LINGTON Show Me (Rendezvous)	172
ALICIA KEYS If I Ain't Got You (JRMG)	167

36 Smooth Jazz® reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/27-4/2. 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 Arbitron Inc. (© 2005, Arbitron Inc.) © 2005 Radio & Records.

## NEW & ACTIVE

**NORMAN BROWN** West Coast Coolin' (Warner Bros.)

Total Plays: 148, Total Stations: 17, Adds: 2

**MARCUS MILLER f/ERIC CLAPTON** Silver Rain (Koch)

Total Plays: 137, Total Stations: 9, Adds: 0

**KEN NAVARRO** You Are Everything (Positive)

Total Plays: 106, Total Stations: 9, Adds: 1

**ACOUSTIC ALCHEMY** Say Yeah (Higher Octave)

Total Plays: 99, Total Stations: 9, Adds: 1

**AVERAGE WHITE BAND** Work To Do (Liquid 8)

Total Plays: 96, Total Stations: 11, Adds: 2

**ADANI & WOLF** Daylight (Rendezvous)

Total Plays: 86, Total Stations: 9, Adds: 1

**CHIELI MINUCCI** Good Times Ahead (Shanachie)

Total Plays: 56, Total Stations: 6, Adds: 0

**EVERETTE HARP** When Can I See You Again (A440)

Total Plays: 46, Total Stations: 6, Adds: 1

**DIDO** White Flag (Arista/RMG)

Total Plays: 42, Total Stations: 4, Adds: 0

**CRAIG CHAQUICO** Dream Date (Higher Octave)

Total Plays: 33, Total Stations: 4, Adds: 0

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at [www.radioandrecords.com](http://www.radioandrecords.com).

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# SMOOTH JAZZ INDICATOR TOP 30

April 8, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	NILS Pacific Coast Highway (Baja/TSR)	190	-1	946	11	14/0
2	2	JEFF LORBER Ooh La La (Narada Jazz)	175	+10	703	11	15/0
3	3	SOUL BALLET Cream (215)	151	-12	909	32	11/0
4	4	PAUL TAYLOR Nightlife (Peak)	140	+7	528	5	11/0
5	5	EUGE GROOVE XXL (Narada Jazz)	138	+6	734	25	9/0
8	6	GEORGE DUKE T-Jam (BPM)	137	+8	539	5	12/1
14	7	NORMAN BROWN West Coast Coolin' (Warner Bros.)	135	+19	633	4	13/1
6	8	CHUCK LOEB Tropical (Shanachie)	131	0	528	8	13/0
12	9	BONEY JAMES f/JOE SAMPLE Stone Groove (Warner Bros.)	130	+10	809	13	10/0
10	10	MINDI ABAIR Come As You Are (GRP/VMG)	126	+2	658	29	11/0
11	11	STEVE COLE Thursday (Narada Jazz)	125	+3	517	4	11/0
7	12	3RD FORCE Believe In Me (Higher Octave)	125	-4	436	8	13/0
9	13	PAMELA WILLIAMS Fly Away With Me (Shanachie)	124	-2	635	10	11/0
19	14	LIN ROUNTREE f/TIM BOWMAN For Your Love (BDK)	123	+24	432	3	10/0
13	15	NELSON RANGELL That's The Way Of The World (Koch)	122	+3	613	6	12/0
16	16	KENNY G. Pick Up The Pieces (Arista/RMG)	111	+5	530	13	8/0
18	17	NOVECENTO f/STANLEY JORDAN Easy Love (Favored Nations)	100	-2	433	23	9/0
15	18	JAMES GABRIANO Red Teddy (Gabriano Productions)	99	-9	548	11	9/0
17	19	DAVID SANBORN Tim Tin Deo (GRP/VMG)	98	-6	387	11	9/0
21	20	MATT BIANCO f/BASIA Ordinary Day (Decca/Universal)	97	+8	501	5	12/1
20	21	DAVE KOZ Let It Free (Capitol)	94	-2	422	25	7/0
29	22	ACOUSTIC ALCHEMY Say Yeah (Higher Octave)	88	+12	234	3	9/0
28	23	LALAH HATHAWAY Forever, For Always, For Love (GRP/VMG)	87	+7	554	6	6/0
Debut	24	O'ZL Riders On The Storm (Peak/Concord)	85	+16	248	1	8/0
-	25	BOBBY WELLS Bayside (BW Music)	85	+10	533	6	7/1
26	26	KEN NAVARRO You Are Everything (Positive)	84	+2	325	8	9/0
24	27	SERGIO CAPUTO Jazzy Girl (Idiosyncrasy)	84	0	578	18	8/0
23	28	PETE BELASCO Hurry, Hurry (Compendia)	83	-2	500	5	10/0
22	29	ALEXANDER ZONJIC Leave It With Me (Heads Up)	83	-5	201	2	7/0
27	30	AVERAGE WHITE BAND Work To Do (Liquid 8)	82	+1	323	3	9/0

17 Smooth Jazz reporters. Songs ranked by total plays for the airplay week of Sunday 3/27 - Saturday 4/2.  
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## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
LALAH HATHAWAY How Many Times (Mesa/Blue Moon)	3
MICHAEL BRANDEBURG Midnight (Independent)	2
CAROL DUBOC All Of You (Gold Note)	2
HIROSHIMA Swiss Ming (Heads Up)	2
JONATHAN BUTLER Fire & Rain (Rendezvous)	2
CAMIEL I'm Ready (Rendezvous)	2
RIPPINGTONS Wild Card (Peak)	2

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
MICHAEL BRANDEBURG Midnight (Independent)	+34
LIN ROUNTREE f/TIM BOWMAN For Your Love (BDK)	+24
CAROL DUBOC All Of You (Gold Note)	+20
NORMAN BROWN West Coast Coolin' (Warner Bros.)	+19
LALAH HATHAWAY How Many Times (Mesa/Blue Moon)	+19
JONATHAN BUTLER Fire & Rain (Rendezvous)	+19
RIPPINGTONS Wild Card (Peak)	+19
O'ZL Riders On The Storm (Peak/Concord)	+16
MARCUS MILLER f/ERIC CLAPTON Silver Rain (Koch)	+14
VICTOR WOOTEN Soul Circus (Vanguard)	+13

## MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
RICHARD ELLIOT Your Secret Love (GRP/VMG)	72
QUEEN LATIFAH California Dreamin' (Vector)	71
ANITA BAKER You're My Everything (Blue Note/Virgin)	59
WAYMAN TISDALE Ain't No Stoppin' Us Now (Rendezvous)	57
G. KNIGHT f/E. ALEJANDRO Feelin' Good (Vacilon) (Pyramid)	49
GREG ADAMS Firefly (215)	48
STEVE OLIVER Chips & Salsa (Koch)	44
PETER WHITE How Does It Feel (Columbia)	41
RAY CHARLES f/DIANA KRALL You Don't Know Me (Concord)	39
GERALD ALBRIGHT To The Max (GRP/VMG)	30
HIL ST. SOUL For The Love Of You (Shanachie)	27

## REPORTERS

Stations and their adds listed alphabetically by market

<p><b>KAJZ/Albuquerque, NM*</b> OM: Jim Walton PD/MD: Paul Lavie No Adds</p> <p><b>WJZZ/Atlanta, GA*</b> PD/MD: Dave Koz 24 EUGE GROOVE 5 NORMAN BROWN 1 DAVID SANBORN</p> <p><b>KSMJ/Bakersfield, CA*</b> OM/MD: Chris Townshend APD: Nick Novak PAUL TAYLOR</p> <p><b>WEAA/Baltimore, MD</b> OM/MD: Wade Jackson MD: Kayona Brown 1 MARCUS JOHNSON</p> <p><b>WSMJ/Baltimore, MD*</b> PD/MD: Lori Lewis 4 KEN NAVARRO</p>	<p><b>WVSU/Birmingham, AL</b> PD/MD: Andy Parrish 1 HIROSHIMA 1 CAROL DUBOC 1 CAMIEL</p> <p><b>WNJA/Chicago, IL*</b> OM: Bob Kaake PD: Steve Stiles MD: Michael La Crosse CHUCK LOEB</p> <p><b>WNWV/Cleveland, OH*</b> OM/MD: Bernie Kimble No Adds</p> <p><b>WJZA/Columbus, OH*</b> PD/MD: Bill Harman FOURPLAY SEAL ADANI &amp; WOLF</p> <p><b>KOAI/Dallas, TX*</b> OM/MD: Kurt Johnson MD: Mark Sanford No Adds</p> <p><b>KJCD/Denver, CO*</b> PD/MD: Michael Fischer 9 ALEXANDER ZONJIC 7 NELSON RANGELL 1 PETER WHITE</p> <p><b>WVMV/Detroit, MI*</b> OM/MD: Tom Stecker MD: Sandy Kovach 2 VANESSA WILLIAMS</p> <p><b>KEZL/Fresno, CA*</b> OM: E. Curtis Johnson PD/MD: J. Weidenheimer PAUL TAYLOR</p>	<p><b>WJZ/Ft. Myers, FL*</b> OM: Steve Amari PD: Joe Turner MD: Randi Bachman No Adds</p> <p><b>WSBZ/Ft. Walton Beach, FL</b> PD: Mark Carter MD: Mark Edwards MATT BIANCO f/BASIA</p> <p><b>WQTQ/Hartford, CT</b> PD/MD: Stewart Stone No Adds</p> <p><b>KHJZ/Houston, TX*</b> PD: Maxine Todd APD/MD: Greg Morgan CHUCK LOEB</p> <p><b>WYJZ/Indianapolis, IN*</b> OM/MD: Carl Frye No Adds</p> <p><b>KJLU/Jefferson City, MO</b> PD/MD: Dan Turner 2 JOHN LEGEND 1 LALAH HATHAWAY 1 HIROSHIMA 1 MICHAEL BRANDEBURG</p> <p><b>KOAS/Las Vegas, NV*</b> PD/MD: Erik Fox No Adds</p> <p><b>KUAP/Little Rock, AR</b> PD/MD: Michael Nellums 10 LIN ROUNTREE 5 CAMIEL 5 JONATHAN BUTLER 3 RIPPINGTONS 3 HIROSHIMA 2 LALAH HATHAWAY 2 PHILIPPE SAISSÉ</p>	<p><b>KSBR/Los Angeles, CA</b> OM/MD: Terry Wedel MD: Enid Cogswell 1 KATIE MELUA</p> <p><b>KTWV/Los Angeles, CA*</b> PD: Paul Goldstein APD/MD: Samantha Pascual No Adds</p> <p><b>WJZL/Louisville, KY*</b> PD/MD: Gator Glass APD: Ron Fisher 3 STEVE COLE</p> <p><b>WLVE/Miami, FL*</b> OM: Rob Roberts PD/MD: Rich McMillan No Adds</p> <p><b>WJZI/Milwaukee, WI*</b> PD: Stan Atkinson MD: Steve Scott No Adds</p> <p><b>KJZI/Minneapolis, MN*</b> PD: Lauren MacLeash MD: Mike Wolf No Adds</p> <p><b>KRVR/Modesto, CA*</b> OM/MD: Doug Wulf PD: James Bryan NORMAN BROWN BURT CONRAD ALLSTARS EVERETTE HARP PAUL TAYLOR ACOUSTIC ALCHEMY</p> <p><b>WVAS/Montgomery, AL</b> MD: Eugenia Ricks 16 LALAH HATHAWAY 16 MICHAEL BRANDEBURG 16 RIPPINGTONS 15 CAROL DUBOC 14 JONATHAN BUTLER</p>	<p><b>WFSK/Nashville, TN</b> PD: Michael Patterson MD: Chris Nochowicz No Adds</p> <p><b>WQCD/New York, NY*</b> PD: Blake Lawrence 9 PETER WHITE 8 BENT 1 CAMIEL</p> <p><b>WLOQ/Orlando, FL*</b> PD/MD: Brian Morgan 12 MICHAEL BUBLE 9 MICHAEL BUBLE 7 AVERAGE WHITE BAND 1 HIROSHIMA CAMIEL</p> <p><b>WJZ/Philadelphia, PA*</b> PD: Michael Tozzi MD: Frank Childs BONEY JAMES f/JOE SAMPLE JEFF LORBER STEVE COLE</p> <p><b>KYOT/Phoenix, AZ*</b> PD: Shaun Holly APD/MD: Angie Handa KENNY G. f/EARTH, WIND &amp; FIRE CHUCK LOEB</p> <p><b>KJZS/Reno, NV*</b> PD/MD: Robert Dees No Adds</p> <p><b>KSSJ/Sacramento, CA*</b> PD/MD: Lee Hansen No Adds</p> <p><b>KBZN/Salt Lake City, UT*</b> OM/MD: Dan Jessop 7 CAMIEL FRANK CATALANO</p>	<p><b>KIFM/San Diego, CA*</b> PD: Mike Vasquez APD/MD: Kelly Cole No Adds</p> <p><b>KKSF/San Francisco, CA*</b> PD: Michael Erickson MD: Ken Jones DONNY OSMOND CHUCK LOEB</p> <p><b>KJZY/Santa Rosa, CA*</b> PD: Gordon Zlot APD/MD: Rob Singleton 9 SEAL 7 MADELEINE PEYROUX</p> <p><b>Jones Radio Network/Satellite*</b> OM: J.J. McKay PD: Steve Hibbard MD: Laurie Cobb SWING OUT SISTER AVERAGE WHITE BAND</p> <p><b>Music Choice Smooth Jazz/Satellite</b> APD: Will Kinnally MD: Gary Susalls 8 JIM ADKINS 7 KLEMENT JULIENNE 7 JASON MILES 7 GEORGE DUKE 5 BOBBY WELLS 5 DAN SIEGEL 4 LINO</p> <p><b>Sirius Jazz Cafe/Satellite</b> PD: Teresa Kincaid MD: Rick Laboy 16 ANITA BAKER 16 NORMAN BROWN</p>	<p><b>XM Watercolors/Satellite</b> PD/MD: Shirilita Colon KENNY G. f/EARTH, WIND &amp; FIRE ACOUSTIC ALCHEMY</p> <p><b>KWJZ/Seattle, WA*</b> PD: Carol Handley MD: Dianna Rose 1 CHIELI MINUCCI JONATHAN BUTLER</p> <p><b>KCOZ/Springfield, MO</b> OM: Jae Jones PD/MD: Courtney Hatton 14 MARCUS MILLER f/ERIC CLAPTON 13 VICTOR WOOTEN 12 HIROSHIMA 10 BOBBY WELLS 7 DOV 7 CHIELI MINUCCI</p> <p><b>WSSM/St. Louis, MO*</b> PD: David Myers NILS</p> <p><b>WSJT/Tampa, FL*</b> PD: Ross Block MD: Kathy Curtis No Adds</p> <p><b>WJZW/Washington, DC*</b> OM: Kenny King PD: Carl Anderson MD: Renee DePuy JEFF LORBER</p>
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POWERED BY  
MEDIABASE

\*Monitored Reporters

53 Total Reporters

36 Total Monitored

17 Total Indicator

Did Not Report, Playlist Frozen (4):  
DMX Jazz Vocal Blend/Satellite  
DMX Smooth Jazz/Satellite  
KNIK/Anchorage, AK  
KPVU/Houston, TX



**KEN ANTHONY**  
kanthony@radioandrecords.com

# The School Of Rock: Part Four

## The basics of marketing your station effectively

This month the School of Rock series continues as our focus on the "MPRs of Programming" shifts to the third M on the list, Marketing. The MPRs are a programming checklist that includes music, morning show, marketing, management/morale, promotions, production, positioning, personalities, research, ratings and revenue.

Over the last couple of months I've dealt with music programming and morning show development. Once you have a focused music product and a strong morning show, it's probably time to look at marketing your station. What are the most effective ways to do this? Let's examine some of the basics involved in marketing your product.

### Positioning

First and foremost, you must decide the proper way to image your station. This form of positioning is one of the fundamental keys to developing an effective marketing plan.

In 1981 marketing gurus Al Ries and Jack Trout wrote the landmark book *Positioning*, which sparked a revolution in advertising that changed the way people look at marketing. The basic concept of positioning is not what you do with a product or service, but what you do to the mind of the prospect.

Ries and Trout felt that it was vitally important to position your product in the mind of the prospect. With consumers having more and more choices today, this is the most effective way to be seen and heard in the overcrowded marketplace.

Ries and Trout went on to write several more respected books on positioning products and services, including *The 22 Immutable Laws of Marketing*, which included a plethora of common-sense suggestions for marketing.

Radio programmers would do well to review the concepts and strategies laid out in these books and apply them to marketing their stations. One of the basic laws that is broken on a regular basis is advertising your radio station when the product isn't right.

Several years back I did a market visit to a radio station that had spent over \$50,000 on a major billboard campaign and actually went down in cume. My analysis found that the music was unfocused and the morning show created little or no impact.

When I suggested to management that they shouldn't market the station until they got the product right, they actually looked at me and said, "We have the budget for it, so we might as well spend it."

Far too often radio stations will spend thousands of dollars on marketing a less than stellar product. The moral of the story here is similar to the old restaurant adage of not advertising the restaurant until the food is good. You can

do much more harm than good by marketing your station when the product isn't right.

### TV Or Not TV?

Once you're confident that your music is focused, the morning show is on target, and the rest of your product is ready, the next question is, what's the best way to market your radio station?

**The Internet is one of the most effective ways of marketing your radio station. It should be treated as the three-dimensional arm of the station, its visual extension.**

The traditional forms of advertising present a varied set of challenges. One of the biggest debates is how effective television is when it comes to marketing your station. There's no question that a major TV advertising campaign can enhance a station's cume, but there are many variables involved in using this mode of marketing.

How much should you spend on the production of the spot? How effective is the actual spot? Who's doing the TV time buy, and how cost-effective is the buy in targeting your demo effectively?

Depending on your station's format, certain target demos and psychographics (especially 20-something Rock and Alternative listeners) don't spend much time watching television. Also, doing an effective TV marketing campaign is far too expensive for most radio stations to make an impact in their market.

These are all factors to consider before using TV to market your station.

### Billboards

While TV advertising can definitely help increase a radio station's cume if the spot and

time buy are effective, billboards are a great way of stabilizing and reinforcing your product's image in the minds of the listener. It's also one of the most effective ways of introducing a new radio station to the market, particularly to radio formats that target the 18-34 demo.

I've done numerous focus groups where 18-34-year-old Rock and Alternative listeners mention that billboards are the most effective way a radio station can advertise. The simple fact is, this target demo lives an active lifestyle, where they spend lots of hours driving everywhere.

As with TV advertising, there are several key questions to ask before you embark upon a billboard campaign. What's the message you need to convey? How many boards can you afford in attractive locations around town? How long will your billboards need to be up to make an impact?

One of the keys to effective billboard advertising is the old concept of "less is more." Your message should be short and simple. You have only a matter of seconds to get your message across to thousands of drivers zipping by your billboard. Make it memorable.

### The Internet

Remember years ago, when advertising on the Internet was considered a nontraditional form of marketing? Over the last five years the explosion of new Internet users borders on staggering.

The Internet is one of the most effective ways of marketing your radio station. It should be treated as the three-dimensional arm of the station, its visual extension. Webcasting can boost at-work listenership beyond a station's signal limitations, because as Internet penetration in the workplace increases, so can at-work listenership.

Several years back Arbitron and Edison Research did a study that found that radio is the best possible medium to drive people to visit websites. This fact is not only important for marketing the product of radio, but also for reeling in more potential radio advertisers.

There are a number of great opportunities for a radio station to market itself over the Internet via its website.

- **Develop a stronger bond with your listeners.** Offer freebies, monthly newsletters, contest information they can't get on the air and a chance to offer feedback on your station.

- **Recycle listeners.** Use your broadcast power to drive traffic to your site and back to the radio. Have your listeners go to the website to vote on music that you'll play during an upcoming special weekend. Or use your Internet power to drive traffic to your dial position, where your website sets up contests. Listeners have to listen to the radio station for music or other features then go back to the website to enter the correct information to win prizes.

- **Make your site fresh and compelling.** This is the visual brand extension of your radio station. Make it a place to visit every day. Put items on your website that you can't put on the air for whatever reason (content, time, etc.). And, most important, make sure you update your site regularly with fresh and exciting information.



**THE CRUE GETS SIRIUS** Motley Crue stopped by the Sirius Satellite Radio studios to talk about everything Motley, including the new two-CD set, *Red, White & Crue*, and their *Carnival of Sins* tour. Seen here are (l-r) Crue members Mick Mars and Tommy Lee, Octane/Hard Attack Format Manager Jose Mangin and Crue members Nikki Sixx and Vince Neil.

### Where Have All The Print Ads Gone?

While the Internet grows stronger than ever, traditional marketing through print advertising has taken a backseat over the years. But effective print advertising still has its merits for marketing a radio station, particularly if the advertising is creative and long term. Local weeklies and the music sections of newspapers and magazines that directly target your listeners are the best places to do your print advertising.

A great use of print marketing is tying in the other major forms of advertising, like TV and billboards. If your TV or billboard campaign uses a special positioning slogan, you can use print to support your marketing through creative visual content that targets your listeners directly.

Several years back Alternative KFMA/Tucson did a very creative print ad campaign to support the "Hong Kong" TV spots they ran in the market. The key positioning statement in the TV spot was "KFMA is Tucson's new rock station — we fight to prove it!" The spot featured cheesy samurai warrior fight sequences.

The station capitalized on this by producing a series of hilarious print spoofs with shady warrior characters, wrestlers and others, all tagged with the "We fight to prove it" positioner. This was an effective use of print to support a TV campaign. The station traded the ad space for a six-week run in the *Tucson Weekly*, the local alternative print outlet.

### Some New Old Ideas

There are other forms of nontraditional marketing that are cheap but can be very effective. Below are two of the oldest marketing ideas in the book, but they just might work in this age of high-tech marketing.

- **Sandwich boards.** A great way to promote your station or morning show and very cheap to produce. Send station staff and interns out to major community events wearing these, and you'll definitely get noticed.

- **"Sixty-Second Critic."** Most hotels still use short "How are we doing?" critiques. Develop and print checklists using your station frequency (i.e., "95-Second Critic"), and have them available to fill out at station events or send them out with all station mailings. Select listeners receive prizes for filling them out. They can be great research tools and a good way to start or add to your database.

No matter what form of marketing you choose, make sure your product is right before you advertise it. And always strive to image your radio station with an indelible brand in the listener's mind.

# ROCK TOP 30

POWERED BY  
MEDIABASE

April 8, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	GREEN DAY Boulevard Of Broken Dreams (Reprise)	724	-38	38681	20	27/0
2	2	AUDIOSLAVE Be Yourself (Interscope/Epic)	648	+71	35898	3	28/1
3	3	SHINEDOWN Burning Bright (Atlantic)	414	-9	19034	23	23/0
4	4	THREE DAYS GRACE Home (Jive/Zomba Label Group)	388	-29	14126	23	20/0
5	5	VELVET REVOLVER Fall To Pieces (RCA/RMG)	386	-19	21640	34	26/0
8	6	BREAKING BENJAMIN Sooner Dr Later (Hollywood)	334	+6	14915	13	18/0
6	7	VELVET REVOLVER Dirty Little Thing (RCA/RMG)	320	-36	12001	14	17/0
13	8	ROBERT PLANT Shine It All Around (Sanctuary/SRG)	311	+35	15764	5	18/1
12	9	THEORY OF A DEADMAN No Surprise (Roadrunner/IDJMG)	308	+22	10277	10	19/0
7	10	3 DOORS DOWN Let Me Go (Republic/Universal)	289	-63	10377	17	17/0
11	11	BILLY IDOL Scream (Sanctuary/SRG)	282	-9	12155	11	19/0
10	12	OZZY OSBOURNE Mississippi Queen (Epic)	282	-20	14210	5	16/0
16	13	CHEVELLE The Clincher (Epic)	269	+20	8337	12	17/0
15	14	BREAKING BENJAMIN So Cold (Hollywood)	268	+13	14038	42	16/0
14	15	PAPA ROACH Scars (Geffen)	249	-15	14851	20	17/0
17	16	MUDVAYNE Happy? (Epic)	246	+8	11090	8	15/0
19	17	NINE INCH NAILS The Hand That Feeds (Interscope)	226	+32	8348	3	16/3
23	18	GREEN DAY Holiday (Reprise)	225	+46	11209	3	19/2
9	19	MOTLEY CRUE If I Die Tomorrow (Island/IDJMG)	208	-112	10033	15	16/0
20	20	SILVERTIDE Blue Jeans (J/RMG)	201	+15	4816	6	14/0
18	21	COLLECTIVE SOUL Better Now (El Music Group)	201	-21	9181	10	15/0
24	22	QUEENS OF THE STONE AGE Little Sister (Interscope)	170	+2	8119	9	13/0
22	23	U2 All Because Df You (Interscope)	166	-17	13239	14	11/0
28	24	NO ADDRESS When I'm Gone (Sadie) (Atlantic)	146	+17	3584	4	19/3
27	25	BLACK LABEL SOCIETY Suicide Messiah (Artemis)	141	+4	3657	7	14/0
21	26	CROSSFADE So Far Away (Columbia)	140	-46	4016	20	10/0
Debut	27	SLIPKNOT Before I Forget (Roadrunner/IDJMG)	138	+36	5465	1	9/0
29	28	SUBMERSED Hollow (Wind-up)	125	-1	3514	16	9/0
26	29	SLIPKNOT Vermilion (Roadrunner/IDJMG)	110	-27	3465	20	8/0
30	30	JUDAS PRIEST Revolution (Epic)	102	-19	3116	12	9/0

## MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
3 DOORS DOWN Behind Those Eyes (Republic/Universal)	10
NO ADDRESS When I'm Gone (Sadie) (Atlantic)	3
NINE INCH NAILS The Hand That Feeds (Interscope)	3
GREEN DAY Holiday (Reprise)	2
MOTLEY CRUE Sick Love Song (Island/IDJMG)	2
U2 Sometimes You Can't Make It On Your Own (Interscope)	2
SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)	2
BREAKING POINT Show Me A Sign (Wind-up)	2
PAPA ROACH Take Me (Geffen)	2

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
AUDIOSLAVE Be Yourself (Interscope/Epic)	+71
MOTLEY CRUE Sick Love Song (Island/IDJMG)	+51
GREEN DAY Holiday (Reprise)	+46
SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)	+42
SLIPKNOT Before I Forget (Roadrunner/IDJMG)	+36
ROBERT PLANT Shine It All Around (Sanctuary/SRG)	+35
3 DOORS DOWN Behind Those Eyes (Republic/Universal)	+35
NINE INCH NAILS The Hand That Feeds (Interscope)	+32
ALTER BRIDGE Broken Wings (Wind-up)	+28

## MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
CROSSFADE Cold (Columbia)	244
THREE DAYS GRACE Just Like You (Jive/Zomba Label Group)	221
VELVET REVOLVER Slither (RCA/RMG)	215
U2 Vertigo (Interscope)	208
JET Cold Hard Bitch (Atlantic)	207
PAPA ROACH Getting Away With Murder (Geffen)	188
JET Are You Gonna Be My Girl (Atlantic)	150
GREEN DAY American Idiot (Reprise)	146
NICKELBACK Feelin' Way Too Damn Good (Roadrunner/IDJMG)	142
NICKELBACK Figured You Out (Roadrunner/IDJMG)	133

Station playlists for all R&R reporters are available on the web at [www.radioandrecords.com](http://www.radioandrecords.com).

29 Rock reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/27-4/2. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2005, Arbitron Inc.) © 2005 Radio & Records.

## NEW & ACTIVE

**MOTLEY CRUE Sick Love Song (Island/IDJMG)**

Total Plays: 101, Total Stations: 11, Adds: 2

**DROWNING POOL Killin' Me (Wind-up)**

Total Plays: 98, Total Stations: 7, Adds: 0

**TRUST COMPANY Stronger (Geffen)**

Total Plays: 94, Total Stations: 9, Adds: 0

**SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)**

Total Plays: 90, Total Stations: 8, Adds: 2

**MARS VOLTA The Widow (I'll Never Sleep Alone) (Strummer/Universal)**

Total Plays: 87, Total Stations: 10, Adds: 0

**PORCUPINE TREE Shallow (Lava)**

Total Plays: 77, Total Stations: 8, Adds: 0

**U2 Sometimes You Can't Make It On Your Own (Interscope)**

Total Plays: 72, Total Stations: 11, Adds: 2

**BECK E-Pro (Interscope)**

Total Plays: 72, Total Stations: 7, Adds: 0

**PROM KINGS Alone (Three Kings)**

Total Plays: 55, Total Stations: 5, Adds: 0

**ALTER BRIDGE Broken Wings (Wind-up)**

Total Plays: 42, Total Stations: 6, Adds: 0

Songs ranked by total plays

## REPORTERS

Stations and their adds listed alphabetically by market

<p><b>KZRR/Albuquerque, NM*</b> OM: Bill May PD: Phil Mahoney APD: Judi Civerolo 3 DOORS DOWN</p>	<p><b>KOOJ/Baton Rouge, LA*</b> PD: Paul Cannell MD: Jay Burns 5 3 DOORS DOWN 2 PAPA ROACH LIFE OF AGONY</p>	<p><b>WEBN/Cincinnati, OH*</b> OM/PD: Scott Reinhart MD: Rick Vaske No Adds</p>	<p><b>WRVC/Huntington</b> OM/PD: Jay Nunley APD/MD: Reeves Kirtner No Adds</p>	<p><b>WWCT/Peoria, IL</b> PD: Gabe Reynolds MD: John Marshall 3 WEEZER 1 NO ADDRESS</p>	<p><b>WBBB/Raleigh, NC*</b> PD/MD: Jay Nachlis 3 DOORS DOWN</p>	<p><b>KSRX/San Antonio, TX*</b> APD: Ed "Mister Ed" Lambert MD: Mark Landis NO ADDRESS 3 DOORS DOWN SYSTEM OF A DOWN</p>	<p><b>WMZK/Wausau, WI</b> PD/MD: Brandon Pappas 10 SLIPKNOT 10 SYSTEM OF A DOWN 8 NO ADDRESS</p>
<p><b>WZZO/Allentown, PA*</b> PD: Rick Strauss MD: Chris Line ROBERT PLANT</p>	<p><b>KIOC/Beaumont, TX*</b> PD/MD: Mike Davis 7 BREAKING POINT 3 DOORS DOWN SHADOWS FALL</p>	<p><b>WNMS/Cleveland, OH*</b> PD: Bo Matthews MD: Hunter Scott No Adds</p>	<p><b>WRKR/Kalamazoo, MI</b> OM: Mike McKelly PD/MD: Jay Deacon No Adds</p>	<p><b>WMMR/Philadelphia, PA*</b> PD: Bill Weston APD: Chuck Damico MD: Sean "The Rabbi" Tyszier NINE INCH NAILS</p>	<p><b>KCAL/Riverside, CA*</b> PD: Steve Hoffman APD/MD: Daryl Norsell No Adds</p>	<p><b>KZOZ/San Luis Obispo, CA</b> PD/MD: David Ahwood 1 NINE INCH NAILS 1 JUDAS PRIEST</p>	<p><b>KBZS/Wichita Falls, TX</b> OM: Chris Walters PD: Liz Ryan APD/MD: Vicki Vox 7 NINE INCH NAILS 2 ROBERT PLANT 2 BURDEN BROTHERS 2 SPIDERBAY 2 KORN 2 JUDAS PRIEST 1 GREEN DAY</p>
<p><b>KWHL/Anchorage, AK</b> PD: Jan Shervin APD/MD: Brad Stennett 2 PAPA ROACH 1 MOTLEY CRUE 1 BECK</p>	<p><b>WPTQ/Bowling Green, KY</b> OM/PD: Alex "Axe" Paracai APD/MD: Monty Foster 17 AUDIOSLAVE 6 MOTLEY CRUE</p>	<p><b>KNCN/Corpus Christi, TX*</b> OM/PD: Paula Newell APD/MD: Monte Montana 1 BREAKING POINT 3 DOORS DOWN</p>	<p><b>KZZE/Medford, OR</b> PD: Marty McGuire MD: Rob King 3 NINE INCH NAILS</p>	<p><b>KOKB/Phoenix, AZ*</b> PD: Joe Bonadonna MD: Paul Peterson No Adds</p>	<p><b>WROV/Roanoke, VA*</b> PD: Aaron Roberts APD/MD: Heidi Krummert-Tate U2</p>	<p><b>KTUX/Shreveport, LA*</b> PD: Kevin West MD: Flynt Stone No Adds</p>	<p><b>WWOG/Syracuse, NY*</b> OM: Rich Lauber PD: Scorch MD: Scott Dixon No Adds</p>
<p><b>WTOS/Augusta, ME</b> OM/PD: Steve Smith APD: Chris Rush 3 LIFE OF AGONY 2 SYSTEM OF A DOWN</p>	<p><b>WRQK/Canton, OH*</b> PD: Garrett Hart MD: Nick Andrews No Adds</p>	<p><b>KNCN/Corpus Christi, TX*</b> OM/PD: Courtney Nelson APD/MD: Glenn Garza NO ADDRESS 3 DOORS DOWN</p>	<p><b>WOHA/Morristown, NJ*</b> PD/MD: Terrie Carr No Adds</p>	<p><b>WRKZ/Pittsburgh, PA*</b> OM: Keith Clark PD: Ryan Mill 9 NINE INCH NAILS 8 TONY C. AND THE TRUTH 6 AUDIOSLAVE</p>	<p><b>WXRK/Rockford, IL</b> PD/MD: Jim Stone 1 SHADOWS FALL 1 LIFE OF AGONY</p>	<p><b>WKLTV/Traverse City, MI</b> PD/MD: Terri Ray 1 SILVERTIDE 1 3 DOORS DOWN</p>	<p><b>POWERED BY MEDIABASE</b></p>
<p><b>KLBJ/Austin, TX*</b> OM/PD: Jeff Carroll MD: Loris Lowe GREEN DAY 3 DOORS DOWN GRADY</p>	<p><b>WPXC/Cape Cod, MA</b> OM: Steve McVie PD/MD: Suzanne Tonaire APD: James Gallagher No Adds</p>	<p><b>WMTT/Elmira, NY</b> PD: George Harris MD: Stephen Shimer No Adds</p>	<p><b>WXMM/Norfolk, VA*</b> OM: John Shorby PD/MD: Jay Stater No Adds</p>	<p><b>WHEB/Portsmouth, NH*</b> PD: Chris "Doc" Garrett MD: Jason "JR" Russell U2 MOTLEY CRUE</p>	<p><b>KRXQ/Sacramento, CA*</b> OM: Jim Fox PD: Pat Martin 25 SYSTEM OF A DOWN 16 NINE INCH NAILS 13 GREEN DAY 12 VELVET REVOLVER 11 INTANGIBLE 4 PAPA ROACH 1 MOTLEY CRUE</p>	<p><b>KMOD/Tulsa, OK*</b> OM/PD: Don Crist 3 DOORS DOWN</p>	<p><b>KRTQ/Tulsa, OK*</b> OM: Steve Hunter PD/MD: Chris Kelly APD: Kelly Garrett No Adds</p>
<p><b>WKLC/Charleston, WV</b> OM/PD: Bill Knight 1 ALTER BRIDGE 1 PAPA ROACH 1 3 DOORS DOWN</p>	<p><b>KFLY/Eugene, OR</b> OM/PD: Chris Sargent 6 GREEN DAY 6 SYSTEM OF A DOWN</p>	<p><b>KFZX/Odessa, TX</b> PD/MD: Steve Driscoll 4 NO ADDRESS 3 MOTLEY CRUE 2 ALTER BRIDGE 1 MUDVAYNE</p>	<p><b>WHJY/Providence, RI*</b> PD: Scott Laudani OM/PD: Dave Numme APD/MD: Dan Bozyk No Adds</p>	<p><b>WHEB/Portsmouth, NH*</b> PD: Chris "Doc" Garrett MD: Jason "JR" Russell U2 MOTLEY CRUE</p>	<p><b>KBER/Salt Lake City, UT*</b> OM: Bruce Jones PD: Kelly Hammer APD/MD: Darby Wilcox No Adds</p>	<p><b>KBRO/Waco, TX</b> PD/MD: Brent Henstee 2 GREEN DAY</p>	<p><b>*Monitored Reporters</b></p> <p><b>49 Total Reporters</b></p> <p><b>29 Total Monitored</b></p> <p><b>20 Total Indicator</b></p> <p><b>Did Not Report, Playlist Frozen (1): KQDS/Duluth</b></p>

# ACTIVE ROCK TOP 50

April 8, 2005

POWERED BY  
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	BREAKING BENJAMIN Sooner Or Later (Hollywood)	1712	+50	78297	14	58/0
2	2	MUDVAYNE Happy? (Epic)	1672	+112	80411	9	57/0
3	3	AUDIOSLAVE Be Yourself (Interscope/Epic)	1645	+158	93678	4	59/0
4	4	CHEVELLE The Clincher (Epic)	1486	+19	64609	13	58/0
5	5	THREE DAYS GRACE Home (Jive/Zomba Label Group)	1210	-108	59055	25	51/0
10	6	NINE INCH NAILS The Hand That Feeds (Interscope)	1199	+195	59196	3	59/0
6	7	SHINEDOWN Burning Bright (Atlantic)	1163	-106	48985	25	51/0
9	8	EXIES Ugly (Virgin)	1128	+5	39700	23	55/0
7	9	GREEN DAY Boulevard Of Broken Dreams (Reprise)	1048	-174	48230	21	56/0
8	10	CROSSFADE So Far Away (Columbia)	1039	-182	38767	23	47/0
11	11	THEORY OF A DEADMAN No Surprise (Roadrunner/IDJMG)	1006	+88	38851	11	53/2
20	12	GREEN DAY Holiday (Reprise)	858	+154	39027	5	51/2
12	13	QUEENS OF THE STONE AGE Little Sister (Interscope)	855	-56	33355	12	51/0
16	14	OZZY OSBOURNE Mississippi Queen (Epic)	841	+40	43000	6	44/0
15	15	SUBMERSED Hollow (Wind-up)	838	+34	27341	26	43/0
13	16	PAPA ROACH Scars (Geffen)	790	-38	30938	21	43/0
30	17	SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)	788	+400	29061	2	57/4
22	18	SILVERTIDE Blue Jeans (J/RMG)	729	+38	22170	7	45/0
17	19	BREAKING BENJAMIN So Cold (Hollywood)	714	-39	44049	48	55/0
19	20	TRUST COMPANY Stronger (Geffen)	700	-8	17026	9	47/1
23	21	SLIPKNOT Before I Forget (Roadrunner/IDJMG)	692	+65	26596	7	51/2
14	22	A PERFECT CIRCLE Passive (Virgin)	631	-185	23192	13	38/0
26	23	NO ADDRESS When I'm Gone (Sadie) (Atlantic)	626	+74	20324	7	50/3
21	24	VELVET REVOLVER Dirty Little Thing (RCA/RMG)	614	-86	27414	16	36/0
24	25	BLACK LABEL SOCIETY Suicide Messiah (Artemis)	591	-11	21114	12	40/0
25	26	DROWNING POOL Killin' Me (Wind-up)	566	-27	15687	8	41/0
27	27	MARS VOLTA The Widow (I'll Never Sleep Alone) (Strummer/Universal)	538	+19	17434	10	41/0
29	28	PROM KINGS Alone (Three Kings)	498	+28	12645	11	44/0
28	29	FUTURE LEADERS OF THE WORLD Everyday (Epic)	425	-80	9594	11	36/0
37	30	MOTLEY CRUE Sick Love Song (Island/IDJMG)	374	+110	19239	4	36/5
33	31	BECK E-Pro (Interscope)	371	+33	16230	6	25/0
34	32	BILLY IDOL Scream (Sanctuary/SRG)	343	+15	11890	9	23/0
35	33	PORCUPINE TREE Shallow (Lava)	336	+15	4988	5	38/3
32	34	SKINDRED Pressure (Lava)	295	-80	7415	11	38/0
31	35	MOTLEY CRUE If I Die Tomorrow (Island/IDJMG)	281	-98	12716	15	25/0
38	36	ROBERT PLANT Shine It All Around (Sanctuary/SRG)	276	+20	15948	3	19/2
36	37	3 DOORS DOWN Let Me Go (Republic/Universal)	231	-78	7366	18	23/0
42	38	ATREYU Right Side Of The Bed (Victory)	211	+5	4346	8	22/0
Debut	39	SHADOWS FALL Inspiration On Demand (Century Media)	206	+93	3700	1	25/3
44	40	BREAKING POINT Show Me A Sign (Wind-up)	206	+36	5271	2	23/0
43	41	FULL SCALE Party Political (Columbia)	181	-10	3471	8	20/1
39	42	CRAZY ANGLOS Fade (Atlantic)	172	-64	5550	11	19/0
40	43	SYSTEM OF A DOWN Cigaro (American/Columbia)	170	-49	12852	11	6/0
47	44	KILLSWITCH ENGAGE Rose Of Sharyn (Roadrunner/IDJMG)	161	+18	3606	4	15/0
41	45	ALTER BRIDGE Find The Real (Wind-up)	161	-57	9449	19	17/0
Debut	46	ALTER BRIDGE Broken Wings (Wind-up)	160	+131	3590	1	27/6
46	47	AMERICAN HEAD CHARGE Loyalty (Nitrus/DRT)	159	+13	4630	9	17/0
49	48	MADSIDE Enemy (Evo)	128	-9	2753	5	16/1
Debut	49	WEEZER Beverly Hills (Geffen)	125	+78	3782	1	9/1
Debut	50	EIGHTEEN VISIONS I Let Go (Epic)	116	+12	2428	1	15/2

## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
3 DOORS DOWN Behind Those Eyes (Republic/Universal)	28
PAPA ROACH Take Me (Geffen)	13
LIFE OF AGONY Love To Let You Down (Epic)	8
ALTER BRIDGE Broken Wings (Wind-up)	6
MOTLEY CRUE Sick Love Song (Island/IDJMG)	5
SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)	4
NO ADDRESS When I'm Gone (Sadie) (Atlantic)	3
PORCUPINE TREE Shallow (Lava)	3
SHADOWS FALL Inspiration On Demand (Century Media)	3
DARK NEW DAY Brother (Warner Bros.)	3

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)	+400
NINE INCH NAILS The Hand That Feeds (Interscope)	+195
AUDIOSLAVE Be Yourself (Interscope/Epic)	+158
GREEN DAY Holiday (Reprise)	+154
ALTER BRIDGE Broken Wings (Wind-up)	+131
MUDVAYNE Happy? (Epic)	+112
MOTLEY CRUE Sick Love Song (Island/IDJMG)	+110
SHADOWS FALL Inspiration On Demand (Century Media)	+93
THEORY OF A DEADMAN No Surprise (Roadrunner/IDJMG)	+88
WEEZER Beverly Hills (Geffen)	+78

## MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
CROSSFADE Cold (Columbia)	702
PAPA ROACH Getting Away With Murder (Geffen)	631
SLIPKNOT Duality (Roadrunner/IDJMG)	541
VELVET REVOLVER Fall To Pieces (RCA/RMG)	483
VELVET REVOLVER Slither (RCA/RMG)	422
JET Cold Hard Bitch (Atlantic)	398
THREE DAYS GRACE Just Like You (Jive/Zomba Label Group)	392
CHEVELLE Vitamin R (Leading Us Along) (Epic)	385
LINKIN PARK Lying From You (Warner Bros.)	353
SLIPKNOT Vermilion (Roadrunner/IDJMG)	349

## NEW & ACTIVE

Z-TRIP Walking Dead (Hollywood)	Total Plays: 99, Total Stations: 6, Adds: 1
U2 Sometimes You Can't Make It On Your Own (Interscope)	Total Plays: 75, Total Stations: 6, Adds: 0
3 DOORS DOWN Behind Those Eyes (Republic/Universal)	Total Plays: 70, Total Stations: 31, Adds: 28
LIFE OF AGONY Love To Let You Down (Epic)	Total Plays: 52, Total Stations: 17, Adds: 8
MUSE Stockholm Syndrome (Warner Bros.)	Total Plays: 36, Total Stations: 6, Adds: 1
PAPA ROACH Take Me (Geffen)	Total Plays: 25, Total Stations: 14, Adds: 13
INTANGIBLE Those Around You (Larkio Music)	Total Plays: 14, Total Stations: 6, Adds: 2

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at [www.radioandrecords.com](http://www.radioandrecords.com).

59 Active Rock reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/27-4/2. 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 Arbitron Inc. © 2005, Arbitron Inc.) © 2005 Radio & Records.

INSPIRATION ON DEMAND  
**SHADOWS FALL**  
Highest Active Rock debut **39**  
New This Week: **WAAF** **KUPD**  
www.shadowsfallrocks.com • www.centurymedia.com Main Stage at Ozzfest all summer!

ON TOUR WITH **Slipknot**

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
7	1	AUDIOSLAVE Be Yourself (Interscope/Epic)	501	+135	3	13/2
2	2	SUM 41 Pieces (Island/IDJMG)	489	+21	15	9/0
1	3	THEORY OF A DEADMAN No Surprise (604/Universal)	481	-11	11	13/0
3	4	U2 All Because Of You (Interscope)	392	-39	17	11/0
8	5	QUEENS OF THE STONE AGE Little Sister (Interscope)	380	+23	11	10/0
13	6	GREEN DAY Holiday (Reprise)	379	+73	6	12/1
5	7	KILLERS Mr. Brightside (Island/IDJMG)	371	-10	20	12/0
12	8	MATT MAYS... Cocaine... (Sonic/Warner Music Canada)	357	+38	6	17/0
10	9	BOY Up In This Town (MapleMusic/Universal)	340	+18	8	11/0
11	10	COLLECTIVE SOUL Better Now (El Music Group)	333	+13	9	13/0
9	11	VELVET REVOLVER Dirty Little Thing (RCA/RMG)	315	-19	12	9/0
6	12	3 DOORS DOWN Let Me Go (Republic/Universal)	308	-71	16	13/0
4	13	GREEN DAY Boulevard Of Broken Dreams (Reprise)	308	-94	23	15/0
16	14	OZZY OSBOURNE Mississippi Queen (Epic)	287	+8	4	12/1
15	15	PAPA ROACH Scars (Geffen)	271	-21	14	10/0
14	16	MOTLEY CRUE If I Die Tomorrow (Island/IDJMG)	254	-42	14	12/0
18	17	BECK E-Pro (Interscope)	251	+3	7	6/0
19	18	THORNLEY Beautiful (604/Universal)	230	-2	11	11/0
17	19	TEA PARTY Stargazer (EMI Music Canada)	227	-23	20	11/0
24	20	ROBERT PLANT Shine It All Around (Sanctuary/SRG)	224	+61	2	9/2
23	21	CROSSFADE So Far Away (Columbia)	190	0	7	7/0
26	22	NINE INCH NAILS The Hand That Feeds (Interscope)	189	+33	2	7/1
22	23	JIMMY EAT WORLD Work (Interscope)	186	-17	10	7/0
30	24	STAGGERED CROSSING Perfect Prize (Independent)	173	+41	2	8/1
25	25	U2 Sometimes You Can't Make It On Your Own (Interscope)	167	+8	3	10/1
Debut	26	SLOAN All Used Up (Vik/Sony BMG)	159	+107	1	10/4
27	27	GARBAGE Why Do You Love Me (Geffen)	145	-7	4	5/0
21	28	JET Look What You've Done (Atlantic)	137	-73	18	9/0
Debut	29	WEEZER Beverly Hills (Geffen)	135	+65	1	4/1
-	30	JACK JOHNSON Sitting, Waiting... (Brushfire/Universal)	134	+36	2	5/0

25 Canadian Rock reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/27-4/2. 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. © 2005 Radio & Records. \* Indicates Cancon.

Artist Title (Label)	TW	LW	Famil.	Burn	M 18-34	M 18-24	M 25-34
BREAKING BENJAMIN So Cold (Hollywood)	4.33	4.34	98%	27%	4.34	4.41	4.28
CROSSFADE Cold (Columbia)	4.31	4.20	96%	27%	4.04	4.26	3.84
CHEVELLE The Clincher (Epic)	4.21	4.11	77%	8%	4.26	4.39	4.13
BREAKING BENJAMIN Sooner Or Later (Hollywood)	4.19	4.20	91%	16%	4.01	4.30	3.75
THREE DAYS GRACE Home (Jive/Zomba Label Group)	4.18	4.16	95%	23%	4.04	4.05	4.03
EXIES Ugly (Virgin)	4.17	4.11	76%	9%	4.05	4.04	4.06
PAPA ROACH Scars (Geffen)	4.16	4.17	95%	24%	3.88	3.89	3.87
MUDVAYNE Happy? (Epic)	4.15	4.32	60%	4%	4.23	4.27	4.20
CROSSFADE So Far Away (Columbia)	4.12	4.08	85%	16%	3.94	3.97	3.92
SHINEDOWN Burning Bright (Atlantic)	4.12	4.08	74%	12%	4.07	4.31	3.84
SUBMERSED Hollow (Wind-up)	4.10	4.01	48%	6%	4.09	4.06	4.12
PAPA ROACH Getting Away With Murder (Geffen)	4.09	4.23	94%	29%	3.86	4.00	3.72
SLIPKNOT Before I Forget (Roadrunner/IDJMG)	4.08	4.03	60%	9%	4.13	4.18	4.08
GREEN DAY Boulevard Of Broken Dreams (Reprise)	3.96	3.93	99%	49%	4.07	4.22	3.92
NINE INCH NAILS The Hand That Feeds (Interscope)	3.95	-	65%	7%	4.09	3.96	4.20
GREEN DAY Holiday (Reprise)	3.94	-	88%	19%	3.98	4.22	3.76
A PERFECT CIRCLE Passive (Virgin)	3.94	4.02	65%	9%	3.90	3.83	3.96
TRUST COMPANY Stronger (Geffen)	3.92	3.86	48%	4%	3.77	4.20	3.45
AUDIOSLAVE Be Yourself (Interscope/Epic)	3.76	-	68%	10%	3.88	4.07	3.69
DROWNING POOL Killin' Me (Wind-up)	3.75	3.99	54%	7%	3.93	3.79	4.05
VELVET REVOLVER Dirty Little Thing (RCA/RMG)	3.73	3.57	79%	17%	3.66	3.68	3.65
THEORY OF A DEADMAN No Surprise (Roadrunner/IDJMG)	3.71	3.53	47%	7%	3.71	3.89	3.55
QUEENS OF THE STONE AGE Little Sister (Interscope)	3.57	3.54	74%	16%	3.53	3.48	3.57
MOTLEY CRUE If I Die Tomorrow (Island/IDJMG)	3.55	3.39	75%	20%	3.36	3.58	3.20
FUTURE LEADERS OF THE WORLD Everyday (Epic)	3.42	-	49%	9%	3.29	3.06	3.48
BLACK LABEL SOCIETY Suicide Messiah (Artemis)	3.35	3.68	43%	11%	3.30	3.00	3.50
MARS VOLTA The Widow... (Strummer/Universal)	3.30	3.40	53%	15%	3.02	2.95	3.11

Total sample size is 286 respondents. Total average favorability estimates are based on a scale of 1-5, (1=dislike very much, 5=like very much). Total familiarity represents the percentage of respondents who recognized the song. Total burn represents the number of respondents who said they are tired of hearing the song. Songs must have 40% familiarity to appear on survey. Sample composition is based on persons 12+. Persons are screened via the Internet. Once passed, they can take the music test based on the format/music preference. RateTheMusic.com results are not meant to replace callout research. The results are intended to show opinions of participants on the Internet only. RateTheMusic.com is a registered trademark of RateTheMusic.com. The RTM system, is available for local radio stations by calling 818-377-5300. RateTheMusic.com data is provided by Mediabase Research, a division of Premiere Radio Networks.

## REPORTERS

Stations and their adds listed alphabetically by market

<b>KEYJ/Abilene, TX</b> OM: James Cameron PD/MD: Frank Pain 3 DOORS DOWN INTANGIBLE LIFE OF AGONY PUSHMONKEY	<b>WKGB/Binghamton, NY</b> OM/MD: Jim Free APD/MD: Tim Boland No Adds	<b>KAZR/Des Moines, IA*</b> OM: Jim Schaefer PD: Ryan Patrick MD: Andy Hall GREEN DAY	<b>WZOR/Green Bay, WI</b> PD/MD: Roxanne Steele ALTER BRIDGE PAPA ROACH 3 DOORS DOWN	<b>KLFX/Killeen, TX</b> PD/MD: Bob Fonda No Adds	<b>WJXQ/Lansing, MI*</b> PD: Bob Olson MD: Carolyn Stone 3 DOORS DOWN LIFE OF AGONY	<b>WGR/Manchester, NH</b> PD: Alex James APD: Becky Pohotsky NO ADDRESS 3 DOORS DOWN	<b>WTKX/Pensacola, FL*</b> PD: Joel Sampson APD/MD: Mark The Shark 13 3 DOORS DOWN	<b>KXFX/Santa Rosa, CA*</b> MD: Todd Pyne MAIDSIDE 3 DOORS DOWN	<b>KFMW/Waterloo, IA</b> OM/MD: Michael Cross 7 VELVET REVOLVER 4 LIFE OF AGONY
<b>WQBK/Albany, NY*</b> PD/MD: Chiti Walker 1 NO ADDRESS 1 SYSTEM OF A DOW	<b>WAAF/Boston, MA*</b> PD: Keith Hastings MD: Mistress Carrie SHADOWS FALL	<b>WRIF/Detroit, MI*</b> OM/MD: Doug Podell APD/MD: Mark Pennington 2 SLIPKNOT 3 DOORS DOWN	<b>WXOR/Greenville, NC*</b> APD/MD: Matt Lee 1 LIFE OF AGONY 3 DOORS DOWN	<b>KOMP/Las Vegas, NV*</b> PD: John Griffin MD: Big Marly PAPA ROACH LIFE OF AGONY SYSTEM OF A DOW DARK NEW DAY	<b>KBRE/Merced, CA</b> PD/MD: Mike Martinez APD: Jason LaChance 27 SUBMERSED BREAKING POINT 3 DOORS DOWN LIFE OF AGONY	<b>WLSR/Milwaukee, WI*</b> PD: Sean Elliott MD: Marilyn Mee No Adds	<b>WYSP/Philadelphia, PA*</b> OM/MD: Tim Sabeau APD: Gil Edwards MD: Spike 1 SYSTEM OF A DOW	<b>KISW/Seattle, WA*</b> PD: Dave Richards APD: Ryan Castle MD: Ashley Wilson 2 CORROSION OF CONFORMITY	<b>WKQH/Wausau, WI</b> OM: Max Bumgardner PD/MD: Dan Walenski 37 AUDIOSLAVE 31 QUEENS OF THE STONE AGE 23 NINE INCH NAILS 14 SLIPKNOT 12 GREEN DAY 10 MOTLEY CRUE 10 BECK 9 SILVERTIDE 5 SHADOWS FALL 2 SYSTEM OF A DOW
<b>KZRK/Amarillo, TX</b> PD/MD: Eric Stayer 5 SLIPKNOT 5 BECK 5 3 DOORS DOWN	<b>WYBB/Charleston, SC*</b> 1 PAPA ROACH 3 DOORS DOWN DISHWALLA	<b>KNRQ/Eugene, OR</b> PD/MD: Al Scott PAPA ROACH	<b>WTPT/Greenville, SC*</b> OM/MD: Mark Hendrix MD: Smack Taylor MUSE 3 DOORS DOWN MY CHEMICAL ROMANCE 3 DOORS DOWN	<b>KZCD/Lawton, OK</b> PD: Don "Crittler" Brown APD: David Combs 6 SYSTEM OF A DOW 5 MARS VOLTA 5 PORCUPINE TREE 4 BECK 3 ATREYU	<b>WLRZ/Milwaukee, WI*</b> PD: Sean Elliott MD: Marilyn Mee No Adds	<b>KXXR/Minneapolis, MN*</b> OM: Dave Hamilton PD: Wade Linder APD/MD: Pablo PAPA ROACH MOTLEY CRUE	<b>KUPD/Phoenix, AZ*</b> PD: JJ Jeffries MD: Larry McFaeley 2 DARK NEW DAY BLOODSIMPLE EIGHTEEN VISIONS SHADOWS FALL	<b>WHBZ/Sheboygan, WI</b> PD: Ron Simonet 1 ALTER BRIDGE 1 MOTLEY CRUE 1 SYSTEM OF A DOW	<b>KICT/Wichita, KS*</b> PD: Ray Michaels MD: Rick Thomas No Adds
<b>WWX/Appleton, WI*</b> PD/MD: Guy Dark 1 3 DOORS DOWN PAPA ROACH	<b>WRXR/Chattanooga, TN*</b> PD: Boner MD: Ople 3 DOORS DOWN	<b>KNRQ/Eugene, OR</b> PD/MD: Al Scott PAPA ROACH	<b>WQCM/Hagerstown</b> OM: Rick Alexander PD/MD: Mike Holder NO ADDRESS 3 DOORS DOWN	<b>WXZZ/Lexington, KY*</b> OM: Robert Lindsey PD: Jerome Fischer APD: Twitch No Adds	<b>KXXR/Minneapolis, MN*</b> OM: Dave Hamilton PD: Wade Linder APD/MD: Pablo PAPA ROACH MOTLEY CRUE	<b>WYSP/Philadelphia, PA*</b> OM/MD: Tim Sabeau APD: Gil Edwards MD: Spike 1 SYSTEM OF A DOW	<b>WXL/Quad Cities, IA*</b> OM: Darren Pitra PD: Dave Levora MD: Bill Stage 3 WEEZER 3 DOORS DOWN	<b>KHTQ/Spokane, WA*</b> PD/MD: Barry Bennett APD: Kris Siebers No Adds	<b>KATW/Wichita, KS*</b> PD: Ray Michaels MD: Rick Thomas No Adds
<b>WCHZ/Augusta, GA*</b> OM: Harley Drew PD/MD: Chuck Williams MOTLEY CRUE	<b>WZNN/Chicago, IL*</b> PD: Bill Gamble APD: Steve Levy MD: James VanOsdol No Adds	<b>KNRQ/Eugene, OR</b> PD/MD: Al Scott PAPA ROACH	<b>WQXA/Harrisburg, PA*</b> PD: Claudine DeLorenzo MD: Nixon PAPA ROACH 3 DOORS DOWN	<b>KIBZ/Lincoln, NE</b> OM: Jim Steel PD: Tim Sheridan APD/MD: Sparky 3 DOORS DOWN SHADOWS FALL	<b>KXXR/Minneapolis, MN*</b> OM: Dave Hamilton PD: Wade Linder APD/MD: Pablo PAPA ROACH MOTLEY CRUE	<b>WYSP/Philadelphia, PA*</b> OM/MD: Tim Sabeau APD: Gil Edwards MD: Spike 1 SYSTEM OF A DOW	<b>WXL/Quad Cities, IA*</b> OM: Darren Pitra PD: Dave Levora MD: Bill Stage 3 WEEZER 3 DOORS DOWN	<b>KHTQ/Spokane, WA*</b> PD/MD: Barry Bennett APD: Kris Siebers No Adds	<b>KATW/Wichita, KS*</b> PD: Ray Michaels MD: Rick Thomas No Adds
<b>KKXX/Bakersfield, CA*</b> PD: John Boyle MD: JJ Prieto FULL SCALE PORCUPINE TREE 3 DOORS DOWN	<b>KROR/Chico, CA</b> OM: Ron Woodward PD/MD: Dain Sandoval 5 PAPA ROACH	<b>KNRQ/Eugene, OR</b> PD/MD: Al Scott PAPA ROACH	<b>WCCC/Hartford, CT*</b> PD: Michael Picozzi APD/MD: Mike Karolyi 3 DOORS DOWN	<b>KDJE/Little Rock, AR*</b> MD: Marty 1 PAPA ROACH	<b>KXXR/Minneapolis, MN*</b> OM: Dave Hamilton PD: Wade Linder APD/MD: Pablo PAPA ROACH MOTLEY CRUE	<b>WYSP/Philadelphia, PA*</b> OM/MD: Tim Sabeau APD: Gil Edwards MD: Spike 1 SYSTEM OF A DOW	<b>WXL/Quad Cities, IA*</b> OM: Darren Pitra PD: Dave Levora MD: Bill Stage 3 WEEZER 3 DOORS DOWN	<b>KHTQ/Spokane, WA*</b> PD/MD: Barry Bennett APD: Kris Siebers No Adds	<b>KATW/Wichita, KS*</b> PD: Ray Michaels MD: Rick Thomas No Adds
<b>KRAB/Bakersfield, CA*</b> PD/MD: Danny Sparks 1 THEORY OF A DEADMAN 3 DOORS DOWN ADEMA	<b>KILO/Colorado Springs, CO*</b> OM: Rich Hawk PD: Ross Ford 4 PORCUPINE TREE LIFE OF AGONY	<b>KNRQ/Eugene, OR</b> PD/MD: Al Scott PAPA ROACH	<b>WAMX/Huntington</b> PD: Paul Oslund 1 3 DOORS DOWN	<b>WTFX/Louisville, KY*</b> PD: Michael Lee MD: Frank Webb No Adds	<b>KXXR/Minneapolis, MN*</b> OM: Dave Hamilton PD: Wade Linder APD/MD: Pablo PAPA ROACH MOTLEY CRUE	<b>WYSP/Philadelphia, PA*</b> OM/MD: Tim Sabeau APD: Gil Edwards MD: Spike 1 SYSTEM OF A DOW	<b>WXL/Quad Cities, IA*</b> OM: Darren Pitra PD: Dave Levora MD: Bill Stage 3 WEEZER 3 DOORS DOWN	<b>KHTQ/Spokane, WA*</b> PD/MD: Barry Bennett APD: Kris Siebers No Adds	<b>KATW/Wichita, KS*</b> PD: Ray Michaels MD: Rick Thomas No Adds
<b>WIYY/Baltimore, MD*</b> OM: Kerry Plackmeyer PD: Dave Hill APD/MD: Rob Heckman 1 3 DOORS DOWN THEORY OF A DEADMAN	<b>KBBM/Columbia, MO</b> OM: Jack Lawson 3 DOORS DOWN	<b>KNRQ/Eugene, OR</b> PD/MD: Al Scott PAPA ROACH	<b>WRTT/Huntsville, AL*</b> OM: Rob Harder PD/MD: Jimbo Wood 3 DOORS DOWN INTANGIBLE LIFE OF AGONY	<b>KFMX/Lubbock, TX</b> OM/MD: Wes Nessmann 10 NO ADDRESS 6 PAPA ROACH 6 GREEN DAY 5 3 DOORS DOWN	<b>KXXR/Minneapolis, MN*</b> OM: Dave Hamilton PD: Wade Linder APD/MD: Pablo PAPA ROACH MOTLEY CRUE	<b>WYSP/Philadelphia, PA*</b> OM/MD: Tim Sabeau APD: Gil Edwards MD: Spike 1 SYSTEM OF A DOW	<b>WXL/Quad Cities, IA*</b> OM: Darren Pitra PD: Dave Levora MD: Bill Stage 3 WEEZER 3 DOORS DOWN	<b>KHTQ/Spokane, WA*</b> PD/MD: Barry Bennett APD: Kris Siebers No Adds	<b>KATW/Wichita, KS*</b> PD: Ray Michaels MD: Rick Thomas No Adds
<b>WCPR/Biloxi, MS*</b> OM: Jay Taylor PD: Scot Fox MD: Mitch Cry ALTER BRIDGE PAPA ROACH MOTLEY CRUE PORCUPINE TREE	<b>WBZX/Columbus, OH*</b> PD: Hal Fish APD/MD: Ronni Hunter ALTER BRIDGE 3 DOORS DOWN	<b>KNRQ/Eugene, OR</b> PD/MD: Al Scott PAPA ROACH	<b>WRXW/Jackson, MS*</b> PD: Johnny Maze APD: Big Johnson MD: Brad Stevens PAPA ROACH 3 DOORS DOWN	<b>WJLO/Madison, WI*</b> PD: Randy Hawke APD/MD: Blake Patton 7 MIGHTY SIDESHOW 3 DOORS DOWN DARK NEW DAY	<b>KXXR/Minneapolis, MN*</b> OM: Dave Hamilton PD: Wade Linder APD/MD: Pablo PAPA ROACH MOTLEY CRUE	<b>WYSP/Philadelphia, PA*</b> OM/MD: Tim Sabeau APD: Gil Edwards MD: Spike 1 SYSTEM OF A DOW	<b>WXL/Quad Cities, IA*</b> OM: Darren Pitra PD: Dave Levora MD: Bill Stage 3 WEEZER 3 DOORS DOWN	<b>KHTQ/Spokane, WA*</b> PD/MD: Barry Bennett APD: Kris Siebers No Adds	<b>KATW/Wichita, KS*</b> PD: Ray Michaels MD: Rick Thomas No Adds
<b>KBPI/Denver, CO*</b> PD/MD: Willie B. 3 SLIPKNOT	<b>KRPX/Corpus Christi, TX*</b> OM/MD: Scott Holt APD/MD: Dave Ross No Adds	<b>KNRQ/Eugene, OR</b> PD/MD: Al Scott PAPA ROACH	<b>KQRC/Kansas City, MO*</b> PD: Bob Edwards APD/MD: Dave Fritz No Adds	<b>WYXX/Panama City, FL</b> PD: Keith Allen APD/MD: The Freak No Adds	<b>KXXR/Minneapolis, MN*</b> OM: Dave Hamilton PD: Wade Linder APD/MD: Pablo PAPA ROACH MOTLEY CRUE	<b>WYSP/Philadelphia, PA*</b> OM/MD: Tim Sabeau APD: Gil Edwards MD: Spike 1 SYSTEM OF A DOW	<b>WXL/Quad Cities, IA*</b> OM: Darren Pitra PD: Dave Levora MD: Bill Stage 3 WEEZER 3 DOORS DOWN	<b>KHTQ/Spokane, WA*</b> PD/MD: Barry Bennett APD: Kris Siebers No Adds	<b>KATW/Wichita, KS*</b> PD: Ray Michaels MD: Rick Thomas No Adds



**KEVIN STAPLEFORD**  
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PART ONE OF A TWO-PART SERIES

## Jack: Putting Alternative In A Box?

The challenge of 'Playing what we want'

I thought I hated Jack. The idea of inoculating terrestrial radio with an apathy-combating anti-format is one thing, but why do we need to give it a cute name? How utterly *radio* of us. Still, the whole Jack experience — like the “Neo Alternative” hysteria that preceded it — gives one pause.

It appears that we're on the verge of a creative renaissance in terms of programming. At the same time, as Jack champions the idea of obliterating traditional formatic rules, what crazy perceptual nightmares might it spark in the heads of Alternative radio users? Is it enough, for example, for WKQX (Q101)/Chicago to go on “shuffle” or for KWOD/Sacramento to refer to itself as “Radio Without Rules”? I'm just asking.

In this two-part series we'll talk to a few programmers who are staring directly into the unblinking eyes of Jack in order to assess its threat to Alt World. We'll also get the inside story from Garry Wall, the guy who thought the whole Jack thing up in the first place, in his first interview on the subject. We'll even hear from one of my opinionated neighbors, who just happens to be perceptual research wunderkind Mark Ramsey. Whether you believe the hype or not, it makes sense to know Jack.

### Throwing Down The Gauntlet

If you think that Jack has nothing to do with your little world, you're wrong, and I'll tell you why: Anything that enters your market and alters perceptions among prospective listeners is an issue. Sometimes these new entries can fortify the existing passions of your core, but what about everybody else?

“This is where you've got to unhook your thinking as a typical radio person,” says Wall, President of Wall Media and sire of all things officially Jack. “You can't look at how Jack lines up against other formats in the old way. You have to think about the fact that Jack comes into a market and causes people to become genuinely impassioned and excited. We've seen this happen over and over again with great radio stations of any format. KROQ/Los Angeles is still doing it, for example.

“Jack impassions listeners in a way that all of us who have been in radio for a while can relate to, because we've seen it before. Most stations over the last 10 years have become mere commodities, however, so it's been a while since we've seen it. I don't care what format you're talking about, there are very few truly great radio stations that have kept up with how the times are changing.

“Those that do are still chugging along, and

they have the ratings and the passion levels to prove it. The other stations have fallen into varying states, and when Jack comes into a market, the contrast is so dramatic that those stations appear to be little more than the commodities that they've turned into. It doesn't matter if it's Alternative or Smooth Jazz. This is not a formatic issue, it's a passion issue.”

### Images Worth Fighting For



Wall, by the way, has indirectly impacted Alt World before. While at KKLQ (Q106)/San Diego, he brought in an MD named Kevin Weatherly. While working with KBCO/Denver, he installed Mike O'Connor as PD. “Jack will have an impact on several stations in the Los Angeles market,” Weatherly says. He should know, as he recently re-teamed with Wall to flip Classic Rock KCBS (Arrow) to Jack-FM.

**“Jack's stationality feeds the core beliefs of Rock listeners, although the music might make them vomit.”**

Mike O'Connor

“KROQ will probably feel it on the upper end because of the '80s titles, but we have a lot of our 30-plus audience because of our heritage morning show and brand equity. I don't really see that changing. I think Jack will pull audience from KLOS, KBIG, KYSR (Star) and KROQ. Early response is huge.”

“Jack may not sound like a Rock station, but it's packaged like one in its marketing,” says O'Connor, now Clear Channel/Denver's Regional VP/Programming. “It's stationality feeds the core beliefs of Rock listeners, although the music might make them vomit.”

O'Connor, who oversees both KBCO & KTCL/Denver, finds himself competing against America's first Jack experiment, KJAC/Denver, and he says that the underlying values of the

## Jack Black FM

Every Jack is beautiful in its own way

Since he was Jack long before Jack was the format du jour, we asked actor/musician Jack Black to give us an idea of what his spin on Jack-FM would sound like. A sample hour, he answered, would go like this....

LED ZEPPELIN Out On The Tiles  
BLACK SABBATH War Pigs  
QUEENS OF THE STONE AGE Song For The Dead  
N.E.R.D. Lapdance  
ZZ TOP Jesus Just Left Chicago  
CAT POWER He War  
THE DOORS Peace Frog  
STEVIE WONDER You Haven't Done Nothin'  
DAVID BOWIE Queen Bitch  
PJ HARVEY Dress  
THE STROKES New York City Cops  
WEEZER Surf Wax America



Jack Black

surging format are “important for Alternative to fight for, whether it's in the face of a Jack-style attack or not.”

He continues, “These values are being anti-corporate — we even diss the corporation that owns us — having respect for the music and listener empowerment. We let it be known that listeners pick the music, not some out-of-town guy with a central playlist.

“We also have a sense of unpredictability while still being hit-driven. We embrace local music and play new music, and we shut the ‘f’ up and just play the music. These are the images that ‘TCL tries to win every day, Jack or no Jack.”

### The Lessons Of Jack

“I think it all depends on which flavor of Jack you're up against,” says another Jack-combater, KDGE (The Edge)/Dallas PD Duane Doherty. “If they throw a lot of pop alternative or classic alternative in between The Bee Gees and Tesla, I suppose the surfing Alternative listener might be tempted to use them as a P2 or P3 choice.

“Either way, Jack has certainly changed and redefined the ‘variety’ position — more so, in my opinion, for Mix stations than Alternative, but we can certainly take a lesson from it. Not only has it been an ear-opener for the listener, it has also forced many radio stations to re-evaluate what they're selling as variety.

“It also goes against what Programming 101 has historically told us about what the listener will tolerate as far as a broad music mix. With a Jack in your backyard, and the spectrum of music they play, your listener's BS meter is going to go off if you're playing 250 titles and touting variety, variety, variety.

“That's not to say that you must add 900-plus titles to compete. Just add the right titles and image it correctly.”

### A Jack-ternative In Your Future?

The Jack buzz contrasts starkly with the waning passion for all things Alternative in recent years. In recent weeks we've seen some top broadcasters attempt to do something about this by using a few of Jack's tactics. Q101, for example, just put itself on “shuffle” in an effort to re-define Alternative radio by playing “a wide variety of songs from over 25 years of alternative music.”

“Jack seems to come in many different forms, but it seems mostly to focus on an older demo that looks for different music than an Alternative listener,” says Emmis/Chicago and Q101 PD Mike Stern. “I do, however, believe that some of the principles the Jack format utilizes can be applied to Alternative.”

“There's some truth in that,” says Mercury Research President Mark Ramsey. “But I don't know what an Alternative station can do to actually blunt the impact of a Jack. The dialogue should really come back to what our audience wants, as opposed to what the Jack audience wants.

“Jack is about playing stuff that people haven't heard in a long time. Does the opportunity run that deep for Alternative? If it does, it's going to run older, and this is where I can see some confusion.

“People will say, ‘Jack is proving that there's an opportunity out there for a station that plays a thousand songs; let's be an Alternative that plays a thousand songs.’ But Jack is not proving that more new stuff is better — it's the opposite: More old stuff is better.

“We need to remember that alternative fans are different. If you've grown up with alternative music, your fondness for music overall is broader, which means your tastes don't die at a certain year like they do for classic rock fans. Your tastes keep evolving and changing. The mistake that Classic Alternative stations make is that they're way too narrow and way too stuck in the past.”

### Beyond Jack: The Big Issues

And what of the so-called Neo revolution? “That strikes me as something that is very serious and reverential, and Jack is not that way at all,” Ramsey says. “It's very irreverent. It's much more entertainment-oriented. It's interesting and clever and witty. It's not dry and serious and focus-group-ish.

“‘Playing what we want’ is, in and of itself, a more clever positioner than ‘It's about the music.’ It has personality, and it starts from there. My impression is that Neo is trying to take all the crap out without putting anything entertaining back in.”

Meanwhile, as Wall prepares to escalate the Jack revolution, he sees the impact of his creation in no uncertain terms: “The only way to compete against a radio station that gets people this excited is to make sure you're doing things that get your listeners excited — and that is speaking to a larger issue for the entire industry.”

Join us next week for Part Two of our Jack discussion, as Wall discloses where Jack came from — and why you should care.

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# ALTERNATIVE TOP 50

April 8, 2005

POWERED BY  
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
	1	<b>1</b> AUDIOSLAVE Be Yourself (Interscope/Epic)	2297	+150	177548	4	71/0
	2	<b>2</b> GREEN DAY Holiday (Reprise)	2107	+155	157519	13	68/0
	5	<b>3</b> NINE INCH NAILS The Hand That Feeds (Interscope)	2039	+199	154470	3	72/1
	3	<b>4</b> BECK E-Pro (Interscope)	1950	+30	108399	9	71/0
	4	<b>5</b> QUEENS OF THE STONE AGE Little Sister (Interscope)	1902	+16	123816	12	67/0
14	<b>6</b> WEEZER Beverly Hills (Geffen)	1596	+571	130108	2	71/1	
8	<b>7</b> BREAKING BENJAMIN Sooner Or Later (Hollywood)	1417	+26	70361	14	52/0	
6	8 GREEN DAY Boulevard Of Broken Dreams (Reprise)	1412	-213	109185	26	69/0	
10	9 KILLERS Mr. Brightside (Island/IDJMG)	1336	-35	97213	26	52/0	
7	10 MARS VOLTA The Widow (I'll Never Sleep Alone) (Strummer/Universal)	1302	-97	87718	13	65/0	
9	11 JIMMY EAT WORLD Work (Interscope)	1294	-91	68128	16	60/0	
11	<b>12</b> GARBAGE Why Do You Love Me (Geffen)	1285	+36	73017	7	67/0	
12	<b>13</b> CHEVELLE The Clincher (Epic)	1235	+51	57324	12	55/0	
27	<b>14</b> SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)	1101	+492	85506	2	60/2	
13	15 CROSSFADE Cold (Columbia)	1070	-81	77072	44	46/0	
15	<b>16</b> CROSSFADE So Far Away (Columbia)	1034	+28	38649	11	49/1	
18	<b>17</b> EXIES Ugly (Virgin)	1032	+91	49148	19	42/0	
19	<b>18</b> MUDVAYNE Happy? (Epic)	937	+69	47074	8	40/0	
16	19 PAPA ROACH Scars (Geffen)	913	-87	55428	21	40/0	
17	20 THREE DAYS GRACE Home (Jive/Zomba Label Group)	868	-82	40022	24	32/0	
24	<b>21</b> Z-TRIP Walking Dead (Hollywood)	812	+185	67081	4	44/4	
22	<b>22</b> TRUST COMPANY Stronger (Geffen)	763	+37	23351	9	44/0	
26	<b>23</b> KINGS OF LEON The Bucket (RCA/RMG)	702	+88	38253	9	46/1	
20	24 3 DOORS DOWN Let Me Go (Republic/Universal)	686	-161	33166	17	31/0	
23	<b>25</b> INTERPOL Evil (Matador)	653	+13	35578	12	37/2	
28	<b>26</b> JACK JOHNSON Sitting, Waiting, Wishing (Brushfire/Universal)	621	+36	54791	13	32/1	
30	<b>27</b> BRAVERY An Honest Mistake (Island/IDJMG)	618	+65	40517	8	42/1	
29	<b>28</b> KILLERS Smile Like You Mean It (Island/IDJMG)	617	+58	52651	6	41/3	
21	29 A PERFECT CIRCLE Passive (Virgin)	617	-172	20996	14	38/0	
32	<b>30</b> NO ADDRESS When I'm Gone (Sadie) (Atlantic)	603	+71	24319	6	36/1	
34	<b>31</b> MY CHEMICAL ROMANCE Helena (Reprise)	591	+69	32153	5	42/2	
35	<b>32</b> HOT HOT HEAT Goodnight Goodnight (Sire/Reprise)	567	+48	25665	6	36/0	
33	<b>33</b> U2 Sometimes You Can't Make It On Your Own (Interscope)	563	+35	40334	6	46/0	
31	<b>34</b> LOUIS XIV Finding Out True Love Is Blind (Pineapple/Antantic)	545	+3	33852	12	29/0	
38	<b>35</b> KAISER CHIEFS I Predict A Riot (Universal)	478	+6	20105	9	37/3	
36	36 SUM 41 Pieces (Island/IDJMG)	475	-35	30763	18	27/0	
37	37 SHINEDOWN Burning Bright (Atlantic)	459	-24	19301	18	15/0	
25	38 UNWRITTEN LAW Save Me (Lava)	445	-176	14818	17	34/0	
42	<b>39</b> THEORY OF A DEADMAN No Surprise (Roadrunner/IDJMG)	431	+102	17752	5	24/1	
40	<b>40</b> SLIPKNOT Before I Forget (Roadrunner/IDJMG)	415	+48	13179	4	29/0	
39	<b>41</b> ACCEPTANCE Different (Columbia)	403	+26	11772	4	35/2	
45	<b>42</b> CAESARS Jerk It Out (Astralwerks/EMC)	305	+28	14586	2	22/2	
43	43 SNOW PATROL Chocolate (A&M/Interscope)	305	-10	14292	9	23/0	
49	<b>44</b> DAVE MATTHEWS BAND American Baby (RCA/RMG)	304	+59	20805	2	15/0	
41	45 PEPPER Give It Up (Lava)	296	-34	48447	3	16/5	
44	46 TEGAN & SARA Walking With A Ghost (Vapor/SRG)	258	-21	14070	11	16/0	
50	<b>47</b> MODEST MOUSE World At Large (Epic)	247	+13	13282	3	13/1	
46	48 KORN Another Brick In The Wall (Epic)	207	-59	16859	18	9/0	
48	49 VELVET REVOLVER Dirty Little Thing (RCA/RMG)	200	-51	9836	15	14/0	
<b>Debut</b>	<b>50</b> GORILLAZ Feel Good Inc. (Virgin)	190	+59	12442	1	21/16	

72 Alternative reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/27-4/2. 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 Arbitron Inc. (© 2005, Arbitron Inc.) © 2005 Radio & Records.

## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
UNWRITTEN LAW She Says (Lava)	19
GORILLAZ Feel Good Inc. (Virgin)	16
3 DOORS DOWN Behind Those Eyes (Republic/Universal)	15
MUSE Stockholm Syndrome (Warner Bros.)	9
FALL OUT BOY Sugar, We're Goin' Down (Island/IDJMG)	8
OASIS Lyla (Epic)	8
LIFE OF AGONY Love To Let You Down (Epic)	7
PEPPER Give It Up (Lava)	5
Z-TRIP Walking Dead (Hollywood)	4
FUTUREHEADS Decent Days And Nights (Sire/Reprise)	4

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
WEEZER Beverly Hills (Geffen)	+571
SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)	+492
NINE INCH NAILS The Hand That Feeds (Interscope)	+199
Z-TRIP Walking Dead (Hollywood)	+185
GREEN DAY Holiday (Reprise)	+155
AUDIOSLAVE Be Yourself (Interscope/Epic)	+150
THEORY OF A DEADMAN No Surprise (Roadrunner/IDJMG)	+102
EXIES Ugly (Virgin)	+91
KINGS OF LEON The Bucket (RCA/RMG)	+88
NO ADDRESS When I'm Gone (Sadie) (Atlantic)	+71

## NEW & ACTIVE

**KEANE** Everybody's Changing (Interscope)  
Total Plays: 143, Total Stations: 10, Adds: 0

**MUSE** Stockholm Syndrome (Warner Bros.)  
Total Plays: 128, Total Stations: 24, Adds: 9

**BETTER THAN EZRA** A Lifetime (Artemis)  
Total Plays: 124, Total Stations: 8, Adds: 1

**STEREOPHONICS** Dakota (You Made Me Feel Like The One) (V2)  
Total Plays: 100, Total Stations: 11, Adds: 1

**SENSES FAIL** Buried A Lie (Vagrant)  
Total Plays: 99, Total Stations: 9, Adds: 0

**HAWTHORNE HEIGHTS** Ohio Is For Lovers (Victory)  
Total Plays: 95, Total Stations: 9, Adds: 2

**UNWRITTEN LAW** She Says (Lava)  
Total Plays: 90, Total Stations: 24, Adds: 19

**WAKEFIELD** C'mon Baby (Jive/Zomba Label Group)  
Total Plays: 90, Total Stations: 12, Adds: 2

**RAVEONETTES** Love In A Trashcan (Columbia)  
Total Plays: 84, Total Stations: 7, Adds: 0

**FALL OUT BOY** Sugar, We're Goin' Down (Island/IDJMG)  
Total Plays: 56, Total Stations: 10, Adds: 8

### Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at [www.radioandrecords.com](http://www.radioandrecords.com).

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America's Best Testing Alternative Songs 12 +  
For The Week Ending 4/8/05

Artist Title (Label)	TW	LW	Familiarity	Burn	Persons 18-34	Men 18-34	Women 18-34
KILLERS Mr. Brightside (Island/IDJMG)	4.33	4.10	95%	28%	4.39	4.29	4.47
GREEN DAY Holiday (Reprise)	4.27	4.18	98%	16%	4.25	4.30	4.20
GREEN DAY Boulevard Of Broken Dreams (Reprise)	4.22	4.13	100%	46%	4.32	4.32	4.32
JIMMY EAT WORLD Work (Interscope)	4.14	4.11	89%	13%	3.99	4.12	3.88
SUM 41 Pieces (Island/IDJMG)	4.13	4.10	90%	16%	3.99	3.93	4.05
PAPA ROACH Scars (Geffen)	4.01	3.95	93%	21%	3.89	3.70	4.06
UNWRITTEN LAW Save Me (Lava)	3.97	3.94	86%	13%	3.94	3.89	3.99
NINE INCH NAILS The Hand That Feeds (Interscope)	3.97	-	63%	7%	3.93	3.92	3.94
QUEENS OF THE STONE AGE Little Sister (Interscope)	3.94	3.62	79%	11%	3.88	4.05	3.74
CHEVELLE The Clincher (Epic)	3.89	3.87	65%	10%	3.98	3.98	3.98
BREAKING BENJAMIN Sooner Or Later (Hollywood)	3.88	3.87	88%	18%	3.79	3.58	3.96
BRAVERY An Honest Mistake (Island/IDJMG)	3.88	3.75	47%	8%	3.83	3.54	4.04
CROSSFADE Cold (Columbia)	3.85	3.73	94%	35%	3.79	3.72	3.85
AUDIOSLAVE Be Yourself (Interscope/Epic)	3.85	3.60	66%	7%	3.78	3.97	3.62
BECK E-Pro (Interscope)	3.84	3.54	69%	12%	3.93	4.07	3.82
GARBAGE Why Do You Love Me (Geffen)	3.84	3.72	64%	8%	3.80	3.89	3.73
EXILES Ugly (Virgin)	3.81	3.91	71%	12%	3.66	3.62	3.69
HOT HOT HEAT Goodnight Goodnight (Sire/Reprise)	3.81	-	47%	6%	3.66	3.37	3.89
CROSSFADE So Far Away (Columbia)	3.80	3.71	76%	19%	3.68	3.41	3.96
A PERFECT CIRCLE Passive (Virgin)	3.75	3.81	59%	9%	3.79	3.64	3.93
3 DOORS DOWN Let Me Go (Republic/Universal)	3.74	3.74	92%	25%	3.64	3.55	3.71
INTERPOL Evil (Matador)	3.72	3.59	54%	11%	3.75	3.86	3.64
SHINEDOWN Burning Bright (Atlantic)	3.66	3.74	54%	12%	3.66	3.48	3.83
THREE DAYS GRACE Home (Jive/Zomba Label Group)	3.65	3.60	89%	32%	3.58	3.43	3.71
TRUST COMPANY Stronger (Geffen)	3.58	-	42%	8%	3.42	3.44	3.40
MARS VOLTA The Widow... (Strummer/Universal)	3.57	3.57	63%	15%	3.60	3.66	3.53
MUDVAYNE Happy? (Epic)	3.52	3.37	44%	10%	3.37	3.17	3.56
LOUIS XIV Finding Out True Love Is Blind (Pineapple/Atlantic)	3.40	-	42%	9%	3.23	2.98	3.51

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

# WXRK: The Story Behind 'Jack' Rock

On Monday morning WXRK (K-Rock)/New York trumped the Jack-oriented tactics rolled out by WKQX (Q101)/Chicago and KWOD/Sacramento recently. While Q101 deepened its playlist by hitting "shuffle," and KWOD did the same by adopting an overriding "radio without rules" approach, K-Rock threw the entire Alternative baby out with the bathwater.



Rob Cross

"I don't quite know what to call it," WXRK OM Rob Cross tells R&R. "We're not a mainstream Rock station, we're not quite an Active Rock station, and I suppose we're not an Alternative station anymore. What do you call a station that plays Led Zeppelin and Weezer? That's why we came up with 'Great Rock, Period,' because it gives us the freedom to do what we need to do."

In late February, Infinity Chairman/CEO Joel Hollander hinted at the Bear Stearns Conference that WXRK could potentially change format due to ratings challenges following *The Howard Stern Show*. The statement followed the demise of Infinity's WHFS/Washington and its subsequent part-time revival as WHFS/Baltimore (but that's another story altogether).

Cross says, "The problem we were having with Alternative Rock was that new-music junkies would have to sit through 'Self Esteem' by The Offspring for the 4 millionth time in their lives in order to get to that new My Chemical Romance song, and vice versa. And if you just wanted to hear 'Creep' by Radiohead, you'd have to sit through My Chemical Romance. That wasn't working for the people who just wanted to hear music they loved."

While steering the terrestrial programming of WXRK away from the Alternative realm, Cross simultaneously launched an online stream dubbed "K-Rock 2," calling it "K-Rock's evil twin with a godless bloodlust for weird new music." Cross says, "This means that there's more K-Rock to love than ever before."

"The ethos behind [the terrestrial format] is, 'Would you find it on the jukebox at the neighborhood bar where you go to shoot pool with your buddies? If you're a guy of a certain age, this probably fits perfectly into your musical vocabulary."

"I guess you could say that this is sort of like Jack with Rock boundaries, which is kind of a weird thing. But why can't you hear 'The Distance' by Cake next to 'Shot in the Dark' by Ozzy Osborne? Who's to say that there should be a rule against that?"



## REPORTERS

Stations and their ads listed alphabetically by market

<b>WHRL/Albany, NY*</b> DM: John Cooper PD: Lisa Biele UNWRITTEN LAW 3 DOORS DOWN LIFE OF AGONY	<b>WBZT/Burlington*</b> DM/PO: Matt Grasso APD/MD: Kevin Mays MUSE 1 GORILLAZ 1 PEPPER CROSSFADE BRAVERY	<b>WXEG/Dayton, OH*</b> DM: Tony Tilford PD: Steve Kramer APD/MD: Boomer No Adds	<b>WGRD/Grand Rapids, MI*</b> PD: Jerry Tarrant 1 KINGS OF LEON 1 GORILLAZ UNWRITTEN LAW FALL OUT BOY SYSTEM OF A DOWN	<b>KXTE/Lafayette, LA*</b> DM: Scott Perrio MD: Roger Pride 3 DOORS DOWN	<b>WBUI/Nashville, TN*</b> DM: Jim Patrick PO/MD: Russ Schenk 20 GORILLAZ UNWRITTEN LAW BETTER THAN EZRA 3 DOORS DOWN INTANGIBLE FALL OUT BOY	<b>KZON/Phoenix, AZ*</b> PD: Chris Palyk MD: Mitzie Lewis INTERPOL	<b>KBZT/San Diego, CA*</b> DM: Garrett Michaels APD/MD: Mike Halloran KILLERS OASIS	<b>WSUN/Tampa, FL*</b> DM: Paul Ciliano PD: Shark No Adds
<b>WNNX/Atlanta, GA*</b> DM/PO: Leslie From MD: Jay Harro No Adds	<b>WAVF/Charleston, SC*</b> PD: Dave Rossi MD: Stacy Bee No Adds	<b>KTCL/Denver, CO*</b> PD: Mike D'Conor APD: Rick Rubin MD: Hill Jordan 13 RISE AGAINST UNWRITTEN LAW	<b>WXNR/Greenville, NC*</b> DM: Bruce Simel PD: Jeff Sanders APD/MD: Charlie Shaw No Adds	<b>KXTE/Las Vegas, NV*</b> PD: Chris Ripley MD: Carly Brown No Adds	<b>KNND/New Orleans, LA*</b> PD: Sig MD: Hydra 2 INTERPOL 1 Z-TRIP 1 GORILLAZ	<b>WXDX/Pittsburgh, PA*</b> PD: John Meschita MD: Winnie F. No Adds	<b>XTRA/San Diego, CA*</b> PD: Jim Richards MD: Nancy Whitney 2 UNWRITTEN LAW OASIS	<b>KFMA/Tucson, AZ*</b> PD: Matt Spry APD/MD: Stephen Kallao 7 NO ADDRESS MUSE
<b>WJSE/Atlantic City, NJ*</b> PD: Scott Reilly PEPPER SILVERTIDE FUTUREHEADS UNWRITTEN LAW 3 DOORS DOWN OZZY OSBOURNE ROBERT PLANT LIFE OF AGONY FALL OUT BOY GORILLAZ	<b>WEND/Charlotte*</b> DM: Bruce Logan PO/MD: Jack Daniel No Adds	<b>CINX/Detroit, MI*</b> PD: Murray Brookshaw APD: Vince Canova MD: Matt Franklin 6 MY CHEMICAL ROMANCE OASIS	<b>KUCD/Honolulu, HI*</b> PD: Jamie Hyatt 23 3 DOORS DOWN 20 GORILLAZ 12 FALL OUT BOY 5 HAWTHORNE HEIGHTS WAKEFIELD	<b>KROQ/Los Angeles, CA*</b> PD: Kevin Weatherly APD: Gene Saneblom MD: Matt Smith No Adds	<b>WRRV/Newburgh, NY</b> PD: Andrew Boris MD: Bill Dunn UNWRITTEN LAW 7 OASIS	<b>WCYY/Portland, ME</b> PD: Herb Ivy MD: Brian James 15 GORILLAZ MUSE FUTUREHEADS 3 DOORS DOWN LIFE OF AGONY	<b>KITS/San Francisco, CA*</b> PD: Sean Damary APD/MD: Aaron Arnsman 1 ACCEPTANCE MUSE	<b>KMYZ/Tulsa, OK*</b> PD: Corbin Pierce 16 GORILLAZ
<b>WRXK/Birmingham, AL*</b> PD: Ken Wall MD: Mark Lindsey No Adds	<b>WKOX/Chicago, IL*</b> PD: Mike Stern APD/MD: Jacent Jackson UNWRITTEN LAW JACK JOHNSON	<b>KYNA/Fayetteville, AR</b> PD/MD: Dave Jackson 7 PAPA ROACH	<b>KTBR/Houston, TX*</b> DM: Vince Richards MD: Don Jarman 1 PAPA ROACH 3 DOORS DOWN	<b>WLRS/Louisville, KY*</b> PD: Annrae Fitzgerald MD: Davie Hill MUSE 3 DOORS DOWN	<b>WRRV/Newburgh, NY</b> PD: Andrew Boris MD: Bill Dunn UNWRITTEN LAW 7 OASIS	<b>KNRK/Portland, OR*</b> PD: Mark Hamilton APD: Jaime Cooley OASIS	<b>KCNL/San Jose, CA*</b> DM/PO: John Allers APD: Rob Ayala 2 GORILLAZ 2 SLIGHTLY STOOPID UNWRITTEN LAW	<b>WPBZ/W Palm Beach, FL*</b> PD: John O'Connell MD: Nik Rivers UNWRITTEN LAW
<b>WBCN/Boston, MA*</b> PD: Dave Wellington APD/MD: Steven Slack 22-20'S OASIS	<b>WAOZ/Cincinnati, OH*</b> PD/MD: Jeff Nagel UNWRITTEN LAW	<b>WYSK/Fredricksburg, VA</b> DM/PO: Paul Johnson APD/MD: Frank Wells 1 BEN LEE 1 SYSTEM OF A DOWN MUSE	<b>WRZX/Indianapolis, IN*</b> MD: Michael Young 3 3 DOORS DOWN	<b>WMAD/Madison, WI*</b> MD: Brad Savage MUSE FUTUREHEADS WAKEFIELD	<b>WROX/Norfolk, VA*</b> PD: Michele Diamond MD: Mike Powers PEPPER FALL OUT BOY	<b>WBRU/Providence, RI*</b> PD: Seth Reaser APD: Sarah Rose MD: Chris Novello 7 GORILLAZ	<b>KJEE/Santa Barbara, CA</b> PD: Eddie Gutierrez MD: Dave Hanacok No Adds	<b>WVDC/Washington, DC*</b> DM/PO: Joe Baviacqua APD/MD: Donielle Flynn No Adds
<b>WEDG/Bufalo, NY*</b> PD: Kerry Gray MD: Evil Jim No Adds	<b>WXTM/Cleveland, OH*</b> PD: Kim Monroe APD: Don Mardella MD: Tim 'Slats' OASIS	<b>WPLA/Jacksonville, FL*</b> DM: Gail Austin APD/MD: Chad Chumley 6 UNWRITTEN LAW LIFE OF AGONY ALTER BRIDGE	<b>WRZK/Johnson City*</b> PO/MD: Scott Oney 3 DOORS DOWN FALL OUT BOY	<b>WMFMS/Memphis, TN*</b> PD: Rob Crossman MD: Sydney Nabors 11 3 DOORS DOWN	<b>WROX/Norfolk, VA*</b> PD: Michele Diamond MD: Mike Powers PEPPER FALL OUT BOY	<b>WBYL/Richmond, VA*</b> PD: Mike Murphy MD: Dustin Matthews KILLERS	<b>KNDD/Seattle, WA*</b> PD: Phil Manning APD: Jim Keller 3 ASH	<b>WSFM/Wilmington, NC</b> DM/PO: Mike Kennedy 8 UNWRITTEN LAW 7 DAVE MATTHEWS BAND 1 EXIES
<b>WEDG/Bufalo, NY*</b> PD: Kerry Gray MD: Evil Jim No Adds	<b>WARQ/Columbia, SC*</b> PD: Dave Farra MD: Dave Farra 1 MUSE 3 DOORS DOWN LIFE OF AGONY GORILLAZ	<b>WJWB/Ft. Myers, FL*</b> DM/PO: John Roze APD: Fitz Madrid MD: Jeff Ero 1 UNWRITTEN LAW 3 DOORS DOWN LIFE OF AGONY	<b>WTRZ/Johnson City*</b> DM/PO: Bruce Clark APD: Lori No Adds	<b>WLUM/Milwaukee, WI*</b> PD: Mike Neumann CAESARS GORILLAZ	<b>WRRV/Newburgh, NY</b> PD: Andrew Boris MD: Bill Dunn UNWRITTEN LAW 7 OASIS	<b>WRXL/Richmond, VA*</b> DM: Bill Cahill PO/MD: Casey Krukowski No Adds	<b>KORA/Springfield, MO</b> DM/PO: Kristen Bergman MD: Shadow Williams PAPA ROACH Z-TRIP FALL OUT BOY DAVE MATTHEWS BAND	<b>KNPT/St. Louis, MO*</b> PD: Phil Manning APD: Jim Keller 3 ASH
<b>WEDG/Bufalo, NY*</b> PD: Kerry Gray MD: Evil Jim No Adds	<b>WXTW/W. Wayne, IN*</b> DM: JJ Fabini DM: Greg Bergen PD: Jason Utanel GORILLAZ OASIS	<b>WRZK/Johnson City*</b> DM/PO: Bruce Clark APD: Lori No Adds	<b>WRZK/Johnson City*</b> DM/PO: Bruce Clark APD: Lori No Adds	<b>WHTG/Monmouth, NJ*</b> PD: Mike Gavin APD/MD: Brian Phillips 8 PEPPER 8 MUSE UNWRITTEN LAW CAESARS	<b>WRRV/Newburgh, NY</b> PD: Andrew Boris MD: Bill Dunn UNWRITTEN LAW 7 OASIS	<b>WCXX/Riverside, CA*</b> DM: Jake Weber APD/MD: Bobby Sato Z-TRIP LIFE OF AGONY	<b>KNPT/St. Louis, MO*</b> PD: Phil Manning APD: Jim Keller 3 ASH	<b>WVDC/Washington, DC*</b> DM/PO: Joe Baviacqua APD/MD: Donielle Flynn No Adds
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**JOHN SCHOENBERGER**  
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## Living The Dream

Everything seems to go right for Jack Johnson

**Catching the right wave takes instinct and patience, and Jack Johnson has applied those same attributes to everything he does in his life. He was born and raised in Hawaii, so it's no surprise that he took to surfing at an early age, eventually becoming a world-renowned champion with an offer to surf professionally for the Quiksilver team.**

But Johnson felt a creative call and stepped away from the limelight to study film at the University of California, Santa Barbara. After graduation he returned to the islands and hooked up with old friends Chris and Emmett Malloy. Together they produced a surf documentary called *Thicker Than Water* that received

fire *Fairytales* was certified platinum by the RIAA.

Johnson returned in 2003 with another tasty collection of lazy, blues-flavored tunes tempered by folk and a little hip-hop that addressed many of the social concerns he deems important. *On and On* was produced by Mario Caldato Jr. and featured longtime friends Merlo Podlewski on bass and Adam Topol on drums and percussion. Johnson again enjoyed air-play success and sold over a million albums.

As his third album, *In Between Dreams*, reaches gold status — it includes the No. 1 Triple A song "Sitting, Waiting, Wishing" — Johnson is already on tour in Australia and has plans for a big 30-plus-date tour in the U.S. for the summer. I caught up with him as he was getting ready to hit the waves to relax before doing a gig down under.

**R&R:** With your music initially being a more personal thing, are you a bit surprised at how your career has taken off?

**JJ:** I started playing guitar in my mid-teens, and later, when I was doing film, I would add in some of my music. But mainly I used the music of artists I really liked, such as G. Love, who is also a great surfer, and Ben Harper. I got to know them through that. G. Love ended up recording my song "Rodeo Clowns" on his first album. From there, Ben came and sat in on a song I was doing with his producer for my first album, and later he took me out as an opener for him on tour.

At this point I was already way beyond my wildest dreams. I felt that if all that ever happened was that I got to go on tour with Ben, that would have been enough. I basically thought that would be it and that it would be like a little sidetrack thing for me as I continued to do the surf movies. But it kept on going.

**R&R:** Then radio airplay kicked in, and it exploded.

**JJ:** Yeah. It was 91X down in San Diego [XTRA-FM/Tijuana-San Diego] that really got that part of it going for me. [91X afternoon host] Hilary, whom I had met, started playing "Rodeo Clowns." Then, when I put out my first album, the station really got behind it.

It started spreading from there — mainly up and down the West Coast first, and then across

the country. Triple A turned out to be a major supporter of mine, and I really appreciate that.

**R&R:** You recently did Saturday Night Live. That must have been fun.

**JJ:** I actually had laryngitis the day before. I had to go get a shot of cortisone and all these vitamins. I could barely sing enough to pull it off, but I wasn't about to lip-synch. I would have had our keyboard player sing before I'd do that.

**R&R:** Is that Zach Gill out playing with you?

**JJ:** Yes. He played on my new album. He also has his own band, The Animal Liberation Orchestra, that will actually be opening for us during our tour this summer in the States. Plus, Adam is on drums and Merlo is on bass. Those guys have been with me since the beginning. We all get along great.

**R&R:** Generally, your new album fits into the laid-back sound you are known for, but did you try some new things this time around?

**JJ:** We are lucky in that we don't feel any pressure to do anything just for the sake of doing it. If a new idea or approach pops up during the process of writing and recording a song, we'll go with it. Having said that, Zach added a new dimension on *In Between Dreams* by playing piano and accordion on a few tunes. We also tried some new percussion stuff and some new ideas concerning harmonies. But we pretty much stuck with the groove we enjoy playing and that has worked so well for us so far.

We were able to spend an extra week on this project, and that helped to make it a bit more polished. I have set up a small studio in my garage, which has allowed us to be a bit more flexible in the recording process. We had the freedom to come and go as we liked.

**"I felt that if all that ever happened was that I got to go on tour with Ben Harper, that would have been enough."**

**R&R:** You have a big tour set up for the summer, and you plan on involving some eco-friendly organizations.

**JJ:** We are doing a couple of little things: We will be running our buses off bio-diesel, and we are also trying to set up the venues with an option to recycle. It's all about carrying a message to everyone we come in contact with. We don't want it to seem like we are preaching or anything, just offering options that others can adopt.

We are also going to have different local non-profit organizations set up tables or booths at the venues. It's all part of an effort by an organization called 1% for the Planet that we have joined. It's a family of companies involved in spearheading awareness about the planet, and each of them donates 1% of its net profits to the cause.

**R&R:** How did you find out about that organization?

**JJ:** A friend of mine, Yvon Chouinard, started it. He is the guy who founded and owns

**"I want my music to be entertaining to people, but I also hope that it causes them to pause and think a bit too."**

[outdoor-clothing company] Patagonia. We did a surfing trip in Chile last summer, and I learned more about it during that time. It's an exciting thing to be part of.

It acts as an umbrella organization that supports a variety of nonprofits that are trying to do positive things for the planet. 1% FTP checks out the organizations first to see how they operate and to ensure that the majority of the money really does go to the cause it represents. This way, when someone wants to donate, they know their money is reaching the locations it is intended for.

The way I see it, if each person or company makes just a small effort, it can all add up to make a big difference. During my travels as a surfer, and then as a musician, around the world, I have visited some really pristine places, and over time I have seen the footprint of commercialization come in and start to destroy them. I feel there is a way for society to make progress while still preserving the important aspects of nature for future generations.

**R&R:** Tell us a bit about the Kokua Festival you do in Hawaii.

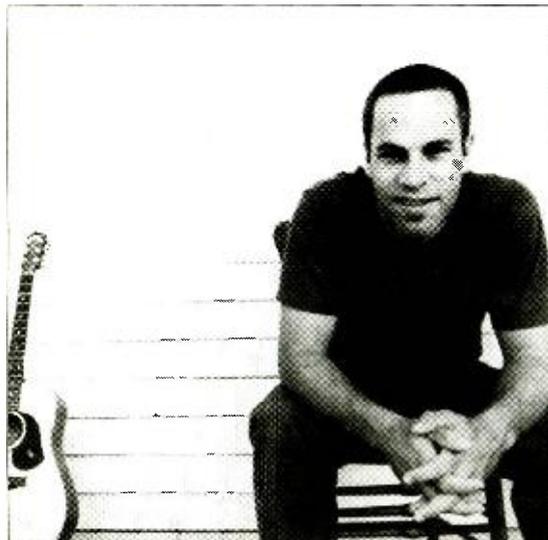
**JJ:** My wife and I and some other friends from Hawaii started the Kokua Hawaii Foundation a few years ago. The festival is a fundraiser for our group. Our main purpose is to help promote environmental education in the public schools.

We use the money to send kids on field trips to the many beautiful state and national parks we have. We also use the money to help set up recycling programs in the schools. All the money the schools make from the recycling goes back to help them purchase things like computers.

We have a great lineup this year. John Cruz is really big on the islands and has had a lot of hits. A couple of his songs, such as "Island Style," are almost like anthems here. Then we have Kawika Kahiapo, who is a renowned slack-key guitarist who is legendary in Hawaii. Plus we have Jackson Browne, Ozomatli, G. Love and my band playing. We have two shows set on two of the islands. It should be a lot of fun and will generate some good money for our organization.

**R&R:** You recently brought a son into the world. Was most of the material for this new album written before or after his birth?

**JJ:** A lot of it was after, and little things about my wife and my son and this new phase of my life certainly snuck into some of the songs. None of them are specifically about that, but as my life expands and things change, my priorities and concerns have changed too. I address some of this in the new songs. I want my music to be entertaining to people, but I also hope that it causes them to pause and think a bit too.



Jack Johnson

Surfer magazine's Video of the Year award for 2000.

The film not only displayed Johnson's cinematic talent, it also featured his singing and songwriting on the soundtrack. He had been playing guitar for much of his life and started to write songs while in college. He and his partners went on to produce another film, *The September Sessions*, which earned the Adobe Highlight Award at the 2001 ESPN Film Festival.

Johnson had reached legendary status in the surf community, and his music was circulated from fan to fan. At that point many record labels were courting him, but Johnson's natural instincts and patience came into play, and he held off.

Word of the artist eventually reached Ben Harper's right-hand man, J.P. Plunier. Plunier produced Johnson's first full-fledged recording project, *Brushfire Fairytales*, which featured Harper on guitar. It was quietly released on Enjoy Records, Plunier's own label, and the buzz began.

A distribution deal was set up with Universal as airplay, which started on Triple A radio — as you'll recall, "Flake" was the No. 1 Triple A song of 2002 — began to spread to other formats. When all was said and done, *Brush-*

# TRIPLE A TOP 30

April 8, 2005

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	U2 Sometimes You Can't Make It On Your Own (Interscope)	573	+71	30315	7	24/0
1	2	JACK JOHNSON Sitting, Waiting, Wishing (Brushfire/Universal)	573	+9	30474	13	25/0
4	3	DAVE MATTHEWS BAND American Baby (RCA/RMG)	477	+68	28361	3	24/0
3	4	BLUE MERLE Burning In The Sun (Island/IDJMG)	438	+15	19928	12	24/0
5	5	TORI AMOS Sleeps With Butterflies (Epic)	381	-7	19733	13	23/0
8	6	MOBY Beautiful (V2)	374	+23	17442	9	24/0
10	7	SNOW PATROL Chocolate (A&M/Interscope)	334	+16	15824	9	22/0
7	8	GREEN DAY Boulevard Of Broken Dreams (Reprise)	323	-31	20632	22	24/0
9	9	COLLECTIVE SOUL Better Now (El Music Group)	316	-11	15532	10	18/0
6	10	MADELEINE PEYROUX Don't Wait Too Long (Rounder)	310	-46	14533	16	18/0
11	11	JET Look What You've Done (Atlantic)	295	-19	18539	23	19/0
17	12	KEANE Everybody's Changing (Interscope)	263	+22	10454	5	19/0
13	13	JOHN BUTLER TRIO Zebra (Lava)	262	-2	6787	9	16/0
15	14	BECK E-Pro (Interscope)	261	+10	10483	8	17/0
18	15	ROBERT PLANT Shine It All Around (Sanctuary/SRG)	260	+47	16449	4	18/0
14	16	MARC BROUSSARD Home (Island/IDJMG)	252	-10	12160	17	17/0
12	17	JOSS STONE Right To Be Wrong (S-Curve/EMC)	252	-19	10164	11	18/0
16	18	ANNA NALICK Breathe (2am) (Columbia)	243	-5	9932	15	12/0
20	19	CARBON LEAF What About Everything? (Vanguard)	202	+3	6185	5	15/1
Debut	20	WALLFLOWERS Beautiful Side Of Somewhere (Interscope)	200	+108	12610	1	20/8
19	21	HOWIE DAY Collide (Epic)	188	-14	11007	19	15/0
21	22	KATHLEEN EDWARDS Back To Me (Zoe/Rounder)	186	+8	10280	6	15/0
22	23	BETTER THAN EZRA A Lifetime (Artemis)	177	+9	6154	3	15/1
25	24	BEN LEE Catch My Disease (New West)	159	+12	6781	4	14/0
23	25	MAIA SHARP Something Wild (Koch)	157	-10	3365	5	11/0
Debut	26	AUDIOSLAVE Be Yourself (Interscope/Epic)	154	+69	9387	1	9/3
Debut	27	BRUCE SPRINGSTEEN Devils & Dust (Columbia)	149	+149	16317	1	19/19
Debut	28	RINGSIDE Tired Of Being Sorry (Flawless/Geffen)	147	+39	4970	1	13/0
26	29	KENNY WAYNE SHEPHERD Let Go (Reprise)	146	-1	9030	12	10/0
24	30	OZOMATLI Love & Hope (Concord)	145	-10	4491	7	13/0

26 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 3/27-4/2. 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 Arbitron Inc. © 2005, Arbitron Inc. © 2005 Radio & Records.

## NEW & ACTIVE

**BRIGHT EYES** First Day Of My Life (Saddle Creek)

Total Plays: 142, Total Stations: 13, Adds: 1

**KYLE RIABKO** What Did I Get Myself Into (Aware/Columbia)

Total Plays: 121, Total Stations: 12, Adds: 1

**TEGAN & SARA** Walking With A Ghost (Vapor/SRG)

Total Plays: 115, Total Stations: 12, Adds: 0

**CAESARS** Jerk It Out (Astralwerks/EMC)

Total Plays: 111, Total Stations: 7, Adds: 0

**STEVIE WONDER** So What The Fuss (Motown/Universal)

Total Plays: 102, Total Stations: 9, Adds: 0

**WEEZER** Beverly Hills (Geffen)

Total Plays: 100, Total Stations: 5, Adds: 0

**GLEN PHILLIPS** Duck & Cover (Lost Highway)

Total Plays: 92, Total Stations: 9, Adds: 1

**RAY LAMONTAGNE** Forever My Friend (RCA/RMG)

Total Plays: 87, Total Stations: 6, Adds: 0

**LOW MILLIONS** Statue (Manhattan/EMC)

Total Plays: 77, Total Stations: 11, Adds: 1

**ALISON KRAUSS & UNION STATION** Restless (Rounder)

Total Plays: 76, Total Stations: 5, Adds: 0

Songs ranked by total plays

## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
BRUCE SPRINGSTEEN Devils & Dust (Columbia)	19
WALLFLOWERS Beautiful Side Of Somewhere (Interscope)	8
REDWALLS Thank You (Capitol)	7
RYAN ADAMS & THE CARDINALS Let It Ride (Lost Highway)	5
AUDIOSLAVE Be Yourself (Interscope/Epic)	3
AIMEE MANN Going Through The Motions (United Musicians/Superego/Music Allies)	2

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BRUCE SPRINGSTEEN Devils & Dust (Columbia)	+149
WALLFLOWERS Beautiful Side Of Somewhere (Interscope)	+108
U2 Sometimes You Can't Make It On Your Own (Interscope)	+71
AUDIOSLAVE Be Yourself (Interscope/Epic)	+69
DAVE MATTHEWS BAND American Baby (RCA/RMG)	+68
ROBERT PLANT Shine It All Around (Sanctuary/SRG)	+47
RINGSIDE Tired Of Being Sorry (Flawless/Geffen)	+39
WEEZER Beverly Hills (Geffen)	+39
LOW MILLIONS Statue (Manhattan/EMC)	+32

## MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
LOW MILLIONS Eleanor (Manhattan/EMC)	196
LENNY KRAVITZ Lady (Virgin)	160
KEANE Somewhere Only We Know (Interscope)	147
CARBON LEAF Life Less Ordinary (Vanguard)	135
BRUCE HORNSBY Circus On The Moon (Columbia)	131
RAY LAMONTAGNE Trouble (RCA/RMG)	117
U2 Vertigo (Interscope)	112
JET Are You Gonna Be My Girl (Atlantic)	104
COUNTING CROWS Accidentally In Love (DreamWorks/Geffen)	103
BRUCE HORNSBY Gonna Be Some Changes Made (Columbia)	103

Station playlists for all R&R reporters are available on the web at [www.radioandrecords.com](http://www.radioandrecords.com).



# WALLFLOWERS

"BEAUTIFUL SIDE OF SOMEWHERE"

R&R Triple A: Debut **20** BDS AAA: 8\* on building chart

KFOG KBCO KMTT KTCZ KGSR WXPN  
WBOS WZGC WXRV KWMT KPRI & more

Upcoming TV:

Letterman 5/24

Carson Daly 5/25

Ellen TBD

PBS Soundstage early May

Rebel, Sweetheart  
in stores May 24

Written by Jakob Dylan Tear It Down Music Ascap/EMI April Music Publishing (ASCAP)  
Produced & Mixed by Brendan O'Brien  
[Wallflowers.com](http://Wallflowers.com)



# TRIPLE A TOP 30 INDICATOR

April 8, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	TOTAL AUDIENCE (00)	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	JACK JOHNSON Sitting, Waiting, Wishing (Brushfire/Universal)	671	-36	7873	12	36/0
2	2	U2 Sometimes You Can't Make It On Your Own (Interscope)	643	+9	7645	7	37/0
10	3	DAVE MATTHEWS BAND American Baby (RCA/RMG)	549	+171	5985	2	36/3
3	4	TORI AMOS Sleeps With Butterflies (Epic)	540	-56	6269	12	34/0
4	5	BLUE MERLE Burning In The Sun (Island/IDJMG)	525	-14	5675	13	30/0
5	6	KATHLEEN EDWARDS Back To Me (Zoe/Rounder)	497	+40	6170	8	37/0
6	7	MOBY Beautiful (V2)	466	+13	6340	6	35/0
7	8	BEN LEE Catch My Disease (New West)	451	+35	5625	10	35/0
9	9	JOHN BUTLER TRIO Zebra (Lava)	395	0	3809	10	31/0
8	10	MAIA SHARP Something Wild (Koch)	374	-34	3741	12	31/1
11	11	BECK E-Pro (Interscope)	362	+23	7419	7	29/0
15	12	ROBERT PLANT Shine It All Around (Sanctuary/SRG)	357	+45	5209	3	33/1
13	13	SNOW PATROL Chocolate (A&M/Interscope)	341	+12	2194	8	22/0
12	14	BEN FOLDS Landed (Epic)	328	-10	3564	8	32/0
14	15	MARC BROUSSARD Home (Island/IDJMG)	298	-22	1996	19	19/0
16	16	JOSS STONE Right To Be Wrong (S-Curve/EMC)	283	-17	1853	14	19/0
19	17	KEANE Everybody's Changing (Interscope)	278	+7	3345	4	22/1
17	18	COLLECTIVE SOUL Better Now (El Music Group)	275	-15	1754	6	15/0
18	19	OZOMATLI Love & Hope (Concord)	257	-19	1336	5	23/0
21	20	JEM 24 (ATO/RCA/RMG)	236	+7	2155	5	19/0
Debut	21	WALLFLOWERS Beautiful Side Of Somewhere (Interscope)	216	+165	3172	1	31/17
30	22	RAY LAMONTAGNE Forever My Friend (RCA/RMG)	213	+34	3419	2	23/1
26	23	CARBON LEAF What About Everything? (Vanguard)	210	+14	1083	2	16/1
25	24	DUHKS Mists Of Down Below (Sugar Hill)	210	+10	2578	4	20/0
23	25	MADELEINE PEYROUX Don't Wait Too Long (Rounder)	199	-14	2293	28	12/0
Debut	26	GLEN PHILLIPS Duck & Cover (Lost Highway)	195	+44	2021	1	23/3
29	27	BETTER THAN EZRA A Lifetime (Artemis)	191	+11	971	2	13/0
Debut	28	BRUCE SPRINGSTEEN Devils & Dust (Columbia)	189	+189	2998	1	32/32
27	29	HOWIE DAY Collide (Epic)	189	-6	1289	14	12/0
24	30	RACHAEL YAMAGATA Letter Read (RCA Victor/RMG)	187	-14	770	9	14/0

43 Triple A reporters. Songs ranked by total plays for the airplay week of Sunday 3/27 - Saturday 4/2.  
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## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
BRUCE SPRINGSTEEN Devils & Dust (Columbia)	32
RYAN ADAMS & THE CARDINALS Let It Ride (Lost Highway)	19
WALLFLOWERS Beautiful Side Of Somewhere (Interscope)	17
AIMEE MANN Going... (United Musicians/Superego/Music Allies)	7
REDWALLS Thank You (Capitol)	6
MARTHA WAINWRIGHT When The Day Is Short (Zoe/Rounder)	5
AQUALUNG Brighter Than Sunshine (Slightly Bigger/Red Ink/Columbia)	4
LUCE Buy A Dog (Joe's Music)	4
MIKE DOUGHTY Looking At The World From... (ATO/RMG)	4
NEVILLE BROTHERS Walkin' In The Shadow... (Back Porch/Narada Jazz)	4

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
BRUCE SPRINGSTEEN Devils & Dust (Columbia)	+189
DAVE MATTHEWS BAND American Baby (RCA/RMG)	+171
WALLFLOWERS Beautiful Side Of Somewhere (Interscope)	+165
AIMEE MANN Going... (United Musicians/Superego/Music Allies)	+136
RYAN ADAMS & THE CARDINALS Let It Ride (Lost Highway)	+67
STEVIE WONDER So What The Fuss (Motown/Universal)	+60
SARAH VAUGHAN Peter Gun (Verve/VMG)	+46
ROBERT PLANT Shine It All Around (Sanctuary/SRG)	+45
GLEN PHILLIPS Duck & Cover (Lost Highway)	+44
KATHLEEN EDWARDS Back To Me (Zoe/Rounder)	+40

## SYNDICATED PROGRAMMING

Added This Week  
**World Cafe - Dan Reed 215-898-6677**  
 DECEMBERISTS We Go Down Together  
 ED HARCOURT Born In The 70s  
 KEREN ANN Greatest You Can Find  
 KYLE RIABKO Do You Right  
 MAKRTUB Say What You Mean  
 SARAH VAUGHAN Peter Gunn  
**Acoustic Cafe - Rob Reinhart 734-761-2043**  
 AIMEE MANN Little Bombs  
 JACK JOHNSON Better Together  
 DAVE'S TRUE STORY Dog's Life  
 PERISHERS Pills  
 TRACY GRAMMER Hard To Make It  
 GUTHRIE/IRION No More Words

## REPORTERS

Stations and their adds listed alphabetically by market

**WAPS/Akron, OH**  
 PD/MD: Bill Gruber  
 6 WALLFLOWERS  
 1 BRUCE SPRINGSTEEN  
 1 RYAN ADAMS & CARDINALS  
 1 BILLY MILLS  
 1 PEPPER'S GHOST  
 1 REDWALLS

**WQK/Ann Arbor, MI**  
 DM/MD: Rob Walker  
 MD: Mark Copeland  
 4 WALLFLOWERS  
 2 CARBON LEAF  
 2 TONY FURTADO

**KSPN/Aspen, CO**  
 PD/MD: Sam Schell  
 1 RAY LAMONTAGNE  
 1 AIMEE MANN  
 1 BRUCE SPRINGSTEEN  
 1 RYAN ADAMS & CARDINALS

**WZGC/Atlanta, GA\***  
 PD: Michelle Engel  
 APD: Chris Brannen  
 MD: Margot Smith  
 7 BRUCE SPRINGSTEEN

**KGSR/Austin, TX\***  
 DM: Jeff Carrol  
 PD: Jody Oenbergh  
 APD: Jy Hershman-Ross  
 MD: Susan Castle  
 9 RYAN ADAMS & CARDINALS  
 7 ROBERT EARL KEEN  
 6 AMOS LEE  
 6 MARTHA WAINWRIGHT  
 3 BRUCE SPRINGSTEEN

**WRNR/Baltimore, MD**  
 DM: Bob Waugh  
 PD/MD: Alex Cortright  
 10 BRUCE SPRINGSTEEN  
 1 EARLMART

**WTMO/Baltimore, MD**  
 APD/MD: Mike "Matthews" Vasilikos  
 12 DANIELA COTTON  
 9 BRUCE SPRINGSTEEN  
 6 ZUTONS  
 1 EMILYJANA TORRINI  
 1 KYLE RIABKO  
 1 REDWALLS

**KLRR/Bend, OR**  
 DM/MD: Doug Donoho  
 APD: Don Donoho  
 3 DEEVS DOWN  
 1 BRUCE SPRINGSTEEN

**KRVB/Boise, ID\***  
 DM/MD: Dan McColly  
 2 GLEN PHILLIPS  
 1 BRUCE SPRINGSTEEN

**WBOS/Boston, MA\***  
 DM: Buzz Knight  
 APD/MD: David Ginsburg  
 12 BRUCE SPRINGSTEEN

**WNCS/Burlington\***  
 PD/MD: Mark Abuzzahab  
 8 BRUCE SPRINGSTEEN  
 4 RYAN ADAMS & CARDINALS  
 1 REDWALLS

**WMVY/Cape Cod, MA**  
 PD/MD: Barbara Dacey  
 5 BRUCE SPRINGSTEEN  
 1 MARTHA WAINWRIGHT

**WNRN/Charlottesville, VA**  
 DM: Jeff Reynolds  
 PD: Michael Friend  
 MD: Jay Tupelo  
 3 SARAH VAUGHAN  
 2 BRIGHT EYES  
 2 AQUALUNG  
 2 RYAN ADAMS & CARDINALS  
 1 AIMEE MANN  
 1 STEREOPHONICS  
 1 WALLFLOWERS  
 1 OVER THE RHINE

**WDD/Chattanooga, TN\***  
 DM/MD: Danny Howard  
 3 KYLE RIABKO

**WXRT/Chicago, IL\***  
 DM/MD: John Farneda  
 PD: Norm Winer  
 7 BRUCE SPRINGSTEEN  
 WIDESPREAD PANIC

**KBXR/Columbia, MO**  
 DM: Jack Lawson  
 APD: Jeff Sweetman  
 WALLFLOWERS  
 BRUCE SPRINGSTEEN

**WMWV/Conway, NH**  
 PD/MD: Mark Johnson  
 4 NEVILLE BROTHERS  
 4 AIMEE MANN  
 4 AMOS LEE  
 4 RINGSIDE  
 4 BILL WYMAN'S RHYTHM KINGS I/MARK KNOPFLER  
 4 SARAH VAUGHAN  
 4 MAKRTUB  
 4 WALLFLOWERS  
 4 BRUCE SPRINGSTEEN  
 2 RYAN ADAMS & CARDINALS

**KBCO/Denver, CO\***  
 PD: Scott Arbaugh  
 MD: Kaefer  
 15 BRUCE SPRINGSTEEN  
 5 WALLFLOWERS

**WDET/Detroit, MI**  
 PD: Judy Adams  
 MD: Martin Bandtke  
 2 NEVILLE BROTHERS  
 2 BRUCE SPRINGSTEEN  
 2 RYAN ADAMS & CARDINALS

**WVOD/Elizabeth City, NC**  
 PD: John Matthews  
 MD: Tad Abbey  
 10 GOVT MULE  
 10 FEATURES  
 10 IVY  
 10 RYAN ADAMS & CARDINALS

**KRVV/Fargo**  
 DM: Mike "Big Dog" Kapel  
 PD: Ryan Kelly  
 MD: David Black  
 No Adds

**KOZT/Ft. Bragg, CA**  
 PD: Tom Yates  
 APD/MD: Kate Hayes  
 7 BRUCE SPRINGSTEEN  
 5 BOB DYLAN  
 5 DAVE MATTHEWS  
 5 STEVE WINWOOD  
 5 NEVILLE BROTHERS

**WEHM/Hampton, NY**  
 MD: Lauren Stane  
 17 BRUCE SPRINGSTEEN

**WVVV/Hilton Head, SC**  
 APD: Gene Murrell  
 12 BRUCE SPRINGSTEEN  
 1 JOHNATHAN RICE  
 1 LIFEHOUSE  
 1 REDWALLS

**KSUT/Ignacio, CO**  
 PD: Steve Rauworth  
 MD: Stasia Lanier  
 5 BRUCE SPRINGSTEEN  
 4 TOMMY EMANUEL  
 3 DANIELA COTTON

**WTT/Indianapolis, IN\***  
 PD: Brad Brennan  
 MD: Laura Duncan  
 13 AUDIO SLAVE  
 1 BRUCE SPRINGSTEEN  
 1 CARBON LEAF

**KMTN/Jackson, WY**  
 DM: Scott Anderson  
 PD/MD: Mark "Fish" Fishman  
 1 LUCE  
 1 WALLFLOWERS  
 1 BRUCE SPRINGSTEEN  
 1 RYAN ADAMS & CARDINALS

**KTBG/Kansas City, MO**  
 PD: Jon Hart  
 MD: Byron Johnson  
 23 BRUCE SPRINGSTEEN  
 JACKIE GREENE  
 MIKE DOUGHTY

**KZPL/Kansas City, MO\***  
 DM: Nick McCabe  
 PD: Ted Edwards  
 MD: Ryan "Slash" Morton  
 13 BRUCE SPRINGSTEEN  
 6 WILCO  
 5 REDWALLS  
 4 BRIGHT EYES

**WEBK/Killington, VT**  
 DM/MD: Mitch Terricciano  
 PD: Lesa Withanoe  
 BRIGHT EYES  
 REDWALLS  
 WALLFLOWERS  
 BRUCE SPRINGSTEEN

**WOKI/Knoxville, TN\***  
 PD: Joe Stutler  
 1 RYAN ADAMS & CARDINALS  
 10 LOW MELLONS  
 1 AUDIO SLAVE  
 1 REDWALLS  
 BRUCE SPRINGSTEEN

**WFPK/Louisville, KY**  
 DM: Brian Conn  
 PD: Stacy Owen  
 KEANE  
 AIMEE MANN  
 BRUCE SPRINGSTEEN  
 RYAN ADAMS & CARDINALS

**WMMM/Madison, WI\***  
 PD: Tom Tober  
 MD: Gabby Parsons  
 7 BRUCE SPRINGSTEEN  
 5 WALLFLOWERS

**KTCZ/Minneapolis, MN\***  
 APD/MD: Mike Wolf  
 No Adds

**WGTX/Minneapolis, MN\***  
 DM: Dave Hamilton  
 PD: Jeff Collins  
 No Adds

**WZEW/Mobile, AL\***  
 DM: Tim Camp  
 PD: Jim Mahanay  
 MD: Lea Ann Kunk  
 2 WALLFLOWERS  
 1 BRUCE SPRINGSTEEN

**WB/J/monmouth, NJ**  
 DM: Tom Brennan  
 PD: Rich Robinson  
 APD: Leo Zaccari  
 MD: Jeff Raspe  
 16 BRUCE SPRINGSTEEN  
 RYAN ADAMS & CARDINALS  
 MARTHA WAINWRIGHT  
 WALLFLOWERS

**KPIC/Monterey, CA**  
 DM: Rob Brooks  
 APD/MD: Dave Harold  
 1 BRUCE SPRINGSTEEN  
 RYAN ADAMS & CARDINALS  
 AIMEE MANN

**KENZ/Salt Lake City, UT\***  
 DM/MD: Casey Scott  
 REDWALLS

**KPRI/San Diego, CA\***  
 DM: Bob Burch  
 PD/MD: Dona Shaiab  
 2 WALLFLOWERS  
 2 BRUCE SPRINGSTEEN

**KFOG/San Francisco, CA\***  
 PD: David Benson  
 APD/MD: Haley Jones  
 10 BRUCE SPRINGSTEEN

**KBAC/Santa Fe, NM**  
 PD: Ira Gordon  
 4 WALLFLOWERS  
 RYAN ADAMS & CARDINALS  
 ROBERT PLANT

**KRSH/Santa Rosa, CA\***  
 DM/MD: Dean Kattari  
 13 JUDITH OWEN  
 2 AIMEE MANN  
 1 LUCE  
 1 RYAN ADAMS & CARDINALS  
 AMBULANCE LTD

**WYEP/Pittsburgh, PA**  
 PD: Rosemary Welsch  
 MD: Mike Sauter  
 IRON & WINE  
 LUCE  
 WALLFLOWERS  
 OVER THE RHINE  
 ELLIS PAUL  
 BRUCE SPRINGSTEEN  
 RYAN ADAMS & CARDINALS

**WCLZ/Portland, ME**  
 PD: Herb Ivy  
 MD: Brian James  
 13 BRUCE SPRINGSTEEN  
 PETE & PATRICK SUPERGROUP  
 MARTHA WAINWRIGHT  
 RINGSIDE  
 REDWALLS

**KINK/Portland, OR\***  
 PD: Dennis Constantine  
 MD: Kevin Welch  
 35 BRUCE SPRINGSTEEN  
 2 WALLFLOWERS

**WXR/Portsmouth, NH\***  
 PD/MD: Dana Marshall  
 APD: Cate Wilber  
 MD: Brian Chamberlain  
 2 MOBY  
 1 PETER HIMMELMAN  
 BRUCE SPRINGSTEEN  
 RYAN ADAMS & CARDINALS  
 1 REDWALLS  
 BETTER THAN EZRA

**WST/Poughkeepsie, NY**  
 DM: Greg Gattine  
 PD: Jimmy Buff  
 MD: Rick Schneider  
 LUCE  
 WALLFLOWERS  
 BRUCE SPRINGSTEEN

**KSQY/Rapid City, SD**  
 PD/MD: Chad Carlson  
 10 MAIA SHARP  
 3 DAVE MATTHEWS BAND

**KTHX/Reno, NV\***  
 PD: Rob Brooks  
 APD/MD: Dave Harold  
 1 BRUCE SPRINGSTEEN  
 RYAN ADAMS & CARDINALS  
 AIMEE MANN

**KENZ/Salt Lake City, UT\***  
 DM/MD: Casey Scott  
 REDWALLS

**KPRI/San Diego, CA\***  
 DM: Bob Burch  
 PD/MD: Dona Shaiab  
 2 WALLFLOWERS  
 2 BRUCE SPRINGSTEEN

**KFOG/San Francisco, CA\***  
 PD: David Benson  
 APD/MD: Haley Jones  
 10 BRUCE SPRINGSTEEN

**KBAC/Santa Fe, NM**  
 PD: Ira Gordon  
 4 WALLFLOWERS  
 RYAN ADAMS & CARDINALS  
 ROBERT PLANT

**KRSH/Santa Rosa, CA\***  
 DM/MD: Dean Kattari  
 13 JUDITH OWEN  
 2 AIMEE MANN  
 1 LUCE  
 1 RYAN ADAMS & CARDINALS  
 AMBULANCE LTD

**DMX Folk Rock/Satellite**  
 DM: Leanne Vince  
 MD: Dave Sloan  
 7 BRUCE SPRINGSTEEN  
 1 RYAN ADAMS & CARDINALS  
 1 GLEN PHILLIPS

**Music Choice Adult Alternative/Satellite**  
 MD: Jessica Basch  
 18 DAVE MATTHEWS BAND  
 18 WALLFLOWERS

**Sirius Spectrum/Satellite**  
 PD: Gary Schoenwetter  
 MD: Jessica Basch  
 19 BRUCE SPRINGSTEEN  
 6 JOHN POPPER PROJECT  
 6 RYAN ADAMS & CARDINALS  
 3 AIMEE MANN  
 3 THEVERY CORPORATION  
 2 AQUALUNG  
 2 LUCE  
 1 CROOKED FINGERS

**XM Cafe/Satellite**  
 PD: Bill Evans  
 MD: Brian Chamberlain  
 2 MOBY  
 1 PETER HIMMELMAN  
 BRUCE SPRINGSTEEN  
 RYAN ADAMS & CARDINALS  
 7 WEZZER  
 7 WALLFLOWERS  
 6 NEVILLE BROTHERS  
 6 AIMEE MANN  
 5 MARTHA WAINWRIGHT  
 5 TONY FURTADO  
 4 FEATURES

**KEXP/Seattle, WA**  
 DM: Tom Mara  
 PD: Kevin Cole  
 APD: John Richards  
 MD: Don Yates  
 8 NATIONAL  
 8 BRITISH SEA POWER  
 6 50 FOOT WAVE  
 6 SURFCASTERS  
 5 SPANISH FOR 100  
 5 SUPERSUCKERS  
 4 LOS SUPER SEVEN  
 4 MIKE DOUGHTY  
 2 AIMEE MANN  
 2 TRIP  
 DAMIEN JURACC  
 OKKERVIL RIVER

**KWMT/Tucson, AZ\***  
 DM/MD: Tim Richards  
 MD: Blake Rogers  
 WALLFLOWERS

**WXP/Westchester, NY**  
 PD: Chris Herrmann  
 APD/MD: Rob Lipschutz  
 12 BRUCE SPRINGSTEEN

**WUIN/Wilmington, NC**  
 PD: Mark Keele  
 MD: Jerry Gerard  
 2 WALLFLOWERS  
 2 BRUCE SPRINGSTEEN  
 2 RYAN ADAMS & CARDINALS  
 2 TRACY GRAMMER

**KMTT/Seattle, WA\***  
 DM/MD: Chris Mays  
 APD/MD: Shawn Stewart  
 12 BRUCE SPRINGSTEEN  
 2 AQUALUNG

**WNCW/Spindale, NC**  
 DM: Ellen Pfirrmann  
 APD/MD: Kim Clark  
 APD/MD: Martin Anderson  
 10 GLEN PHILLIPS  
 10 BOB DYLAN  
 10 ISON BROWN  
 5 OVER THE RHINE  
 5 LOS LOBOS  
 5 ERIC BINKLEY  
 5 BETH WOOD  
 5 KARAN CASEY  
 5 SNOWGLOBE  
 3 BELIEVERS  
 3 VIC CHESSNUTT  
 3 MARTHA WAINWRIGHT  
 2 ANGEL BROTHERS  
 DAVID CLINEY  
 NINA SIMONE  
 GREG TROOPER  
 RYAN ADAMS & CARDINALS  
 WEBB WILDER  
 WILLIE NELSON  
 LOS SUPER SEVEN

**WRNX/Springfield, MA\***  
 PD: Tom Davis  
 APD: Donnie Moorhouse  
 MD: Lesa Withanoe  
 REDWALLS  
 WALLFLOWERS

**KCLC/St. Louis, MO**  
 PD: Rich Reighard  
 MD: Steve Opatoweth  
 26 DAVE MATTHEWS BAND  
 23 NEW ORDER  
 20 WALLFLOWERS  
 12 LOW MELLONS  
 12 AQUALUNG  
 11 REDWALLS  
 11 STEREOPHONICS

**KFMI/Steamboat Springs, CO**  
 PD/MD: John Johnson  
 1 TONY FURTADO  
 1 WALLFLOWERS  
 1 BRUCE SPRINGSTEEN  
 1 RYAN ADAMS & CARDINALS  
 1 JOHNNY HICKMAN

**KTAO/Taos, NM**  
 DM: Mitch Miller  
 PD: Brad Hoskmeier  
 MD: Paddy Mac  
 8 BRUCE SPRINGSTEEN  
 8 RYAN ADAMS & CARDINALS  
 7 WEZZER  
 7 WALLFLOWERS  
 6 NEVILLE BROTHERS  
 6 AIMEE MANN  
 5 MARTHA WAINWRIGHT  
 5 TONY FURTADO  
 4 FEATURES

**KWMT/Tucson, AZ\***  
 DM/MD: Tim Richards  
 MD: Blake Rogers  
 WALLFLOWERS

**WXP/Westchester, NY**  
 PD: Chris Herrmann  
 APD/MD: Rob Lipschutz  
 12 BRUCE SPRINGSTEEN

**WUIN/Wilmington, NC**  
 PD: Mark Keele  
 MD: Jerry Gerard  
 2 WALLFLOWERS  
 2 BRUCE SPRINGSTEEN  
 2 RYAN ADAMS & CARDINALS  
 2 TRACY GRAMMER

**KMTT/Seattle, WA\***  
 DM/MD: Chris Mays  
 APD/MD: Shawn Stewart  
 12 BRUCE SPRINGSTEEN  
 2 AQUALUNG

**WNCW/Spindale, NC**  
 DM: Ellen Pfirrmann  
 APD/MD: Kim Clark  
 APD/MD: Martin Anderson  
 10 GLEN PHILLIPS  
 10 BOB DYLAN  
 10 ISON BROWN  
 5 OVER THE RHINE  
 5 LOS LOBOS  
 5 ERIC BINKLEY  
 5 BETH WOOD  
 5 KARAN CASEY  
 5 SNOWGLOBE  
 3 BELIEVERS  
 3 VIC CHESSNUTT  
 3 MARTHA WAINWRIGHT  
 2 ANGEL BROTHERS  
 DAVID CLINEY  
 NINA SIMONE  
 GREG TROOPER  
 RYAN ADAMS & CARDINALS  
 WEBB WILDER  
 WILLIE NELSON  
 LOS SUPER SEVEN

**KWMT/Tucson, AZ\***  
 DM/MD: Tim Richards  
 MD: Blake Rogers  
 WALLFLOWERS

**WXP/Westchester, NY**  
 PD: Chris Herrmann  
 APD/MD: Rob Lipschutz  
 12 BRUCE SPRINGSTEEN

**WUIN/Wilmington, NC**  
 PD: Mark Keele  
 MD: Jerry Gerard  
 2 WALLFLOWERS  
 2 BRUCE SPRINGSTEEN  
 2 RYAN ADAMS & CARDINALS  
 2 TRACY GRAMMER

**POWERED BY MEDIABASE**  
 \*Monitored Reporters  
 69 Total Reporters  
 26 Total Monitored  
 43 Total Indicator  
 Did Not Report, Playlist Frozen (2):  
 KNMS/Bozeman, MT  
 WCBE/Columbus, OH

**ON THE RECORD**

With  
**Gary Schoenwetter**  
Director/Rock Programming,  
Sirius Satellite Radio



C'mon — you're not so cynical that you haven't put Robert Plant's new single on the air yet, are you? I mean, OK, maybe you're programming a Hot AC station that's masquerading as "adult rock," and if that's you, then I understand if you stop reading this right now. But for the rest of us, the idea of putting a new song by Robert Plant into

rotation and letting our listeners decide whether they like it or not should be an automatic. (Can't let all those Jack/Bob/Ben/Alice/Tina/Felippo stations wrest away the "plays everything that's cool" image, can you?) • This guy used to sing for the mighty Led Zeppelin, after all. You know, the band that damn near every one of your listeners grew up with — and that kids still revere today. As a solo artist he's sold tons of records and made some great art, and he has some songs that still test well. Wouldn't all of that warrant a nice bit of airplay? • "What about the song?" you ask. The drums, the plaintive wail, the emotion — yeah, this song works. It's got positivity, sexuality and the wail that could only come from Robert Plant. "Shine It All Around" is getting great reaction from Sirius subscribers based on our heavy airplay on The Spectrum. It sounds contemporary. It sounds comfortable. And, most important, it sounds great.

**U2's** new single has moved to the top slot on the monitored chart, with **Jack Johnson** remaining bulleted at No. 2, **Dave Matthews Band** bearing down at 3\*, **Blue Merle** hanging tough at 4\*, **Moby** moving up to 6\*, and **Snow Patrol** increasing to 7\* ... **Keane**, **Beck**, **Robert Plant**, **Carbon Leaf**, **Kathleen Edwards**, **Better Than Ezra** and **Ben Lee** are all showing growth this week too ... **The Wallflowers**, **Audioslave**, **Bruce Springsteen** and **Ringside** debut ... On the Indicator chart, U2 should usurp Johnson's place by next week; DMB are at 3\*; and Edwards, Moby, Lee and **John Butler Trio** round out the bulleted top 10 ... Other projects making gains on the Indicator side include **Jem**, **Ray LaMontagne**, **The Duhks** and **Glen Phillips** ... Keep an eye on **Aimee Mann**, **The Ditty Bops**, **Bright Eyes**, **Kyle Riabko**, **Stevie Wonder**, **The Caesars**, **Weezer**, **Low Millions** and **Jonathan Rice** ... The new **Bruce Springsteen** had an awesome first week in the Most Added category, bringing in 51 total adds (!) ... **Ryan Adams & The Cardinals** are also off to a strong start, with 24 adds, and **The Wallflowers** bring in another 25 stations for their official add week ... Other projects off to a good start include **The Redwalls**, **Tracy Grammer**, **Martha Wainwright**, **Aqualung**, **Luce**, **Sarah Vaughan** and **Over The Rhine**.

— *John Schoenberger, Triple A/Americana Editor*



**AAA ARTIST**  
OF THE WEEK

ARTIST: **Paul Brady**  
LABEL: **Compass**

By **JOHN SCHOENBERGER** / TRIPLE A & AMERICANA EDITOR



I am choosing Paul Brady's great new album to spotlight this week for a couple of reasons: First, he deserves it, and second, he deserves to be on your radio station. Brady is one of the most sensitive and universal songwriters on the planet, and his style and approach fit perfectly with the sound of Triple A radio. Plus, his lyrics are in step with the lifestyle of Triple A listeners.

Brady has been on the scene for close to four decades. Born in Northern Ireland, he learned to play piano and guitar at an early age. His initial musical influences were the rock artists of the '50s and early '60s, but in the mid-'60s he became enamored of traditional Irish music. In fact, the first phase of Brady's career was in this genre as a member of a group called The Johnstons, with whom he recorded seven albums. In the early '70s he was a member of Planxty, and later in that decade he toured as part of a duo with Planxty member Andy Irvine.

By the '80s Brady was at a crossroads, and he stepped out on his own, leaving Irish folk music in the backseat as he began to explore a broader range of musical styles. Between 1983 and 1995 he released five critically acclaimed albums. He also established himself as a sought-after songwriter, with many artists recording his songs — something that continues to this day. The end of the old century and beginning of the new saw several retrospective collections and reissues for Brady, and in many respects his career is hotter now than it has ever been.

This brings us to *Say What You Feel*.

"I was coming to Nashville in October of 2003 to pick up an ASCAP award for the song 'The Long Goodbye,' which was recorded by Brooks & Dunn," says Brady. "Garry West [co-founder of Compass Records] suggested that we lay down some tracks while I was in town, as an experiment. In that two-day period we recorded six tracks. They turned out so well that I felt I'd like to complete the album in Nashville."

Which is exactly what happened. Co-produced by West and Brady, the sessions included some of Nashville's best players, such as drummer Kenny Malone; bassists Danny Thompson, Byron House and Viktor Krauss; keyboardists John R. Burr and Reese Wynans; and guitarist Tom Britt. The approach was live and spontaneous, and the results are honest and engaging.

"I haven't made a record like this since 1981," says Brady. "It's like going back to square one. The musicians didn't always know what was coming next, and it made for an electric, slightly dangerous atmosphere that came through in the music." However you want to look at it, song for song, this is one of the best albums Brady has ever made. I particularly like "Love in a Bubble" (the next single), "Smile," "Living for the Corporation" and "Say What You Feel."

There are several heavy-hitting admirers of Brady, including Bono, Bonnie Raitt and Bob Dylan, who says, "Some guys got it down: Leonard Cohen, Lou Reed and Paul Brady — my secret heroes."

**COLLECTIVE SOUL** ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



★ ★ ★ **BETTER NOW**

"Collective Soul's 'Better Now' is a great, upbeat, energetic track worthy of multi-format attention. 'Youth' is certainly an album not to be ignored. It's great to hear Collective Soul on the radio once again." — *Brad Holtz/Program Director WTTS-FM*

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# AMERICANA TOP 30 ALBUMS



April 8, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	THIS WEEK PLAYS	+ / - PLAYS	CUMULATIVE PLAYS
1	1	NANCI GRIFFITH Hearts In Mind (New Door/UMe)	530	-58	5449
3	2	RECKLESS KELLY Wicked Twisted Road (Sugar Hill)	515	-15	4858
2	3	RAY WYLIE HUBBARD Delirium Tremolos (Philo/Rounder)	500	-41	5287
7	4	HAYES CARLL Little Rock (Highway 87 Music)	491	+21	3510
4	5	DUHKS The Duhks (Sugar Hill)	490	-12	4478
5	6	MARY GAUTHIER Mercy Now (Lost Highway)	480	+1	3100
6	7	KATHLEEN EDWARDS Back To Me (Zoe/Rounder)	474	-1	3302
14	8	LOS SUPER SEVEN Heard It On The X (Telarc)	426	+103	1001
11	9	JIMMY LAFAVE Blue Nightfall (Red House)	389	+39	1594
8	10	ALISON KRAUSS... Lonely Runs Both Ways (Rounder)	374	-34	12104
13	11	SHOOTER JENNINGS Put The O Back In Country (Universal South)	368	+20	1580
9	12	S. LEE GUTHRIE & J. IRION Exploration (New West)	366	-23	3137
10	13	HACIENDA BROTHERS Hacienda Brothers (Koch)	331	-23	2515
12	14	CLAY DUBOSE These Days (Lazy River)	321	-28	3838
16	15	LARRY SPARKS 40 (Rebel)	269	+9	1524
15	16	WILLIE NELSON It Always Will Be (Lost Highway)	267	-30	10874
18	17	BLIND BOYS... Atom Bomb (Real World/Narada Jazz/EMC)	240	+6	744
Debut	18	TISH HINOJOSA A Heart Wide Open (Valley Entertainment)	237	+70	625
20	19	DAVE INSLEY Call Me Lonesome (Independent)	232	+11	1045
Debut	20	BELIEVERS Crashtertown (Bona Fide)	219	+50	417
22	21	JESSI ALEXANDER Honeysuckle Sweet (Columbia)	218	+5	913
Debut	22	GREG TROOPER Make It Through This World (Sugar Hill)	207	+102	326
21	23	JOHN FOGERTY Deja Vu (All Over Again) (Geffen)	203	-13	4854
24	24	CHATHAM COUNTY LINE Route 23 (Yep Roc)	202	+4	987
17	25	BILLY DON BURNS Heroes, Friends... (IndieMafia/Rust/Fontana)	196	-39	1891
19	26	MANDO SAENZ Watertown (Carnival)	195	-29	2461
27	27	RHONDA VINCENT Ragin' Live (Rounder)	195	+2	786
Debut	28	SARAH BORGES Silver City (Blue Corn)	186	+38	502
23	29	TOM GILLAM Shake My Hand (95 North)	185	-23	8834
28	30	JOHN HAMMOND In Your Arms Again (Back Porch/EMC)	183	-9	1830

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](http://www.americanamusic.org). © 2005 Americana Music Association.

## AMERICANA SPOTLIGHT

By John Schoenberger

Artist: Sarah Lee Guthrie & Johnny Irion  
Label: New West

It was probably inevitable that Sarah Lee Guthrie would end up being a singer and musician — after all, her grandfather was Woody Guthrie, and her dad is Arlo. However, other than a guest appearance on one of her father's albums when she was just 2 years old, Sarah Lee never seemed to be interested in pursuing the family passion. But time passed, she matured, and music began to overtake her. Along the way she moved to Los Angeles and one night met a fella from South Carolina named Johnny Irion, who had also recently relocated. Turns out Irion was a singer-songwriter as well. They had each already released some solo projects, but after they got married it was only a matter of time before they collaborated on a project together. The fruit of that labor is *Exploration*, produced by Gary Louris and Ed Ackerson. The project also features some alt country royalty — Jayhawk Marc Perlman and Son Volt vets Dave Boquist and Eric Haywood — along with a couple of other friends. The result is honest, sweet music coming straight from the heart. Check out "In Lieu of Flowers," "Holdin' Back," "Dr. King" (a Pete Seeger song) and "Swing of Things."



## AMERICANA NEWS

Nico Leone has been named the new KDHX/St. Louis Station Manager. He advances from the MD slot ... KHYI/Dallas attracted nearly 11,000 people for its ninth annual Texas Revolution. The headliners were Rodney Crowell and Jack Ingram, with additional performances by Hayes Carll, The Greencards, Randy Rogers, Chris Knight, Max Stalling and Jay Johnson ... And speaking of The Greencards, they are in the studio putting the final touches on their Dualtone studio debut, due out this summer. The band was also recently invited on a U.S. summer tour with fellow Aussie Kasey Chambers ... WYSO/Dayton is seeking to hire a new PD. Contact Antioch University Human Resources, Yellow Springs, OH 45387 ... *Altville*, the syndicated Americana show originating from KZLA/Los Angeles, has picked up four new affiliates in the past few weeks: KFAB/Fargo, ND; WHAY/Whitley City, KY; WQBR/Williamsport, PA; and WYOU/Williamsburg, VA. These stations join recent signings in San Luis Obispo, CA and Poplar Bluff, MO ... *All Shook Up*, a musical based on the songs of Elvis Presley, opened at Broadway's Palace Theater on March 24. The production features 25 of Presley's songs and stars Cheyenne Jackson as a stranger who enlivens a dull town ... Cross Canadian Ragweed's second annual cruise will take place June 27-July 2 on the Carnival Ecstasy. The cruise, which departs from Galveston, TX, includes stops in Cozumel and Playa Del Carmen, Mexico. Cross Canadian Ragweed expect to release a new studio album, co-produced by Tony Brown and Mike McClure, in late 2005.

## MOST ADDED®

ARTIST TITLE LABEL(S)	ADDS
VARIOUS ARTISTS A Tribute To Billy Joe Shaver: Live (Compadre)	17
GREG TROOPER Make It Through This World (Sugar Hill)	15
WEBB WILDER AND THE NASHVEGANS About Time (Landslide)	11
LAST TRAIN HOME Bound Away (Bluebuffalo)	9
DAVID OLNEY Migration (Loud House)	8

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# R&R Christian: Making A Connection

## A theme for the week, a lesson for life

Welcome to GMA Week in Nashville. The Gospel Music Association is calling this year's festivities "Your Place to Connect," and I realized that all the people we'll talk to in this R&R Christian Special and many of the people we'll meet in Nashville this week are successful because they've gone beyond just doing a good job to make a connection.

Michael W. Smith and Casting Crowns' Mark Hall write great songs, but beyond the melodies and harmonies of a great song, there's generally a story that reaches out and makes a connection with a listener. MercyMe's "I Can Only Imagine" is a great song, but the music alone would not have inspired mainstream programmers across the country to play it. The song made an emotional and spiritual connection with millions of people.

Beyond the formatics and the music of a great radio station are personalities who make a connection with listeners, and the overall personality of the station makes a connection with the community it's serving.

Mark Sanborn, the keynote speaker we'll see Wednesday morning during GMA Week, will talk about a postman named Fred who goes beyond just delivering the mail to make a connection with the people in his community. He'll also tell us how we can be like Fred and make the ordinary the extraordinary.

Enjoy GMA Week and think about how you can make a connection with your community, your listeners, your church, your family and God.

### A Word From The President

Having been involved with Christian music for over 30 years, GMA President John Styll has not only made a lot of connections, he's seen our formats grow and change and has been an active part of the process.

In the following interview, we'll find out about the winding road that led him to his place at the head of our industry and learn where he sees us going in the future. We'll also find out what else the GMA does besides GMA Week and the Dove Awards.

You may already know about Styll's history with CCM magazine and his current position with the GMA, but where did he start his journey in Christian music? "I got my start in Christian music in radio in the early '70s, before there were any full-time Contemporary Christian music stations," he says.

"A Christian retailer in Southern California figured out that the way to sell music was to get it played on the radio. Since there was no Christian music on the radio in Southern California in 1974, he bought an hour of time on a Religious station and hired me to host the show. Through that I got to know a lot of the artists and got more familiar with the music.



John Styll

"That evolved into doing some syndicated shows and specials for record companies. I did a lot of voice work for Sparrow Records in its first years. We had a little company that did audio production. We consulted for events with theme parks. We helped do the programming for the very first Night of Joy at Disneyland, did the Knott's Berry Farm events and things at Six Flags Magic Mountain. They were all very active in the '70s, doing these hard-ticket Christian-music nights.

"Part of what we did was their commercials and a lot of the marketing. After all that it seemed like a good idea to start this publication. We had



a publication that was sort of a general-interest tabloid newspaper that had a music section. I became Editor of that section just because I was there. We decided in 1978 that this music section could be its own publication.

"The newspaper was called *Contemporary Christian Acts*, and we thought, 'Let's just call ours *Contemporary Christian Music*.' We used the initials CCM to describe the magazine, not the

music itself, but it's become sort of the acronym to describe this genre of music.

"We made a decision to move CCM from California to Nashville in 1988 or '89. So, really, I spent from 1978 to 2001 at CCM magazine. At that point I worked on another magazine, helping some friends for about a year on a Christian business magazine called *The Life at Work Journal*."

### On To The GMA

The next stop for Styll was the Gospel Music Association, where he already had a foot in the door. "I had been involved at the board level of the GMA since the late '70s," he says. "I got involved as a guy from the West Coast who was one of the new young guys who some of the old guard here in Nashville thought it would be good to have involved.

"I had a lot of people ask me, 'Why would you get involved with something that represents the old guard and is mostly Southern gospel? You're West Coast, home of all things hip and new. Why don't you just start something out here at the epicenter of Christian music?' I felt it was better to work with what already existed to see if it could be changed, as opposed to trying to compete with it and start something else.

"The organization, through the '80s and '90s, did change and evolve. I've seen Don Butler, who was Executive Director at the time, say in an interview that he thinks the most pivotal decision made by the GMA was when it decided to embrace other styles of music. It really was all about Southern gospel. For them to embrace other genres was really a big, big move. That is the MO around here today. We try to represent all the different styles of gospel music.

"There was a leadership change at the GMA at the beginning of 2003. I was Chairman of the Board, which is a volunteer position, but I was also.

Continued on Page 70



KEVIN PETERSON

# R&R Christian: Making A Connection

Continued from Page 69

for lack of a better term, semi-retired. Probably the real way to express that is unemployed, and happily so. When Frank Breen, the GMA President — which is a full-time, paid position — resigned, they drafted me to come in on an interim basis because I was the Chairman.

"My marching orders were 'Just get us through GMA Week and the awards show, then help us figure out what we need to do after that.' After GMA and the awards show we went through a rather rigorous strategic planning process. About that time the personnel committee asked me if I would take interim off the title and be the full-time President."

## Busy, Busy, Busy

If you were wondering about the Dove Awards changing into the GMA Music Awards, Styll says the award itself will still be called the Dove, just as the Academy Award is known as an Oscar. The show, however, will now be called the GMA Music Awards.

"This awards show serves a twofold purpose," Styll says. "It's to recognize excellence for sure, but the award-show motif is a way to get it on television, and television is a way to expose these artists and this music to many more people than we could through any other medium. Our mission is to expose, promote and celebrate the Gospel through music, and the awards show is the epitome of that mission."

The GMA is responsible for GMA week and the GMA Music Awards, but there's so much more. "The GMA, at its core, is a trade organization representing the gospel music industry, so the interests of the industry are the interests of the GMA," says Styll.

If you've been following the debate regarding music downloading, the GMA is involved in that. "We've been working closely with the Recording Industry Association of America to be an advocate for music

**"Our mission is to expose, promote and celebrate the Gospel through music, and the GMA Music Awards show is the epitome of that mission."**

with respect to intellectual property rights and the whole file-sharing mess," Styll says. "We're trying to represent the interests of our members.

"In addition to that, 5 1/2 years ago we acquired the Christian Artists Music Seminar at Estes Park. We renamed it GMA Music in the Rockies. It's a 31-year-old event, a talent competition for songwriters and musicians. Unlike GMA Week, which is a businesslike, kind of suit-and-tie, hotel, convention-center deal, this is shorts and jeans at the YMCA camp in the mountains. It's a very different vibe from the other events we do, very laid-back and a lot of fun.

"We have major artists come up and do concerts at night, and then there's an intense litany of classes led by industry experts that you can take during the day. So, if you're an independent artist or you want to be an artist or you want to be involved in the industry, you can go up there and learn from people who are doing it every day, in a very relaxed, casual atmosphere where you have the maximum opportunity to absorb the information that's thrown at you.

"It's a weeklong event held the first week of August every year. We also have a miniature version called the GMA Academy Regional Competition. We do one a year right now. We just did it in February here in Nashville and had over 500 people attend. It's the same thing, except it lasts only two days."

But wait, there's more! "Our staff also works with the GMA Gospel Music Hall of Fame program," says Styll. "That's an annual event where we induct people who have a long history, 25 years or more, of contributing in some way to the gospel music industry into

the hall of fame. They can be performing or non-performing.

"We have an induction ceremony once a year. It also took place in February, and it's televised too. Again, the reason for television is to bring more awareness to it, because we think it's not only important to honor people for their contributions, but also for people today to learn from these people and recognize that they're standing on someone's shoulders. They're there because somebody else paved the way and broke some ice for them.

"Honoring these pioneers is what the hall of fame is all about. It's not that we want to put people on pedestals, but we do want to give honor where honor is due and respect where respect is due."

## State Of The Format

So what does this 30-year veteran think of the progression of our industry? "If you look at the broad sweep of time, contemporary Christian music received a tremendous amount of opposition in the '70s from certain sectors in the church who thought drums were evil and electric guitars were evil," Styll says. "Now they're very prevalent in houses of worship.

"People of faith became more comfortable with the notion that the music doesn't have to be 'Rock of Ages' with an organ and choir. Not that there's anything wrong with that, but it doesn't have to be just that. It can be contemporary music that you can tap your feet to or pop into your CD player in your car and have an experience that's simultaneously inspirational and entertaining. There's nothing wrong with that.

"That resistance started to break down in the '80s and '90s, and now church performances of songs are generating more revenue for songwriters and publishers than radio performances of songs. And, of course, in church every Sunday morning there are now millions of consumers of music that today's radio stations are playing. That's a huge thing.

"On the other hand, you have a trend of artists who are trying to break out of the Christian bubble, so to speak, and are reticent to identify themselves as being Christian bands. As the band Switchfoot says, 'Christian by faith, not by genre.' They feel that being identified as a Christian band is limiting their appeal and that maybe some people are making a decision not to listen to them without even hearing their music because they feel that maybe there's another agenda there.

"Whether there is or isn't, they have a point, and the Christian industry has to deal with that, because a lot of music we put out lives on the line between the mainstream and the Christian world, and it's hard to know which way it should go sometimes.

"As an organization, we definitely want to embrace anybody who wants to take the Gospel out there through music, which is why we say, 'Expose, promote and celebrate the Gospel through music instead of through gospel music.' It's not about the style of music or even the venue in which it appears or is played, it's about the fact that the Gospel message is embedded in the lyrics, to one degree or another, and is getting out there.

"Traditionally, the Christian-music community has been a little possessive of our artists. When Amy Grant first went to Top 40, it was 'Oh, my gosh, our girl got out beyond the wall. Let's get her back.' It's too bad we are that way. There is this wall between the sacred and the secular, and, unfortunately, we've built it, though we accuse the other side of building it. In my opinion, there shouldn't be a wall at all."

## Balancing Art And Message

Styll continues, "To the extent that Christians can make artistically sound music, they can gain the respect of all kinds of people just because the music is good, and I think that brings some respect to their message. It has to. Unfortunately, in Christian music there's been an emphasis on the message to the detriment of the art. We say the message trumps the art, and I'm not sure that should always be the case.

"Art should be done excellently, as unto God, and the lyrics should be well-crafted. Sometimes they just come off as cheap proselytizing, and that doesn't make good art."

Does he see the same thing at Christian radio? "You will get some people who will overlook poor formatics or bad audio quality or what have you because the message is there," Styll says. "Unfortunately, it's a pretty small group of people who will do that. So, if you really want to compete in the marketplace, which is what we're called to do, you've got to have standards that are as high as everybody else's who does radio professionally.

"The same is true with music production, and the good news is that we're seeing the production levels of Christian music continue to rival those of other genres. It used to be popular to say that Christian music was five-years behind the times. I don't hear that a lot anymore. Our production quality is there.

"What we have is an image problem. When people find out that it's Christian music, they think it's cheesy or artistically uninteresting. That's an un-

**"We say the message trumps the art, and I'm not sure that should always be the case. Art should be done excellently, as unto God, and the lyrics should be well-crafted."**

fair generalization, because there's a lot of really good stuff coming out. But there are a lot of writers at mainstream publications who would dismiss it just because it has the Christian label on it. Contemporary Christian music, because it blurs the line between rock 'n' roll and Christianity and religion, really freaks people out."

## The Future

What would Styll like to see us do as an industry to continue growing? "This is a goal that can't be achieved as a singular goal, but as a direction," he says. "I would love to see us increase the integrity of our message and increase the respect of our art form. People of faith have as much right to express their personal point of view in their art as anybody else, but, in general, they're not afforded that same respect in our mainstream culture.

"I would like to see us do whatever it takes, with integrity, to increase that respect level so that magazines will review Christian music as seriously as they review any other kind of music. Right now they don't. They see it as just religion and not interesting to people. A platinum record by Casting Crowns is as platinum as a platinum record by Counting Crows, but it's not given the same respect.

"There are actual people, consumers in our culture, who have purchased this record. And they're not idiots. They read *People* magazine and *USA Today*. So why don't those publications give those folks any thought?

"On the other hand, the Scripture warns us that if we're really accepted by the world, we're probably doing something wrong. It's a real balancing act. It's one of many tension points that exist in Christian music, particularly in the contemporary side. You've got this huge tension point between being a star and being a servant. We know the GMA Music Awards would have more pizzazz as an awards show if we did a red carpet, for example, but we don't, because it seems to place our artists in a very difficult position.

"By every metric, our stars are as deserving of celebrity and fame as a lot of people you see in magazines — and some even more so, because of the number of people they draw or records they sell or whatever — but they're not perceived that way. We don't apply the same kind of star-making machinery to our artists. That's a good thing and a bad thing. It's hurts us, but that's the kind of hurt I think we can endure."

# NICHOLE NORDEMAN

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~Dave Masters / KSGN Riverside

"I think I expected motherhood to make me soft. I guess what really surprised me was how empowered I felt by the whole experience. I wrote 'Brave' when I realized that the same old, status quo, ho-hum stuff of life that I'd settled for in the past wasn't going to be good enough any more. Charlie [my son] makes me feel brave, makes me want to be brave...Jesus actually makes it so."

~Nichole Nordeman on "Brave"



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## R&R Christian: Making A Connection

# Michael W. Smith: Still Leading The Pack

### Eight Dove nominations for the songwriter

**Michael W. Smith won his first Dove award in 1985, for Songwriter of the Year. Twenty years later Smitty is still in front of the pack, this time scoring eight nominations. I was lucky enough to be able to sit down with him recently in his Franklin, TN studio and talk about 20 years of Doves, his new movie, his latest CD and hanging with the president of the United States, among other things.**

The Doves will be handed out April 13 at the GMA Music Awards, and nobody has more nominations this year than Smith. You'd think after 20 years and 40 Doves he would expect this, but when I asked him about this year's nominations, Smith said, "I was shocked. I was surprised. I don't know what to think."

"When you've been nominated and you've won a bunch, it's almost like you want to pass the baton. A lot of younger kids are coming along, a lot of great, successful records have been released this year, and you think, 'It's their turn.' But it all hinged on 'Healing Rain.' That song was the reason for all the nominations."

I asked if, when he wins awards now, it's as special as when he won his first. "Yeah, it's just as special."

**"When I get awards today I have a little more wisdom in terms of trying to be humble and being able to accept an award. Back then I was just glad that somebody recognized that I was doing something."**

although I feel different about it," he said. "When I get awards today I have a little more wisdom in terms of trying to be humble and being able to accept an award. Back then I was just glad that somebody recognized that I was doing something. Some of that's OK; it's just part of growing up."

"Certain awards mean more than others. 'This Is Your Time' came in a very, very emotional year for me. To see it win Song of the Year, Songwriter of the Year and all those sorts of things was extremely emotional, because of Columbine. That was probably the most memorable year for me."

#### Healing Rain

Was there something significant that motivated him to write "Healing Rain"? "The original title was actually 'Healing Train,'" Smith said. "When Martin Smith [Delirious] and I started writing it, he asked if we could change it to 'Healing Rain.' I actually had rain somewhere in the song, but I had very little of the lyric. I knew when I wrote the music that we really had something, even before Martin was in the picture."

"When Martin and I finished writing the lyric, Matt Bronleewe added his thing at the end. It was Matt's idea to continue at the very end, which ended up being a big fanfare. The song kept evolving as we got into production. When we finished it, I felt it was a great song. I'm very careful when I say that, because I don't write a great song every time. I've written my share of bad songs."

Smith didn't write his current single, "Bridge Over Troubled Water," and I asked why he put that song on the album. He said, "I thought, 'I'm not getting any younger, and I've been wanting to do this forever.' There's a part of you that feels, 'Man, don't even touch it, because it's a classic. Don't mess with it,' and then there's that feeling of 'What if you don't do it justice?' But I had a gut feeling."

"I wrote 50 songs for this record, and we spent three years making it, off and on. 'Bridge' was the very last song we recorded at Dark Horse. As a matter of fact, it was the 33rd song that we laid a track to over the three-year period. We had all the musicians there, and we had six hours left in the day because we finished kind of early. I said, 'Guys, I want to try this. I don't think it'll work, but let's give it a shot.'"

"I'll never forget when I did the vocal. I only did three passes, which is really unusual for me. Usually, I'll sing it six to eight times."

I asked if Simon and Garfunkel had heard it, and Smith laughed and said, "I know that Art's got a copy, but I haven't heard back from him yet."

#### Smitty And Bono

Are there any other songs on *Healing Rain* that have special meaning? "'We Can't Wait Any Longer,' which is inspired by my work with Bono and Debt, AIDS, Trade, Africa [DATA]," Smith said. "I never would've written that song if I hadn't been involved in the AIDS crisis."

How did Smitty and Bono get together? "Two years ago, when he came to town, he came over to Charlie Peacock's barn house, and afterward I got thrust into the van," Smith said. "All I could think was, 'My kids are going to freak out because I'm sitting in a van with Bono.'"

"It was just me and him getting to know each other all the way down to Nashville. He went to meet with Senator Frist, who is a good friend of mine. We seemed to hit it off, and we started communicating and emailing."

"I think in the first place Bono probably wanted to get to know me because he knew that I knew President Bush and I could help him win this battle to try to get some money released for what I thought was a good idea. We had the means to do it. That turned into somewhat of a genuine friendship."

#### The Bush Family

I asked Smith how he came to be friends with President Bush and Bush's father. "I performed at a Christmas function in Washington in 1989," he said. "Amy Grant had done it two or three years earlier, and I had just released my first Christmas album. I was talking to my management about all these dreams and visions, and they asked, 'What do you want to do?' All I wanted to do was Christmas in Washington."

"I'm sure I wasn't a first pick, but they pitched me for it. I don't know if this lady felt sorry for me or what, but she found a slot in the program to put me in. We met the President and Mrs. Bush beforehand. My mom and dad were there, my wife and sister were there. We took a picture, and I'm thinking, 'We met the president — that's a trip.' They sat in the front row. My heart was beating a little fast, but it was a really spectacular night."

"When it was over a Secret Service guy and a guy from NBC came over and said, 'The President and Mrs. Bush are requesting your presence at the White

House. Can you come with us?' I said, 'I don't think I have anything to do,' and we were whisked off in these cars. We ran all the red lights and pulled up in front of the White House. Deb and I had to pinch ourselves."

"The president had just returned from being on that ship with Gorbachev. There he was, with me and the president of NBC, standing in a corner and stepping around the grandkids' toys. Mrs. Bush was holding court with everybody else on the other side of the room and being very funny, and we were over in our corner talking about world affairs and his trip with Gorbachev."

"He stayed in touch with me after that. I got a letter from him thanking me for coming to the program and telling me to let him know if I was ever in the DC area. I ended up going to the White House every time I went to DC, and we became really good friends. I met his son W at Kennebunkport in 1991. They're really great people."

#### Lights, Camera, Action

If everything stays on schedule, Smith's first movie, *The Second Chance*, will be released Sept. 9. How did Smith feel about his first acting experience? "It's a great story, it was a great experience," he said. "I think I did OK, although I cringe in a few places when I watch it back and wish I had another shot at it. Jim Caviezel tells me he does that every time, so I think every actor probably does it."

"Jeff Carr, who is my counterpart in the movie, is fabulous. When you have somebody who's an experienced actor who's really good, that makes everybody else, including me, look better."

**"'This Is Your Time' came in a very, very emotional year for me. To see it win Song of the Year, Songwriter of the Year and all those sorts of things was extremely emotional, because of Columbine."**

"I got a great compliment from somebody who previewed the movie the other day. They said they got halfway through it and realized that wasn't Michael W. Smith, it was Ethan Jenkins, which is the character I play. The key is that it's believable. You've got to make people believe that you really are this other person."

"The great thing about the part is that you see the arc of what happens from where I am at the beginning of the movie, what happens to me in the transformation and what happens to my heart."

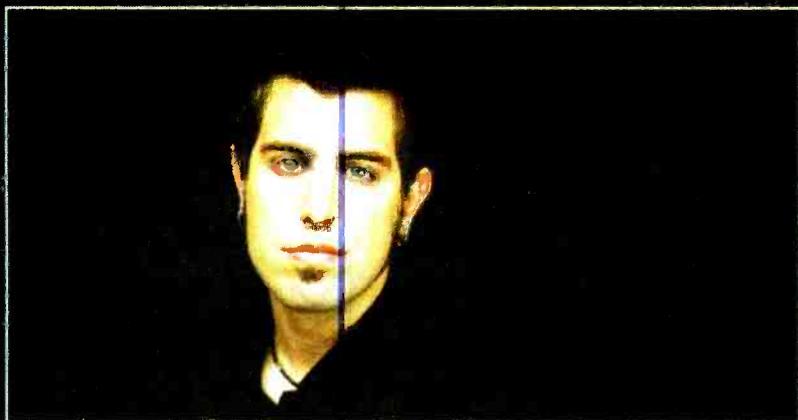
"It's tough for me, because I leave a very, very comfortable suburban setting in a 10,000-seat church and am thrust into the inner city around prostitutes and gang members. I'm observing and learning from this guy who, in my opinion, does not have it together, but I learn something from him, and he from me."

Smith has written songs and books. What about a screenplay? "I think about it a lot," he said. "It comes from being around my son Ryan, because he's a great writer. We started a film company, Seabourne Pictures, and that's on the A list: to create, produce and direct an independent film."



Michael W. Smith

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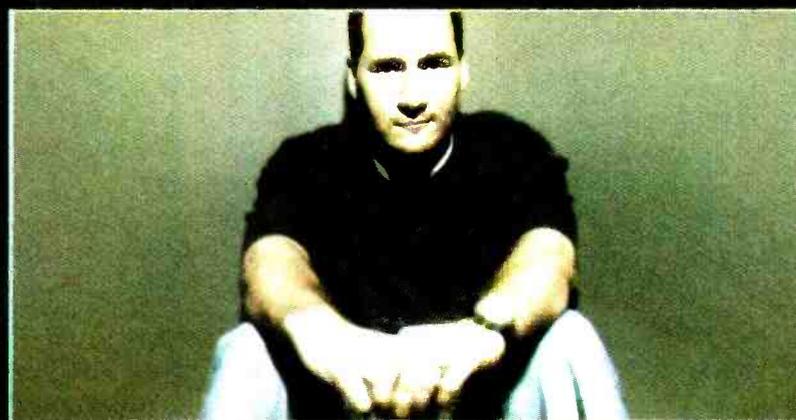
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ROCK ALBUM OF THE YEAR



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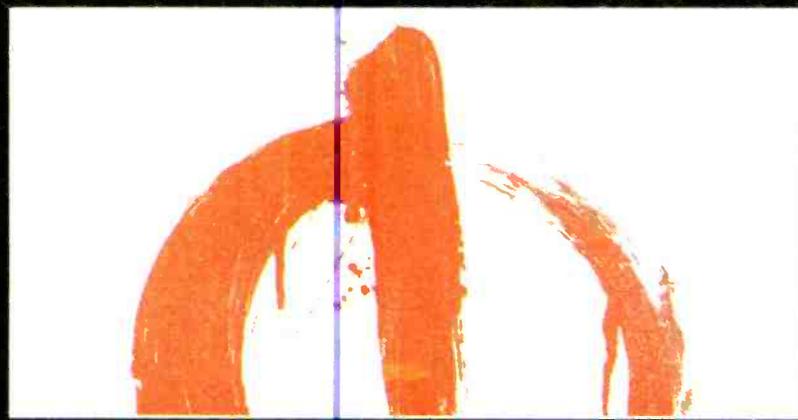
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**DEAD POETIC AND ASTERIK STUDIO**  
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ROCK ALBUM OF THE YEAR

## R&R Christian: Making A Connection

# Making The Ordinary Extraordinary

GMA Week keynote speaker says we can all do better

**In his latest book, *The Fred Factor: How Passion in Your Life Can Make the Ordinary Extraordinary*, Mark Sanborn tells the real-life parable of a postman named Fred, who, for 28 years, has gone above and beyond the call of duty to make the ordinary extraordinary. Without giving away what he'll be talking about during his GMA week keynote address Wednesday, Sanborn will share some simple principles that will allow you and I to make what we do extraordinary. He'll also share some practical information on managing change, customer service, team building and how to be a better leader.**

Sanborn's website refers to Sanborn & Associates as an idea studio dedicated to developing leaders in business and life, and he has some firm ideas on the differences between managers and leaders. "Two things come to mind in terms of leading vs. managing," he says. "The bigger issue and the tougher nut to crack is the whole idea of industry leadership.

"I have kind of a bias that says that Christian anything — whether it's publishing, music, radio or whatever — tends to be 'me too.' Rarely do you see a secular publisher or a secular musician follow a Christian publisher's or a Christian musician's lead. But when *Everything I Needed to Know I Learned in Kindergarten* came out, within two years the Christian market was flooded with *Everything I Needed to Know I Learned in Sunday School*.

"I'm a big fan of Bob Briner's work in his book *Roaring Lambs*, where he said that Christians will be taken seriously when they're really, really good at what they do, not really, really good at the Christian aspect of what they do; when we don't say, 'Wow, he's a great Christian playwright,' we just say, 'He's a great playwright,' or we don't say, 'It's a great Christian movie,' we just say, 'It's a great movie.'

"The Christian subculture — radio, music, art and the rest — tends to be 'me too.' We really need to provide marketplace and cultural leadership. That's the big end of the funnel. The other, more pragmatic issue is leading people organizationally."

### A Manager Or A Leader?

"The big difference that I point out in my work is that management is power 'over' people," Sanborn continues. "It's based on your position on the organizational chart. Leadership is power 'with' people. It doesn't depend on your title or position. The best leadership is independent of position.

"It's about the ability to influence based on what I call the 'three C's.' These are the three things that give anybody credibility to lead regardless of their position. The first C is 'competence,' being really good at what you do. Obviously, we don't want to follow people who aren't really good at their craft.

"The second C is 'character.' If competence is what you do, character is who you are, especially in Christian radio. We increasingly see this dichotomy between competence and character in programming in other genres. People are willing to do whatever it takes to win, regardless of values, ethics or morality. One of the areas where Christian radio can and does set itself apart is by playing by a higher standard.

"So, leadership is about competence and character, but you can have both of those things and still not be an effective leader if you don't have the third C, 'connection,' and not just within the station or the stu-

dio, but in more of a macro perspective. It's about connection with listeners. We like to listen to people we feel we are similar to or with whom we have commonalities or shared values."

### Leaders Build Teams

Another sign of a true leader is having a team behind you, as opposed to a group of individuals. "The only two ways people do anything are out of compliance or commitment," Sanborn says. "Compliance is 'I have to do it or I don't get paid or I'll lose my job.' Commitment says 'I do it because I want to do it.'

"I have a friend in Phoenix who is a deep thinker, and he said, 'Organizations today don't need mission statements, they need missions.' We don't need some vague wording on the back of a business card, we need a real sense of why we do what we do. In Christian radio the whole sense of purposefulness, the whole sense of mission, is readily available.

"I've worked in secular corporate America for years. I was in the direct-marketing business, and I remember thinking, before I started speaking and training full-time, that whether or not the world buys another mailing list from me isn't going to affect the quality of life on planet Earth.

"When you look at contemporary culture, what differentiates entertainment? One of the key differentiators is 'Is it purposeful?' You can listen to secular radio all day long and not be enriched, but if you listen to good Christian programming, you either are enriched because it introduces you to a world view that is based

on a sense of purposefulness or you already buy into that world view and it gives you additional wisdom, insight, encouragement and edification."

### Managing Change

With all of the changes that have taken place in our industry, it's important for leaders to be able to manage through these changes, and sometimes around them. "One of the defining points of change is that all growth is change, but not all change is growth," Sanborn says. "That's where the need for discernment comes in.

"One popular theme is to embrace change, because change is good. That's as erroneous as saying that all change is bad. Not all change is good, not all change is bad, and the key is to be able to identify what change is truly going to move us forward, make us more effective and more successful and give us a greater impact vs. what change is going to set us back and waste valuable time and effort. The idea that you don't grow without changing but that you can change and not grow gives people pause and makes them say, 'Let's be prudent about what we change.'

"The second thing to point out is that over 90% of change that people deal with in the marketplace is imposed. In other words, an organization or an employee is changing because they feel they have to. Their boss, their marketplace or their customer said, 'Change, or else.' That means that less than 10% of the change that we deal with every day is initiated.

"What that says to me is that we're being incredibly reactive to change in most instances. I always encourage clients to change the ratio. Don't assume that everything we think must change really needs to change. Look more selectively at what you want to change vs. taking the agenda of an impersonal other. Say, 'How do we want to change?' not just, 'How do we change?' Those are two slightly different questions.

"The biggest downside to change in any industry is that, until you try it, you're not going to know for sure if it works. It's not a secret, but the reality is

that the organizations that are most innovative are usually the ones that fail most miserably and consistently, because if you try something and it consistently works, you're not pushing the envelope.

"Shareholders and owners and customers have a really low threshold for missed opportunities, but the reality is that the cost of innovation is the willingness to tolerate a lot of missteps, which is why you don't see that much true innovation in organizations or industries."

### Make A Connection

Sanborn is a big believer in the importance of customer service, no matter what industry you're in. "The ultimate differentiator of any product or service is relationships," he says. "As much as we try to pride ourselves on the differences in radio advertising or programming, there's really a fairly high level of parity. It's the relationship you have with the advertiser, the relationship you have with the listener and the relationship that you have with your colleagues that ultimately differentiate your organization, product or service.

"As I've listened to radio over the last 20 years, the interactivity, the actual engagement of radio, is really the biggest change. This is an idea that John Naisbitt predicted 25 years ago, which is high-tech, high-touch. That means that as technology enables us to do more and different things, we do not lose the need to go to the movie theater even though we can rent the DVD or to call the radio station even though we have an MP3 player.

"That all speaks to this need for relationship. We are engaged by people we like and trust or whom we disagree with but whom we know are open to that engagement. It all goes back to relationships."

### A Sneak Preview

When Sanborn speaks on Wednesday morning during GMA Week, he'll talk about *The Fred Factor* and some other interesting topics. Such as? "Num-

**"Management is power 'over' people. It's based on your position on the organizational chart. Leadership is power 'with' people. It doesn't depend on your title or position."**

ber one, we tend to forget the impact that we have on the people around us," Sanborn says. "We really are difference-makers.

"One of the things I do that's different from a lot of people who speak in this area is that I don't tell people they 'can' make a difference. I'm convinced that people 'do' make a difference, and the only question at the end of the day is 'What kind of a difference did you make?' We tend to underestimate the impact we have day to day in things that we do.

"The second thing we'll talk about is that the challenge in Christian radio today is not to outspend your competition. Anybody can throw money at customers, anybody can throw money at programming, and all you end up doing is narrowing your already thin margins.

"The challenge is to outthink your competition. The challenge is to replace money with imagination. That is the name of the game in business. Those who are the most intellectually intensive, those who are the most creative and innovative, are the ones who win."



Mark Sanborn

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# CHRISTIAN AC TOP 30

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LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	<b>JEREMY CAMP</b> Take You Back (BEC/Tooth & Nail)	1215	+43	14	37/0
3	2	<b>CHRIS TOMLIN</b> Holy Is The Lord (Sixsteps/Sparrow/EMI CMG)	905	+59	10	31/0
2	3	<b>CASTING CROWNS</b> Voice Of Truth (Beach Street/Reunion/PLG)	880	0	25	37/0
4	4	<b>BEBO NORMAN</b> Nothing Without You (Essential/PLG)	866	+45	11	33/0
5	5	<b>MERCYME</b> Homesick (INO/Curb)	742	-47	20	33/0
8	6	<b>BIG DADDY WEAVE &amp; BARLOWGIRL</b> You're Worthy Of My Praise (Fervent)	710	+39	13	29/0
6	7	<b>SALVADOR</b> Heaven (Word/Curb/Warner Bros.)	680	-68	23	36/0
9	8	<b>SONICFLOOD</b> Your Love Goes On Forever (INO)	638	+38	9	26/0
7	9	<b>STEVEN CURTIS CHAPMAN</b> Much Of You (Sparrow/EMI CMG)	631	-59	20	31/0
12	10	<b>ZOEGIRL</b> About You (Sparrow/EMI CMG)	591	+52	6	31/2
10	11	<b>CHRIS TOMLIN</b> Indescribable (Sixsteps/Sparrow/EMI CMG)	566	-20	33	36/0
11	12	<b>MARK SCHULTZ</b> He Will Carry Me (Word/Curb/Warner Bros.)	550	-26	19	26/1
13	13	<b>PHILLIPS, CRAIG &amp; DEAN</b> You Are God Alone (INO)	527	-6	26	26/0
14	14	<b>BY THE TREE</b> Beautiful One (Fervent)	478	-20	33	29/0
16	15	<b>SWITCHFOOT</b> This Is Your Life (Columbia)	441	+8	13	23/0
15	16	<b>SELAH</b> All My Praise (Curb)	429	-17	13	21/0
20	17	<b>NEWSONG</b> When God Made You (Reunion/PLG)	360	+14	18	21/0
17	18	<b>AVALON</b> I Wanna Be With You (Sparrow/EMI CMG)	358	-23	12	19/0
Debut	19	<b>JOY WILLIAMS</b> Hide (Reunion/PLG)	354	+223	1	26/4
21	20	<b>BRIAN LITRELL</b> In Christ Alone (Reunion/PLG)	338	+47	5	16/3
18	21	<b>BETHANY DILLON</b> Lead Me On (Sparrow/EMI CMG)	336	-18	10	17/0
19	22	<b>PAUL COLMAN</b> Gloria (All God's Children) (Inpop)	334	-12	13	16/0
25	23	<b>NATALIE GRANT</b> Held (Curb)	325	+61	3	16/3
23	24	<b>NEWSBOYS</b> Devotion (Sparrow/EMI CMG)	305	+36	2	15/1
28	25	<b>TREE63</b> Maker Of All Things (Inpop)	284	+22	4	6/0
22	26	<b>ANDY CHRISMAN</b> Complete (Upside/SHELTER)	268	-13	17	15/0
Debut	27	<b>BY THE TREE</b> Hold You High (Fervent)	259	+32	1	14/3
29	28	<b>RACHAEL LAMPA</b> No Other One (Word/Curb/Warner Bros.)	259	+11	2	10/0
Debut	29	<b>OVERFLOW</b> Cry On My Shoulder (Essential/PLG)	256	+25	1	12/0
30	30	<b>JOEL ENGLE</b> Louder Than The Angels (Doxology)	243	+10	2	12/0

## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
<b>JOHN DAVID WEBSTER</b> Miracle (BHT)	6
<b>JOY WILLIAMS</b> Hide (Reunion/PLG)	4
<b>BRIAN LITRELL</b> In Christ Alone (Reunion/PLG)	3
<b>NATALIE GRANT</b> Held (Curb)	3
<b>BY THE TREE</b> Hold You High (Fervent)	3
<b>NICHOLE NORDEMAN</b> Brave (Sparrow/EMI CMG)	3
<b>ZOEGIRL</b> About You (Sparrow/EMI CMG)	2
<b>JARS OF CLAY</b> God Will Lift Up Your Head (Essential/PLG)	2
<b>JEFF ANDERSON</b> Open My Eyes (Gotee)	2
<b>TOBYMAC</b> Atmosphere (ForeFront/EMI CMG)	2

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
<b>JOY WILLIAMS</b> Hide (Reunion/PLG)	+223
<b>NICHOLE NORDEMAN</b> Brave (Sparrow/EMI CMG)	+76
<b>NATALIE GRANT</b> Held (Curb)	+61
<b>CHRIS TOMLIN</b> Holy Is The Lord (Sixsteps/Sparrow/EMI CMG)	+59
<b>JEFF ANDERSON</b> Open My Eyes (Gotee)	+57
<b>ZOEGIRL</b> About You (Sparrow/EMI CMG)	+52
<b>TOBYMAC</b> Atmosphere (ForeFront/EMI CMG)	+48
<b>BRIAN LITRELL</b> In Christ Alone (Reunion/PLG)	+47
<b>BEBO NORMAN</b> Nothing Without You (Essential/PLG)	+45
<b>JEREMY CAMP</b> Take You Back (BEC/Tooth & Nail)	+43

## MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS
<b>TREE63</b> Blessed Be Your Name (Inpop)	477
<b>MATTHEW WEST</b> More (Universal South/EMI CMG)	448
<b>CASTING CROWNS</b> Who Am I (Beach Street/Reunion/PLG)	443
<b>MONK &amp; NEAGLE</b> Dancing With The Angels (Flicker)	407
<b>BUILDING 429</b> Glory Defined (Word/Curb/Warner Bros.)	405
<b>MERCYME</b> I Can Only Imagine (INO/Curb)	400
<b>MERCYME</b> Here With Me (INO/Curb)	373
<b>JEREMY CAMP</b> Walk By Faith (BEC/Tooth & Nail)	366
<b>THIRD DAY</b> You Are Mine (Essential/PLG)	363
<b>MERCYME</b> Word Of God Speak (INO)	358

Station playlists for all R&R reporters are available on the web at [www.radioandrecords.com](http://www.radioandrecords.com).

40 AC reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/27-4/2. 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 Arbitron Inc. (© 2005, Arbitron Inc.) © 2005 Radio & Records.

### NEW & ACTIVE

**JADON LAVIK** What If (BEC/Tooth & Nail)  
Total Plays: 237, Total Stations: 10, Adds: 0

**JARS OF CLAY** God Will Lift Up Your Head (Essential/PLG)  
Total Plays: 227, Total Stations: 12, Adds: 2

**FFH** You Drive, I'll Ride (Essential/PLG)  
Total Plays: 205, Total Stations: 10, Adds: 0

**TODD AGNEW** Still Here Waiting (Ardent)  
Total Plays: 195, Total Stations: 9, Adds: 0

**JEFF ANDERSON** Open My Eyes (Gotee)  
Total Plays: 192, Total Stations: 9, Adds: 2

**KUTLESS** It's Like Me (BEC/Tooth & Nail)  
Total Plays: 163, Total Stations: 7, Adds: 0

**JOHN DAVID WEBSTER** Miracle (BHT)  
Total Plays: 150, Total Stations: 13, Adds: 6

**PHILLIPS, CRAIG & DEAN** Friend Of God (INO)  
Total Plays: 145, Total Stations: 6, Adds: 1

**MICHAEL TAIT** How Great Thou Art (Waterfront)  
Total Plays: 144, Total Stations: 7, Adds: 0

**CHRIS RICE** Me & Becky (Rocketown)  
Total Plays: 136, Total Stations: 6, Adds: 0

Songs ranked by total plays



Introducing...

# PLG3 TRIPLE THREAT

888.776.8742

Agent: Jason "Thriller" Miller



Specialities: AC  
Favorite Color: Green  
Word: Tenacious

CHR TOP 30

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	<b>SUPERCHICK</b> Pure ( <i>Inpop</i> )	1147	-42	13	28/0
2	2	<b>JEREMY CAMP</b> Take You Back ( <i>BEC/Tooth &amp; Nail</i> )	1080	+18	20	26/0
3	3	<b>TOBYMAC</b> Atmosphere ( <i>ForeFront/EMI CMG</i> )	1012	+47	8	29/1
4	4	<b>AFTERS</b> You ( <i>Simple/INO</i> )	975	+16	13	27/0
8	5	<b>SEVENTH DAY SLUMBER</b> Caroline ( <i>BEC/Tooth &amp; Nail</i> )	826	+78	11	22/0
5	6	<b>CASTING CROWNS</b> Voice... ( <i>Beach Street/Reunion/PLG</i> )	798	-16	21	19/0
10	7	<b>ZOEGIRL</b> About You ( <i>Sparrow/EMI CMG</i> )	757	+52	8	25/0
14	8	<b>MATTHEW WEST</b> You Know... ( <i>Sparrow/EMI CMG</i> )	752	+123	13	21/2
6	9	<b>SANCTUS REAL</b> Things Like You ( <i>Sparrow/EMI CMG</i> )	710	-91	16	20/0
7	10	<b>SKILLET</b> A Little More ( <i>Ardent/Lava</i> )	705	-95	20	19/0
17	11	<b>KRYSTAL MEYERS</b> The Way To Begin ( <i>Essential/PLG</i> )	687	+137	4	28/3
9	12	<b>THOUSAND FOOT KRUTCH</b> This Is A Call ( <i>Tooth &amp; Nail</i> )	683	-56	18	18/0
12	13	<b>SHAWN MCDONALD</b> All I Need... ( <i>Sparrow/EMI CMG</i> )	675	+4	12	17/0
16	14	<b>JARS OF CLAY</b> God Will Lift Up Your Head ( <i>Essential/PLG</i> )	662	+58	5	24/0
13	15	<b>SEVEN PLACES</b> Even When ( <i>BEC/Tooth &amp; Nail</i> )	627	-11	15	19/1
18	16	<b>BETHANY DILLON</b> Lead Me On ( <i>Sparrow/EMI CMG</i> )	537	+12	11	18/0
20	17	<b>BY THE TREE</b> Hold You High ( <i>Fervent</i> )	499	+7	13	14/0
19	18	<b>OVERFLOW</b> Cry On My Shoulder ( <i>Essential/PLG</i> )	499	-11	9	16/0
22	19	<b>JEFF ANDERSON</b> Open My Eyes ( <i>Gotee</i> )	493	+28	11	14/0
23	20	<b>TREE63</b> Maker Of All Things ( <i>Inpop</i> )	455	+30	7	17/2
26	21	<b>JOY WILLIAMS</b> Hide ( <i>Reunion/PLG</i> )	449	+120	2	22/2
25	22	<b>STELLAR KART</b> Spending Time ( <i>Word/Curb/Warner Bros.</i> )	397	+40	4	12/0
27	23	<b>NEWSBOYS</b> Devotion ( <i>Sparrow/EMI CMG</i> )	393	+69	2	16/0
21	24	<b>KUTLESS</b> It's Like Me ( <i>BEC/Tooth &amp; Nail</i> )	386	-98	16	11/0
24	25	<b>RACHAEL LAMPA</b> Outrageous ( <i>Word/Curb/Warner Bros.</i> )	385	+26	8	13/0
28	26	<b>DELIRIOUS?</b> Inside Outside ( <i>Sparrow/EMI CMG</i> )	359	+36	3	13/1
29	27	<b>STORYSIDE:B</b> More To This Life ( <i>Silent Majority</i> )	318	+20	7	11/0
<i>Debut</i>	28	<b>KJ-52</b> Are You Real ( <i>BEC/Tooth &amp; Nail</i> )	270	+3	1	13/0
<i>Debut</i>	29	<b>CHARITY VON</b> Shine ( <i>Slanted</i> )	269	+20	1	10/0
-	30	<b>MERCYME</b> Homesick ( <i>INO/Curb</i> )	268	+3	3	8/0

30 CHR reporters. Songs ranked by total plays for the airplay week of Sunday 3/27 - Saturday 4/2.  
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ROCK TOP 30

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	<b>SEVENTH DAY SLUMBER</b> Caroline ( <i>BEC/Tooth &amp; Nail</i> )	348	-6	10	26/0
3	2	<b>ANBERLIN</b> Paperthin Hymn ( <i>Tooth &amp; Nail</i> )	334	+6	8	30/3
2	3	<b>STELLAR KART</b> Spending Time ( <i>Word/Curb/Warner Bros.</i> )	332	+2	12	30/0
4	4	<b>SPOKEN</b> How Long ( <i>Tooth &amp; Nail</i> )	295	-28	10	28/1
5	5	<b>PILLAR</b> Hypnotized ( <i>Flicker/Virgin/EMI CMG</i> )	275	-40	19	25/1
6	6	<b>SUPERCHICK</b> Pure ( <i>Inpop</i> )	271	-1	13	20/1
8	7	<b>KJ-52</b> Are You Real ( <i>BEC/Tooth &amp; Nail</i> )	269	+4	8	21/2
9	8	<b>TOBYMAC</b> Slam ( <i>ForeFront/EMI CMG</i> )	257	-4	12	25/0
7	9	<b>WEDDING</b> Move This City ( <i>Rambler</i> )	256	-14	15	27/0
10	10	<b>PROJECT 86</b> A Shadow On Me ( <i>Tooth &amp; Nail</i> )	255	+4	8	21/2
12	11	<b>SUBSEVEN</b> Free To Conquer ( <i>Flicker</i> )	247	+7	7	21/0
13	12	<b>FLYLEAF</b> Red Sam ( <i>Octone</i> )	228	+15	7	25/2
11	13	<b>DAY OF FIRE</b> Detainer ( <i>Essential/PLG</i> )	228	-15	10	30/2
15	14	<b>CASTING PEARLS</b> Weighted ( <i>Big Box</i> )	212	+11	5	22/3
16	15	<b>FURTHER SEEMS FOREVER</b> Like... ( <i>Tooth &amp; Nail</i> )	210	+18	5	17/3
17	16	<b>KRYSTAL MEYERS</b> The Way To Begin ( <i>Essential/PLG</i> )	208	+20	4	23/2
14	17	<b>POOR MAN'S RICHES</b> Break Me ( <i>Word Of Mouth</i> )	204	-4	9	16/1
24	18	<b>CHEMISTRY</b> From Within ( <i>Razor &amp; Tie</i> )	197	+42	4	22/2
28	19	<b>DISCIPLE</b> The Wait Is Over ( <i>SRE</i> )	196	+66	2	23/5
18	20	<b>BARLOWGIRL</b> On My Own ( <i>Fervent</i> )	180	+1	12	21/0
20	21	<b>SANCTUS REAL</b> The Fight Song ( <i>Sparrow/EMI CMG</i> )	177	+14	4	19/0
26	22	<b>APRIL SIXTH</b> Dear Angel ( <i>Columbia</i> )	163	+21	3	18/3
21	23	<b>MONDAY MORNING</b> Dear You (3.1)	162	-1	6	23/0
<i>Debut</i>	24	<b>KUTLESS</b> Strong Tower ( <i>BEC/Tooth &amp; Nail</i> )	158	+79	1	10/3
19	25	<b>GRAND PRIZE</b> It's Not Over ( <i>A'postrrophe</i> )	156	-11	4	22/3
<i>Debut</i>	26	<b>SLINGSHOT57</b> Chase You Down ( <i>Independent</i> )	146	+58	1	12/2
<i>Debut</i>	27	<b>EVERYDAY SUNDAY</b> Comfort Zone ( <i>Flicker</i> )	138	+34	1	11/1
25	28	<b>12 STONES</b> Photograph ( <i>Wind-up</i> )	137	-9	15	16/0
22	29	<b>FALLING UP</b> Escalates ( <i>Tooth &amp; Nail</i> )	130	-31	19	15/0
<i>Debut</i>	30	<b>SONICFLOOD</b> This Generation ( <i>INO</i> )	126	+14	1	11/1

35 Rock reporters. Songs ranked by total plays for the airplay week of Sunday 3/27 - Saturday 4/2.  
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NEW & ACTIVE

**DAY OF FIRE** Rain Song (*Essential/PLG*)  
Total Plays: 249, Total Stations: 13, Adds: 2

**EVERLIFE** I'm Over It (*SHELTER*)  
Total Plays: 236, Total Stations: 11, Adds: 0

**JOHN DAVID WEBSTER** Miracle (*BHT*)  
Total Plays: 172, Total Stations: 5, Adds: 0

**BIG DADDY WEAVE**... You're Worthy Of My Praise (*Fervent*)  
Total Plays: 171, Total Stations: 6, Adds: 0

**ANBERLIN** Paperthin Hymn (*Tooth & Nail*)  
Total Plays: 140, Total Stations: 6, Adds: 0

**LIFEHOUSE** You And Me (*Geffen*)  
Total Plays: 136, Total Stations: 4, Adds: 0

**JADON LAVIK** What If (*BEC/Tooth & Nail*)  
Total Plays: 135, Total Stations: 5, Adds: 0

**HAWK NELSON** Letters To The President (*Tooth & Nail*)  
Total Plays: 133, Total Stations: 5, Adds: 1

**KUTLESS** Strong Tower (*BEC/Tooth & Nail*)  
Total Plays: 126, Total Stations: 6, Adds: 1

**BOBBY TINSLEY** Addicted (*MD*)  
Total Plays: 119, Total Stations: 5, Adds: 0

NEW & ACTIVE

**GRETCHEN** Passion (*MD*)  
Total Plays: 125, Total Stations: 16, Adds: 1

**KAINOS** Selfish Me (*Southern Signal*)  
Total Plays: 124, Total Stations: 14, Adds: 2

**STAPLE** Fists Afire (*Flicker*)  
Total Plays: 91, Total Stations: 7, Adds: 1

**SHOWBREAD** Mouth Like A Magazine (*Solid State/Tooth & Nail*)  
Total Plays: 88, Total Stations: 4, Adds: 0

**BUILDING 429** Show Me Love (*Word/Curb/Warner Bros.*)  
Total Plays: 82, Total Stations: 10, Adds: 3

**MANIC DRIVE** Nebulous (*Whiplash*)  
Total Plays: 81, Total Stations: 8, Adds: 1

**CALLS FROM HOME** Hold On (*November/Twelve*)  
Total Plays: 71, Total Stations: 7, Adds: 2

**KIDS IN THE WAY** Apparitions Of Melody (*Flicker*)  
Total Plays: 65, Total Stations: 9, Adds: 4

**MOURNING SEPTEMBER** Closer To Closure (*Floodgate*)  
Total Plays: 59, Total Stations: 5, Adds: 0

**CANDLEFUSE** Bulletproof (*Independent*)  
Total Plays: 50, Total Stations: 8, Adds: 1

Introducing...

**PLG TRIPLE THREAT**

888.776.8742

Agent: Karrie "Hits" Hardwick



Specialities: CHR & ROCK  
Favorite Color: Fuchsia  
Word: Tangalicious



# CHRISTIAN

April 8, 2005

## INSPO TOP 20

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	<b>BEBO NORMAN</b> Nothing Without You <i>(Essential/PLG)</i>	345	+21	10	19/0
2	2	<b>WATERMARK</b> Knees To The Earth <i>(Rocketown)</i>	330	+22	11	19/0
3	3	<b>AMANDA OMARTIAN</b> Worthy Is... <i>(Integrity/Vertical)</i>	280	+7	13	16/0
5	4	<b>STEVEN C. CHAPMAN</b> Much Of You <i>(Sparrow/EMI CMG)</i>	247	-16	18	13/0
8	5	<b>NICOLE C. MULLEN</b> I Am <i>(Word/Curb/Warner Bros.)</i>	228	+5	12	13/0
4	6	<b>MERCYME</b> Homesick <i>(INO/Curb)</i>	212	-61	17	12/0
11	7	<b>CHRIS TOMLIN</b> Holy Is... <i>(Sixsteps/Sparrow/EMI CMG)</i>	208	+25	5	16/2
9	8	<b>RUSS LEE</b> Sweetest Sound <i>(Vertical Vibe)</i>	207	+17	7	13/0
10	9	<b>ALLEN ASBURY f/RUSS TAFF</b> We Will Stand <i>(Doxology)</i>	205	+17	7	15/0
6	10	<b>MARK SCHULTZ</b> He Will... <i>(Word/Curb/Warner Bros.)</i>	204	-56	18	12/0
12	11	<b>NATALIE GRANT</b> Held <i>(Curb)</i>	193	+23	4	14/0
14	12	<b>MICHAEL O'BRIEN</b> Pressing On <i>(Discovery House)</i>	192	+26	4	16/2
13	13	<b>VARIOUS ARTISTS</b> Extraordinary God <i>(Discovery House)</i>	175	+7	10	9/0
16	14	<b>SONICFLOOD</b> Your Love Goes On Forever <i>(INO)</i>	159	+6	4	12/1
18	15	<b>MICHAEL TAIT</b> How Great Thou Art <i>(Waterfront)</i>	158	+13	5	13/1
15	16	<b>C. BILLINGSLEY</b> In Your ... <i>(Perpetual Entertainment)</i>	143	-14	10	9/0
<b>Debut</b>	17	<b>BRIAN LITRELL</b> In Christ Alone <i>(Reunion/PLG)</i>	134	+45	1	12/2
7	18	<b>SELAH</b> All My Praise <i>(Curb)</i>	131	-98	19	9/0
17	19	<b>JENN WEBER</b> One Pure ... <i>(Creative Trust Workshop)</i>	124	-22	13	8/0
<b>Debut</b>	20	<b>JADON LAVIK</b> What If <i>(BEC/Tooth &amp; Nail)</i>	114	+35	1	9/1

19 Inspo reporters. Songs ranked by total plays for the airplay week of Sunday 3/27 - Saturday 4/2.  
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## Rhythmic Specialty Programming

RANK	ARTIST TITLE LABEL(S)
1	<b>PHANATIK</b> Shot Clock <i>(Cross Movement)</i>
2	<b>FLYNN f/SHARLOCK POEMS</b> Get Up <i>(Illect)</i>
3	<b>FLAME</b> Open My Heart <i>(Cross Movement)</i>
4	<b>GRITS</b> We Don't Play <i>(Gotee)</i>
5	<b>KJ-52</b> Are You Real <i>(BEC/Tooth &amp; Nail)</i>
6	<b>URBAN D</b> The Passport <i>(Flavor Alliance)</i>
7	<b>M.O.C.</b> Daddy We Need Ya <i>(Move)</i>
8	<b>LEGACY</b> Green Light <i>(Flavor Alliance/Leg-up)</i>
9	<b>CROSS MOVEMENT</b> Lord You Are <i>(Cross Movement)</i>
10	<b>SEAN SLAUGHTER</b> Die Daily <i>(Slaughter)</i>

## CHRISTIAN AC TOP 30 INDICATOR

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS
1	1	<b>JEREMY CAMP</b> Take You Back <i>(BEC/Tooth &amp; Nail)</i>	1133	+5	14	37/0
2	2	<b>BIG DADDY WEAVE...</b> You're Worthy... <i>(Fervent)</i>	1013	+52	11	35/1
4	3	<b>CHRIS TOMLIN</b> Holy Is ... <i>(Sixsteps/Sparrow/EMI CMG)</i>	881	+42	10	34/1
3	4	<b>MERCYME</b> Homesick <i>(INO/Curb)</i>	881	+12	21	32/0
5	5	<b>BEBO NORMAN</b> Nothing Without You <i>(Essential/PLG)</i>	865	+51	10	33/1
8	6	<b>BY THE TREE</b> Hold You High <i>(Fervent)</i>	661	+25	11	27/0
11	7	<b>BETHANY DILLON</b> Lead Me On <i>(Sparrow/EMI CMG)</i>	594	+62	12	21/1
7	8	<b>CASTING CROWNS</b> Voice... <i>(Beach Street/Reunion/PLG)</i>	589	-51	26	23/0
9	9	<b>SELAH</b> All My Praise <i>(Curb)</i>	585	-26	16	21/0
10	10	<b>SONICFLOOD</b> Your Love Goes On Forever <i>(INO)</i>	556	-4	13	24/0
13	11	<b>ZOEGIRL</b> About You <i>(Sparrow/EMI CMG)</i>	523	+32	6	25/1
12	12	<b>AVALON</b> I Wanna Be With You <i>(Sparrow/EMI CMG)</i>	501	+6	14	18/0
16	13	<b>FFH</b> You Drive, I'll Ride <i>(Essential/PLG)</i>	470	+46	6	21/1
26	14	<b>JOY WILLIAMS</b> Hide <i>(Reunion/PLG)</i>	469	+172	2	27/4
20	15	<b>BRIAN LITRELL</b> In Christ Alone <i>(Reunion/PLG)</i>	469	+111	3	24/2
17	16	<b>NATALIE GRANT</b> Held <i>(Curb)</i>	437	+34	5	24/4
18	17	<b>JARS OF CLAY</b> God Will Lift Up Your Head <i>(Essential/PLG)</i>	431	+36	4	23/0
19	18	<b>OVERFLOW</b> Cry On My Shoulder <i>(Essential/PLG)</i>	429	+45	9	17/0
22	19	<b>NEWSBOYS</b> Devotion <i>(Sparrow/EMI CMG)</i>	388	+63	4	21/3
21	20	<b>CHRIS RICE</b> Me & Becky <i>(Rocketown)</i>	369	+15	8	16/0
23	21	<b>RACHAEL LAMPA</b> No Other One <i>(Word/Curb/Warner Bros.)</i>	344	+24	7	15/1
24	22	<b>SWITCHFOOT</b> This Is Your Life <i>(Columbia)</i>	340	+24	8	15/1
25	23	<b>MATTHEW WEST</b> You Know... <i>(Sparrow/EMI CMG)</i>	254	-50	15	9/0
28	24	<b>JADON LAVIK</b> What If <i>(BEC/Tooth &amp; Nail)</i>	251	+13	2	15/1
<b>Debut</b>	25	<b>JOEL ENGLE</b> Louder Than The Angels <i>(Doxology)</i>	221	+5	1	11/2
29	26	<b>PAUL COLMAN</b> Gloria (All God's Children) <i>(Inpop)</i>	220	+1	9	11/0
<b>Debut</b>	27	<b>JOHN DAVID WEBSTER</b> Miracle <i>(BHT)</i>	209	+35	1	12/2
<b>Debut</b>	28	<b>JACI VELASQUEZ</b> With All... <i>(Word/Curb/Warner Bros.)</i>	199	+16	1	13/1
27	29	<b>ANDY CHRISMAN</b> Complete <i>(Upside/SHELTER)</i>	194	-58	18	9/0
<b>Debut</b>	30	<b>SWIFT</b> I Need You <i>(Flicker)</i>	193	+53	1	13/3

37 AC reporters. Songs ranked by total plays for the airplay week of Sunday 3/27 - Saturday 4/2.  
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## NEW & ACTIVE

<b>BUILDING 429</b> No One Else Knows <i>(Word/Curb/Warner Bros.)</i> Total Plays: 176, Total Stations: 12, Adds: 4	<b>MICHAEL TAIT</b> How Great Thou Art <i>(Waterfront)</i> Total Plays: 102, Total Stations: 6, Adds: 0
<b>PHILLIPS, CRAIG &amp; DEAN</b> Friend Of God <i>(INO)</i> Total Plays: 165, Total Stations: 9, Adds: 4	<b>TREVOR MORGAN</b> Better Than Life <i>(BHT)</i> Total Plays: 90, Total Stations: 5, Adds: 0
<b>PINNACLE PROJECT f/VARIOUS ARTISTS</b> Hosanna <i>(Pinnacle)</i> Total Plays: 134, Total Stations: 5, Adds: 0	<b>TOBYMAC</b> Atmosphere <i>(ForeFront/EMI CMG)</i> Total Plays: 87, Total Stations: 4, Adds: 2
<b>ANTHONY EVANS</b> Fearless <i>(INO)</i> Total Plays: 118, Total Stations: 6, Adds: 0	<b>JEFF ANDERSON</b> Open My Eyes <i>(Gotee)</i> Total Plays: 54, Total Stations: 4, Adds: 0
<b>NICHOLE NORDEMAN</b> Brave <i>(Sparrow/EMI CMG)</i> Total Plays: 108, Total Stations: 10, Adds: 7	<b>POINT OF GRACE</b> Who Am I <i>(Word/Curb/Warner Bros.)</i> Total Plays: 52, Total Stations: 6, Adds: 6



Introducing...

# PLG3 TRIIPLE THREAT

888.776.8742

Agent: Melanie "Divine" Dixon



Specialities: AC & INSPO  
Favorite Color: Burgundy  
Word: Sassalicious

# LATIN FORMATS



**JACKIE MADRIGAL**  
jmadrigal@radioandrecords.com

## El Zol Shines Bright In DC

Aracely Rivera on Tropical WLZL

You could hear the screams from DC all the way to California when heritage Alternative WHFS/Washington went Spanish-language. But owner Infinity saw the potential for a Tropical station in a market where the Hispanic population is made up primarily of Central Americans and is growing, so WHFS became WLZL (El Zol).

It looks like Infinity made the right decision: El Zol got a 2.0 in the winter 2005 Phase Two Arbitrends, beating the other Spanish-language FMs in the market, Contemporary simulcast WBPS & WBZS (Mega), which came in at a 1.2.

While El Zol is still looking to structure its team, a key member has already arrived: newly named PD Aracely Rivera. Rivera, a native of Puerto Rico, has been on the air and in programming at several Entravision radio stations in California, most recently KBRG/San Jose. This week she talks to us about WLZL's music structure, its target and its immediate and future plans.

**R&R:** WLZL debuted in Washington in January. What led to the decision to flip the station to Tropical?

**AR:** I'm not the best person to say why the company made the format change because I wasn't involved in the process, but I think there was a need for the format. I believe the Alternative format is still alive, in the Baltimore area.

**R&R:** El Zol is a Tropical station with a strong FM signal, something new in the market. What kind of Tropical focus are you giving the station?

**AR:** The format is a bit different from what people are used to hearing in Miami or New

York, because you have to take into consideration the population in DC, which, although it is very diverse, has a strong concentration of Central Americans. Although we play salsa, merengue and bachata, we also have a bit of cumbia. We've had to create our own musical recipe.



Aracely Rivera

**R&R:** Does cumbia work in DC because the Central American population there is more open to it? Though its foundation is tropical, it's become more of a Mexican style.

**AR:** Cumbia works everywhere. One of the stations I programmed in the Bay Area is 100% cumbia, and cumbia has also been very successful in Los Angeles. This station is not dedicated completely to cumbia, but it is a style that is part of the musical formula we're using, and it works. As long as you play hits and songs that people are familiar with, it's going to work, and the cumbia songs we play work well with the other music.

We don't play cumbia only because there's a large concentration of Salvadorans — there are also a lot of Peruvians, Uruguayans and others. The cumbias we play are hits, classics, like songs by Sonora Dinamita. I don't think cumbia is necessarily more Colombian or Mexican. I'm Puerto Rican, and I grew up listening to Sonora Dinamita. Cumbia gives the station a special flavor.

**R&R:** You've worked on the West Coast for a long time, and now you're on the East Coast and closer to home. How does that work for you?

**AR:** I'm very happy, because I can now take a flight on the weekend and see my mom. I've been far away for a long time. It's a blessing that I'm able to do what I love and be closer to my family. One of the things that convinced me to make this move is that this company takes into consideration what Hispanics represent to this country, what our needs are and what our musical tastes are.

I'm happy to be part of a Latin station owned by Infinity and to work with people with a lot of experi-

ence and learn from them. I love to develop a team and a station. I did it with the launch of the Súper Estrella Network, with programming cumbia at another station, and when I worked at Radio Romántica [KBRG/San Jose] when the station went local.

But I do miss the Bay Area. I miss my friends and the people I worked with throughout the years.

**R&R:** The experience you have from being on the air and from programming so many stations has to be an asset to you now that you're programming WLZL.

**AR:** I have a broader understanding of research and marketing. When programming radio, the basics can be applied to any format. When I arrived the first thing I said was, "I come here to learn from you and take in everything about this market." I wanted to know what the market is asking for and to be able to interpret the research and combine it with my instincts.

At the same time, this is a new market, and I have to start from zero. I have to listen and learn. I have to learn from my people, my promo guys. I ask them where we should be and what the market's issues are, because I have to know what the issues are that affect the local immigrants, what our public's needs are and what the station's responsibilities are in all this. And that's something I can only learn by being here.

**R&R:** How are you putting together your team?

**AR:** When I arrived there were three very good DJs already. I haven't made any changes, and we're looking for a couple more people. I'm here to work with what we have. I'm putting together a team with the people already here, taking into consideration individ-

**"We're growing a family with a great vibe. In such a competitive market you have to form a family, because if the people at the station don't get along, the audience can feel it."**

ual strengths and placing them in scenarios where I know they can shine.

We're growing a family with a great vibe. In such a competitive market, you have to form a family, because if the people at the station don't get along, the audience can feel it.

**R&R:** Do you have a morning show yet?

**AR:** We're working on it. It's a priority. I can't talk about what we've looked at so far, but we're on it.

**R&R:** When it comes to morning shows, some markets are more liberal and you can push the envelope, and others are more conservative. Which way are you leaning?

**AR:** Washington is a very conservative market. It hasn't seen the type of shows you see in other markets, where stations push the envelope. We're developing more of a musical show because we can afford to do something like that, but we have our eyes open to see what comes our way.

It's not an easy decision, and we can't just take a show that's already done and put it on. We have to study how the show will impact

**"The format is a bit different from what people are used to hearing in Miami or New York, because you have to take into consideration the population in DC, which, although it is very diverse, has a strong concentration of Central Americans."**

the market, how the audience will receive it and how it will play to local sensibilities. Every station needs a star morning show, and we're taking it very seriously.

**R&R:** Being in a conservative market, do you program a lot of reggaeton, which can have explicit lyrics?

**AR:** We play a percentage of reggaeton, but we have a nice mix of several styles of tropical music. Bachata is very hot right now. I haven't faced a situation where I have to worry about the lyrics in a reggaeton song. The ones that are hits right now don't have anything to worry about.

**R&R:** Mega has been in the market for a while, but you already have better numbers. How do you handle the competition?

**AR:** I will build a station that belongs to the people and that will play the music they want to hear. I'm at an advantage, because we have a great signal and because I have a focused format. Period. I never program thinking about the competition. I don't worry about it or take them into consideration, because they will always be there. I just worry about what I do.

**R&R:** Is the public communicating its needs to you?

**AR:** I haven't seen that yet. People are so in love with the station that all the calls are to send greetings. That's why we have to take a leadership role and ask the public how we can help.

This week there's a vote that will decide if undocumented people will be able to get driver's licenses in Maryland. That's an issue that I dealt with in California, and no one here was paying attention to it. We had someone on the air this morning discussing it. We are committed to following up on it and continuing to discuss it. It's our responsibility to do so.

**R&R:** How do you see the station's growth going in the next six months?

**AR:** I believe we're going to be just like our slogan says, "Siempre de fiesta" ["Always a party"]. We're going to continue to be very active in the streets with festivals, with artists and by being part of the lives of the community. It's easy to show up with your van in the neighborhoods, but the station that succeeds is the one that makes a difference and is part of the listeners' lives. We're doing everything that falls under that umbrella.

I have always formed aggressive teams and have developed stations where listeners know we have an open door for them. I plan on having a strong and fun station that acts on what it preaches. We have to stay focused and consistent with what we say we are.



**SUPERMAN** Juanes seems to win every award he's nominated for. He's seen here after his win at Premio Lo Nuestro.

# RADIO Y MÚSICA™ RR.

## Radio Y Música News

• Millions of people saw Jorge Drexler accept his Academy Award for Best Original Song for "Al Otro Lado Del Río" from the film *The Motorcycle Diaries*, and now the Uruguayan singer-songwriter has just released his first U.S. album, *Eco*. The Oscar-winning "Al Otro Lado Del Río" is included as a bonus track on the CD.

• Warner Music Latina has released a series of DVDs by Alejandro Sanz, Alex Ubago and Miguel Bosé. Sanz's DVD *No Es Lo Mismo* is a look at his 2004 concert tour and features songs like "No Es Lo Mismo" and "Corazón Partío." Ubago's DVD *En Directo* features the best songs from the artist's albums to date, *¿Qué Pides Tú?* and *Fantasia o Realidad*. Bose's DVD *En Concierto Por Vos Muero* takes a look at the singer-songwriter's 2004 concert tour in Spain and includes some of his most loved songs, like "Te Amaré."

• A.B. Quintanilla is at it again. His latest work is a CD of duets that Kumbia Kings have done with different artists and a DVD with five videos. Among the many surprises on the album is "I Could Fall in Love," a song that originally hit the Latin and American charts after Selena died, remade as a duet between her and Kumbia Kings. Also included is Selena's hit "Baila Esta Cumbia."

Other duets include Ricardo Montaner, Grim and Dapper Don with Kumbia Kings on "Don't Cry Mama," the English version of "Déjame Llorar," written by Montaner. Then there's Kumbia Kings with Juan Gabriel and El Gran Silencio on a song that was a hit a few years ago, "No Tengo Dinero"; "Llévame Al Cielo," with Aleks

Syntek; "Mi Gente," with Ozomatli; "Reggae Kumbia," with Vico C; "Fuiste Mala," with Intocable lead singer Ricky Muñoz; and "Azucar," with Fito Olivares.

• For the first time in his career, Ezequiel Peña is singing norteño music. *El De Nayarit* is the singer's 15th album. It features 10 tracks, including a duet with Lorenzo De Monteclaro on the song "Amigo Mío." The album's first single is "Beso A Beso."



Jorge Drexler



Ezequiel Peña



**WHAT A NIGHT** Not only did Marco Antonio Solís perform two sold-out nights at Mexico City's Auditorio Nacional, he received a platinum album for exceeding 100,000 in sales for the album *Razón De Sobre*.



**ADAN FOR EVER** In an effort begun by KBUA & KBUE/Los Angeles, a bronze statue was dedicated to Adán Chalino Sánchez. He will never be forgotten.

## See Them Live

April

- 10 Hip Hop Hoodios & Los Abandoned, The Joint, Los Angeles
- 10 Albita, Jackie Gleason Theater, Miami
- 10 Franco De Vita, Tampa Performing Arts Center, Tampa
- 12 Ozomatli, House of Blues, Los Angeles
- 13 Maria Rita, Manuel Arttime Theater, Miami
- 14 Los Amigos Invisibles, JC Fandangos, Anaheim, CA
- 15 Don Omar & Víctor Manuelle, Madison Square Garden, New York
- 15 Los Amigos Invisibles, JC Fandango, Anaheim, CA
- 15 Mega Concierto, Madison Square Garden, New York
- 17 Laura Pausini, James L. Knight Center, Miami
- 21 Bajofondo Tango Club, Manuel Arttime Theater, Miami
- 22 Laura Pausini, The Wiltern, Los Angeles
- 30 Daddy Yankee, Ivy Queen, Don Omar, Universal Amphitheatre, Los Angeles

May

- 3 Juanes, Cox Arena, San Diego
- 4 Juanes, Arrowhead Pond, Anaheim, CA
- 5 Gloria Trevi, Miami Arena, Miami
- 6 Juanes, Universal Amphitheatre, Los Angeles
- 6 El Tri, The Vault 350, Long Beach, CA
- 6 Kinky, University of California, San Diego
- 11 Argentine Festival, Bayfront Park, Miami
- 20 Pepe Aguilar, Universal Amphitheatre, Los Angeles
- 20 Los Temerarios, Ventura Fairgrounds, Ventura, CA
- 21 Los Temerarios, San Mateo Fairgrounds, San Mateo, CA
- 27 Los Temerarios, Convention Center, Ontario, CA
- 28 Los Temerarios, Convention Center, San Diego
- 29 Los Temerarios, Stockton Fairgrounds, Stockton

## TELEVISION

### TOP 10 SPANISH-LANGUAGE SHOWS ON HISPANIC NETWORKS

- 1 Madastra (M-F)
- 2 Cristina (Mon.)
- 3 Apuesta Por Un Amor (M-F)
- 4 Don Francisco Presenta (Wed.)
- 5 Mujer De Madera (M-F)
- 6 Casos De La Vida Real (Tues.)
- 7 Sábado Gigante (Sat.)
- 8 Aquí Y Ahora (Fri.)
- 9 Aquí Y Ahora (Thur.)
- 10 Ver Para Creer (Sun.)

### TOP 10 ENGLISH-LANGUAGE SHOWS MOST WATCHED BY HISPANICS

- 1 American Idol (Wed.)
- 2 Desperate Housewives
- 3 WWE Smackdown
- 4 American Idol (Tues.)
- 5 CSI
- 6 House
- 7 Lost
- 8 Nanny 911
- 9 George Lopez
- 10 Life On A Stick

March 8-April 3; Hispanics 2+. Source: Nielsen Media Research



**GOLD STANDARD** It was gold for Brazeros Musical for selling over 150,000 copies of *El Grupo Joven De La Música Duranguense*.

# REGIONAL MEXICAN TOP 30

POWERED BY  
MEDIABASE

April 8, 2005

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS/ ADDS
2	1	CONJUNTO PRIMAVERA Hoy Como Ayer (Fonovisa)	1508	-5	12	38/0
1	2	INTOCABLE Aire (EMI Latin)	1503	-51	12	33/0
3	3	LOS TIGRES DEL NORTE La Sorpresa (Fonovisa)	1408	+94	7	5/0
5	4	LOS HOROSCOPOS DE DURANGO Si La Quieres (Disa)	968	+89	10	5/0
6	5	K-PAZ DE LA SIERRA Volveré (Univision)	864	+49	25	33/0
4	6	LOS TUCANES DE TIJUANA El Virus Del Amor (Universal)	864	-67	19	34/0
7	7	LOS HURACANES DEL NORTE Tú Ponte En Mi Lugar (Univision)	837	+65	12	23/0
17	8	PATRULLA 81 Eres Divina (Disa)	682	+156	3	4/0
8	9	LA AUTORIDAD DE LA SIERRA Me Quedé Sin Nadie (Disa)	625	+12	8	3/0
10	10	EZEQUIEL PEÑA Beso A Beso (Fonovisa)	621	+22	6	2/0
13	11	GRUPO INNOVACION Mañana Que Ya No Esté (Univision)	612	+48	11	16/1
11	12	JULIO PRECIADO Lo Mejor Fue Perderte (Sony BMG)	599	+26	9	3/0
9	13	BETO Y SUS CANARIOS Está Llorando Mi Corazón (Edimonsa)	591	-15	25	31/0
20	14	ZAINO No Podré Sobrevivir (Fonovisa)	579	+73	4	3/0
16	15	EL PODER DEL NORTE En Tu Basura (Disa)	575	+28	7	9/0
15	16	CONJUNTO ATARDECER Y Te Vi Con El (Universal)	574	+24	5	3/0
12	17	BETO Y SUS CANARIOS A Usted (Disa)	554	-17	11	15/0
18	18	BRONCO "EL GIGANTE DE AMERICA" Señor Mesero (Fonovisa)	553	+31	12	18/0
14	19	LALO MORA Si Me Vas A Dejar (Edimonsa)	542	-10	16	20/0
19	20	KUMBIA KINGS Na Na Na (Dulce Niña) (EMI Latin)	491	-27	6	4/0
22	21	GRUPO BRYNDIS La Última Canción (Disa)	486	+12	18	15/0
23	22	DUELO Bienvenido Al Amor (Univision)	469	+15	12	12/0
21	23	LOS INVASORES DE NUEVO LEON Si Por Mi Fuera (EMI Latin)	456	-27	7	3/0
25	24	JOAN SEBASTIAN Cómo Olvidar (Balboa)	454	+11	7	5/0
26	25	BANDA EL RECODO Ya Soy Feliz (Fonovisa)	417	-22	17	20/0
28	26	DIANA REYES Rosas (Universal)	403	+5	20	20/0
24	27	PESADO Te Apuesto Lo Que Quieras (Warner M.L.)	402	-52	14	14/0
29	28	MARCO ANTONIO SOLIS En El Mismo Tren (Fonovisa)	396	+44	3	6/0
27	29	TOÑO Y FREDDY Lo Lindo De Ti (Disa)	391	-33	6	4/0
[Debut]	30	CONTROL Ella Es Una Diosa (Univision)	363	+96	1	4/2

51 Regional Mexican reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/27-4/2. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2005, Arbitron Inc.) © 2005 Radio & Records.

## MOST ADDED\*

ARTIST TITLE LABEL(S)	ADDS
CONTROL Ella Es Una Diosa (Univision)	2

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
PATRULLA 81 Eres Divina (Disa)	+156
VICENTE FERNANDEZ Ignacio Bernal (Sony BMG)	+109
CONTROL Ella Es Una Diosa (Univision)	+96
LOS TIGRES DEL NORTE La Sorpresa (Fonovisa)	+94
LOS HOROSCOPOS DE DURANGO Si La Quieres (Disa)	+89
ZAINO No Podré Sobrevivir (Fonovisa)	+73
LOS HURACANES DEL NORTE Tú Ponte En Mi Lugar (Univision)	+65
CONJUNTO ALACRAN Duele El Amor (Universal)	+65
TITO Y LOS REYES DEL CAMINO Un Tren (Disa)	+61
SERGIO VEGA "EL SHAKA" Dueño De Ti (Sony BMG)	+51

## NEW & ACTIVE

JENNI RIVERA Amiga, Si Lo Ves (Univision)	Total Plays: 337, Total Stations: 7, Adds: 0
LOS ANGELES AZULES Ella Se Olvidó De Mí (Disa)	Total Plays: 118, Total Stations: 5, Adds: 0
ALACRANES MUSICAL Ay Amor (Univision)	Total Plays: 105, Total Stations: 7, Adds: 0

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at [www.radioandrecords.com](http://www.radioandrecords.com).

## MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS	ARTIST TITLE LABEL(S)	TOTAL PLAYS
KUMBIA KINGS Fuego (EMI Latin)	379	LOS HOROSCOPOS DE DURANGO Dos Locos (Disa)	316
PESADO Ojalá Que Te Mueras (Warner M.L.)	354	GRUPO MONTEZ DE DURANGO Quiero Saber De Ti (Disa)	313
LOS TEMERARIOS Sombras (Fonovisa)	329	LOS RIELEROS DEL NORTE Tu Nuevo Cariño (Fonovisa)	295
POLO URIAS Mi Primer Amor (Fonovisa)	323	PATRULLA 81 No Aprendi A Olvidar (Disa)	294
		ANA BARBARA Loca (Fonovisa)	266
		CUISILLOS Adicto (Balboa)	251

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# CONTEMPORARY TOP 30

April 8, 2005

POWERED BY  
MEDIABASE

LAST WEEK	THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL PLAYS	+/- PLAYS	WEEKS ON CHART	TOTAL STATIONS/ ADDS
1	1	JUANES La Camisa Negra (Universal)	951	+61	8	4/0
2	2	JULIETA VENEGAS Algo Está Cambiando (Sony BMG)	639	-27	16	18/0
3	3	JUANES Volverte A Ver (Universal)	545	-71	15	19/0
4	4	REYLI BARBA Amor Del Bueno (Sony BMG)	521	+45	11	13/0
10	5	OBIE BERMUDEZ Cómo Pudiste (EMI Latin)	474	+102	4	2/0
6	6	KALIMBA Tocando Fondo (Sony BMG)	418	+4	14	11/0
5	7	ALEKS SYNTEK f/ANA TORROJA Duele El Amor (EMI Latin)	415	-6	26	19/0
13	8	INTOCABLE Aire (EMI Latin)	401	+60	4	3/0
7	9	FRANKIE J. f/BABY BASH Obsession (No Es Amor) (Columbia)	384	-17	5	5/0
9	10	LA 5A. ESTACION El Sol No Regresa (Sony BMG)	370	-9	18	15/0
12	11	CHAYANNE Contra Vientos Y Mareas (Sony BMG)	367	+26	3	2/0
11	12	ALEJANDRO FERNANDEZ Qué Lástima (Sony BMG)	367	+11	9	6/0
8	13	JUANES Nada Valgo Sin Tu Amor (Universal)	347	-35	26	25/0
15	14	FEY La Fuerza Del Destino (EMI Latin)	341	+14	14	9/0
19	15	LAURA PAUSINI Viveme (Warner M.L.)	340	+63	4	2/0
17	16	CARLOS VIVES Voy A Olvidarme De Mí (EMI Latin)	323	+26	15	6/0
16	17	RBD Rebelde (EMI Latin)	312	-5	4	2/0
14	18	CRISTIAN Te Buscaría (Sony BMG)	297	-40	18	16/0
20	19	DAVID DEMARIA Precisamente Ahora (Warner M.L.)	284	+10	4	2/0
18	20	DAVID BISBAL Esta Ausencia (Universal)	280	-2	18	10/0
22	21	PEPE AGUILAR El Autobús (Sony BMG)	275	+20	12	10/0
24	22	SORAYA Liévame (EMI Latin)	267	+27	5	4/0
21	23	TOMMY TORRES Dame Esta Noche (Ole Music)	255	-18	9	2/0
27	24	LA 5A. ESTACION Algo Más (Sony BMG)	237	+36	6	4/0
25	25	YAHIR Te Amaré (Warner M.L.)	232	-1	7	4/0
Debut	26	MARCO ANTONIO SOLIS En El Mismo Tren (Fonovisa)	226	+62	1	2/0
23	27	CONJUNTO PRIMAVERA Hoy Como Ayer (Fonovisa)	221	-22	7	5/0
Debut	28	PAULINA RUBIO Alma En Libertad (Universal)	205	+39	1	1/0
29	29	CRISTIAN Una Canción Para Ti (Sony BMG)	204	+13	3	2/0
Debut	30	JIMENA En Soledad (Univision)	193	+37	1	0/0

31 Spanish Contemporary reporters. Monitored airplay data supplied by Mediabase Research, a division of Premiere Radio Networks. Songs ranked by total plays for the airplay week of 3/27-4/2. Bullets appear on songs gaining plays or remaining flat from previous week. If two songs are tied in total plays, the song with the larger increase in plays is placed first. Songs below No. 15 are moved to recurrent after 20 weeks on the chart. Most Added is the total number of new adds officially reported to R&R by each reporting station. Songs unreported as adds do not count toward overall total stations playing a song. Most Increased Plays lists the songs with the greatest week-to-week increases in total plays. Total Audience equals Average Quarter Hour Persons times number of plays (times 100). Each daypart on each station is assigned an AQH number. Average Quarter Hour Persons used herein with permission from Arbitron Inc. (© 2005, Arbitron Inc.) © 2005 Radio & Records.

## MOST PLAYED RECURRENTS

ARTIST TITLE LABEL(S)	TOTAL PLAYS	ARTIST TITLE LABEL(S)	TOTAL PLAYS
LA OREJA DE VAN GOGH Rosas (Sony BMG)	365	SIN BANOERA Que Llora (Sony BMG)	278
ALEJANDRO FERNANDEZ Me Dedicué A Perderte (Sony BMG)	319	JULIETA VENEGAS Lento (Sony BMG)	255
JULIETA VENEGAS Andar Conmigo (Sony BMG)	309	REYLI BARBA Desde Que Llegaste (Sony BMG)	242
FRANCO DE VITA f/SIN BANOERA Si La Ves (Sony BMG)	295	MANA Mariposa Traicionera (Warner M.L.)	239
		PAULINA RUBIO Dame Otro Tequila (Universal)	237
		ALEX UBAGO Sin Miedo A Nada (Warner M.L.)	226

## MOST ADDED

ARTIST TITLE LABEL(S)	ADDS
INTOCABLE Aire (EMI Latin)	2

## MOST INCREASED PLAYS

ARTIST TITLE LABEL(S)	TOTAL PLAY INCREASE
OBIE BERMUDEZ Cómo Pudiste (EMI Latin)	+102
OLGA TAÑON Bandolero (Sony BMG)	+72
LAURA PAUSINI Viveme (Warner M.L.)	+63
MARCO ANTONIO SOLIS En El Mismo Tren (Fonovisa)	+62
JUANES La Camisa Negra (Universal)	+61
INTOCABLE Aire (EMI Latin)	+60
RICARDO ARJONA Por Qué Es Tan Cruel El Amor (Sony BMG)	+50
REYLI BARBA Amor Del Bueno (Sony BMG)	+45
ANDY & LUCAS Quiero Ser Tu Sueño (Sony BMG)	+44
PAULINA RUBIO Alma En Libertad (Universal)	+39

## NEW & ACTIVE

BETZAIDA No Te Quiero Olvidar (Fonovisa)  
Total Plays: 163, Total Stations: 3, Adds: 0

MOENIA Ni Tú Ni Nadie (Sony BMG)  
Total Plays: 158, Total Stations: 6, Adds: 0

ALEJANDRO SANZ Tú No Tienes Alma (Warner M.L.)  
Total Plays: 117, Total Stations: 4, Adds: 0

ELEFANTE Mentirosa (Sony BMG)  
Total Plays: 94, Total Stations: 3, Adds: 0

OPALO No Me Acostumbro (Mock & Roll)  
Total Plays: 62, Total Stations: 3, Adds: 0

JULIO VOLTIO Julito Maraña (Sony BMG)  
Total Plays: 11, Total Stations: 3, Adds: 0

Songs ranked by total plays

Station playlists for all R&R reporters are available on the web at [www.radioandrecords.com](http://www.radioandrecords.com).

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## TROPICAL TOP 25

THIS WEEK	ARTIST TITLE LABEL(S)	TOTAL POINTS
1	<b>MARC ANTHONY</b> Se Esfuma Tu Amor (Sony BMG)	186
2	<b>LOS TOROS BAND</b> Perdóname La Vida (Universal)	157
3	<b>JUAN LUIS GUERRA</b> Para Ti (Vene Music/Universal)	142
4	<b>AVENTURA</b> La Boda (Premium)	128
5	<b>VICTOR MANUELLE</b> La Vida Es Un Carnaval (Sony BMG)	115
6	<b>GILBERTO SANTA ROSA</b> Enséñame A Vivir Sin Ti (Sony BMG)	104
7	<b>FRANKIE NEGRON</b> Todo Es Mentira (SGZ Entertainment)	102
8	<b>DADDY YANKEE</b> Lo Que Pasó, Pasó (VI Music)	101
9	<b>EL GRAN COMBO DE PUERTO RICO</b> El Matrimonio (Sony BMG)	98
10	<b>MONCHY &amp; ALEXANDRA</b> Hasta El Fin (J&N)	91
11	<b>CHARLIE CRUZ</b> Ven Devórame Otra Vez (SGZ Entertainment)	85
12	<b>MONCHY &amp; ALEXANDRA</b> Perdidos (J&N)	84
13	<b>LA GRAN BANDA</b> Chiquilla (DAM Productions)	81
14	<b>FRANKIE J. f/BABY BASH</b> Obsession (No Es Amor) (Columbia)	75
15	<b>OLGA TAÑÓN</b> Bandolero (Sony BMG)	73
16	<b>TITO ROJAS</b> Quiero (MP)	70
17	<b>DADDY YANKEE</b> Machete (VI Music)	69
18	<b>JUANES</b> Camisa Negra (Universal)	67
19	<b>VICO C</b> Se Escaman (EMI Latin)	64
20	<b>OBIE BERMUDEZ</b> Todo El Año (EMI Latin)	56
21	<b>TITO NIEVES f/LA INDIA</b> Ya No Quiera Nada (SGZ Entertainment)	52
22	<b>GILBERTO SANTA ROSA</b> Piedras Y Flores (Sony BMG)	50
23	<b>TOÑO ROSARIO</b> Resistiré (Universal)	49
24	<b>TOP 4 f/RUBBY PEREZ</b> Así No Te Amará Jamás (Universal)	49
25	<b>ELIEL f/GLORY</b> La Popola (VI Music)	48

Data is compiled from the airplay week of 3/27/05-4/2/05, and based on a point system.  
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## ROCK/ALTERNATIVE

TW	ARTIST Title Label(s)
1	<b>ANDREA ECHEVERRI</b> A Eme O (Nacional)
2	<b>ENJAMBRE</b> Biografía (Oso/V&J)
3	<b>STOIC FRAME</b> Demonios Del Asfalto (El Comandante/V&J)
4	<b>LIQUITS</b> Chido (Surco)
5	<b>CIRCO</b> Un Accidente (Universal)
6	<b>MOLOTOV</b> Amateur (Universal)
7	<b>A.N.I.M.A.L.</b> Combativo (Universal)
8	<b>IGNACIO PEÑA</b> Dónde Estabas (Everywhere Music)
9	<b>MARS VOLTA</b> The Widow (I'll Never Sleep Alone) (Strummer/Universal)
10	<b>VOLUMEN CERO</b> Autos (Warner M.L.)
11	<b>ELY GUERRA</b> Te Amo, I Love You (Higher Octave)
12	<b>VICENTICO</b> Los Caminos De La Vida (Sony BMG)
13	<b>JD NATASHA</b> Tatuaje (EMI Latin)
14	<b>SORAYA</b> Llévame (EMI Latin)
15	<b>JUGUETE</b> Sin Ti (Escúchalo/V&J)

Songs ranked by total number of points. Data compiled from playlists submitted on a weekly basis by 11 specialty rock/alternative shows, airing at least 2 hours per week, on radio stations across the country.

## RECORD POOL

TW	ARTIST Title Label(s)
1	<b>FRANKIE J. f/BABY BASH</b> Obsession (No Es Amor) (Columbia)
2	<b>VICO C</b> Se Escaman (EMI Latin)
3	<b>DON OMAR</b> Reggaetón Latino (Urban Box Office)
4	<b>AVENTURA</b> La Boda (Premium)
5	<b>TITO ROJAS</b> Quiero (MP)
6	<b>NORIEGA f/TITO "EL BAMBINO"</b> Te Encontraré (Flow Music/Cutting)
7	<b>FRANKIE NEGRON</b> Todo Es Mentira (SGZ Entertainment)
8	<b>MARIA ISABEL</b> Antes Muerta Que Sencilla (Universal)
9	<b>MIGUEL BOSE</b> Ella Dijo No (Warner M.L.)
10	<b>TOQUE D' KEDA</b> Debo Pensar (Perfect Image)
11	<b>TRES MUNDOS</b> Arabeton (Latinflava)
12	<b>VICTOR MANUELLE</b> La Vida Es Un Carnaval (Sony BMG)
13	<b>MONCHY &amp; ALEXANDRA</b> Hasta El Fin (J&N)
14	<b>CONJUNTO IMAGEN</b> Suéltala (Muziq)
15	<b>BANDA GORDA</b> No Doy Mi Truco (MP)

Songs ranked by total number of points. 22 Record Pool reporters.

## R&R Going For Adds™

### CONTEMPORARY

No Going for Adds for this Week

### REGIONAL MEXICAN

**BOBBY PULIDO** Ojalá Te Animes (Universal)  
**JOSE MANUEL FIGUEROA** Ay Cariñito (Universal)

### TROPICAL

**FULANITO** La Verdad (Cutting)

### ROCK/ALTERNATIVE

No Going for Adds for this Week

## ¡Qué Pasa Radio!

This week the battle for the No. 1 position on the Regional Mexican chart is pretty tough. Conjunto Primavera's "Hoy Como Ayer" (Fonovisa) takes the top spot from Intocable's "Aire" (EMI Latin) by only five plays. Incredible! "Eres Divina" by Patrulla 81 (Disa) takes a nice jump to No. 8 from 17, while Zaino's "No Podré Sobrevivir" (Fonovisa) moves up to No. 14 from 20. Control's "Ella Es una Diosa" (Univision Records) enters the chart at No. 30.

On the Contemporary side, Juanes stays at the top with "La Camisa Negra" (Universal Music Latino), while Intocable's "Aire" moves up to No. 8 from 13. Entering the chart this week are Marco Antonio Solís' "En el Mismo Tren" (Fonovisa), at No. 26; "Alma en Libertad" by Paulina Rubio (Universal Music Latino), at No. 28; and "En Soledad" by Jimena (Univision Records), at No. 30.

Remember that you, radio PDs, are responsible for the hits, the debuts and the drops. Report your adds and make things happen. The deadline is Tuesday at noon PT.

# OPPORTUNITIES

## EAST

### Program Director

We are looking for a PD that can define and execute a winning vision and can take a great station to the next level. Must be a strategic thinker, must be able to understand research and balance data with great instinct, and must be able to motivate and energize an on-air staff. The ideal candidate must be active in the station's efforts to convert ratings into revenue and have the ability to work in a fast and very competitive environment. This position requires a minimum of five years experience as a successful program director in Urban or CHR radio. All resumes will be treated as confidential. We are an EOE. Radio & Records, 2049 Century Park East, 41st Floor, #1133, Los Angeles, CA 90067.

### EXPERIENCED RADIO PROMOTION EXEC

Independent label looking for savvy promotion executive to work projects at Top 40 and CHR/Rhythmic formats. Minimum five years major label experience at the national level required. Solid relationships with major market stations as well as key independents. Send resume to: Radio & Records, 2049 Century Park East, 41st Floor, #1134, Los Angeles, CA 90067. EOE



### MIX 98-5 Boston IS LOOKING FOR OUR NEXT NIGHT HOST

Join Infinity's legendary *Mix 98-5*, as our next night host. Understand how to deliver pop-culture and music that Hot A/C listeners crave? Can you relate to Women 25-44? Send your best material to:

Mike Mullaney  
Assistant Program Director  
WBMX-FM/MIX 98.5  
1200 Soldiers Field Road  
Boston, MA 02134  
iwantnights@mix985.com  
No Phone Calls Please  
Infinity Broadcasting is an equal  
Opportunity Employer

## EAST

Citadel Allentown is looking for a team player longing for the right situation. Mainstream AC WLEV has an opening for a FT on air personality with strong production skills, the right attitude and passion to win. If you're interested, real and relatable on the air, send us your package:

c/o  
Citadel Broadcasting Co.  
EEO - Michelle  
P.O. Box 25096  
Lehigh Valley, PA 18002-5096  
No phone calls  
EOE, M/F

## SOUTH



### Program Director 107.3 JAMZ/ WJMJ-FM Cox Radio/Greenville, SC

Ratings leader and exclusive Urban in Greenville, SC (Market 59). An internal promotion has created this opportunity. This is an excellent opportunity at a great station with the best radio company. EOE. Detailed job description available at

[http://1073jamz.com/about\\_us/career.html](http://1073jamz.com/about_us/career.html)

Applications to: Steve Sinicropi VP/GM  
Cox Radio Greenville  
220 N. Main Street, Suite 402  
Greenville, SC 29601  
Steve.sinicropi@cox.com

### MARKET DIRECTOR OF SALES TOLEDO, OHIO

URBan Radio Broadcasting, LLC seeks an experienced sales management professional to lead our sales teams at WIMX FM and WJZE FM. The proven successful candidate will have excellent communications skills with 3-5 years sales management experience. Must have the ability to recruit, train and retain GREAT sellers. Please send resume and cover letter to:  
jobs@urbanradio.fm  
or mail to:

Regional Director of Sales  
273 Azalea Road, Suite 1-308  
Mobile, AL 36609

URBan Radio Broadcasting, LLC is an equal opportunity employer with other key sales management positions available in Columbus/Tupelo, MS and Alexandria, LA.

## SOUTH

AIR TALENT WANTED  
WQMT-FM, DALTON, GEORGIA'S  
CLASSIC COUNTRY NEEDS A  
MORNING HOST.  
Knowledge of Prophet, Cool Edit Pro, Shortcut phone editor required. EOE.  
Apply: Laura Cowart, Clear Channel  
Radio Dalton, 613 Silver Circle,  
Dalton, GA 30721 or  
lauracowart@clearchannel.com.

## WEST

### AIR TALENT

SO. CAL. STATION NEEDS  
FRESH AIR TALENT FOR NEW  
ADULT FORMAT. FULL & PART  
TIME AVAILABLE. SEND T&R  
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GROUP, 1045 S. EAST STREET  
ANAHEIM, CA. 92805. EOE

**Morning Show Host.** WMSJ Portland, Maine seeks experienced dynamic talent. Send MP3, resume, salary requirements to wmsj@wmsj.org. No calls. EOE. (4/8)

**Live 95/KITI** have an opening in Sales! Deadline April 15th, 2005. Send resumes to: Live 95-KITI Radio, Attn: Derek Shannon, 1133 Kresky Avenue, Centralia WA 98531. EOE (4/8)

### POSITIONS SOUGHT

**Basketball season** is finally over. Former Modesto #1 weekender still seeks NorCal/PacNorthwest gig. Contact FRANK at: (510) 223-1534. (4/8)

**Seeking Division One** Play-by-Play/Sales position. JOE: (888) 327-4996. (4/8)

**Bill Elliott & Tim Subra.** Great audience builders! Available immediately anywhere. Check our "ALL REQUEST RADIO" at [www.3DSJ.com](http://www.3DSJ.com). (813)920-7102. billemliott@3DSJ.com (4/8)

**(Detroit) I can just smell the job openings!** - 16 years in radio, board op. promotions, DJ. Currently working p/t for an top 40 station - looking for more: djmartin88@hotmail.com (4/8)

### RADIO & RECORDS, INC. 2049 Century Park East., 41st 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 2049 Century Park East., 41st 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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POSTMASTER: Send address changes to R&R, 2049 Century Park East., 41st Floor, Los Angeles, California 90067

### R&R Opportunities Free Advertising

Radio & Records, Inc. provides free (20 words maximum) listings to radio stations ON A SPACE AVAILABLE BASIS in Opportunities. Free listings of the same length are also available to individuals seeking work in the industry under Positions Sought.

### Deadline

To appear in the following week's issue, your ad must be received by **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: [kmumaw@radioandrecords.com](mailto:kmumaw@radioandrecords.com). Address all 20-word ads to R&R Free Opportunities, 2049 Century Park East., 41st Floor, Los Angeles, CA 90067.

### R&R Opportunities Advertising

1x \$200/inch  
2x \$150/inch

Rates are per week (maximum 35 word per inch including heading). Includes generic border. If logo, custom border or larger heading are required, add 1/2 inch (\$60 for 1x, \$50 for 2x). In addition, all ads appear on R&R's website. ([www.radioandrecords.com](http://www.radioandrecords.com)).

### Blind Box: add \$50

The R&R address and your box number adds 12 words to your ad. Regular Opportunities rates apply to Blind Box ads, but a \$50 service charge is added for shipping and handling.

### Positions Sought: \$50/inch

Individuals seeking employment may run ads in the Positions Sought section at the special rate of \$50/inch.

### Payable In Advance

Opportunities Advertising orders must be typewritten on company/station letterhead and accompanied by advance payment. Please submit ad copy & logos via email to [kmumaw@radioandrecords.com](mailto:kmumaw@radioandrecords.com). Ads are also accepted by fax: (310-203-8727) or mail. Visa, MC, AmEx or Discover card accepted. Include card number, name as it appears on credit card, expiration date and phone number. Blind box responses are sent to advertisers every Friday by first-class mail.

### Deadline

To appear in the following week's issue, your ad must be received by **Thursday noon (PDT)** eight days prior to issue date. Address all ads to: R&R Opportunities, 2049 Century Park East., 41st Floor, Los Angeles, CA 90067.

### HOW TO REACH US

RADIO & RECORDS, INC. / 2049 CENTURY PARK EAST., 41ST FLOOR, LOS ANGELES, CA 90067

WEBSITE: [www.radioandrecords.com](http://www.radioandrecords.com)

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<b>R&amp;R MUSIC TRACKING:</b>	310-788-1668	310-203-9763	cmawell@radioandrecords.com
<b>ADVERTISING/SALES:</b>	310-553-4330	310-203-8450	hmowry@radioandrecords.com

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<b>EDITORIAL, OTHER DEPTS:</b>	310-553-4330	310-203-9763	mailroom@radioandrecords.com
<b>WASHINGTON, DC BUREAU:</b>	301-951-9050	301-951-9051	jhoward@radioandrecords.com
<b>NASHVILLE BUREAU:</b>	615-244-8822	615-248-6655	lhelton@radioandrecords.com

# MARKETPLACE

## AIR CHECKS

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+CURRENT #296, WMIB/Baka Boyz, KHKS/Billy The Kidd, WFLZ/Kane, KMXB/Mark & Mercedes, KCCL/Big Jim Hall, KIIS/Suzu Tavares, WLNK/Matt & Ramona. \$13

+CURRENT #295, WBCN/Nik Carter, KSAN/Lamont & Tonelli, WXKS/Romeo, Y100/Michael Yo, WLLD/Freak Show, WPLJ/Race Taylor. \$13

+PERSONALITY PLUS #PP-204, KHKS/Kidd Kraddick, KOOL/Jim Zippo, Y100/Kenny & Footie, KSCS/Terry Dorsey. \$13

+PERSONALITY PLUS #PP-203, WRBQ/Mason & Bill, KRTH/Gary Bryan, KYLD/Elvis & J.V., WSIX/Gerry House. \$13

PERSONALITY PLUS #PP-202, KFMB-FM/Jeff & Jer, WRQX/Jack Diamond, KRFX/Lewis & Floorwax, KYSR/Jamie & Danny. \$13 CD

+ALL COUNTRY #CY-151, WOYK WYUU KWNR WSIX. \$13 CD

+ALL CHR #CHR-121 WPOW Y100 WFLZ KHKS KLUC \$13 CD.

+ALL A/C #AC-129, KFMB-FM KSNE WMTX WWRM WDUV \$13 CD.

+PROFILE #S-524 NASHVILLE! CHR AC AOR Gold Ctry UC \$13 CD

+PROFILE #S-525 MIAMI! CHR AC UC AOR Gold Ctry \$13 CD

+PROMO VAULT #PR-59 promo samples - all formats, all market sizes. \$15.50 CD

+SWEEPER VAULT #SV-45 Sweeper & legal ID samples, all formats. \$15.50 CD

+CHN-37 (CHR Nights), O-26 (All Oldies) +AAA-1 (Triple A), +MR-10 (Alternative) +F-28 (All Female) at \$13 each

+CLASSIC #C-288, WKNR/Dick Purtan-1968, WABB/Gary Mitchell-1974, KFRC 1972, KFRC 1973 & more. \$16.50 CD, \$13.50 cassette

VIDEO #101, Charlotte's WNKS/Ace & T.J., Philly's WOGL/Ross Britain, Tampa's WFLZ/Kane, Sacto's KDND/Heather Lee, KHYL/Don St. John, KCCL/Big Jim Hall. 2 hrs, VHS \$30, DVD \$35.

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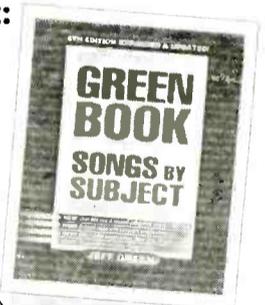
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# THE BACK PAGES

April 8, 2005

POWERED BY  
MEDIABASE

## CHR/POP

LW	TW	
1	1	KELLY CLARKSON Since U Been Gone (RCA/RMG)
3	2	USHER Caught Up (LaFace/Zomba Label Group)
2	3	GREEN DAY Boulevard Of Broken Dreams (Reprise)
4	4	FRANKIE J. f/BABY BASH Obsession (No Es Amor) (Columbia)
5	5	GWEN STEFANI f/EVE Rich Girl (Interscope)
7	6	50 CENT Candy Shop (Shady/Aftermath/Interscope)
6	7	CIARA f/MISSY ELLIOTT 1, 2 Step (LaFace/Zomba Label Group)
9	8	50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)
8	9	NATALIE Goin' Crazy (Latium/Universal)
12	10	ALICIA KEYS Karma (J/RMG)
10	11	MARIO Let Me Love You (J/RMG)
11	12	EMINEM Mockingbird (Shady/Aftermath/Interscope)
13	13	ROB THOMAS Lonely No More (Atlantic)
19	14	AKON Lonely (SRC/Universal)
17	15	3 DOORS DOWN Let Me Go (Republic/Universal)
14	16	JESSE MCCARTNEY Beautiful Soul (Hollywood)
16	17	GAVIN DEGRAW I Don't Want To Be (J/RMG)
20	18	KILLERS Mr. Brightside (Island/IDJMG)
15	19	GAME f/50 CENT How We Do (Aftermath/G-Unit/Interscope)
23	20	TRICK DADDY Sugar (Gimme Some) (Slip-N-Slide/Atlantic)
21	21	BOWLING FOR SOUP Almost (Silvertone/Jive/Zomba Label Group)
18	22	MARIAH CAREY It's Like That (Island/IDJMG)
22	23	DESTINY'S CHILD Soldier (Columbia)
24	24	JET Look What You've Done (Atlantic)
25	25	OMARION O (Epic)
27	26	WILL SMITH Switch (Interscope)
31	27	GAME f/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)
29	28	HOWIE DAY Collide (Epic)
30	29	JENNIFER LOPEZ f/FAT JOE Hold You Down (Epic)
26	30	JAY-Z & LINKIN PARK Numb/Encore (Warner Bros.)

### #1 MOST ADDED

GWEN STEFANI Hollaback (Interscope)

### #1 MOST INCREASED PLAYS

AKON Lonely (SRC/Universal)

### TOP 5 NEW & ACTIVE

AMERICAN HI-FI The Geeks Get The Girls (Maverick/Reprise)

SIMPLE PLAN Untitled (Lava)

SWITCHFOOT This Is Your Life (Columbia)

LUDACRIS Number One Spot (Def Jam South/IDJMG)

MARIAH CAREY We Belong Together (Island/IDJMG)

CHR/POP begins on Page 25.

## CHR/RHYTHMIC

LW	TW	
1	1	50 CENT Candy Shop (Shady/Aftermath/Interscope)
3	2	GAME f/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)
2	3	FRANKIE J. f/BABY BASH Obsession (No Es Amor) (Columbia)
4	4	TRILLVILLE Some Cut (BME/Warner Bros.)
6	5	AKON Lonely (SRC/Universal)
8	6	YING YANG TWINS Wait (The Whisper Song) (TVT)
5	7	50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)
9	8	BABY BASH Baby I'm Back (Universal)
7	9	GAME f/50 CENT How We Do (Aftermath/G-Unit/Interscope)
10	10	NATALIE Goin' Crazy (Latium/Universal)
14	11	BOBBY VALENTINO Slow Down (DTP/Def Jam/IDJMG)
12	12	MARIO Let Me Love You (J/RMG)
19	13	T.I. You Don't Know Me (Grand Hustle/Atlantic)
15	14	OMARION O (Epic)
11	15	LIL' JON... f/USHER & LUDACRIS Lovers & Friends (TVT)
13	16	USHER Caught Up (LaFace/Zomba Label Group)
22	17	BROOKE VALENTINE f/BIG BOI & LIL' JON Girlfight (Virgin)
17	18	CIARA f/MISSY ELLIOTT 1, 2 Step (LaFace/Zomba Label Group)
21	19	NIVEA f/LIL' JON & YOUNGBLOODZ Okay (Jive/Zomba Label Group)
20	20	LUDACRIS Number One Spot (Def Jam South/IDJMG)
18	21	TRICK DADDY Sugar (Gimme Some) (Slip-N-Slide/Atlantic)
27	22	CIARA f/LUDACRIS Oh (LaFace/Zomba Label Group)
24	23	AMERIE One Thing (Columbia)
16	24	EMINEM Mockingbird (Shady/Aftermath/Interscope)
23	25	MARIAH CAREY It's Like That (Island/IDJMG)
29	26	PRETTY RICKY Grind With Me (Atlantic)
35	27	MARIAH CAREY We Belong Together (Island/IDJMG)
26	28	T.I. Bring 'Em Out (Grand Hustle/Atlantic)
25	29	DESTINY'S CHILD Soldier (Columbia)
30	30	MARIO How Could You (J/RMG)

### #1 MOST ADDED

C.A.S.H. My, My, My (BlackGround/Universal)

### #1 MOST INCREASED PLAYS

CIARA f/LUDACRIS Oh (LaFace/Zomba Label Group)

### TOP 5 NEW & ACTIVE

BONE BROTHERS Hip Hop Baby (Koch)

MARQUES HOUSTON All Because Of You (T.U.G.)

SLY BOOGY It's Nuthin' (J/RMG)

CUBAN LINK f/MYIA Sugar Daddy (MOB)

R. KELLY In The Kitchen (Jive/Zomba Label Group)

CHR/RHYTHMIC begins on Page 30.

## URBAN

LW	TW	
1	1	50 CENT Candy Shop (Shady/Aftermath/Interscope)
2	2	T.I. You Don't Know Me (Grand Hustle/Atlantic)
5	3	YING YANG TWINS Wait (The Whisper Song) (TVT)
3	4	FANTASIA Truth Is (J/RMG)
10	5	AMERIE One Thing (Columbia)
7	6	OMARION O (Epic)
13	7	GAME f/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)
4	8	TRILLVILLE Some Cut (BME/Warner Bros.)
12	9	LUDACRIS Number One Spot (Def Jam South/IDJMG)
6	10	JOHN LEGEND Ordinary People (Columbia)
8	11	NIVEA f/LIL' JON & YOUNGBLOODZ Okay (Jive/Zomba Label Group)
11	12	FANTASIA Baby Mama (J/RMG)
9	13	LIL' JON... f/USHER & LUDACRIS Lovers & Friends (TVT)
18	14	BOBBY VALENTINO Slow Down (DTP/Def Jam/IDJMG)
14	15	MARIO Let Me Love You (J/RMG)
16	16	112 U Already Know (Def Soul/IDJMG)
17	17	BROOKE VALENTINE f/BIG BOI & LIL' JON Girlfight (Virgin)
20	18	CIARA f/LUDACRIS Oh (LaFace/Zomba Label Group)
15	19	GAME f/50 CENT How We Do (Aftermath/G-Unit/Interscope)
19	20	M. JONES f/S. THUG & P. WALL Still... (SwishaHouse/Asylum/Warner Bros.)
22	21	FAITH EVANS Again (Virgin)
25	22	MARIO How Could You (J/RMG)
29	23	CASSIDY I'm A Hustla (J/RMG)
27	24	MARQUES HOUSTON All Because Of You (T.U.G.)
24	25	R. KELLY In The Kitchen (Jive/Zomba Label Group)
34	26	DESTINY'S CHILD Girl (Columbia)
21	27	T.I. Bring 'Em Out (Grand Hustle/Atlantic)
26	28	50 CENT Disco Inferno (G-Unit/Shady/Aftermath/Interscope)
23	29	USHER Caught Up (LaFace/Zomba Label Group)
32	30	WEBBIE f/BUN B Give Me That (Asylum/Trill)

### #1 MOST ADDED

TANK I Love Them Girls (BlackGround/Universal)

### #1 MOST INCREASED PLAYS

GAME F/50 CENT Hate It Or Love It (Aftermath/G-Unit/Interscope)

### TOP 5 NEW & ACTIVE

COMMON The Corner (GDD/Geffen)

RAHEEM DEVAUGHN Guess Who Loves You More (Jive/Zomba Label Group)

TORI ALAMAZE Don't Cha (Universal)

STEVIE WONDER So What The Fuss (Motown/Universal)

VIVIAN GREEN Gotta Go, Gotta Leave (Columbia)

URBAN begins on Page 33.

## AC

LW	TW	
1	1	KELLY CLARKSON Breakaway (Hollywood)
2	2	LOS LONELY BOYS Heaven (OR Music/Epic)
3	3	JOHN MAYER Daughters (Aware/Columbia)
4	4	TIM MCGRAW Live Like You Were Dying (Curb)
6	5	MICHAEL BUBLE Home (143/Reprise)
5	6	MAROON 5 She Will Be Loved (Octone/J/RMG)
7	7	KEITH URBAN You'll Think Of Me (Capitol)
10	8	GOO GOO DOLLS Give A Little Bit (Warner Bros.)
8	9	MARTINA MCBRIDE In My Daughter's Eyes (RCA)
9	10	HALL & OATES I'll Be Around (U-Watch)
11	11	MAROON 5 This Love (Octone/J/RMG)
12	12	HOBBASTANK The Reason (Island/IDJMG)
15	13	RYAN CABRERA True (E.V.L.A./Atlantic)
16	14	MERCYME Homesick (JND/Curb)
14	15	PHIL COLLINS Don't Let Him Steal Your Heart Away (Atlantic)
13	16	KENNY G. f/EARTH, WIND & FIRE The Way You Move (Arista/RMG)
17	17	TINA TURNER Open Arms (Capitol)
18	18	ROB THOMAS Lonely No More (Atlantic)
19	19	SCOTT GRIMES Sunset Blvd. (Velocity)
22	20	MAROON 5 Sunday Morning (Octone/J/RMG)
20	21	VANESSA WILLIAMS You Are Everything (Lava)
23	22	HOWIE DAY Collide (Epic)
21	23	FIVE FOR FIGHTING If God Made You (Aware/Columbia)
24	24	ROD STEWART Blue Moon (J/RMG)
26	25	ELTON JOHN All That I'm Allowed (Universal)
27	26	CELINE DION In Some Small Way (Epic)
28	27	RASCAL FLATTS Bless The Broken Road (Lyric Street)
29	28	FINGER ELEVEN One Thing (Wind-up)
25	29	RAY CHARLES f/DIANA KRALL You Don't Know Me (Concord)
-	30	MICHAEL W. SMITH Bridge Over Troubled Water (Reunion/PLG)

### #1 MOST ADDED

SHANIA TWAIN Don't! (Mercury/IDJMG)

### #1 MOST INCREASED PLAYS

MICHAEL BUBLE Home (143/Reprise)

### TOP 3 NEW & ACTIVE

SHANIA TWAIN Don't! (Mercury/IDJMG)

JOHN WAITE New York City Girl (No Brakes)

STEVIE WONDER So What The Fuss (Motown/Universal)

AC begins on Page 46.

## HOT AC

LW	TW	
1	1	GREEN DAY Boulevard Of Broken Dreams (Reprise)
2	2	ROB THOMAS Lonely No More (Atlantic)
4	3	KELLY CLARKSON Since U Been Gone (RCA/RMG)
3	4	GOO GOO DOLLS Give A Little Bit (Warner Bros.)
5	5	MAROON 5 Sunday Morning (Octone/J/RMG)
6	6	KELLY CLARKSON Breakaway (Hollywood)
8	7	3 DOORS DOWN Let Me Go (Republic/Universal)
7	8	HOWIE DAY Collide (Epic)
11	9	LIFEHOUSE You And Me (Geffen)
9	10	MAROON 5 She Will Be Loved (Octone/J/RMG)
12	11	ANNA NALICK Breathe (2am) (Columbia)
10	12	FINGER ELEVEN One Thing (Wind-up)
14	13	JET Look What You've Done (Atlantic)
13	14	RYAN CABRERA True (E.V.L.A./Atlantic)
16	15	JESSE MCCARTNEY Beautiful Soul (Hollywood)
17	16	DURAN DURAN What Happens Tomorrow (Epic)
18	17	U2 Sometimes You Can't Make It On Your Own (Interscope)
20	18	GAVIN DEGRAW Chariot (J/RMG)
21	19	KILLERS Mr. Brightside (Island/IDJMG)
32	20	DAVE MATTHEWS BAND American Baby (RCA/RMG)
24	21	TIM MCGRAW Live Like You Were Dying (Curb)
23	22	GWEN STEFANI f/EVE Rich Girl (Interscope)
22	23	NELLY f/TIM MCGRAW Over And Over (Derry/Fo' Reel/Curb/Universal)
27	24	JACK JOHNSON Sitting, Waiting, Wishing (Brushfire/Universal)
19	25	AVRIL LAVIGNE Nobody's Home (Arista/RMG)
26	26	BOWLING FOR SOUP Almost (Silvertone/Jive/Zomba Label Group)
25	27	ASLYN Be The Girl (Capitol)
28	28	JESS STONE Right To Be Wrong (S-Curve/EMC)
30	29	JEM 24 (ATD/RCA/RMG)
31	30	COLLECTIVE SOUL Better Now (EJ Music Group)

### #1 MOST ADDED

DAVE MATTHEWS BAND American Baby (RCA/RMG)

### #1 MOST INCREASED PLAYS

DAVE MATTHEWS BAND American Baby (RCA/RMG)

### TOP 3 NEW & ACTIVE

SUM 41 Pieces (Island/IDJMG)

RELIENT K Be My Escape (Capitol/Gotee)

CAESARS Jerk It Out (Astralwerks/EMC)

AC begins on Page 46.

## ROCK

LW	TW	
1	1	GREEN DAY Boulevard Of Broken Dreams (Reprise)
2	2	AUDIOSLAVE Be Yourself (Interscope/Epic)
3	3	SHINEDOWN Burning Bright (Atlantic)
4	4	THREE DAYS GRACE Home (Jive/Zomba Label Group)
5	5	VELVET REVOLVER Fall To Pieces (RCA/RMG)
8	6	BREAKING BENJAMIN Sooner Or Later (Hollywood)
6	7	VELVET REVOLVER Dirty Little Thing (RCA/RMG)
13	8	ROBERT PLANT Shine It All Around (Sanctuary/SRG)
12	9	THEORY OF A DEADMAN No Surprise (Roadrunner/IDJMG)
7	10	3 DOORS DOWN Let Me Go (Republic/Universal)
11	11	BILLY IDOL Scream (Sanctuary/SRG)
10	12	OZZY OSBOURNE Mississippi Queen (Epic)
16	13	CHEVELLE The Clincher (Epic)
15	14	BREAKING BENJAMIN So Cold (Hollywood)
14	15	PAPA ROACH Scars (Geffen)
17	16	MUDVAYNE Happy? (Epic)
19	17	NINE INCH NAILS The Hand That Feeds (Interscope)
23	18	GREEN DAY Holiday (Reprise)
9	19	MOTLEY CRUE If I Die Tomorrow (Island/IDJMG)
20	20	SILVERTIDE Blue Jeans (J/RMG)
18	21	COLLECTIVE SOUL Better Now (EJ Music Group)
24	22	QUEENS OF THE STONE AGE Little Sister (Interscope)
22	23	U2 All Because Of You (Interscope)
28	24	NO ADDRESS When I'm Gone (Sadie) (Atlantic)
27	25	BLACK LABEL SOCIETY Suicide Messiah (Artemis)
21	26	CROSSFADE So Far Away (Columbia)
-	27	SLIPKNOT Before I Forget (Roadrunner/IDJMG)
29	28	SUBMERSED Hollow (Wind-up)
26	29	SLIPKNOT Vermilion (Roadrunner/IDJMG)
30	30	JUDAS PRIEST Revolution (Epic)

### #1 MOST ADDED

3 DOORS DOWN Behind Those Eyes (Republic/Universal)

### #1 MOST INCREASED PLAYS

AUDIOSLAVE Be Yourself (Interscope/Epic)

### TOP 5 NEW & ACTIVE

MOTLEY CRUE Sick Love Song (Island/IDJMG)

DROWNING POOL Killin' Me (Wind-up)

TRUST COMPANY Stronger (Geffen)

SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)

MARS VOLTA The Widow (I'll Never Sleep Alone) (Strummer/Universal)

ROCK begins on Page 56.

# THE BACK PAGES

April 8, 2005

POWERED BY  
MEDIABASE

## URBAN AC

LW	TW	
1	1	FANTASIA Truth Is (J/RMG)
2	2	JOHN LEGEND Ordinary People (Columbia)
4	3	KEM I Can't Stop Loving You (Motown/Universal)
3	4	BRIAN MCKNIGHT Everytime You Go Away (Motown/Universal)
6	5	JILL SCOTT Whatever (Hidden Beach/Epic)
7	6	MARIO Let Me Love You (J/RMG)
5	7	LALAH HATHAWAY Forever, For Always, For Love (GRP/VMG)
8	8	STEVIE WONDER So What The Fuss (Motown/Universal)
9	9	GERALD LEVERT So What (If You Got A Baby) (Atlantic)
11	10	FAITH EVANS Again (Virgin)
10	11	ANITA BAKER How Does It Feel (Blue Note/Virgin)
12	12	LUTHER VANDROSS Think About You (J/RMG)
13	13	ALICIA KEYS f/TONY, TONI, TONE & JERMAINE PAUL Diary (J/RMG)
15	14	PRINCE Call My Name (Columbia)
14	15	TINA TURNER Open Arms (Capitol)
20	16	AL GREEN Perfect To Me (Blue Note/Virgin)
16	17	MINT CONDITION I'm Ready (Image)
18	18	RAHSAAN PATTERSON Forever Yours (Artistry Music)
17	19	LEDISI f/BONEY JAMES My Sensitivity (Gets In The Way) (GRP/VMG)
21	20	RAHEEM DEVAUGHN Guess Who Loves You More (Jive/Zomba Label Group)
22	21	DESTINY'S CHILD Girl (Columbia)
24	22	SAMSON Atmosphere (Five Eight's)
23	23	ALICIA KEYS Karma (J/RMG)
30	24	TEMORA f/HOWARD HEWETT There's No Me (LEG)
27	25	TROY JOHNSON It's You (Sought After Entertainment)
-	26	FANTASIA Free Yourself (J/RMG)
-	27	URBAN MYSTIC Long Ways (Sobe)
25	28	ANGIE STONE f/ANTHONY HAMILTON Stay For Awhile (J/RMG)
-	29	SMOKIE NORFUL I Understand (EMI Gospel)
26	30	KENNY G. f/EARTH, WIND & FIRE The Way You Move (Arista/RMG)

### #1 MOST ADDED

FANTASIA Free Yourself (J/RMG)

### #1 MOST INCREASED PLAYS

FANTASIA Free Yourself (J/RMG)

### TOP 5 NEW & ACTIVE

CARLTON BLOUNT My Wife (Magnatar)

JON B. What I Like About You (Sanctuary Urban)

KIERRA "KIKI" SHEARD You Don't Know (EMI Gospel)

ALLURE Frustrated (Lightyear)

WADE O. BROWN Where Do We Go For Love (33rd Street)

URBAN begins on Page 33.

## ACTIVE ROCK

LW	TW	
1	1	BREAKING BENJAMIN Sooner Or Later (Hollywood)
2	2	MUDVAYNE Happy? (Epic)
3	3	AUDIOSLAVE Be Yourself (Interscope/Epic)
4	4	CHEVELLE The Clincher (Epic)
5	5	THREE DAYS GRACE Home (Jive/Zomba Label Group)
10	6	NINE INCH NAILS The Hand That Feeds (Interscope)
6	7	SHINEDOWN Burning Bright (Atlantic)
9	8	EXIES Ugly (Virgin)
7	9	GREEN DAY Boulevard Of Broken Dreams (Reprise)
8	10	CROSSFADE So Far Away (Columbia)
11	11	THEORY OF A DEADMAN No Surprise (Roadrunner/IDJMG)
20	12	GREEN DAY Holiday (Reprise)
12	13	QUEENS OF THE STONE AGE Little Sister (Interscope)
16	14	OZZY OSBOURNE Mississippi Queen (Epic)
15	15	SUBMERSED Hollow (Wind-up)
13	16	PAPA ROACH Scars (Geffen)
30	17	SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)
22	18	SILVERTIDE Blue Jeans (J/RMG)
17	19	BREAKING BENJAMIN So Cold (Hollywood)
19	20	TRUST COMPANY Stronger (Geffen)
23	21	SLIPKNOT Before I Forget (Roadrunner/IDJMG)
14	22	A PERFECT CIRCLE Passive (Virgin)
26	23	NO ADDRESS When I'm Gone (Sadie) (Atlantic)
21	24	VELVET REVOLVER Dirty Little Thing (Arista/RMG)
24	25	BLACK LABEL SOCIETY Suicide Messiah (Artemis)
25	26	DROWNING POOL Killin' Me (Wind-up)
27	27	MARS VOLTA The Widow (I'll Never Sleep Alone) (Strummer/Universal)
29	28	PROM KINGS Alone (Three Kings)
28	29	FUTURE LEADERS OF THE WORLD Everyday (Epic)
37	30	MOTLEY CRUE Sick Love Song (Island/IDJMG)

### #1 MOST ADDED

3 DOORS DOWN Behind Those Eyes (Republic/Universal)

### #1 MOST INCREASED PLAYS

SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)

### TOP 5 NEW & ACTIVE

Z-TRIP Walking Dead (Hollywood)

U2 Sometimes You Can't Make It On Your Own (Interscope)

3 DOORS DOWN Behind Those Eyes (Republic/Universal)

LIFE OF AGONY Love To Let You Down (Epic)

MUSE Stockholm Syndrome (Warner Bros.)

ROCK begins on Page 56.

## COUNTRY

LW	TW	
1	1	CRAIG MORGAN That's What I Love About Sunday (BBR)
3	2	KENNY CHESNEY Anything But Mine (BNA)
2	3	SUGARLAND Baby Girl (Mercury)
4	4	BROOKS & DUNN It's Getting Better All The Time (Arista)
5	5	MONTGOMERY GENTRY Gone (Columbia)
6	6	JO DEE MESSINA My Give A Damn's Busted (Curb)
8	7	ANDY GRIGGS If Heaven (RCA)
10	8	LEE ANN WOMACK I May Hate Myself In The Morning (MCA)
11	9	GRETCHEN WILSON Homewrecker (Epic)
9	10	TOBY KEITH Honkytonk U (DreamWorks)
12	11	JOE NICHOLS What's A Guy Gotta Do (Universal South)
13	12	TIM MCGRAW Drugs Or Jesus (Curb)
14	13	TRACE ADKINS Songs About Me (Capitol)
15	14	MARTINA MCBRIDE God's Will (RCA)
16	15	DIERKS BENTLEY Lot Of Leavin' Left To Do (Capitol)
17	16	BLAINE LARSEN How Do You Get That Lonely (Giantslayer/BNA)
18	17	LONESTAR Class Reunion (That Used To Be Us) (BNA)
21	18	BIG & RICH Big Time (Warner Bros.)
19	19	PHIL VASSAR I'll Take That As A Yes (The Hot Tub Song) (Arista)
20	20	JEFF BATES Long, Slow Kisses (RCA)
23	21	KEITH URBAN Making Memories Of Us (Capitol)
22	22	SHANIA TWAIN Don't! (Mercury/IDJMG)
24	23	KEITH ANDERSON Pickin' Wildflowers (Arista)
26	24	GARRYL WORLEY If Something Should Happen (DreamWorks)
32	25	GEORGE STRAIT You'll Be There (MCA)
27	26	BLAKE SHELTON Goodbye Time (Warner Bros.)
28	27	BOBBY PINSON Don't Ask Me How I Know (RCA)
30	28	RASCAL FLATTS Fast Cars And Freedom (Lyric Street)
29	29	SHEAISIS Don't Worry 'Bout A Thing (Lyric Street)
31	30	PAT GREEN Baby Doll (Universal/Republic/Mercury)

### #1 MOST ADDED

SUGARLAND Something More (Mercury)

### #1 MOST INCREASED PLAYS

GEORGE STRAIT You'll Be There (MCA)

### TOP 5 NEW & ACTIVE

JON RANDALL Baby Won't You Come Home (Epic)

AMBER DOTSON I'll Try Anything (Capitol)

AMANDA WILKINSON No More Me And You (Universal South)

JASON ALDEAN Hicktown (BBR)

MIRANDA LAMBERT Bring Me Down (Epic)

COUNTRY begins on Page 39.

## ALTERNATIVE

LW	TW	
1	1	AUDIOSLAVE Be Yourself (Interscope/Epic)
2	2	GREEN DAY Holiday (Reprise)
5	3	NINE INCH NAILS The Hand That Feeds (Interscope)
3	4	BECK E-Pro (Interscope)
4	5	QUEENS OF THE STONE AGE Little Sister (Interscope)
14	6	WEEZER Beverly Hills (Geffen)
8	7	BREAKING BENJAMIN Sooner Or Later (Hollywood)
6	8	GREEN DAY Boulevard Of Broken Dreams (Reprise)
10	9	KILLERS Mr. Brightside (Island/IDJMG)
7	10	MARS VOLTA The Widow (I'll Never Sleep Alone) (Strummer/Universal)
9	11	JIMMY EAT WORLD Work (Interscope)
11	12	GARBAGE Why Do You Love Me (Geffen)
12	13	CHEVELLE The Clincher (Epic)
27	14	SYSTEM OF A DOWN B.Y.O.B. (American/Columbia)
13	15	CROSSFADE Cold (Columbia)
15	16	CROSSFADE So Far Away (Columbia)
18	17	EXIES Ugly (Virgin)
19	18	MUDVAYNE Happy? (Epic)
16	19	PAPA ROACH Scars (Geffen)
17	20	THREE DAYS GRACE Home (Jive/Zomba Label Group)
24	21	Z-TRIP Walking Dead (Hollywood)
22	22	TRUST COMPANY Stronger (Geffen)
26	23	KINGS OF LEON The Bucket (RCA/RMG)
20	24	3 DOORS DOWN Let Me Go (Republic/Universal)
23	25	INTERPOL Evil (Matador)
28	26	JACK JOHNSON Sitting, Waiting, Wishing (Brushfire/Universal)
30	27	BRAVERY An Honest Mistake (Island/IDJMG)
29	28	KILLERS Smile Like You Mean It (Island/IDJMG)
21	29	A PERFECT CIRCLE Passive (Virgin)
32	30	NO ADDRESS When I'm Gone (Sadie) (Atlantic)

### #1 MOST ADDED

UNWRITTEN LAW She Says (Lava)

### #1 MOST INCREASED PLAYS

WEEZER Beverly Hills (Geffen)

### TOP 5 NEW & ACTIVE

KEANE Everybody's Changing (Interscope)

MUSE Stockholm Syndrome (Warner Bros.)

BETTER THAN EZRA A Lifetime (Artemis)

STEREOPHONIC Dakota (You Made Me Feel Like The One) (V2)

SENSES FAIL Buried A Lie (Vagrant)

ALTERNATIVE begins on Page 60.

## SMOOTH JAZZ

LW	TW	
1	1	DAVE KOZ Let It Free (Capitol)
3	2	BONEY JAMES f/JOE SAMPLE Stone Groove (Warner Bros.)
2	3	KENNY G. Pick Up The Pieces (Arista/RMG)
4	4	TIM BOWMAN Summer Groove (Liquid 8)
5	5	MINDI ABAIR Come As You Are (GRP/VMG)
7	6	PAUL BROWN Moment By Moment (GRP/VMG)
6	7	SOUL BALLET Cream (215)
8	8	EUGE GROOVE XXL (Narada Jazz)
10	9	MICHAEL LINGTON Two Of A Kind (Rendezvous)
12	10	NILS Pacific Coast Highway (Baja/TSR)
15	11	CHRIS BOTTI No Ordinary Love (Columbia)
11	12	MARION MEADOWS Sweet Grapes (Heads Up)
13	13	ANITA BAKER How Does It Feel (Blue Note/Virgin)
16	14	KENNY G. f/EARTH, WIND & FIRE The Way You Move (Arista/RMG)
9	15	NORMAN BROWN Up 'N' At 'Em (Warner Bros.)
17	16	DAVID SANBORN Tin Tin Deo (GRP/VMG)
18	17	JEFF LORBER Ooh La La (Narada Jazz)
22	18	VANESSA WILLIAMS You Are Everything (Lava)
20	19	3RD FORCE Believe In Me (Higher Octave)
19	20	FOURPLAY Fields Of Gold (RCA Victor/RMG)
21	21	HALL & OATES I'll Be Around (J-Watch)
24	22	PAUL TAYLOR Nightlife (Peak)
25	23	STEVE COLE Thursday (Narada Jazz)
23	24	SEAL Walk On By (Warner Bros.)
28	25	CHUCK LOEB Tropical (Shanachie)
27	26	JOYCE COOLING Camelback (Narada Jazz)
26	27	PAMELA WILLIAMS Fly Away With Me (Shanachie)
29	28	PAUL JACKSON, JR. Never Too Much (GRP/VMG)
30	29	MATT BIANCO f/BASIA Ordinary Day (Decca/Universal)
-	30	ALEXANDER ZONJIC Leave It With Me (Heads Up)

### #1 MOST ADDED

CHUCK LOEB Tropical (Shanachie)

### #1 MOST INCREASED PLAYS

STEVE COLE Thursday (Narada Jazz)

### TOP 5 NEW & ACTIVE

NORMAN BROWN West Coast Coolin' (Warner Bros.)

MARCUS MILLER f/ERIC CLAPTON Silver Rain (Koch)

KEN NAVARRO You Are Everything (Positive)

ACOUSTIC ALCHEMY Say Yeah (Higher Octave)

AVERAGE WHITE BAND Work To Do (Liquid 8)

SMOOTH JAZZ begins on Page 52.

## TRIPLE A

LW	TW	
2	1	U2 Sometimes You Can't Make It On Your Own (Interscope)
1	2	JACK JOHNSON Sitting, Waiting, Wishing (Brushfire/Universal)
4	3	DAVE MATTHEWS BAND American Baby (RCA/RMG)
3	4	BLUE MERLE Burning In The Sun (Island/IDJMG)
5	5	TORI AMOS Sleeps With Butterflies (Epic)
8	6	MOBY Beautiful (V2)
10	7	SNOW PATROL Chocolate (A&M/Interscope)
7	8	GREEN DAY Boulevard Of Broken Dreams (Reprise)
9	9	COLLECTIVE SOUL Better Now (E! Music Group)
6	10	MADELEINE PEYROUX Don't Wait Too Long (Rounder)
11	11	JET Look What You've Done (Atlantic)
17	12	KEANE Everybody's Changing (Interscope)
13	13	JOHN BUTLER TRIO Zebra (Lava)
15	14	BECK E-Pro (Interscope)
18	15	ROBERT PLANT Shine It All Around (Sanctuary/SRG)
14	16	MARC BROUSSARD Home (Island/IDJMG)
12	17	JOSS STONE Right To Be Wrong (S-Curve/EMC)
16	18	ANNA NALICK Breathe (2am) (Columbia)
20	19	CARBON LEAF What About Everything? (Vanguard)
-	20	WALLFLOWERS Beautiful Side Of Somewhere (Interscope)
19	21	HOWIE DAY Collide (Epic)
21	22	KATHLEEN EDWARDS Back To Me (Zoe/Rounder)
22	23	BETTER THAN EZRA A Lifetime (Artemis)
25	24	BEN LEE Catch My Disease (New West)
23	25	MAIA SHARP Something Wild (Koch)
-	26	AUDIOSLAVE Be Yourself (Interscope/Epic)
-	27	BRUCE SPRINGSTEEN Devils & Dust (Columbia)
-	28	RINGSIDE Tired Of Being Sorry (Flawless/Geffen)
26	29	KENNY WAYNE SHEPHERD Let Go (Reprise)
24	30	OZMOTLIL Love & Hope (Concord)

### #1 MOST ADDED

BRUCE SPRINGSTEEN Devils & Dust (Columbia)

### #1 MOST INCREASED PLAYS

BRUCE SPRINGSTEEN Devils & Dust (Columbia)

### TOP 5 NEW & ACTIVE

BRIGHT EYES First Day Of My Life (Saddle Creek)

KYLE RYBKO What Did I Get Myself Into (Aware/Columbia)

TEGAN & SARA Walking With A Ghost (Vapor/SRG)

CAESARS Jerk It Out (Astralwerks/EMC)

STEVIE WONDER So What The Fuss (Motown/Universal)

TRIPLE A begins on Page 64.

# PUBLISHER'S **Profile** BY ERICA FARBER

**W**ith his business background and love of music, Terry Hemmings is President and CEO of one of the world's largest Christian-music companies, Provident Music Group. The lines continue to blur when it comes to what to call certain types of music, and Hemmings is clear about his responsibility to deliver successful product, but he also recognizes that his core mission is to stay focused on Christian music's purpose and identity.

**Getting into the business:** "My wife grew up in Nashville and went to school with Amy Grant and Debbie Bannister, whose husband produced Amy. When she and I married and moved to Nashville, we became friends with a number of people in that community. At the time I worked for an investment bank, JC Bradford. In 1986 the guys who manage Amy had started a record company and music publishing company and needed someone to run it. I ended up buying into the company and then becoming President of Reunion, the music publishing company and the record company, in 1987."

**History of the Provident Music Group:** "In 1993 we sold half of Reunion to BMG as part of a joint venture on both the publishing and recorded-music sides. Then, in 1995, we sold BMG the other half of the company. My partners, Mike Blanton and Dan Harold, left, and I came in under the Arista umbrella.

"About a year later BMG decided it wanted out of the Christian-music business. Zomba owned Brentwood Records, so they rolled Brentwood and Reunion together and then, not too long after, acquired Benson, which was another semi-major Christian record company. Once they had all that put together, they named the rolled-up entity Provident Music Group. I left as part of that transaction in 1996, so it became Provident after I was gone."

**Returning to the music business:** "I initially started a company that dealt with protecting copyrights online in the digital-rights-management arena. We had a company called Music Trust, and the underlying technology was designed to allow people to buy and consume music on the Internet without being able to steal it. We had deals with BMG and Universal, but, interestingly, we couldn't get the music industry to move fast enough.

"We were working off investor capital, and with the music companies moving so slowly, we knew it was a matter of time before we'd run out of money, so we sold the company to Reciprocal Music. Now that technology kind of loops into Microsoft's Windows Media operating system through a series of other transactions. After we sold it I basically did the same thing for a health-care technology company.

"At the end of 2002 BMG acquired the entire Zomba Music group, and they moved the Provident group out of the New York family and gave it to Joe Galante in Nashville to oversee. He called me to come back and run the group. I love music and had missed it. I've known Joe since the mid-'80s. I actually worked with him when he was in New York, running RCA."

**Biggest change he's seen in the music business:** "The biggest change is really from the outside perspective. Consumer attitudes toward music changed dramatically, not just in terms of the value of music, but also in the consumers' and listeners' desire for kind of a spoonful of sugar. They're not as interested in the artists as they used to be. They are more interested in songs and tidbits.

"The development of online sale and exchange has propagated that to some degree, because you consume one song at a time. Albums as complete works with six or seven singles have been replaced by records with a couple of songs on them, and everything else is somewhat disposable. That's driven more by consumer attitudes than it is by anything that's happening on the artist side or the label side."

**Biggest challenge:** "Day to day, the market moves very quickly. My biggest challenge is keeping A&R and marketing focused on what they are supposed to be doing today but also looking six months and 24 months out so that we're moving at the same pace as the market but without being so distracted by what's about to happen or could be happening that we don't pay attention to today's business. The challenge is striking a balance between succeeding today and also being ahead of the curve. It requires constant communication and a staff that is not stuck in the mud."

**How the Sony-BMG merger is affecting him:** "So far, besides the usual corporate things — new policies and procedures and getting used to some new people — I've found the company to be very forward-thinking. Having the relationship with Sony has put us in a very advantageous position when it comes to the digital realm. They are well ahead of the curve in the development of the use of ringtones and wallpaper and other lifestyle components that are new business opportunities for us with music.

"[Sony BMG CEO] Andy Lack, at a recent symposium, mentioned that Sony BMG Music Entertainment was going to be getting into film and doing some ventures with Columbia Pictures and others that are making music-oriented films that are more audience-targeted. Christian music is a lifestyle-driven music format, so the things Sony is doing on a go-forward basis fit very nicely

into our core business and with our core consumer. We just have to figure out how to be heard and how to fit into a huge machine."

**Christian music as a lifestyle:** "Christianity is a faith. It's a huge untapped audience, and figuring out how to present and market to it and make music to broaden that audience is where we are. We have to be better.

"There is a significant core to Christian music that's more church-based that we serve as well, and those artists are going to continue to succeed and sell. Casting Crowns are a fantastic example of that. They are very much in the core of Christian music. Their aspirations don't extend beyond that in terms of their career and their message.

"If there's a growth opportunity in the mainstream, it's going to come from a different type of artist with a different type of intent, and we're going to have to find those places where we all agree that this is the one. Those shots are going to be very selective, and the competition is significantly stiffer."

**State of Christian music:** "The business is pretty solid right now. The most encouraging sign was that our independent Christian retailers had a pretty good growth year last year. Their business and their margins improved. We've also seen a significant growth of the Christian component of our mainstream retail — Wal-Mart, Target, Best Buy, etc. So the business overall is pretty good, but we are trying to find ways to grow it and develop new markets."

**How he views Christian radio:** "It's critical, and it's become a good place for us to find success. Christian radio, for the first time since I've been in this business, can deliver a hit and substantial sales on a broad base. Ten years ago you might have been able to have something locally in the one or two markets where Christian radio had some strength. Christian radio has helped us break some new artists over the last two years — not single-handedly, but as the primary component in exposing those new artists to a market. It used to be that touring, radio and other components were equal, but now radio can play a significantly larger or a lead role in the development of a new artist or sales base."

**Something about his company that might surprise our readers:** "That we love working together. This company's foundation was in non-artist product. The basis of this company was Brentwood Records, 20-plus years ago. That was all concept or kids' products, but it became a pretty significant artist-based market leader through acquisition and organic development."

**Most influential individual:** "Mike Blanton and Dan Harold were my original business partners. They are artist managers. They still manage Amy Grant and Michael Smith, their original roster. They had a great deal of influence on me. Also, Rich Mullins, one of our artists, who passed away. He did a great deal to show me what Christian artistry was and could be about from an artist's perspective."

**Career highlight:** "We changed the business when we took our little Christian label and made a deal with Geffen Records in 1990. At the time it was succeeding with Guns 'N' Roses and Nirvana and some pretty progressive music outside of the realm of Christian music. It was an odd fit, but we found a way to understand each other, and I think it was a groundbreaking deal.

"We broke Michael Smith, and, from a mainstream perspective, we had a couple of big hit records. It kind of reset the way we looked at Christian music. We broke out of the subculture genre and got on the mainstream map, at retail in particular. It helped us not only as a company, but as an industry."

**Career disappointment:** "Two things: I wish we had never sold our publishing company, and I think the way we transitioned our company through the sale — selling first half of it, and then the rest — kind of hurt us. I would love to go back and look at that again and remap it."

**Favorite radio format:** "Alternative, Active Rock."

**Favorite television show:** "24."

**Favorite song:** "Wish You Were Here" by Pink Floyd."

**Favorite movie:** "Amadeus."

**Favorite book:** "The Heart Aroused, by David Whyte."

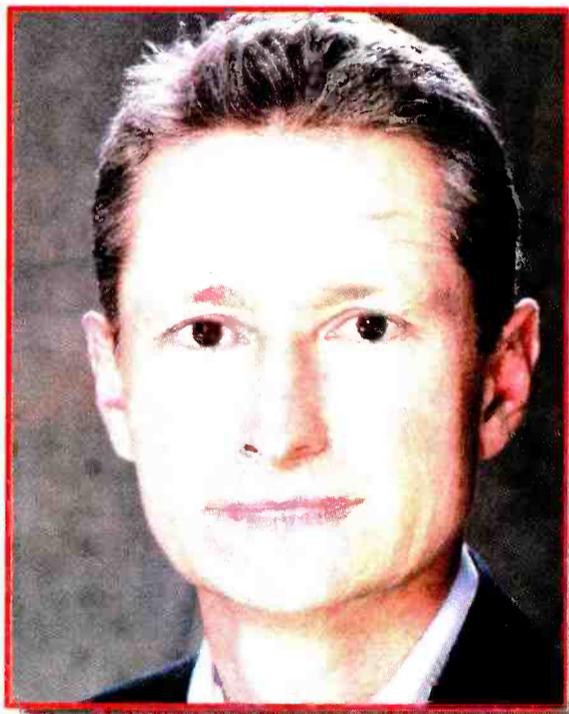
**Favorite restaurant:** "The Left Bank in Vail, CO."

**Beverage of choice:** "Water."

**Hobbies:** "Golf. I have an eight handicap, and I'm the worst guy in my group. Listening to music."

**Advice for broadcasters:** "Get out of the research business and into the music business. We've had some experiences where we've been able to convince radio to play something that was researching poorly because we felt it was a song that people needed to hear a few times. In one case we had an enormous hit record, one of the biggest hits in our format in years. I would encourage broadcasters to be more attentive to their gut."

**Advice for the music industry:** "Be more selective. We have a lot of stuff out there right now."



**TERRY HEMMINGS**

President/CEO, Provident Music Group

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